

**Flex**Systems™  
**FlexMail**™

**Variable Data Printing**



# A Complete Solution for Variable Data Printing

FlexMail is a variable data design and printing solution, unmatched in its versatility and performance. FlexMail lets you connect to your data, prepare the data for your project, design your output, and print at high quality and speed on any printer.

There is no need for specialized personnel to design and/or operate the software. FlexMail is easy to use because of its intuitive user interface incorporating ribbons, tooltips, context sensitive help, and wizards that take users through more complex tasks. Because of its close similarity to the latest Microsoft Office, it is very easy to understand FlexMail's user interface and operation.

The FlexMail software is international and multilingual. It supports the (postal) standards of a growing list of countries. You can select the language version you want to use and switch between languages if necessary.

FlexMail is available in three different editions, so no matter what source files you have, what you need to design, or what your production requirements may be, there is a FlexMail solution that fits your needs:

- **FlexMail Basic**

FlexMail Basic is the solution for users who need to produce designs with text, barcodes, and graphics using any database which are printed on small or medium size printers.

- **FlexMail Advanced**

FlexMail Advanced offers extended database features like the ability to process PDF files, tools for database management, and duplicate detection and removal. The designer supports barcodes, variable graphics, postal indicia, and duplex printing. Together with the extended print production features, this is the perfect solution for production environments.

- **FlexMail Professional**

Next to all the database, design, and printing features of the advanced edition, the FlexMail Professional edition offers functionality to let you integrate FlexMail in your production environment to control the printer and production line and link FlexMail to devices like camera systems, conveyors etc.

Additional postal processing services are available for the USA to prepare mail according to the USPS® postal standards and create and track USPS® Certified mail.

# Data Preparation

FlexMail has been designed to enable every PC user - from beginners to experienced - to access and prepare the data for a project simply and rapidly. Databases do not have to be imported, but can be linked directly to a project. Additional fields can be created and added to the dataset. Sorting and selecting the data for your project is a simple procedure.

## Databases

- Link direct to all industry format databases like Access, dBase, Excel, HTML and XML-files, and delimited and fixed length text files, plus ODBC links to any other format.
- Set up text files and databases residing in spreadsheets assisted by Wizards. Built-in guess and parse functions make using these file types easier than ever before.
- Open and print files in PDF format. Use any data from the PDF document for further processing. The design may be enhanced in the FlexMail designer.

## Data tools

- Select the data you need and sort the data in the required order with easy to use filter and sort functions.
- Define, locate and process duplicate records according to your specifications within a single file or across multiple files.
- Combine records from different input files into a single output file or process suppression lists to remove records from a file.
- List conversion utilities allow you to change database formats and/or record layouts.
- Export the datasheet in any of the supported formats.

	[INITIALEN]	[VOORVOEGING]	[NAAM]	[ADRES]	[POSTCODE]	[PLAATS]
1	S.L.	van den	Eshout	Oosterstreek 4	3388 ND	OOSTE
2	E.L.		Monmsa	Oosterstreek 84	3388 NG	OOSTE
3	L.G.J.C.	van	Moortfoort	Schoolstr 30	3388 MG	OOSTE
4	A.F.		Mooij	Olderbergweg 21	3389 TE	ZANDHL
5	J.Th.		Mooij	Zandhuizenweg 4 A	3389 TB	ZANDHL
6	B.J.		Mooijaart	Dr Mulderstr 12	3391 HR	NOORD
7	C.P.F.		Moojen	Het Bosmeer 32	3391 ZZ	NOORD
8	H.C.		Moolenburgh	Haenepolle 29	3391 KZ	NOORD
9	Y.Th.		Moorlag	Hellingstr 13	3391 AB	NOORD
10	J.P.C.		Moors	Hooftstr W 47	3391 AL	NOORD
11	G.A.P.M.	van de	Moosdijk	Kleine Singl 34	3391 HS	NOORD
12	C.M.		Mooij	Meentheuw 5	3391 VA	NOORD
13	Ch.		Morra	Scheidingsweg W 10	3391 KK	NOORD
14	W.H.C.		Mosman	Ysbaanweg 15	3391 HX	NOORD
15	J.	van	Mourik	Zuidenweg 11 A	3391 KD	NOORD
16	A.J.M.P.		Rutgers	Zuidenweg 70	3391 KH	NOORD
17	J.K.G.		Daves	De Kwekerij 17	3391 LG	NOORD
18	P.		Kars	Mauritsweg 24	3391 KC	NOORD
19	J.M.G.C.M.	vd.	Linden	Nieuweg 11	3391 KN	NOORD
20	E.		Gans	Nieuweg 82	3391 KS	NOORD
21	P.W.J.		Wiers	Industriest 22	3391 AG	NOORD
22	H.B.		Geurst	Dr Verdeniusstr 3	3391 HA	NOORD
23	J.C.		Kense	Dr Verdeniusstr 40	3391 HG	NOORD
24	P.		Rotmans	Rotmans 35	3391 CR	NOORD
25	R.H.E.R.		Meijers	Ds Vd Tuukstr 31	3391 HK	NOORD
26	P.F.		Werre	Prijetstr 27	3391 CM	NOORD
27	R.		Sloetema	Nieuwstr 79	3391 CJ	NOORD

