



# Klasek Update

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## BENEFITS FOR YOU

- ▶ Closed-face package at window prices
- ▶ Spoilage eliminated
- ▶ Higher confidence in matching
- ▶ Faster throughput

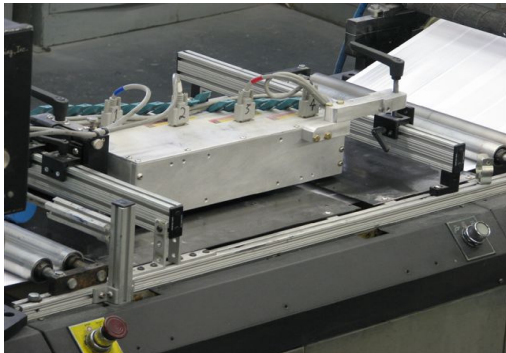
## Klasek Letter Introduces PPF Process

Print, Personalize & Fold in one economical step

Can you make a 4-page 11" x 17" letter better?

You can with the Klasek Letter Company **PPF Process**. Offset print, personalize and fold all in one production process that saves you time and money!

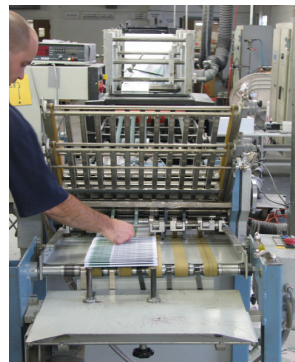
The PPF Process attaches inkjet printers and plow and buckle folders to a web offset press, combining three traditional processes into one convenient step. Klasek Letter Company has pioneered this technique as an affordable option to personalized packages. It actually makes it possible to **produce a closed-face package at window envelope prices.**



The PPF Process also allows you to use **spot color on your variables**, using HP ink or any PMS match.

With in-line inkjetting and folding, and using **invisible ink barcodes** in the matching process, we've eliminated many of the obstacles we've faced in production and you've faced in cost that have made you settle for a window package.

Clockwise from above left: MCS Wide Array Inkjet; the 3-step process; buckle folding; plow folding



Imagine - your next direct response fundraising project happening in a whole

new way that saves time and money in production. Now your prospects can be treated to the same type of personalized package as your high-dollar donors!

**Call or e-mail Charlie Klasek at Klasek Letter Company to see how the PPF Process can be used for your next project!**