

DigiPOP Packaging Solutions by Relyco

What is DigiPOP? – OVERVIEW

DigiPOP is the brand name for Relyco's line of customizable digital packaging solutions. 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 to make that next event a success, Relyco's DigiPOP packaging solutions are the answer.

Why is DigiPOP Unique?

Relyco's DigiPOP 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 laser and standard digital press equipment. DigiPOPs are diecut using a patented, lift-off technology, allowing you to offer efficient, short-run packaging with exceptional print quality and easy folding capability for an impressive presentation.

What use to cost tens of thousands of dollars and mandatory high quantity ordering of a single die-cut item is now easily affordable in many styles and templates with low-quantity ordering. Because these unique and creative customizable templates are already created and ready to ship and run, the cost for individual diecut 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.
- Diecut:
 - » Avoid die creations and post-processing expenses.
- Pre-Qualified Substrates:
 - » Enjoy outstanding color with flawless performance and runnability

What's the Value of Personalization?

Personalization, with DigiPOP, 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.

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What Print Equipment Will DigiPOP from Relyco Run On?

DigiPOP will run on nearly any laser or digital printer (with 18" x 12" capability). The list of printers that will show success with DigiPOP is growing every day.

Generating Success with DigiPOP!

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 - Food/Beverage/Snack Distribution - 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 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?

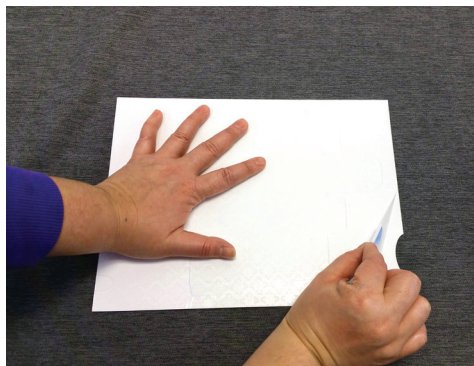
Relyco offers very affordable sample packs of 50, 100, and 500-packs of select DigiPOP templates for you to test. Please call your Relyco representative to review the item templates and samples you wish to receive.

Marketing Support

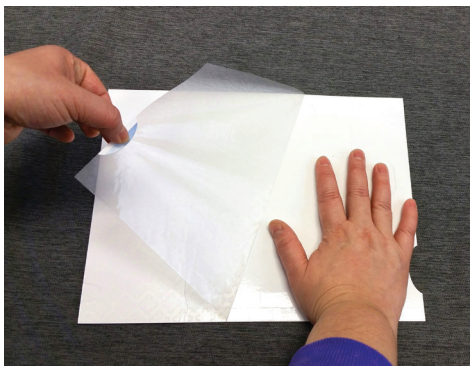
Relyco is ready to help you get started offering DigiPOP solutions to your customers. With design and template help for emails and dimensional direct mail promotions, to custom collateral and brochures, Relyco is with you every step of the way to get you started clicking with DigiPOP.

Using DigiPOP is as easy as "Print-Lift-Fold-and-GO"!

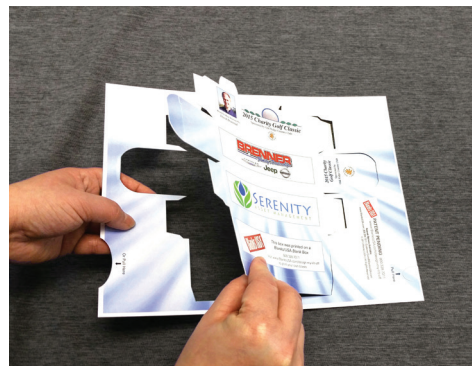
Lift



Peel



POP!



About Relyco: For more than 25 years Relyco has been the premier supplier of unique and innovative paper products specifically designed for laser, digital and inkjet printers. Our products are great for thousands of applications and uses – enabling you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority. Visit us at www.relyco.com or call (800) 777-7359.