



### DMM Sees Great Value in Relyco's DigiPOP® Personalized Packaging Solutions

DMM, a privately held direct marketing communications company located in Scarborough, ME, specializes in developing strategic communications and transactional digital print production for its customers. DMM works with its clients to create Direct Connection Plans that consider goals and objectives (and of course ROI) that send the most relevant messages at the optimum moments. The plans are as flexible as they are impactful and can include a broad spectrum of tactics, from Data Analytics and Digital Print-on Demand to Online Fulfillment and Response Management. Whether it is B2B or a direct to consumer program - DMM's expertise and agility is what drives success for its clients.

DMM has a professional services group with over twenty-seven years of experience in database strategy, digital print-on demand, statement processing, direct mail production and fulfillment solutions. Their specialty is in developing solutions that utilize variable data printing (VDP) and digital print on demand. "It's all about enabling our customers to utilize one-to-one marketing tactics that make an impact and create a greater ROI," said Mike Freethy, senior solution strategist at DMM. "Our advantage is that we can produce these materials for our customers with relevancy of message, efficiently and cost effectively on our Xerox iGen digital color printers."

#### At A Glance:

**Customer**  
DMM

**Industry**  
Commercial Printing and Marketing

**Relyco Product**  
DigiPOP Custom Packaging Solutions

**Website**  
[www.thinkdmm.com](http://www.thinkdmm.com)

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Mike Freethy  
Senior Solution Strategist – DMM

With DMM, clients can:

- Print exact full-color quantities – no wasted overruns
- Eliminate inventory costs and material obsolescence
- Personalize images, text and data
- Create 1:1 marketing programs
- Experience higher response rates, improved ROI and customer loyalty

Recently, Freethy was introduced to Relyco's new DigiPOP personalized digital packaging substrate template solutions. "We ran a job for Relyco as they were introducing DigiPOP to market and we were wowed by the product," explained Freethy. "To personalize the type of packaging and presentation items (golf ball sleeves, candy boxes, and 2-pocket folders) that we were running would have traditionally been a multi-step, time-consuming, and expensive process. The DigiPOP templates simply ran right through the iGen press and were ready to assemble – each one personalized."

With over 120 pre-die cut product templates, Relyco's DigiPOP digital packaging solutions eliminate the cost and time-barriers with getting a customized and personalized 3-D mail, promotion, or presentation piece into the hands of the targeted audience.

DigiPOP solutions are comprised of specially designed "flat sheet" flexible and foldable packaging substrate templates that are optimized for nearly all of the most popular and widely used large format laser and standard digital press equipment with 12" x 18" handling capability. DigiPOP sheets are die cut using a patented, break-clean edge technology, enabling printers to produce efficient, short-run packaging with exceptional print quality and easy folding capability for impressive presentation.

"For our customers who are looking to quickly produce personalized packaging and promotional items for events, presentations, meetings, and mailings, DigiPOP is a great product," stated Freethy. "Relyco's templates make it very easy to design almost any type of item you can think of. And, then being able to run it right on a digital printer, you can produce these items in a matter of hours where it used to take days to weeks with huge order quantities required."

DMM is just starting to offer its clients DigiPOP personalized packaging products, but it is already thinking about the thousands of applications it can provide to really make its clients' marketing materials 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](http://www.relyco.com) or call (800) 777-7359.