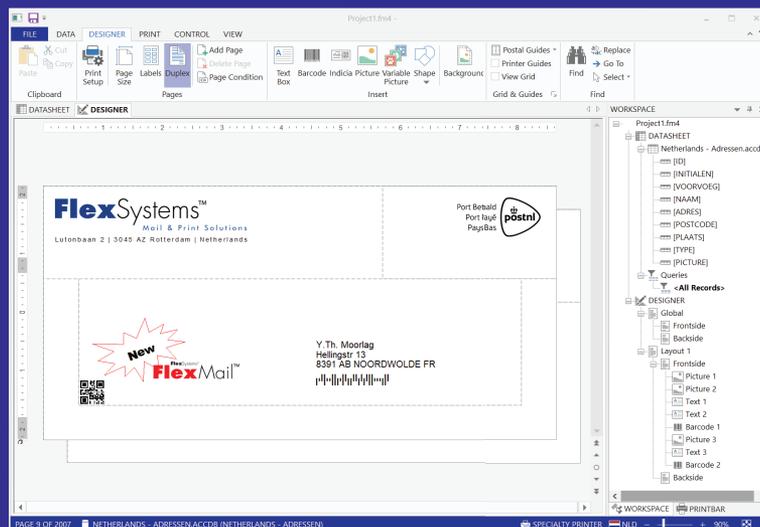
## Additional Data Fields

A wide range of functions allow you to create additional data fields like:

- Counters for (sequential) numbering.
- Date/time fields in any format.
- Calculated fields based on Visual Basic functions.
- Look-up fields to link to other data or translate codes to text or file names.
- Postal functions to generate contents of indicia and postal barcodes.

# Design Tool

Use FlexMail to design variable-data documents, labels, and envelopes. FlexMail offers total freedom in the definition of the layout. Layouts may include variable and static text, any kind of barcode, variable and static graphics, postal indicia, and more. All without limitation.



## Design Elements

- Add any fixed or variable text. Combine fields into a single line without unnecessary spaces and remove blank lines. Choose any font or formatting.
- Support for over 80 different barcode, including 1D and 2D barcodes and postal barcodes.
- Include fixed and variable graphics in a wide variety of formats anywhere in your layout.
- Color adjustment features allow you to correct colors of images so that they print better, and save these as profiles.
- Add postal indicia and postage paid imprints for many countries.

## Layouts

- Work on any paper size. Support for all standard envelopes, paper, label sheets and continuous label sizes, plus user defined sizes.
- Create multiple layouts in a single project.
- Conditionally select the layout to be printed or print multiple layouts per record in the database. Duplex printing is also supported.
- Add a background image that can serve as background for design purposes, but may also be printed.

## Guides

- Printer guides help to design a layout that can be printed at high quality and the highest possible speed by your printer.
- For many countries postal guides are available to help you to design mail pieces that conform to the postal specifications.

# Print Engine

The FlexMail print engine gives you full control over the printer; from set-up to production and maintenance tasks. It is designed to help you to get the best possible quality at the highest possible speed. FlexMail can be fully integrated in the production line for maximum control.

## Print Production Control

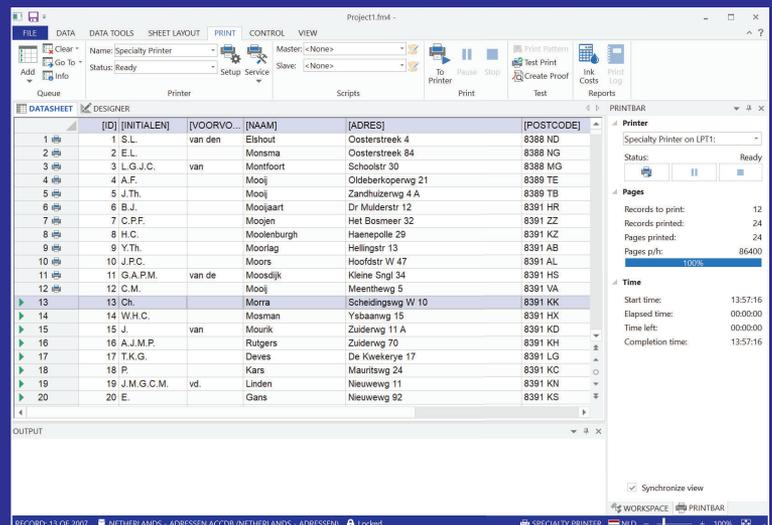
- Easy to use and flexible queuing mechanism to select the records to be printed.
- Records marked on the datasheet indicating their print status. Synchronized view of designer and/or datasheet with records actually being printed.
- Print bar displaying all available feed-back from the printer, including print speed, estimated completion time, and more. When available, ink levels are displayed with the possibility to stop at low ink level.
- Support for printing on multiple printers simultaneously.
- Built-in print to PDF support.

