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QUAD

NYSE (US Dollar) **\$16.91**

Volume **600,962** ▼ **0.14 (0.82%)**

11/09/18 4:02 p.m. ET ([Refresh](#))

News Release

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QUAD/GRAPHICS DEBUTS UNLIMITED FULL-PAGE HYPER-PERSONALIZED VERSIONING FOR COMPLEX DIRECT MAIL FORMATS

Direct Marketers Can Now Reach Individuals Cost-Effectively and on a Mass Scale With Company's Uniquely Configured Digital Color Wide Web Press, Powered by QRelevant – a Proprietary Workflow Engine

SUSSEX, Wis.--(BUSINESS WIRE)--Dec. 14, 2015-- Quad/Graphics (NYSE: QUAD), a leading direct marketing services provider, announced today that it has installed a new custom digital color wide web press in its Direct Mail headquarters in Pewaukee, Wisconsin. Marketers will now have even greater flexibility in the size and complexity of direct mail formats while driving one-to-one engagement with consumers via full web customization.

In a configuration that is an industry first, the digital press will be joined with a full finishing line and a converted offset web press that will deliver full web inline finished products with expanded capabilities such as UV and aqueous coatings, folding, die cutting, gluing, pop-ups, nested sets and much more. Marketers will be able to incorporate multiple substrates into complex and eye-catching formats to ensure their mail pieces stand out in the mailbox and from their competition.

One-to-one customization will be driven by QRelevant, a proprietary workflow engine with a rules-based digital asset and content management system that determines the imagery, messaging, offer or promotion based on specific data attributes. Adding complex hyper-personalization of consumer-specific relevance increases engagement and inspires action.

"This unique workflow and press configuration is a game changer in the print industry," said Joel Quadracci, Quad/Graphics Chairman, President & CEO. "Direct marketers will gain a competitive edge with data-driven, hyper-personalized direct marketing that is impactful, cost-effective and delivers maximum return on investment. Quad is fully committed to investing in best-in-class solutions to help marketers perform better while also reducing their production and distribution costs. This technology will provide our clients solutions never before possible in the industry."

Until now, digital printing wasn't at a price point or turn time to run millions of pieces efficiently. For the first time, unlimited full-page versioning to the individual level will be available cost-effectively, on a mass scale.

"Today's marketer needs innovative, data-driven solutions to break through the media clutter and draw audiences into loyal brand relationships," said Tim Ohnmacht, President of Quad/Graphics Marketing Solutions. "This unparalleled technology represents a dramatic shift in the way direct marketers can convert data into compelling, actionable content. Now the sky is the limit. Every inch of a mailer can be personalized based on the consumer's buying habits and lifestyle. Level of response and return on marketing investment improve significantly when we tailor content like this."

Earlier this year, Quad announced a three-year plan to install 20-plus high speed HP digital color presses supported by new front- and back-end solutions. The plan to transform its print-production platform with high quality, cost-effective digital solutions and workflow efficiencies will result in decreased production cycles, increased speed to market and the ability to achieve deeper postal discounts for its clients.

A leading direct marketing services provider, Quad leverages its leadership position in personalization and delivery optimization to produce and distribute millions of targeted direct mail pieces each month and assists today's marketers in achieving incremental lift in their directing marketing programs.

About Quad/Graphics

Quad/Graphics (NYSE: QUAD), a leading global provider of print and media solutions, is redefining print in today's multichannel media world by helping marketers and publishers capitalize on print's ability to complement and connect with other media channels. With consultative ideas, worldwide capabilities, leading-edge technology and single-source simplicity, Quad/Graphics has the resources and knowledge to help a wide

variety of clients in distinct vertical industries, including but not limited to retail, publishing, insurance, financial and healthcare. The Company helps clients perform better in today's rapidly changing world through innovative solutions that improve efficiencies, reduce costs, lift response and increase revenue. Quad/Graphics provides a diverse range of print and related products, services and solutions from multiple locations throughout North America, Latin America and Europe, and strategic partnerships in Asia and other parts of the world.

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