



Atlas Software BV
Attn. Mr. H.N.M. Raaphorst
42-44 Daltonstraat
Harderwijk, NL-3846 BX

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Mister Raaphorst**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

Hardware technology is abundantly available. There are all sorts of production printers, from black-and-white to full color. The necessary RIP systems are also available. However, is there a software solution that is able to process and print your documents at an acceptable speed?

Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **Atlas Software BV** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

Is your hardware adequate? Probably, yes. *Does your software meet your printing needs?* If you don't think so, we propose that you contact us, because we have not yet come across so much userfriendliness and functionality as PrintShop Mail has to offer. Take for example the variable photo, signature, addresses, the logo and all **red** marked texts in this document. Other options are automatic serial numbering, variable barcode-encoding, etc. In short: printing variable data in high quality and at high speeds. That is why you need PrintShop Mail.

Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



C. van der Bij
Atlas Software BV, Nederland
Branch Den Helder

PrintShop Mail Reply Form

Print variable images

Atlas Software BV
Attn. Mr. H.N.M. Raaphorst
42-44 Daltonstraat
Harderwijk, NL-3846 BX

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail.*

Date:

Signature:

Please check the applicable
Send or fax this PrintShop Mail Reply Form to: Atlas Software BV,
Daltonstraat 42-44, NL-3846 BX Harderwijk,
The Netherlands, Tel. (+31) 341-424608, Fax (+31) 341-424608



PrintIt!
56 Document Street
Los Angeles, CA 23456

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear Madam/Mister,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

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Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **PrintIt!** will continue to invest in hardware and/or software in order to remain active in the market.

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Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



C. van der Bij
Atlas Software BV, Nederland
Branch Den Helder

Print variable images

PrintShop Mail Reply Form

Send or fax this PrintShop Mail Reply Form to: Atlas Software BV,
Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands.
Tel: +31-(0)341-426700, Fax: +31-(0)341-424608, E-mail: sales@atlassoftware.nl, www.atlassoftware.nl

Please check the applicable:

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail.*

PrintIt!
56 Document Street
Los Angeles, CA 23456

Date:

Signature:



Page Design
Attn. Mrs. P.M. Pagemaker
789 Example Road
Database City, DB 34567

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Madam Pagemaker**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

Hardware technology is abundantly available. There are all sorts of production printers, from black-and-white to full color. The necessary RIP systems are also available. However, is there a software solution that is able to process and print your documents at an acceptable speed?

Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **Page Design** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

Is your hardware adequate? Probably, yes. *Does your software meet your printing needs?* If you don't think so, we propose that you contact us, because we have not yet come across so much userfriendliness and functionality as PrintShop Mail has to offer. Take for example the variable photo, signature, addresses, the logo and all **red** marked texts in this document. Other options are automatic serial numbering, variable barcode-encoding, etc. In short: printing variable data in high quality and at high speeds. That is why you need PrintShop Mail.

Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



C. van der Bij
Atlas Software BV, Nederland
Branch Den Helder

Print variable images

PrintShop Mail Reply Form

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail.*

Send or fax this PrintShop Mail Reply Form to: Atlas Software BV,
Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands.
Tel: +31-(0)341-426700, Fax: +31-(0)341-424608, E-mail: sales@atlassoftware.nl, www.atlassoftware.nl

Please check the applicable
in the brackets, if not applicable.

Date:

Signature:

Page Design
Attn.: Mrs. P.M. Pagemaker
789 Example Road
Database City, DB 34567



CopyCenter
123 Printing Drive
Mailing Place, PS 45678

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear Madam/Mister,

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Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **CopyCenter** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

Is your hardware adequate? Probably, yes. *Does your software meet your printing needs?* If you don't think so, we propose that you contact us, because we have not yet come across so much userfriendliness and functionality as PrintShop Mail has to offer. Take for example the variable photo, signature, addresses, the logo and all red marked texts in this document. Other options are automatic serial numbering, variable barcode-encoding, etc. In short: printing variable data in high quality and at high speeds. That is why you need PrintShop Mail.

Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



C. van der Bijl
Atlas Software BV, Nederland
Branch Den Helder

Print variable images

PrintShop Mail Reply Form

CopyCenter
123 Printing Drive
Mailing Place, PS 45678

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail.*

Date:

Signature:

Send or fax this PrintShop Mail Reply Form to: Atlas Software BV,
Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands.
Tel: +31-(0)341-426700, Fax: +31-(0)341-426608, E-mail: sales@atlassoftware.nl

Please check the applicable telephone numbers: Tel: +31-(0)341-426700, Fax: +31-(0)341-426608



QuickMail
Attn. Mr. Q. XPress
4567 My Way
New York, NY 56789

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Mister XPress**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

Hardware technology is abundantly available. There are all sorts of production printers, from black-and-white to full color. The necessary RIP systems are also available. However, is there a software solution that is able to process and print your documents at an acceptable speed?

Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **QuickMail** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

Is your hardware adequate? Probably, yes. *Does your software meet your printing needs?* If you don't think so, we propose that you contact us, because we have not yet come across so much userfriendliness and functionality as PrintShop Mail has to offer. Take for example the variable photo, signature, addresses, the logo and all **red** marked texts in this document. Other options are automatic serial numbering, variable barcode-encoding, etc. In short: printing variable data in high quality and at high speeds. That is why you need PrintShop Mail.

Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



C. van der Bij
Atlas Software BV, Nederland
Branch Den Helder

Print variable images

PrintShop Mail Reply Form

QuickMail
Attn. Mr. Q. XPress
4567 My Way
New York, NY 56789

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail.*

Send or fax this PrintShop Mail Reply Form to: Atlas Software BV,
Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands.
Tel: +31-(0)341-4246700, Fax: +31-(0)341-424608, E-mail: sales@atlassoftware.nl, www.atlassoftware.nl

Please check the applicable
The Netherlands, Tel: +31-(0)341-4246700, Fax: +31-(0)341-424608

Date:

Signature:



The Personalisers
Attn. Mr. J.F.K. Smith
89 Expression Street
Builder Village, XP 67890

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Mister Smith**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

Hardware technology is abundantly available. There are all sorts of production printers, from black-and-white to full color. The necessary RIP systems are also available. However, is there a software solution that is able to process and print your documents at an acceptable speed?

Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **The Personalisers** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

Is your hardware adequate? Probably, yes. *Does your software meet your printing needs?* If you don't think so, we propose that you contact us, because we have not yet come across so much userfriendliness and functionality as PrintShop Mail has to offer. Take for example the variable photo, signature, addresses, the logo and all **red** marked texts in this document. Other options are automatic serial numbering, variable barcode-encoding, etc. In short: printing variable data in high quality and at high speeds. That is why you need PrintShop Mail.

Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



C. van der Bij
Atlas Software BV, Nederland
Branch Den Helder

Print variable images

PrintShop Mail Reply Form

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail!

The Personalisers
Attn. Mr. J.F.K. Smith
89 Expression Street
Builder Village, XP 67890

Date:

Signature:

Please check the applicable
the Netherlands, Tel. (+31) 341-424608, Fax (+31) 341-424608
Send or fax this PrintShop Mail Reply Form to: Atlas Software BV,
Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands



Creative Digital Printing
Attn. Mrs. S. Jones
1234 Layout Avenue
Variable City, VV 78901

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Madam Jones**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

Hardware technology is abundantly available. There are all sorts of production printers, from black-and-white to full color. The necessary RIP systems are also available. However, is there a software solution that is able to process and print your documents at an acceptable speed?

Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **Creative Digital Printing** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

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Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



F.J.K. van Bentum
Atlas Software BV, Nederland
Branch Leiden

Print variable images

PrintShop Mail Reply Form

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail!