## Print Tools

- Depending on the printer, FlexMail supports maintenance tasks like cleaning and aligning printheads and replacement of print cartridges.
- A tool is available to calculate ink usage and costs based on the design and resolution.
- Fully customizable print logging can be set up to monitor machine usage up to producing proof of print per page.

## Custom Printer Support

- FlexMail supports a wide range of industry specific printers – from the smaller desktop address printers to larger high speed mail tables or in-line printers. FlexMail automatically makes optimal use of the build-in features of these printers like overlays, macro's, built-in barcodes, fonts etc. ensuring maximum control, throughput, and quality.
- Control of printer specific functions like inputs and outputs, sort signals, and more.



## Production Line Integration

- FlexMail scripting allows you to integrate FlexMail in more complicated production environments by supporting applications like printing-on-demand, synchronized document inserting and printing, and print verification.
- Connect FlexMail to external input devices like camera systems and barcode readers and process their input. FlexMail can look-up information in a database, update databases, save information to files, print complete designs, and send control signals to other devices.

# FlexMail Feature Comparison

	Basic	Advanced	Professional
<b>Input files</b>			
Open database files of any size in Access, Excel, Text (csv, tab), Xml, Html, Txt, dBase format and any other over an ODBC connection	■	■	■
Open multi-page PDF files "as database"		■	■
<b>Data</b>			
Generate counters / (sequential) numbering	■	■	■
Generate dates and times in any format	■	■	■
Generate contents for postal barcodes and indicia		■	■
Define functions in Visual Basic .NET		■	■
Use/add look-up tables for translations and file look-up		■	■
Get data from pdf documents			■
<b>Data Manipulation</b>			
Sort and filter records on any data field. Define re-usable queries	■	■	■
Convert databases from and to any supported format		■	■
Find and remove duplicate records on any combination of fields		■	■
Merge multiple databases into one single database		■	■
Purge records from a database that exist in another database		■	■
<b>Design</b>			
Page size up to 100 inch / 250 cm	■	■	■
Design labels for use on label sheets	■	■	■
Import page background		■	■
Duplex layouts (designing and printing 2 layouts per record)		■	■
Variable sized layouts (e.g. letter and envelope)		■	■
Define and print multiple (conditional) layouts			■
Text in any font, size, rotation, color	■	■	■
Over 80 different barcodes (1D, 2D, and postal)	■	■	■
Postal indicia (e.g. Premium address and PPI's for many countries)		■	■
Import images in bmp, gif, jpeg/jpg, png, tif/tiff, wmf/emf, and PDF format	■	■	■
Variable images based on other (conditional) data		■	■
Color adjustment features to correct colors of images		■	■
<b>Printing</b>			
Print to PDF		■	■
Print simultaneously on multiple printers		■	■
Define print pauses based on any data field	■	■	■
Purge print heads before printing	■	■	■
Keep-alive function to avoid drying out of nozzles	■	■	■
Create print proof in PDF format		■	■
Calculate print costs		■	■
<b>Printer Support</b>			
Print to any windows supported printer, Specialty HP2	■	■	■
Inc.jet, XiJet		■	■
Specialty iM2, iM4			■
<b>Scripting</b>			
Create read-and-print and print-and-verify scripts			■
Create scripts that control the print process			■
Create scripts that are linked to control the mail table			■
Add custom controls to the print bar			■
<b>Add-on Modules</b>			
USPS® Certified Mail®		■	■
USPS® mail processing	■	■	■

## Licensing and Maintenance

### Licensing – Buy Only What You Need

FlexMail consists of a main program in different editions and a set of optional services that plug seamless into the main program, offering one completely integrated environment. This allows you full flexibility in choosing the functionality you need. FlexMail is licensed per PC. Discounts are available for multiple installations.

You can upgrade and add services at any moment you want. Just call your supplier. Within minutes you will be able to use the functionality you need.

### FlexMail Maintenance – For On-going Value

To be sure that you always have the latest versions of FlexMail, Flex Systems offers FlexMail Maintenance. Subscribers will receive any upgrade or new version of the FlexMail software completely for free during the maintenance period. On top of this, maintenance entitles you to direct support from Flex Systems, the developers of FlexMail.

### Technical Information

For a full technical specification, system requirements, and other latest information, check out our Flex Systems web-site at [www.flex-systems.com](http://www.flex-systems.com).

**FlexSystems™**  
Mail & Print Solutions



#### **Flex Systems B.V.**

Lutonbaan 2  
3045 AZ Rotterdam - Netherlands  
T +31 (0)88 - 3400 100



#### **Flex Systems, Inc.**

1401 St Andrews Rd, Suite 110  
Columbia, SC 29210 - USA  
T +1 (803) 388 8010

[info@flex-systems.com](mailto:info@flex-systems.com)  
[www.flex-systems.com](http://www.flex-systems.com)