

Capital Fulfillment Group

DigitalToolbox

SELECT, CUSTOMIZE, PREVIEW, ORDER

CFG's Digital Toolbox is a robust web platform that allows marketing and sales departments to create, execute, and track automated cross-media marketing campaigns. Whether your needs are a simple business card or a complex, customized product brochure, Digital Toolbox can provide a simple and reliable marketing store front solution to customize your printed materials thus dramatically reducing the time and cost involved in production.



Your Web-to-Print Solution.

APPLICATIONS

CFG DIGITAL has implemented an On-Demand Digital Platform designed to meet today's communication needs and can create all types of applications including, quick turnaround, static short-run, versioned, personalized, customized, transactional, fully customized, and automated fulfillment printing.

Static Short Run Printing

Static full-color applications that are cost prohibitive to print offset due to short-run lengths or multiple paper types.

Version Printing

Applications that follow a common design; with some unique content or language changes for specific audiences.

Personalized Printing

Applications that seamlessly integrate the recipients name and/or address into the copy.

Customized Printing

Personalized applications that also incorporate text and images relevant to specific audiences.

Transactional and TransPromo Printing

Financial applications that incorporate personalized and customized content plus "data-driven" graphs and charts.

Automated Fulfillment

Personalized / customized applications whose entire production is triggered and controlled automatically (e.g. Web request/ fulfillment).

At CFG Digital, we've adapted a digital workflow to optimize our production time and streamline our printing operations. With our full color digital presses and finishing equipment, we provide faster turnaround of results enabling you to get your marketing media on time and on target.

CUSTOMIZED COMMUNICATION & VARIABLE DATA PRINTING

Features:

- Intuitive interface
- Customizable & editable web-to-print templates
- Email and campaign automation
- PURL (personalized URLs) landing pages
- Market-relevant collateral customization
- Enhanced management of marketing asset
- Real-time, online approvals
- Direct mail list creation & management
- E-commerce capabilities
- Co-op user capabilities
- Inclusive budget management
- Streamlined approval processes

Benefits:

- Controlled brand management
- Increased speed to market
- Simplified content creation workflow
- Improved market-relevant communication
- Personalized message(s)
- Quick, efficient process that saves you time
- Dramatic cost savings

*Higher response rates ranging from 20-40%**

*47% increase in repeat orders**

*25% increase in average order values**

PRODUCTS

A growing collection of digital print hardware and software that impact and improve nearly every aspect of the workflow in our fulfillment facilities

PARTNER

Industry leaders that collaborate with CFG to provide solutions optimized for and fully integrated into CFGDigital's architecture. *Adobe, Cannon, Kodak, Xerox, Printables Océ*

STANDARDS

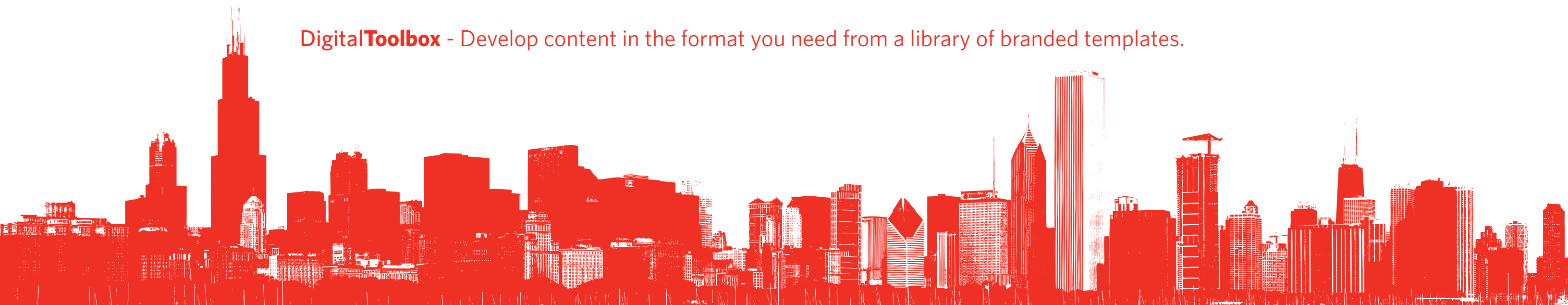
Open, Industry-Based, Standards, such as JDF, PDF and XML that ensure interoperability and compatibility with CFGDigital.

SERVICES

Workflow Assessment, Application Programming, Color Management, and Business Development to support and enhance your JIT Print Initiatives.



DigitalToolbox - Develop content in the format you need from a library of branded templates.



BOSTON, MA | **KANSAS CITY, MO** | **SACRAMENTO, CA**

www.cfgweb.com

