

# COLOR PRINTING SOLUTIONS



CMS has been the innovative leader in the printing technology by enabling its customers to manage their printing process efficiently and effectively.

Now CMS is introducing innovative printing solutions, enabling color printing with the most impressive quality and speed in its class.

Color Printing Solutions are able to personalize and add full color to an almost infinite variety of text, graphics and images in a single, high-volume process, resulting in a response-rate increase of over 50 percent.

The traditional printing supply chain often involves two processes: offset and digital printing, generates double the production costs and Forces double the postal costs.

### **The Color Revolution:**

**From conventional  
black and white to  
vibrant, personalized  
impact**

## **Benefits of Color Printing**

- Eliminates need for two separate processes and thereby dispenses with double production costs
- Color and design elements can be used for the billing / invoice data to improve navigation and retention
- Speeds up response time
- Increases loyalty

## Quantity and quality: who says you can't have it all?

- Overall productivity increase
- Printing of inserts, vouchers and letters in one run
- Full in-house production
- One digital workflow
- Leverage existing working processes
- Shorter turn-around times
- Savings on logistics and warehouse costs

### Features

- Best in class in terms of print quality and speed
- Easy integration with existing workflows
- Exceptional productivity
- Interoperability in every environment
- Higher profitability with a lower cost of operation
- Smooth easy finishing

### PRINTING AS FLEXIBLE AS YOU ARE

- Differentiate your self from competition
- Increase customer loyalty
- Color and design elements can be used for transactional data to improve navigation and retention
- Speed up response time
- Use of appealing paper
- Minor workflow changes
- No additional offset printing costs