



**Pictorial Mailworks, LLC.**

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## Let Pictorial Coordinate all Phases of your Next Variable Data Marketing Campaign

- \* Pictorial can help you navigate through all your variable data, print-on demand and e-fulfillment campaigns.
- \* We can show you how to lift your response rate for your next promotion.
- \* Pictorial's cross-media marketing support system enables you to utilize a common database for all phases of your campaign.
- \* Our Project Teams are experts in print, U.S. postal regulations, PURL technology, variable data and e-commerce applications. You can coordinate all phases with Pictorial.
- \* Our on-line marketing dashboard will allow you to monitor your results in real time.
- \* Overall, you will be able to lift your response rate, get to market faster and eliminate redundant costs.

### iGen 4 Digital Press Capabilities

**Printing Speed – iGen4™** • Up to 6,600 full process color A4 (letter) 4/0 impressions per hour (110 impressions per minute) • 1,500 A3 (tabloid) 4/4 sheets per hour

**Image Quality • Resolution** 600 x 4800 dpi • **Line screens** 150 lpi, 175 lpi, 200 lpi, 300 lpi  
• **Process colors** Magenta, Yellow, Cyan, Black

**Paper Format** • Maximum sheet size: 14.33" x 22.5" • Minimum sheet size: 7" x 7"

**Image Format** • Maximum image area is 2 mm less than sheet size (14.08" x 22.25")

**Paper Weight** • Uncoated: 16 lb bond to 130 lb cover • Coated: 60 lb text to 130 lb cover • Up to 16 point

**Paper Flexibility** • Coated, uncoated, textured, specialty stocks • Recycled, perforated, tabs, transparencies, a wide variety of labels, synthetics, DocuCard®, Never Tear, DuraPaper®, UltraMagnet, DocuMagnet™ • Mixed-stock jobs supported at rated speed • No drying time

Green Renewable Power

