



**For Immediate Release**

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**Personalized Flexible Packaging, Promotional, and Presentation Materials  
Made Easy with Relyco DigiPOP™**

*Leverage large format laser and digital printers and variable data features to easily and affordably create, print, and assemble unique packaging for events, campaigns, giveaways, promotions, and more*

**Dover, N.H., July 26, 2011** – [Relyco®](#), a leading provider of value-added [business printing and payment solutions](#), today launched [DigiPOP™](#), an exciting and affordable new line of customizable digital packaging solutions for large format laser and digital printers. With [over 120 pre-die cut product templates](#) designed with distributors, wholesalers, commercial and in-plant printers, Fortune 1000 companies, small and mid-sized business, and retailers in mind, the DigiPOP “flat sheet” folding cartons and flexible packaging solutions meet the needs of marketers, event coordinators, promoters, and meeting and function planners to quickly deliver unique and affordable personalized presentation items.

According to its [2010 Market Assessment: Color Digital Printing in Packaging and Label Converting](#), InfoTrends projects that digital package printing will grow 15.7% annually, rising from \$1.8 billion in 2009 to over \$3.7 billion in 2014. Personalized packaging represents the single biggest analog-to-digital print opportunity in the graphic communications market.

[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.

“It’s a fact that personalization via variable data printing on marketing and promotional pieces increases response and recall rates by 45-60 percent. Traditionally, the only way to justify the cost of producing these types of personalized items was to order thousands of them, whether you needed that many or not,” said Mike Steinberg, president of Relyco. “Our DigiPOP products are completely revolutionizing the industry with the ability to quickly and affordably create unique personalized items whenever you or your customers need them. Need to produce a few custom folders for an important sales meeting, personalized golf ball sleeves for a corporate outing, unique customized boxes for a promotional mailing...it’s easy with DigiPOP.”

-more-



### **DigiPOP Applications**

With over [120 easy-to-assemble substrate and design templates](#), including presentation folders, golf ball sleeves, popcorn buckets, cube boxes, CD/DVD mailers, and much more, DigiPOP is perfect for these types of applications:

- Personalized Corporate Event and Meeting Materials
- Marketing and Political Campaigns
- Charitable/Philanthropic Events
- Variable Image Personalization (V.I.P.) Mailers
- Restaurants
- Colleges
- B2B and Product Promotions
- Information Desks
- Doctor and Professional Offices

See all of the available [Relyco DigiPOP templates](#)

View a [DigiPOP video showing how easy it is to create personalized items](#)

Read the [DigiPOP Frequently Asked Questions](#)

### **DigiPOP Features**

- Ready-to-Run: Print DigiPOP on-demand on nearly any large format laser or digital printer (with 12"x18" minimum capability), including Kodak NexPress™, HP Indigo Press™, and Xerox iGen3™
- Variable Data and Image Fields: Design templates are provided to leverage the power of custom personalization
- Pre-Die Cut: Avoid the expense of custom die creation and post-processing
- Pre-Qualified Substrates: Outstanding color reproduction with flawless performance and runnability

### **Pricing and Availability**

Available now, Relyco DigiPOP digital packaging solutions are priced affordably with quantity discounts available. With more than 120 available substrate templates, customers can mix and match products when ordering. Relyco also offers affordable sample packs of 100, 150, and 500 select DigiPOP templates. Contact Relyco for detailed pricing and product information by calling 1-800-777-7359, emailing [info@relyco.com](mailto:info@relyco.com), or visit the [DigiPOP web page](#).

### **About Relyco**

Relyco is a leading provider of value-added business printing and payment solutions with over 10,000 customers worldwide. As one of the largest distributors of laser and digital applications, including laser checks, high-security documents, and e-payment software, Relyco's long-standing membership in the ASC X9AB check processing committee and extensive experience with fraud prevention strategies and new forms technologies positions it as the most innovative leader in the business printing solutions field. Relyco's customers include Google, PepsiCo, Samsung, Adobe and Microsoft. For more information, please visit <http://www.relyco.com>, call 800.777.7359 or 603.742.0999, or email [info@relyco.com](mailto:info@relyco.com).

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