



Summer 2009

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Beacon

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Hatteras Press attends industry conferences and extends reach

Staying current, delivering more value

To keep you – our customers – at your best, we must stay at our best. As a leader in the print industry, Hatteras Press is committed to growing our skills, and we attended two important industry conferences in May to help us gauge best practices for the print industry. We also extended our reach outside of our immediate marketplace by traveling to the Mid West and West Coast to visit our growing customer base in those regions.

These activities reflect our core values: to constantly build on our relationships and to invest in new business growth strategies. Some of our latest investments were in Variable Data Communications (VDC), fulfillment programs, and packaging manufacturing equipment. By being on top of the latest industry solutions, we ensure we are positioned to deliver you innovative service offerings.

Print Oasis 2009

Hatteras Press was a lead sponsor at this year's Print Oasis Print Buyers Conference & Exhibit in Phoenix, Arizona. Print Oasis is the premier educational conference focused on the needs and challenges of print communication managers, print buyers and production professionals. Print buyers, designers, and marketers come together to learn about new and existing technologies and best practices for print production. It gives the print buyer the opportunity to speak directly to suppliers and vendors in an educational environment. Four Hatteras executives attended the conference, which ran from Sunday, May 17 through Tuesday, May 19. Taking part in such a conference, where the print community comes together to focus on creating value and return on investment, is especially important at this time when we all are

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challenged to take business to a new level. Some of our current customers joined us at the conference, and we met new contacts at companies throughout the country.

Hatteras sponsored the continental breakfast on Monday. Andrew Studney, COO, welcomed all in attendance and introduced the keynote speaker, Laura Hardy, Vice President & Production Director of the Creative Studio at Ogilvy Public Relations Worldwide, who discussed "The Value of Today's Production Manager: How to become more than a 'print buyer' for your organization in this tough economy."

Other session topics included: Print Buyer Essentials; Improving Presentation Skills; Sustainability; Certification Testing & Preparation; The Role of the Print Buyer in the Digital Age; and Improving Quality, Packaging Trends and Design for Print with Cost Saving Solutions. If you are not familiar with this conference, check out www.printtoasis.com.

XMPie Conference

In addition, Hatteras Press attended the much anticipated 2009 XMPie Users Group Conference also in May. XMPie (see article on the next page) is a powerful software platform for cross-media communications. This past year we made a significant investment in the purchase of XMPie and are committed to staying on the leading edge of providing customized marketing communications solutions for our clients.

Knowledge exchange is essential and this conference gave us a chance to share our experiences with the rest of the XMPie world, cultivating ideas, tips and tricks with others.

The four day conference ran from Tuesday, May 12 through Friday, May 15 and took place in the Planet Hollywood Resort & Casino in Las Vegas. It was presented in collaboration with and partially sponsored by Hewlett Packard, Xerox, Adobe, and others.

Andrew Studney attended technical and marketing tutorials ranging from Automating Workflows, Building Custom Web-to-Print Sites, Emerging Trends, and Cross Media and Print Enhancements. There were additional marketing sessions that included insight on Identifying Audiences, Positioning, and Result Measurement. Studney states, "The open discussion and Q&A sessions proved insightful." He adds, "The technology is extremely powerful, but how we use it and grow it collectively is the challenge. To have had the opportunity to listen to what others are experiencing and bring that knowledge back to our Digital Initiative team will help us chart our course within variable data personalization."

With FTP electronic file transfer and remote proofing there are fewer obstacles to doing business outside of a specific geographic area. In many cases, companies on the West Coast are looking for manufacturing, warehousing and distribution partners on the East Coast. With the latest technology and know-how, Hatteras Press is positioned to serve clients both near and far.

Connect with customers by customizing

Want to connect with your customers? Then customize. When you inject user-specific details into your sales and marketing campaigns, you increase the likelihood that you will connect with your audience.

How customers are using XMPie technology: Personalized coupons; Event ticket sales; Travel promotions; Personalized magazine covers for trade publications.

With XMPie, Hatteras offers: Variable data, cross-media, Web-to-print and marketing analytics capabilities to create, deliver and track highly-effective, one-to-one marketing campaigns spanning print, e-mail, Web and mobile; one-to-one communications that get each individual's attention and drive higher response rates to direct marketing programs.

Print



Email



Web



Welcoming all cross-media marketers

You've heard the buzz about integrated cross-media marketing campaigns. Did you know Hatteras Press has a full range of customization solutions? Using XMPie technology, we can create personalized, targeted messages across multiple channels, including print, e-mail, web and mobile communications.

