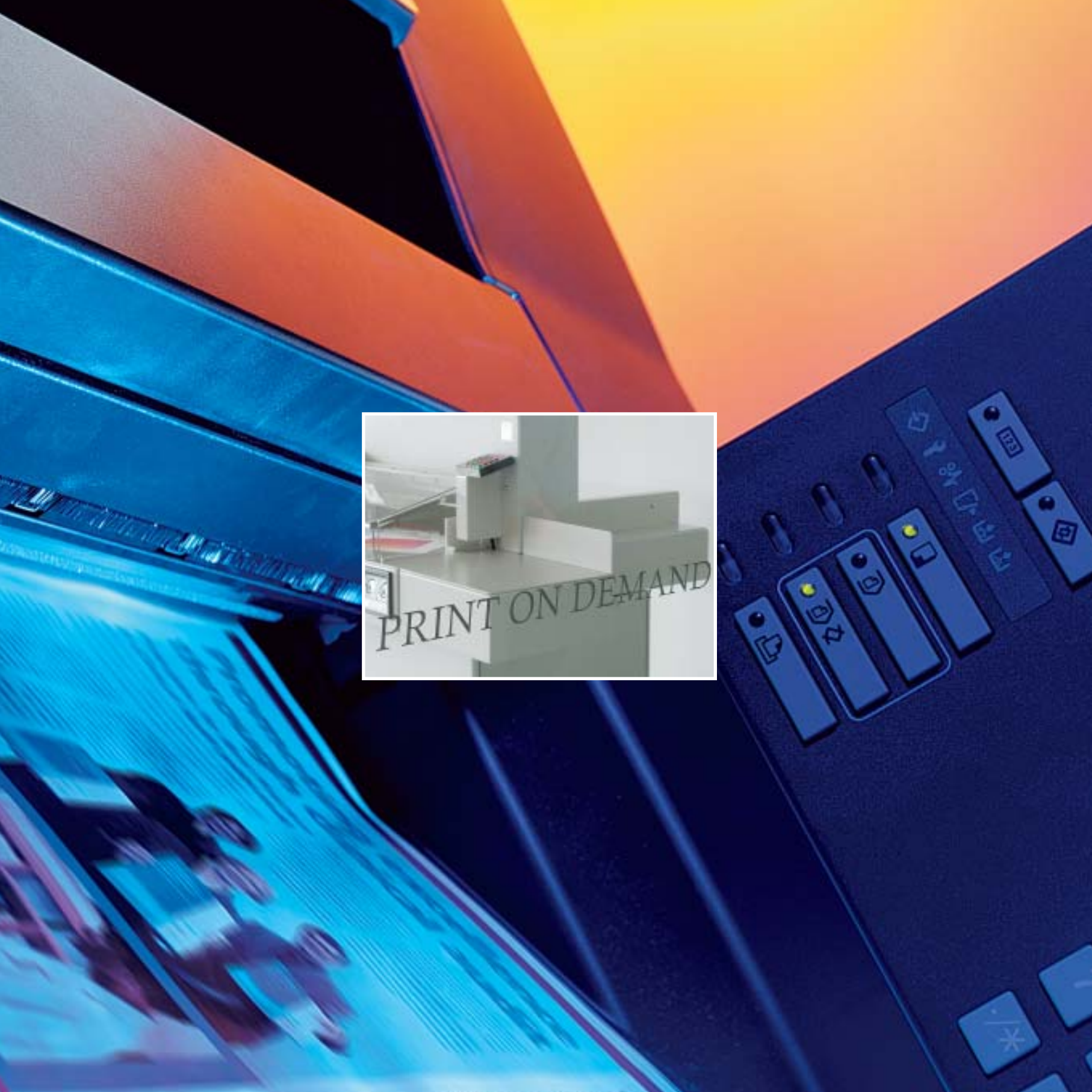




PROLOG
print on demand



your doorway to the total service



PRINT ON DEMAND

integrated, multi-channel call centres

inbound/outbound telephone marketing

up-selling/cross-selling

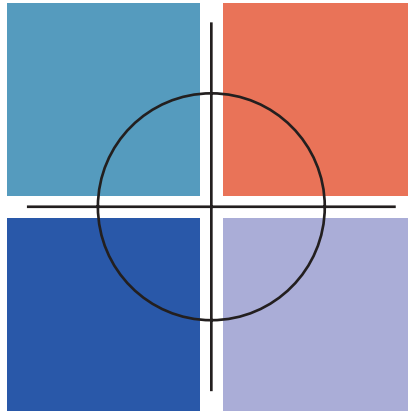
client banking and financial reconciliation

24/7 customer care and enquiries

Print on Demand



your doorway to the
total service



more than just a digital printshop

Your documents, reports and publications as you need them, when you need them.

From one copy to one thousand or more, affordable printing tailor-made for the smallest quantities...

Copies that can be edited, amended and updated as you print, or personalised to the recipients at the click of a mouse.

No more wasted stocks, no more unnecessary storage costs. Maximum economy. Total flexibility. Instant provision.

