

The Marketer's
CATALOG

by **ubeo**

VOLUME I



Tools that feel like toys!

Marketing doesn't have to feel like work. With UBEO's suite of marketing solutions, you can give your team the gift of exploration. Push the boundaries of what you thought was possible with advancements in embellishments, variable data, integrated digital campaigns, and more.

Enhance Print Design with Embellishments

Embellishments are enhancements to your designs using new dry toner options such as White, Clear, Silver, Gold, and many more. These toners move beyond CMYK and can deliver a multi-layered experience to your audience. Print can now be experienced, not just viewed.

These effects were previously reserved for large, expensive offset press runs. Now your team can now produce these effects in short, low-cost print runs. With solutions and support from UBEO, your team can take branding and marketing in print to the next level.

UBEO's Most Popular Beyond CMYK Toners



SILVER

Silver produces a new far-reaching range of colors that are both beautiful and elegant. Iridescent colors create completely new color gamuts for designers to explore.



WHITE

Printed over, white ink provides a way highlight information. Printing an under-layer of white allows a designer to print CMYK over any colored media.



GOLD

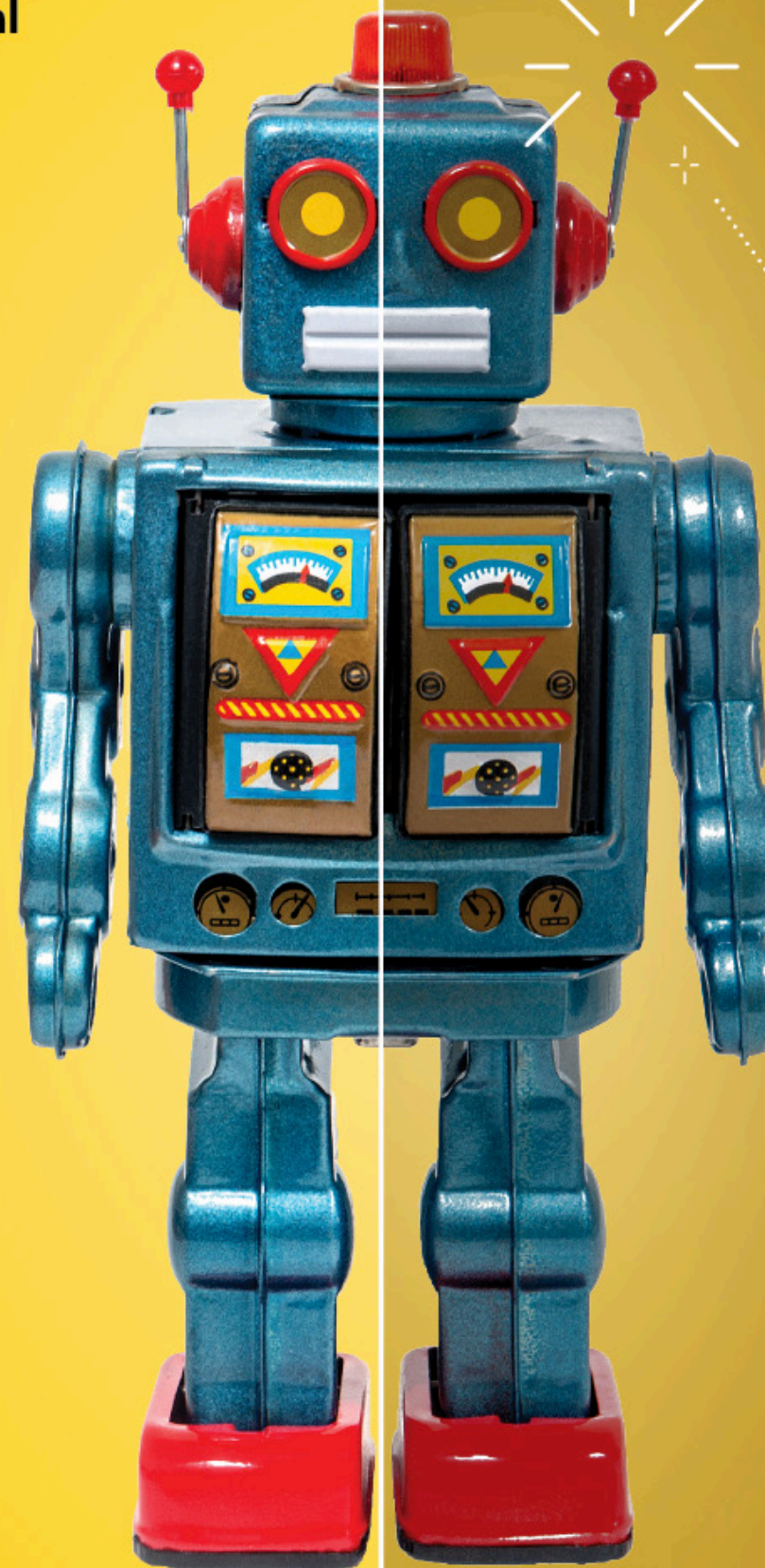
Take shimmer to a new level with true gold dry ink. Enjoy eye-popping shine that will stand off the page.



