



DigiPOP Digital Packaging Solutions by Relyco

What is DigiPOP? – OVERVIEW

DigiPOP is the brand name for Relyco's line of customizable digital packaging solutions for large format laser and digital printers. With 120 product templates designed with distributors/wholesalers/printers and retail end-users in mind, the **DigiPOP** "flat sheet" folding cartons and flexible packaging solutions from Relyco meet the needs of marketers, event coordinators, promoters, meeting and function planners everywhere. With **DigiPOP** from Relyco, it's a win-win for everyone!

From the small retail business looking to do a personalized, flashy direct mail or promotion piece that "**POPS**" – to the large, medium or small commercial, in-plant or retail printer that wants to offer customers something unique and affordable for getting their message out or make that next event a success, Relyco's **DigiPOP** digital packaging solutions are the answer.

Why is DigiPOP Unique?

Relyco's **DigiPOP** digital packaging solutions eliminate the costs associated with getting a customized, 3-D mail, promotion or presentation piece into the hands of the target audience. **DigiPOP** solutions are comprised of specially designed "flat sheet" flexible and foldable packaging templates and are optimized for nearly all of the most popular and widely used large format laser and standard digital press equipment. **DigiPOPs** are die cut using a patented, break-clean edge technology, allowing you to offer efficient, short-run packaging with exceptional print quality and easy folding capability for an impressive presentation.

What used to cost tens of thousands of dollars and mandatory high quantity ordering of a single die-cut item is now easily affordable in 120 styles and templates with low-quantity ordering. Because these unique and creative customizable templates are already created and ready to ship and run (with more on the way!), the cost for individual die cut creation is removed. What's left is an affordable, reproducible packaging and promotional piece ready for creativity, messaging and printing.

What's the Value Market for DigiPOP?

The market space and value-add to your business from Relyco's **DigiPOP** solutions is limitless. The time is NOW to get in on the growing business of personalized 3-D folding cartons and flexible packaging using **DigiPOP** from Relyco. According to PrintingNews.com, "Private labeling and personalization are helping to grow the \$450 billion global packaging industry!"



Now it's Easy & Economical to Add Dimensional Impact to Customer's Marketing

- **Ready-to Run**
 - » Print as many – or as few – as you need.
- **Variable Data and Image Fields**
 - » Leverage the power of custom personalization.
- **Pre Die Cut:**
 - » Avoid die creations and post-processing expenses.
- **Pre-Qualified Substrates:**
 - » Enjoy outstanding color with flawless performance and runnability

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What's the Value of Personalization?

Customers of Relyco's **DigiPOP** digital packaging solutions can personalize each individual package using the variable print areas matched to the capabilities of large format laser and digital presses. Personalization to each piece (person or business name/unique message, etc.) adds incredible value to a simple product and transforms it into a business or personal gift opportunity.

What Print Equipment Will DigiPOP from Relyco Run On?

DigiPOP will run on nearly any large format laser or digital printer (with 18" x 12" minimum capability) - including professional digital printers such as Kodak NexPress™, Xerox iGen™, HP Indigo™ and many more. The list of printers that will show success with **DigiPOP** is growing every day.

Generating Success with DigiPOP!

The new **DigiPOP** solutions from Relyco are a great opportunity and revenue/click-generator for:
Print distributors - Print Wholesalers - Large Commercial Printers - Medium to Small & Retail Printers - In-plant Printers (print shops within large/medium/small companies or organizations / Colleges / Universities).

Applications for DigiPOP:

3-D Direct Mail Pieces - Presentations - Gifts - Promotions - Events - Meetings - Holidays - Golf or other Sporting Events - New Business Promotions - Giveaways - Tradeshows - CD/DVD - Software Distribution - Greeting Cards - Food/Beverage/Snack Distribution - Menus - Table-Top Promos - Hospitality Signage - and Much More!

What's the Pricing?

Pricing of Relyco **DigiPOP** digital packaging solutions is affordable and quantity discounts are always available. With 120 products ready to run, customers may also mix and match various and select templates with price breaks on quantity orders as well. Contact your Relyco representative for detailed pricing information.

Can I Get Samples?

Relyco offers very affordable sample packs of 100, 150 and 500-packs of select **DigiPOP** templates for you to test. Please call your Relyco representative to review the item templates and samples you wish to receive.

Marketing Support

Relyco is ready to help you get started offering **DigiPOP** solutions to your customers. With design and template help for emails and dimensional direct mail promotions, to custom collateral and brochures, Relyco is with you every step of the way to get you started clicking with **DigiPOP**.

For More Information

Ready to try **DigiPOP** digital packaging solutions right away? Contact a Relyco representative at **1-800-777-7359** - register on the web at www.relyco.com/DigiPOP - or email info@relyco.com.

About Relyco

For more than two decades, Relyco has been a leading provider of dedicated print and payment consulting services and dependable, guaranteed business printing solutions to more than 10,000 satisfied customers worldwide. Relyco's industry-leading expertise in fraud prevention strategies, including ANSI board membership, a focus on innovative forms technologies, and a commitment to superior, highly responsive service ensure customers always benefit from the best solution available, protecting documents while improving business productivity and efficiency. www.relyco.com

Imagine, at your next golf tournament, receiving a sleeve of new golf balls with your name/company on the box? *Awesome!*



Runs With The Best!

DigiPOP will run on nearly any large format laser or digital printer (*with 18" x 12" minimum capability*) -

NEXPRESS
HP INDIGO
Xerox
iGen3
...and many more!

** For HP Indigo Printers: Please specify when ordering to use on HP Indigo equipment as Relyco has stock with a special coating treatment for best runnability on HP Indigo machines.

RELYCO
 PRINTING & PAYMENT SOLUTIONS