That's Print on Demand...

But at Prolog you get much more than just a digital printshop. Prolog is Britain's leading marketing services and communications company, with an unmatched portfolio of support services.

Prolog Print on Demand has its own fully equipped design and publishing studio.

Prolog Print on Demand is part of a huge bulk storage, fulfilment and distribution operation – one of the most modern and fastest growing in Britain.

And if you need response handling and state-of-the-art customer service, you need look no further:

Prolog Print on Demand puts a 1000-agent station, multi-channel customer contact operation at your disposal!

So, from the design, through production to distribution of your as-needed publications, we offer a truly unique one-stop-shop service, where customer care is not a bolt on, but the driving force...

Prolog Print on Demand makes impressions, and keeps your customers impressed.

Prolog Print on Demand

PRINTING



Making impressions...

There's nothing magical about digital printing. It uses tried and tested technologies. The magic comes in the way systems, software and printers are made to work together to meet highly individualised short-run print requirements.

Prolog's brand of just-in-time printing is characterised by its special focus on customer needs.

And while **Prolog Print on Demand** exists to offer cost effective, limited-run printing, we have the space, technology and investment capability to double, treble or even quadruple our overall output within impressively short time-scales. An idle boast? Just ask our existing clients.

Digital printing is growing. Prolog recognises this and is investing for the future with the infrastructure, scalable hardware, software and technology that adds yet another added-value service to our all-encompassing marketing support portfolio.

print production



copy in virtually any format

5000 impressions an hour

wire-bound

hole-punched

near Perfect Binding

single sheet, folded, booklets



talented copywriting and design

photography and art direction

illustration and graphics

fully-equipped Apple Mac studio

in-house origination and proofing

Prolog Print on Demand

In print, like everything else, you only get one chance to create a first impression.

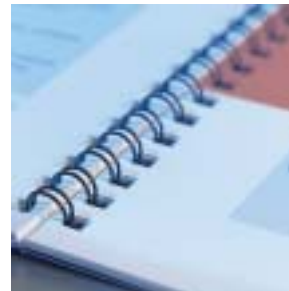
Prolog's Marketing and Creative Services Division has been generating high-quality design-for-print for more than a decade, with some of the UK's best-known brands among its clients.

Because it works hand-in-glove with an experienced and talented creative team, **Prolog Print on Demand** can offer its customers the benefits of instant in-house design, along with copy-writing and editing, photography and a whole host of other creative services – avoiding mounting costs when they are out-sourced separately.

Equipped throughout with the latest Apple Mac publishing technology and allied software packages, Prolog's design and publishing experience spans the spectrum, from coffee table magazines to direct mailing pieces and flyers.

Even where finished page files are provided to our printer, customers have the added assurance that Prolog has a professional team ready and waiting to advise or lend a hand in the event of unexpected problems or if content needs to be changed at the eleventh hour.

Design for print... Just one reason why Prolog Print on Demand is more than just a digital printshop.



Creating impressions...

design for print

Prolog Print on Demand



Satisfying impressions...

Print on demand is all about speed... Speed in production and rapid, reliable delivery.

When you use **Prolog Print on Demand**, you are also offered seamless collation, dispatch, delivery and track-and-trace services. In fact, you get all the integrated fulfilment options you'd expect from Britain's leading marketing support provider.

Our same-day service places your printed items with your customers as they ask for them. And personalisation gives that individual touch for maximum impact.

Bar code tracking options provide the added comfort of high visibility throughout the fulfilment-delivery chain.

Prolog offers real strength in depth. By making use of solutions already in place for mail order fulfilment clients, our print customers enjoy the same guaranteed receipt-to-delivery fulfilment service.

Print customers also benefit from Prolog's competitive mailing and courier partnerships, a direct consequence of the economies of scale already established.

Only **Prolog Print on Demand** links targeted digital printing with complex multi-part collation and fulfilment.

Not just print on demand – proof of delivery

print fulfilment



collation, dispatch and delivery

bar code track and trace

integrated receipt-to-delivery fulfilment

competitive mailing and courier contracts

Prolog Print on Demand



Maintaining impressions...

Just-in-time printing has many uses, not least in the promotional and marketing arena, or for information pieces where some form of recipient response is required.

But how many digital printers also provide integrated, multi-channel response handling as part of the service?

The answer is **Prolog Print on Demand!**

We are part of the UK's foremost marketing services company. And we are also a leading inbound/outbound telephone marketing provider. Our ultra modern call centres offer expert customer care and response handling via calls, white mail or e-mail.

This is backed by full Bureau Services support, which includes client banking, financial reconciliation and management reporting.

And you can rely on Prolog to provide expert database management, enhancement, consultation and list sourcing – everything you need to reach your audience quickly and efficiently.

Prolog Print on Demand puts new impetus into cost-effective communications, not least because ours is **the print-based service that doesn't dry up when the ink gets dry.**

response handling

PROLOG

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Brochure design and production by Prolog Marketing and Creative Services, Sudbury, Suffolk.

