



## D3 Logic

Sefas Innovation, a leading publisher of document composition and production management software is pleased to announce that New England direct marketing and fulfillment provider, D3Logic, has acquired the complete suite of Sefas software tools. Adopting products such as MiddleOffice, Remake, and Producer, the company is now in position to unleash a variety of new services that were previously not possible.

By integrating the capabilities offered by the Sefas Open Print suite, D3Logic has taken the company to a new level of services. Fresh abilities in the areas of document composition, print stream manipulation, and production management will be coupled with their existing world-class production and fulfillment environment to enable a host of additional services. As a result, the company can expand their offering to existing clients as well as providing leading edge new service to new clients.

As a preeminent business process outsourcing company, D3Logic selected Sefas for the completeness of their solution. "Our partnership with Sefas puts D3Logic in an elite class of document creation and management companies by providing a complete end-to-end solution for statement processing and data management," said Ralph R. DeIMonico, President and CEO.

D3Logic's service offerings have traditionally focused on presort and letter-shop mailing, printing and fulfillment distribution along with data mining, marketing services and e-commerce functions that drive business opportunities for their clients. What was needed was production software capability that would enhance operational flexibility and expand services at lower costs. The Sefas suite provided the answer – from design to production with a set of integrated tools for web-based interactive document composition, sophisticated print stream enhancement, and real time production tracking and optimization.

"We are pleased to be a part of D3Logic's continued success in the market place," said Bruno Henry, COO, from Sefas. "It's a win-win relationship and demonstrates the value of a fully integrated document production suite. We are sure that D3Logic will take advantage of the new tools and deliver world class services."

### **About Sefas Innovation**

Sefas Innovation is a leading provider in enterprise document production technology. Our Open Print suite offers an end-to-end solution that provides document composition,



interactive document production, print stream enhancement and optimization, and production management. Some of the largest Fortune 500 organizations rely on our innovative technology to produce their high volume, mission critical print and electronic communications.

For additional information on Sefas, please visit: [www.sefas.com](http://www.sefas.com).