



PrintsMadeEasy Designs Breakthrough Direct Mail Program

Los Angeles, CA, June 21, 2008 --(PR.com)-- PrintsMadeEasy.com, one of Inc. Magazine's most highly-rated online printers of [business cards](#) and [postcards](#), offers an exciting program of variable data printing to its customers. In another technical breakthrough, PrintsMadeEasy.com's clients can upload DAT or EXCEL files which are integrated into its proprietary software.

PME customers who may not have considered direct mail as a promotional tool can experience returns from double the normal return to 10-15 times the return. Continuing the interactive experience of the PME website, users need only upload their Excel address files to PrintsMadeEasy's secure server. PrintsMadeEasy.com will process the data and print the addresses as variable data on each postcard.

Users can further customize their postcards to include changing the salutation or name on each card; changing text and images for different segments of a market; and fully variable printing, where text and images can be changed for each recipient.

“As an established source for [online business card printing](#), postcards, letterhead and envelopes, PrintsMadeEasy.com is expanding its online services with variable data printing in order to better service our clients,” says Brian Whiteman, CEO of PrintsMadeEasy. “Variable data postcard printing has had a tremendously enthusiastic response from our customers. Our sophisticated - yet simple - technology and superior customer service assure our clients' success, even if it's their first venture into direct mail.”

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