

Brochure digitally printed on a IKON CPP650 Digital Press

**Exact**digital  
www.exact.ie

**Exact**digital

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the benefit of our experience

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**Perigord**group  
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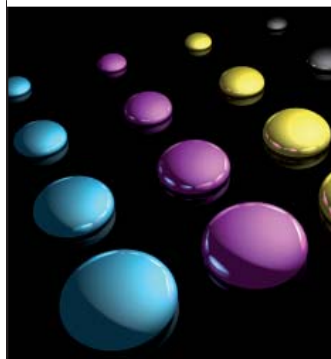
## introducing Exact

### Exact Solutions

Exact has evolved into a turnkey supplier of innovative document printing technologies. In addition to managing your document print requirements using tailored web based tracking and ordering tools, we can supply the resources required to manage your document printing onsite.

With our experience we can drive the production of your marketing and direct mail campaigns from concept to completion. From sourcing of databases to print production as well as managing appropriate postal discounts we will ensure that all our clients receive a professional cost effective service.

Our website provides information on our entire range of our services, however if you have a specific enquiry or would like to discuss any aspect of your business requirements, please don't hesitate to contact us.



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[www.exact.ie](http://www.exact.ie)

## Direct Mail Services

### Database Management

Exact provides complete merge-purge, postal presorts and personalisation services. Our processing team is skilled in cleaning, analysing, manipulating, and organising consumer, nonprofit and business-to-business data for all types of projects.

### Targeting

The role of targeting in direct mail is very simple: it is to help you reach the people most likely to respond, and avoid wasting money on sending mail to those who won't. We can help you increase your mailing's response rate, and therefore your return on investment.

### Variable Data Printing

Variable Data Printing allows customisation on each and every document within a run of digital printing. We can help you use this technique to reach your target market effectively.

### Inserting

No matter how large or small your mailing, we welcome your business and currently have a capacity of filling up to 2.5 million envelopes per month. Our machines can insert up to six pieces into one envelope. We can accommodate sizes from DL to C4.

### Addressing

We can address your pieces clearly, accurately, and quickly. Our inkjet systems can print on most surfaces at incredibly high speeds allowing us to complete large jobs quickly. Alternatively our high-speed laser printers make it easy for you to customise and personalise the message the way you want.

### Response

Your pack has been produced and despatched. Now what? Hopefully you should start seeing the results of your hard work. No matter how many people respond, your mail campaign will be wasted if you fail to handle responses quickly, accurately and in the timescale you promised.

### Postal Discounts

In the majority of direct mail campaigns the bulk of the cost is the postage. Through effective management of your data and our extensive knowledge of postal discounts we can achieve significant postage savings for our clients.

## Print Services

### On Demand Printing

On Demand Printing is the ability to print a pamphlet, manual or book in small quantities as requested, even just one at a time. The printing is done digitally rather than the traditional offset printing process.

### Business Process Outsourcing

Exact provide Business Process Outsourcing services to many SMEs and Corporate companies in Ireland. Each contract is tailored to an organisation's individual needs and we like to think that we work in partnership with customers.

### Training Material Production

Exact are specialists in producing training materials for your organisation. Over the years we have developed relationships with key corporates and can provide Print On Demand turnaround.

### Business Card Ordering Solution

Exact has developed an online business card management tool, E-Card.

- Maintains brand integrity and print/paper quality by complying to the exact specification of the card, always.
- Exact invoice E-Card on a quarterly basis avoiding unnecessary processing work for your accounts department.
- Artwork is proofed and signed off in real time. This cuts down the turnaround time to 24 - 48 hours.
- Enables the customer to monitor and control quantity of orders and card content.