Hatteras can develop one-to-one communication pieces that are visually compelling and results-driven. Customized, multi-level marketing campaigns that feature variable messages, including personalized images, charts and graphs, allow you to connect on multiple levels. All you need to create variable messages is a simple data source and a fixed design element.

The right mix

It used to be that you could offer your customers an 800# and you could easily track response rate. Now, marketing campaign goals are more comprehensive. There are more ways to use technology. Some people may prefer to pick up the phone. But many want to do it online. So, to connect with them, you need to provide online options, such as personalized URLs. Hatteras can help you design your marketing campaign so you capture all potential customer contacts. We'll help find the right mix of components to increase results.

Personalization is a powerful and effective marketing tool. We can help you easily, efficiently and cost-effectively reach your audience with relevant, personalized communication pieces that deliver impressive results. So if you are looking to enhance your business with one-to-one variable data print and cross-media communication solutions, we're ready for you. Ask your Hatteras sales representative how you can get started.

12 Ways to Improve your Marketing PRINT TOUCHES JUST

ABOUT EVERY COMPANY IN EVERY INDUSTRY. MORE AND MORE, WE ARE SEEING ORGANIZATIONS WHERE EXPECTATIONS ARE HIGHER, BUDGETS ARE LOWER AND RESOURCES ARE FEWER. IN THIS ENVIRONMENT, PERHAPS IT IS TIMELY TO REVIEW COMMON-SENSE PRACTICES THAT CONTRIBUTE TO IMPROVED EFFICIENCY. OUR GOAL: TO HELP YOU GET THE MOST FROM AVAILABLE RESOURCES.

1 STAY INFORMED. Make time to read. Depending on your job and responsibilities, there are a wide range of online and print periodicals. Marketers might start with an e-mail newsletter like www.marketingprofs.com. Stay current and watch your skills—and efficiency—grow.

2 RELY ON DIRECT RESPONSE. It's always a good time to increase marketing accountability. Direct response is measurable, and organizations that analyze and respond make better choices in allocating budgets and resources.

3 TAILOR THE MESSAGE. Develop messaging that speaks directly to customers' demonstrated interests. Slice your database for smaller, segmented groups and marry it with copy and creative versions that are tailored to specific interests, not one-size-fits-all.

4 ADD PRINT TO EMAIL MARKETING. If your direct mail strategy primarily relies on email, consider adding print. It is proven as an effective stand-alone medium, and it is a vital complement to email marketing. Most organizations have many mail address contacts with no corresponding email address. Commit to reaching everyone with your message.

5 AUTOMATE. You can automate many repetitive tasks using mainstream tools like QuarkXPress and Photoshop. Make finding opportunities to automate an important part of every team member's job.

6 VERIFY MAILING LISTS. Every undeliverable piece is wasted money. Check with us to learn more about list-cleaning software and services to automation updates and purges and reduce your cost of returned mail.

7 REVIEW PAPER OPTIONS. Consider switching to one of our house stocks. We buy house papers in large quantities to give you a high-quality sheet at lower cost. Make sure your design makes efficient use of the sheet as well. Designs that minimize paper waste can considerably reduce print costs.

8 DESIGN FOR COMPREHENSION. Six-point type that wraps around a two-page, silhouetted butterfly may look pretty, but may not be effective at communicating your value proposition. Remember, commercial design is commercial: The right design should help you sell something.

9 FOLLOW POSTAL GUIDELINES. Keep mail costs low by following automation rules to qualify for discounts. Visit your post office or call us for suggestions.

10 MAIL WITH STRONG MESSAGES OR OFFERS. Try to balance brand awareness, product announcements, and direct response incentives and promotions. Each has a place in your program and contributes to overall mind share. Make sure that whatever the content, it is important and relevant to the recipient. Remember: Deadline-driven calls-to-action are critical to the success of direct response. The bottom line: great creative and offers get your mail opened.

11 MAKE IT RISK-FREE. Boost response by adding risk-free trials, customer-satisfaction policies or warranties. Rely on testimonials whenever you can: They establish credibility and provide powerful validation for you.

12 LEVERAGE CAMPAIGNS. It can take up to ten points of contact for a customer to heed a call-to action. Your plan needs to reflect this, both in terms of mail strategy and coordinated efforts. Make your mailing part of a larger plan that includes follow-up sales letters, strong offers, and professional fulfillment. The best way to increase retention and results remains the same: Through repetition.

**Commit to Continuous Improvement
Increase Response and Improve Results**

Drop us a line At Hatteras Press, we want to know what you think. Please e-mail your topic ideas to ideas@hatteraspress.com and we will consider your suggestions for future Beacon newsletters.

