



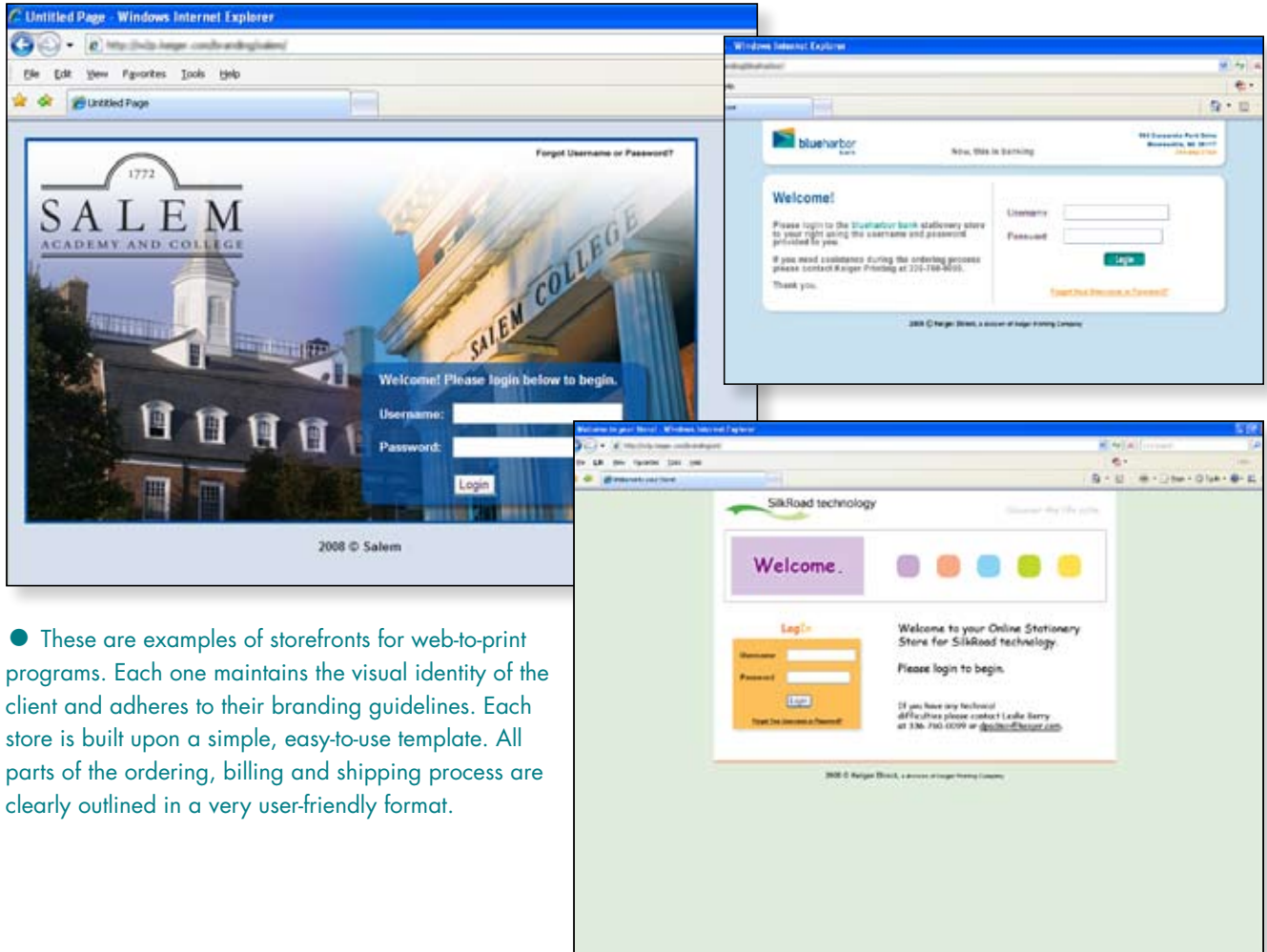
It's DIRECT: from your Desk to our Press!

Direct on Demand Gives You the Keys to the Store!

