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PrintShop Mail Connect adds digital to the mix for VDP assemblers

Objectif Lune's VDP tool for promotional communications, PrintShop Mail Connect, is new and improved. Keeping personalisation at the core, the new PrintShop Mail wraps digital and print into one easy-to-use tool for VDP assemblers.

August 5, 2015, MONTREAL - PrintShop Mail, the easiest-to-use standalone VDP solution on the market just got better. Today Objectif Lune, a Montreal-based technology company that develops a wide range of solutions for data-driven communications, launches the newest version of their solution for personalised promotional communications: PrintShop Mail Connect.

The verdict is in: Personalisation sells. An InfoTrend study says personalisation increases response rates by 24%. By maintaining PrintShop Mail Connect's focus on personalisation, users will now not only be able to personalise letters and postcards, but will be able to do the same for email promotions. PrintShop Mail Connect offers VDP assemblers in print shops and CRDs a comprehensive tool to build and output sophisticated personalised promotional communications for both print and email.

PrintShop Mail Connect was rebuilt using widespread web technologies to address the need of digital that now faces organizations in all industries. While improving PrintShop Mail to become the easiest to use VDP tool yet, Objectif Lune kept everything users loved about PrintShop Mail Suite such as compatibilities with any design, database, and printer. But what makes PrintShop Mail Connect stand out is that it's the only software on the market that designs for both print and email without reverse engineering print. This injection of digital does not change the way users will use the interface. Designs do not require the need for scripting, just use the drag-and-drop functions to create your very own personalised communication pieces.

New digital features

- Connector to Mandrill – the most used email delivery service worldwide.
- Access to published web content
- Leverage graphs from any graphs engine online

Improvements to the usability

- The easiest to use interface so far, inspired by our thousands of users
- On-demand finishing options
- Wizards and templates to get anyone started
- Simple application of advanced features
- Use of styles and master pages for layout consistency

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Completely new additions

- Inclusion of maxicodes and coloured barcodes
- Supports integrity marks for mailing optimization
- Bleeding capabilities

Scalability is also something new in this latest version. Not only are options such as performance packs and AFP and IPDS outputs available, PrintShop Mail Connect is able to scale seamlessly depending on the users need for functionality or volume. This ability to scale also allows smooth and easy transition to other Objectif Lune solutions such as PlanetPress Connect and PReS Connect.

Lastly, the pricing plan for PrintShop Mail Connect allows for greater flexibility. Now, users can choose between two unlimited use options: The classic one-time license fee and a yearly subscription. The yearly subscription offers a no-commitment option for users looking to experiment with personalisation or to use for ad-hoc VDP jobs. The idea was to give users more flexibility and keep them up to date with our newest technology.

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