

# PrecisionJet

## OVERVIEW

Supercharge your marketing with high quality, high speed and high resolution imagery - introducing *PrecisionJet* by Lehigh Direct. PrecisionJet combines the robust printing capabilities of web offset printing, the variability of high resolution color and the time savings of integrated inline finishing. The result is a highly personalized and engaging direct mail package that is targeted to the recipient and is much faster and cost-effective to produce when compared to a multi-step process.

## PRECISIONJET ADVANTAGES INCLUDE:

- Full Color Variable Personalization
- Relevant, One-To-One Marketing
- Greater Segmenting - Less Press Versions
- Speed To Market
- Postal Savings



Show customers your new products instead of just telling them. PrecisionJet will cut your lead times while allowing you to market on-to-one in print, affordably!

## SPECIFICS

- 600 x 600 dot per inch resolution
- High speed up to 1,000 feet per minute
- Available in both monochrome and variable CMYK color
- Integrated on 38" full and 76" double web presses
- Suitable on uncoated, dull, matte and gloss stocks
- Closed loop inspection systems that will monitor image registration and print defects. Critical for images located on the inside pages a self-mailer
- Color management control systems to make your images look their best

## THE PRECISIONJET ADVANTAGE

*PrecisionJet* allows you to individualize high resolution images to make your database come alive. Now you have no limits to creativity – *PrecisionJet* can make your variable data work harder than ever. And it's all done in-line at blazingly fast speeds. Open up the power of your databases and have a more meaningful conversation with your customers. Take advantage of the benefits of "digital commingling", using variable 4 color personalization to reduce press versions and postal costs.

To learn more about how PrecisionJet High Resolution Personalization can take your next marketing campaign to a new level, contact your Lehigh Direct Sales Executive or call 877.622.7379.

[www.lehighdirect.com](http://www.lehighdirect.com)

**LEHIGH  
DIRECT**