

1614 EAST 40<sup>TH</sup> STREET  
CLEVELAND, OH 44103  
216.881.9191

Consolidated Graphics Group, Inc.

NEWS  
news

Prepress  
Printing  
Bindary & Finishing  
Fulfillment  
Information Services  
Mailing  
Digital Variable  
Data Imaging  
Digital Asset  
Management

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**CONSOLIDATED GRAPHICS GROUP SEES DIRECT RESULTS OF  
DIGITAL VARIABLE DATA IMAGING (DVDI)**

Consolidated Graphics Group (CGG) has taken the lead with one of the fastest growing trends, Digital Variable Data Imaging (DVDI) the ultimate one-to-one marketing tool.

Utilizing the most innovative laser equipment to produce messages in rich, sharp colors, CGG can help create the ultimate personalized marketing piece. This may include variable charts, graphs, area maps, personal information, photos, logos and signatures which may help generate a response rate up to 5 times greater than more traditional direct mail.

“That’s the true beauty of one-to-one marketing,” said Len Vargo, CGG President.

Statistics show that when color variable data is used it generates five times the response of traditional mailings. CGG has invested in the latest digital imaging technology that produces outstanding personalized messages in visually exciting formats and colors. Personalization can be drawn from a variety of information sources such as databases, surveys, market research or personal ordering history. Personalization can also include tips and suggestions for similar products the recipient might wish to purchase.

About Consolidated Graphics Group, Inc. - Originating in 1997, Consolidated Graphics Group, Inc. (CGG) is a fully-integrated, technologically advanced graphic arts firm that provides clients with pre-press production, quality printing, direct marketing, print on demand as well as Mediakeeper, a proprietary online system for CGG clients that provides designated users access to manage their collateral via Internet and intranet capabilities.

About Graphics Arts Centre – CGG is located in the Graphic Arts Centre at 1614 East 40th Street, Cleveland, Ohio 44103-2319. The Graphic Arts Centre is the only Centre of its kind in Northeast Ohio devoted entirely to graphic arts and graphic arts continuing

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education. It serves professionals in corporate communications, advertising, and marketing communications. Its mission is to provide the most comprehensive graphic arts capabilities for production, and to offer hands-on learning in the field of graphic arts. The Centre provides workshops and instruction on new developments in graphic arts. It also provides focus group amenities for marketing executives in a centrally located, easy-to-reach location in midtown Cleveland.

For more information, write CGG at Graphic Arts Centre at 1614 East 40th Street, Cleveland, Ohio 44103-2319, call 216.881.9191, or visit the Web site at [www.cgginc.com](http://www.cgginc.com).

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