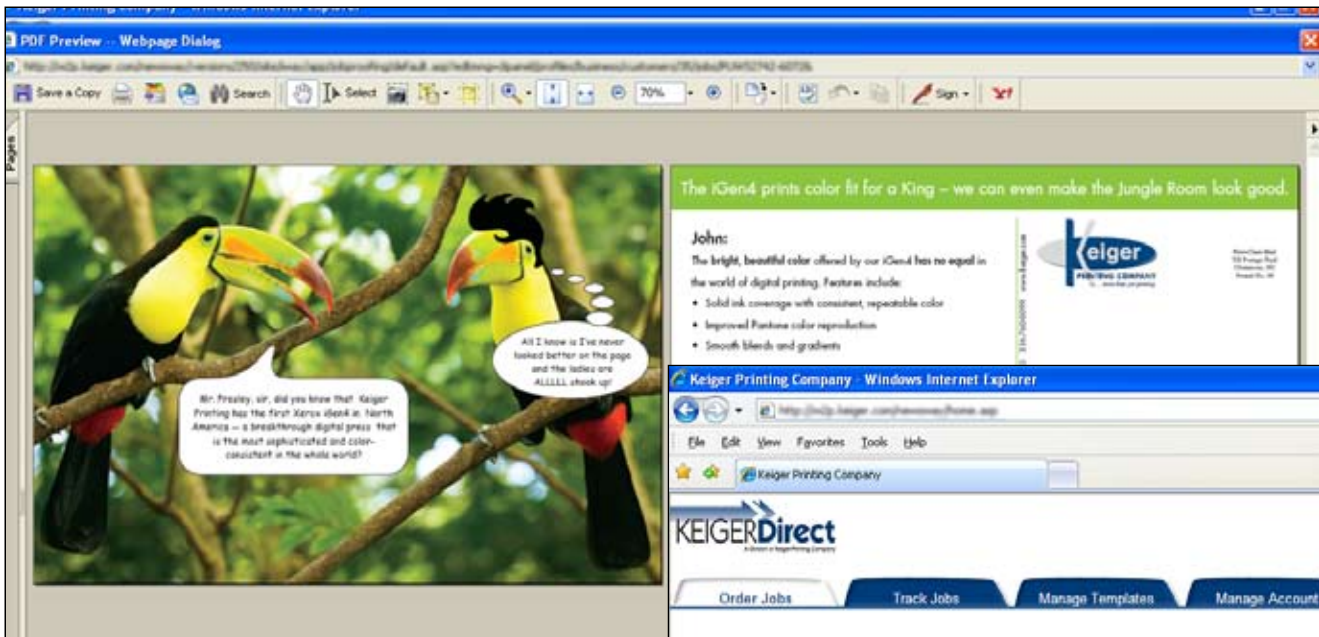
With Direct on Demand, Keiger Direct's web-to-print program, you can log into your branded store and order static, versioned or personalized documents directly from your computer. Multiple privilege levels are available and allow customized access per user and template. Your order, once placed, is sent directly to our digital press and printed on demand, which minimizes setup and production costs. Direct on Demand can also maintain an inventory of your documents and marketing materials and fulfill

orders as needed. Email alerts can be sent when inventory levels are low, and shipping and billing modules are built into the system so you can order, ship and pay for items without monthly invoices. If you ship packages using FedEx or UPS, tracking numbers are automatically emailed to you. Also, all of your digital files can be set up for searching, viewing and downloading at your convenience.

Direct on Demand gives you control over your own online store with a process that is easier, faster and less expensive than ever before.



- These are examples of storefronts for web-to-print programs. Each one maintains the visual identity of the client and adheres to their branding guidelines. Each store is built upon a simple, easy-to-use template. All parts of the ordering, billing and shipping process are clearly outlined in a very user-friendly format.



● Samples from Keiger Direct's store show two stages of the ordering process. Above: a PDF preview of the ordered item. Right: the variable data page, where the personalized information gets added to the order. Direct on Demand uses a shopping cart interface and an email confirmation is sent to you upon completion of the ordering process.

- Direct on Demand will:**
- look and feel like an extension of your company and branded look
 - reduce setup and production fees by streamlining the process
 - accommodate unlimited users per store
 - give you multiple privilege levels to control access by users
 - allow employees and sales reps to order sales and marketing collateral as needed
 - manage and track orders and inventory levels

ENTER THE VARIABLE DATA

Complete the Variable Data fields. In order to add additional Variable Data records, click on the **Add Records** link below.

Format Sample

Keiger Company:

Sales Person:

Sales Email:

Sales Pic:

Logo:

* First Name:

* Last Name:

* Title:

* Organization:

* Address 2:

* Address 1:

* City: AA

* State:

* Zip:

* Seq No:

Please contact your sales representative for more information regarding Direct on Demand or the following services provided by Keiger Direct:

- **LYNX** – includes direct mail, personalized URLs, email blasting, and cross-media marketing campaigns
- **Direct on Demand** – our web-to-print, inventory and fulfillment program
- **Call and Data Center** – manage customer relationships while protecting valuable information
- **eVideo Marketing** – record and add video to a DVD, website, email or personalized URL

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