



**Remake®** is the print stream re-engineering tool of the Open Print document production suite. Remake allows you to transform and enhance mission-critical print streams without the need for reprogramming and was designed to easily perform the most complex types of document changes.

## Designed for a large variety of applications...

Remake enables improvements across a wide variety of applications and systems. Whether you need to revitalize your documents by adding color or customized marketing messages, or you need to solve address quality and document integrity issues, Remake enables you to rapidly implement changes that will increase the efficiency of your production and improve the effectiveness of your documents.

**Before** (Left) vs **After** (Right)

- Replace OMR with 2D barcode
- Replace Postnet barcode with IMB
- Convert from simplex to duplex
- Add Inserts
- Re-number pages
- Colorize document
- Reposition address block
- Remove information
- Add dynamic pie chart
- Add marketing messages

### Key Applications

#### Colorize your documents

Need to “colorize” legacy applications? No problem. With Remake you can easily replace logos or images, change a letterhead, or add a wide range of full color graphics and elements. Specific business rules can be applied to any page or component of a page. Since Remake allows you to create a color image for web presentation you can also leverage your existing print streams for online delivery.

#### Add IMB barcode

The new USPS intelligent mail barcode, or IMB, is required for organizations to retain eligibility for postal discounts. Remake can automatically remove older Postnet barcodes from your legacy documents and replace them with the new IMB. The system can also include IMB tracking fields to allow you to locate documents where ever they exist within your ADF and beyond through the postal system.

#### Convert from simplex to duplex

Many companies still print some applications in simplex. Remake easily converts simplex documents to duplex without the need for upstream application changes. Pre-printed boilerplate can be inserted anywhere in the document, pages can be re-numbered, and all the insertion control marks can be updated automatically.

### Key Benefits

#### Make your documents more attractive

Research is clear: Color documents get more attention. Remake helps you build the marketing value of your legacy documents by colorizing monochrome production jobs without the need for reprogramming. Now you can truly eliminate your pre-printed forms and special stock while taking advantage of the flexibility of digital color output.

#### Reduce postage costs and track documents

With IMB, customers can achieve higher postage discounts and have the ability to use USPS or third party services to track outbound and inbound documents. Remake helps you take advantage of these advancements to reduce costs and improve document and mail piece tracking.

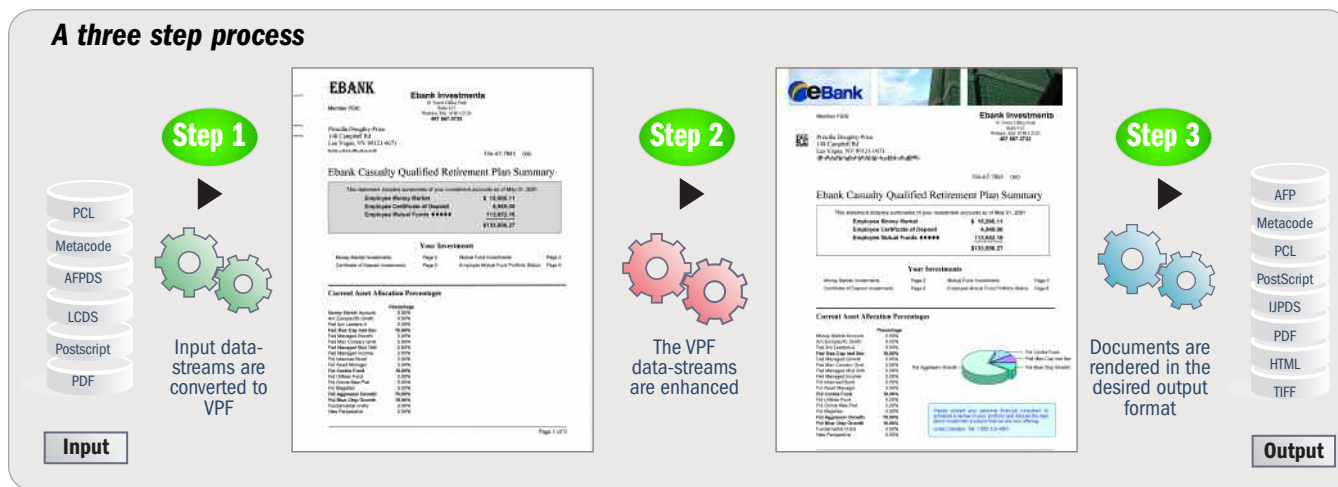
#### Reduce paper and postage cost

By lowering page counts companies cut paper and envelope costs, shorten printing and insertion run times, and achieve dramatic postage savings. In addition, you will be able to eliminate pre-printed stock and reduce your inventory.



## Revitalize your documents

Remake helps you revitalize your documents by adding targeted content and customized messages that are relevant and compelling to each of your customers. And while the cost of full color digital printing has become more affordable, Remake allows you to easily and rapidly colorize your print streams, move monochrome applications to the web and color printers, and leverage your new printer investment. This powerful post-composition tool repurposes your legacy applications and puts you in control; allowing you to revitalize your documents and make them a vibrant marketing tool.



## Key Applications

### Add marketing messages

You can easily add targeted marketing messages to your existing transactional documents. Remake will determine how much white space is available on the page then access external files that store the customized messages and business rules that determine which message(s) should be included in which document.

### Add Inserts

Remake can reduce the expense and labor associated with traditional mailing inserts by virtue of on-statement inserts, or "Onserts." The system will determine how much space is left on a page, calculate how many more pages can be added to reach the next postal weight, and fill the space with Onserts, coupons, and offers of different sizes and types based on business rules.

### Add charts and graphics

Remake can add a variety of color charts and graphics on the fly. The tool will mine data fields from the print stream, perform logical and mathematical functions, and automatically create charts and place them on the document. Colors, positioning, and sizing parameters can be defined as well.

### Change imposition and output format

Remake allows you to change the imposition of output streams before rendering time. The same document can be imposed and rendered in many different output formats for printing and electronic delivery.

## Key Benefits

### Generate revenue from your documents

Custom messaging can result in increased revenue. Personalized documents improve your ability to cross-sell or up-sell additional products and services. As recurring and trusted customer touch points, your transactional documents represent a marketing opportunity that can be delivered at virtually no extra cost.

### Eliminate physical inserts

Onserts reduce mailing costs and eliminate pre-printing expense. Setup times are shortened and operation efficiency is improved as well. And since you are no longer limited by your hardware configuration you can better target your customers with more pointed and relevant marketing offers and information.

### Make your document more readable

Customers expect more from transactional documents these days. With Remake you can add charts and graphs to legacy documents without complex programming and support. Rather than falling behind the curve, your legacy documents will be easier to understand and provide a better experience for your customers.

### Multi-channel delivery

Being able to render a document in different impositions and in multiple formats allows you to print the same job on a large variety of devices and utilize a large variety of electronic channels. Whether you use cut-sheet and continuous printers, or produce electronic copies on the web or via email, Remake provides true multi-channel delivery.



