



## Variable Printing

Variable Data Printing enables you to custom-tailor and personalize the content of your documents to be relevant, unique and specific to the needs of each individual member of your audience.

At the heart of MLI's one-to-one strategy is variable hybrid printing powered by the HP Indigo 5000 6 color press, a complete printing solution combining the latest advances in conventional and digital printing technology. The Indigo offers an effective solution without a compromise in quality.

No longer tied to merely name and address variations, MLI offers the ability to vary full color content specific to your customers' tastes. This ensures that a customer's distinctive message can be heard amidst the commotion of conventional advertising because virtually no two pieces are alike.