# DESIGNMERGE®

Variable Data Software for QuarkXPress® and Adobe® InDesign™

## Testimonials: Read what our customers have to say about DesignMerge!

### Corcoran Printing
delivering quality through technology

■ **Application: High-volume Business Cards**

Our company needed a software solution to meet our variable data needs. After spending several weeks searching for a solution, we found DesignMerge. What I immediately noticed about the software, and liked right away, was the fact that it was accommodating. QuarkXPress and InDesign for the Mac or PC are both offered, making integration of the DesignMerge software quick and seamless. Once the software was installed, it was a snap to use. On the few instances when we needed sales or tech support, Meadows was always quick with the solution in a professional and courteous way. Our company needed to process thousands of business cards and needed the solution to be cost effective - DesignMerge was the answer and we've been nothing short of ecstatic!

James M. Luft
Corcoran Printing

### THOMSON WEST™

■ **Application: Direct Mail**

I've been using DesignMerge for close to 4 years now. DesignMerge combines a clear and logical user interface with a full spectrum of variable data capabilities. I am still surprised at the number of options available to process the data. The support team is always willing to go the extra step to help answer a question.

Rob Henderson
Thomson West

### emCole DESIGN

■ **Application: Direct Mail, Newsletters**

Variable data projects can cause anxiety for both production people AND clients because of all the pieces that have to fit together just right, but DesignMerge has taken that fear away. The intimidation of a big variable data job is gone now.

DesignMerge has made once time-consuming and tedious projects into pretty simple tasks. The PPML driver is invaluable to me in optimizing the way data is presented to our digital output device, particularly in tandem with its imposition features. It saves me loads of time. Whether it's simple addressing on postcards, or a fully variable newsletter with multiple variable text fields and graphic elements, DesignMerge makes it simple.

Matt Cole
emColeDesign, LLC

■ **Application: Direct Mail**

After much deliberation, we decided to add Variable Data Printing and Mailing services as an option for our clients. Many of the larger print shops in town already offered this service, so for us it was a matter of staying current.

I did some research on different software packages, and downloaded a couple of demos, including DesignMerge. The DesignMerge people worked with me on the evaluation, and even scheduled a short Webinar session on the software. After that, I was sold! It's easy integration with QuarkXPress is seamless, and it just plain works! The support staff is always helpful, knowledgeable and ready to assist. Best of all, you don't have to be a rocket scientist (or a Database Engineer) to make it work.

We now use DesignMerge on a regular basis. After 6 months of using the software, I have barely scratched the surface of what DesignMerge can do. We are now looking to add equipment to our Digital Printing Department to keep up with the demand.

Larry Hales
Lasko Printing Specialties, Inc.

■ **Application: Direct Mail**

T&L Printing Company has been in business since 1969 as a traditional small commercial offset printing company. In 2003 the decision was made to go digital and three years later we are about 60% digital. When Variable Data began to really come into the market, we purchased a 'entry level' VDP software package and began to learn. However, it soon became obvious that we needed some help in learning this new and exciting aspect of our business. The 'entry level' software was inexpensive but really offered very little in the way of features or support. Without the extra time to simply learn by trial and error, we sought out a better product.

We had been using QuarkXPress as our primary layout software for years, and were considering a switch to InDesign in the future, so we wanted a program that could accommodate both. After reviewing a number of products, we decided to purchase DesignMerge. The product was so much simpler to learn through the great sample projects and the detailed tutorials. These are real life samples - not just simple straightforward jobs that anyone could create. I learned more in one weekend with the software manual from DesignMerge than I did in six months of trying to learn the 'other' software we had purchased. When we did come across an issue that we couldn't seem to figure out, we simply called support and Meadows support department knew exactly what we needed to do to fix the issue.

DesignMerge has changed our business and continues to do so daily. We are now able to produce jobs that most people think could only come from much larger printing companies. We believe that technology opens just as many doors as it closes to any business, and DesignMerge technology has certainly opened a door for our company. The incredible support that Meadows has offered makes any future need we have a simple decision.

Doug Comingore
T&L Printing Co., LLC

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### ■ Application: Botanical Tags, POP Material

We started using DesignMerge in October of 2004 to automate the process of producing fully variable botanical tags and POP material for our customers. Within two years of utilizing the software, we reduced our staffing in the prepro-duction area by almost 1/3 due to the efficiencies gained. We have found that we can create more consistency in our product lines, utilize the information in our databases with greater accuracy, while producing creative products.

Julie Rice
MasterTag

### ■ Application: POP Shelf Strips

At KinaneCo Printing, we have a need to create point-of-sale shelf strips. These strips include product information, full-color graphics and scannable barcodes. The information has to be placed precisely on the strips, and most of the strips are 2-sided. Putting these shelf strips together "by hand" in QuarkXPress was a very time-intensive process, and each revision or change involved even more time. Not wanting to lose this work, but knowing we had to find a better way to generate these strips had us searching for an automated solution

The only product that we found to meet all of our needs was DesignMerge. Not only did it work with the variable data and variable images, the Barcode Module created scannable barcodes on the fly. DesignMerge's ability to use OSX's AppleScript allowed for automating the precise positioning of every element. Revisions are quick and painless. Because it runs as an XTension of QuarkXPress, it was much easier to integrate into our job flow than learning a totally new program. The great technical support team answers questions quickly and ensures that we make full use of DesignMerge.

Ross Molgano
KinaneCo Printing Systems

### ■ Application: Direct Mail

We have used the DesignMerge software for almost a year and we are extremely happy with its performance! We had been using a competing product at the time, and needed to replace it with something comparable in price and capability.

DesignMerge is a much better product than anything in its price range and category; easier to use and it works almost seamlessly as a component of QuarkXPress and InDesign. It has handled everything we've thrown at it and we have definitely pushed it to most of its limits.

One of the best things about DesignMerge, however, is the support. Meadows support has been outstanding. They are knowledgeable and responsive and in this print-on-demand world, that has been a life-saver many times!

Dwight Polglaze
Hartford Direct