

Executive Summary

The market is changing

The print market is experiencing rapid change. Your clients realize they can improve communications through shorter runs of customized, high impact documents. At the same time, they are demanding superior image quality on a wide range of substrates, all delivered in record times with lower print spends.

As advertising euro's shift to more measurable media, the growth opportunities will be in direct mail, TransPromo, loyalty, custom publications, and other more highly targeted, personalized, relevant applications.

Kodak and Chip International understands this both as a large consumer products manufacturer and as a provider of equipment to printers. Kodak has developed complete, end-to-end solutions that cover all elements of a job from the creative desktop all the way to the consumer's mailbox, with workflow, management tools, and links to the marketing engines that enable tracking and accountability along the way.

Position yourself to profit from those changes

With the KODAK PROSPER S20 Imprinting System, you can be ready to deliver exactly what your clients are demanding. You can build and expand capabilities on web offset and web finishing lines and now offer unmatched image quality with fast turnaround times, variable data printing at press speeds, relevancy and personalization in high volume. That's a winning formula to help drive positive business change for you:

- Reduce labor costs
- Increase print volume
- Drive higher margins

With a vast portfolio of products that touch every element from creative to mailing, a knowledgeable global sales force, an experienced worldwide service network, business development managers, and extensive industry expertise, Chip International is the right choice as you look to profit from the diverse and demanding changes occurring in your business.

The perfect connection takes more than technology, it takes a partner

It's time for solutions that connect to people and to your business goals. Ideas that enable you to be more profitable and more efficient. Innovations that give you the power to do anything and sacrifice nothing. And integrated workflow solutions that help your whole operation run smoothly. When you connect with Chip International, you're getting more than leading-edge technology. You're gaining a partner that can help you build your business.