Creative Digital Printing
Attn. Mrs. S. Jones
1234 Layout Avenue
Variable City, VV 78901

Date:

Signature:

Please check the applicable
in the Netherlands, Tel. (+31) 94-124-2660, Fax (+31) 94-124-2660
Send or fax this PrintShop Mail Reply Form to: Atlas Software BV,
Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands, Tel. (+31) 341-424608, Fax (+31) 341-424608, E-mail: sales@atlassoftware.nl, www.atlassoftware.nl



MailingSoft
Attn. Mr. M.O. Profits
P.O. Box 5
PrintShop Town, OK 89012-9

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Mister Profits**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

Hardware technology is abundantly available. There are all sorts of production printers, from black-and-white to full color. The necessary RIP systems are also available. However, is there a software solution that is able to process and print your documents at an acceptable speed?

Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **MailingSoft** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

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Do not hesitate to contact us or visit our homepage on the Internet for more information: www.printshopmail.com.

With kind regards,



F.J.K. van Bentum
Atlas Software BV, Nederland
Branch Leiden

Print variable images

PrintShop Mail Reply Form

MailingSoft
Attn. Mr. M.O. Profits
P.O. Box 5
PrintShop Town, OK 89012-9

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail!

Please check the applicable

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Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands.
Tel: +31-(0)341-426700, Fax: +31-(0)341-424608, E-mail: sales@atlassoftware.nl, www.atlassoftware.nl

Date:

Signature:



RapidMerge
Attn. Mrs. F. Speedy
678 Variable Info Road
EPS City, JT 90123

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Madam Speedy**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

Hardware technology is abundantly available. There are all sorts of production printers, from black-and-white to full color. The necessary RIP systems are also available. However, is there a software solution that is able to process and print your documents at an acceptable speed?

Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **RapidMerge** will continue to invest in hardware and/or software in order to remain active in the market.

Referring to the above, we would like to ask you two questions:

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With kind regards,



F.J.K. van Bentum
Atlas Software BV, Nederland
Branch Leiden

Print variable images

PrintShop Mail Reply Form

RapidMerge
Attn. Mrs. F. Speedy
678 Variable Info Road
EPS City, JT 90123

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Unlimited version : Unlimited prints

Macintosh

Windows

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in the brackets.
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Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands.
Tel: +31-(0)341-426700, Fax: +31-(0)341-424608, E-mail: sales@atlassoftware.nl, www.atlassoftware.nl

Date:

Signature:



FlexiPrint
Attn. Mr. M. Returns
90 The Right Way
Optitown, KS 12345

Concerns: PrintShop Mail software

Harderwijk, 04/04/2008

Dear **Mister Returns**,

The rising star of digital printing techniques has caused the printing of documents with variable text and variable images to be in the center of interest. Let's have a look...

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Yes, **PrintShop Mail** for Macintosh and Windows by Atlas Software BV, The Netherlands.

We have no doubt that **FlexiPrint** will continue to invest in hardware and/or software in order to remain active in the market.

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With kind regards,



F.J.K. van Bentum
Atlas Software BV, Nederland
Branch Leiden

Print variable images

PrintShop Mail Reply Form

FlexiPrint
Attn. Mr. M. Returns
90 The Right Way
Optitown, KS 12345

Date:

Signature:

I would like to get a demonstration of PrintShop Mail.

Limited version : 200,000 prints

Unlimited version : Unlimited prints

Macintosh

Windows

Yes, I'd like to order PrintShop Mail.*

Please check the applicable telephone numbers: Tel. (+31) 94-24-1234, Fax (+31) 94-24-5678, E-mail: sales@atlassoftware.nl, P.O. Box 1000, 3720 AA Leiden, The Netherlands.

Send or fax this PrintShop Mail Reply Form to: Atlas Software BV, Daltonstraat 42 - 44, NL-3846 BX Harderwijk, The Netherlands. Tel. (+31) 94-24-1234, Fax (+31) 94-24-5678, E-mail: sales@atlassoftware.nl, P.O. Box 1000, 3720 AA Leiden, The Netherlands.