CLEAR

Add another dimension to your designs with spot clear effects to call attention to elements of your design.

Original
Image



Spot White Effect

Metallic Color
Logic FX



Anticipating a Proof Print...

Ever feel nervous anxiety waiting on a proof from your commercial printer? Turn-around times can be days inbetween versions. This lag time makes it very difficult to iterate designs and often yeilds a product that is just acceptable. By bringing

more processes in-house, your team will see the final printed product in real-time. Get predictable and consistent print results every time with in-house Production and Control-Control Solutions from UBEO.

Control Your Brand. Control Your Timelines.



UBEO is an elite partner of EFI solutions. With help from our Production Systems experts, you will gain the benefits of brand color-control and save vital resources to use in other marketing efforts.



Fiery workflow solutions provide simple and effective process management for production systems. Gain control of your production process and bring print into the creative process.



Color is only as good as it's calibration. UBEO Production Specialists are experts in the G7 color calibration process. With help from UBEO, you will gain consistent, predictable results on every print.



Create exact color profiles, match colors to a color reference and match output on multiple devices with EFI's Color Profiler Suite.



The Color-Logic System™ empowers designers, provides a Brand with print embellishments at a fraction of the cost typically associated with metallic printing, and gives printers and converters an accurate color communication system to work from.

Make <<Everyone>> your special <<Someone>> with personalized marketing.



Freeform allows you to easily add variable elements such as text, images, and barcodes to existing files.



Planet Press automates and personalizes your outbound transactional communications.



Make engaging with your customers both existing and new, easy and hassle free.



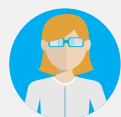
Blend digital and print in seamless campaigns. XMPie is an integrated and robust multi channel marketing solution.



Create highly customized marketing and communication documents for print and digital delivery.

Best-in-Class Products backed by expertise and bandwidth from one of largest business technology organizations in the country.

Anyone can sell a product. It takes the expertise and experience to implement a true solution. When you partner with UBEO, you gain a team of experts to configure and support your solution for the long-term.



ACCOUNT MANAGER:

Your Account Manager responsible for your experience from introduction to renewal. We pride ourselves on doing what we say we are going to when we say we are going to do it.



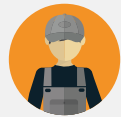
PRODUCTION ANALYST:

Your Production Analyst is an expert in latest Production Solutions available. They will work in tandem with your Account Manager to ensure to receive the optimum solution to meet your goals.



PRODUCTION SPECIALIST:

Your Production Specialist will be your primary point of contact for training and product utilization. The PS will be a continuing partner to help your team realize the most ROI possible.



MASTER SERVICE TECHNICIAN:

Our Production Master Service technicians average over 20 years experience in field and will ensure your equipment maintains over 99% system uptime.





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