

FlexMail™ 4

Professional direct mail software



FlexMail 4 makes it simple to use the information from your customer, sales or any other database to produce engaging, relevant and cost effective mailings. It's the ideal partner to a Pitney Bowes address printer that will also work with any other printer in your organisation. There are two modules available – Basic and Advanced to meet your variable data printing needs, however straightforward or complex.

Improve your mail's effectiveness

- Improve openability of your mail by easily adding attractive messages, targeted attention lines and colourful logos
- Increase response ratio by using the advanced de-duplication and merge/purge capabilities within a single file or across multiple files
- Save postal costs by mailing to a strictly targeted database or by adding the postal fonts and barcodes necessary to meet postal regulations
- Maximise your operational efficiency by connecting to an addressing printer that will handle the postal sortation constraints.

Segment your target audience

- Handle unlimited names and addresses with any number of fields per record
- Virtual fields can be added
- Select and sort the data in the required order
- Manage mailing lists of any type of formats with "List Management" that can be used to create new database from scratch or as a front-end to update existing databases
- List conversion utilities allow you to change database formats or record layouts.

Adapts to your business environment

- FlexMail 4 is designed to be familiar to even basic PC users with an intuitive Windows interface that uses standard ribbons, tooltips, wizards and pre-built templates
- All common industry standard format databases are supported. FlexMail can even take information from existing print files in .pdf format.

Reduce mailing costs

- Easily format mail for postal discounts using pre-built templates that meet postal standards
- In-built address verification allows you to improve the accuracy of addresses, a key part of preparing mail that meets discount criteria. And it reduces the amount of money wasted on undeliverable mail
- Merge / purge capability means that if an address appears on several databases you'll only mail it once, reducing waste.

FlexMail Feature Comparison

Input files

Open Database files of any size in Access, Excel (Office 2007 and 2010), Text (csv, tab), Xml, Html, Txt, dBase format and any other over an ODBC connection
Open multi-page pdf-files "as database"

Data

Generate counters / (sequential) numbering
Generate dates and times in any format
Generate contents for postal barcodes and indicia
Define functions in Visual Basic
Use/add look-up tables for translations and file look-up

Data manipulation

Sort and filter records on any data field. Define re-usable queries.
Define and create new databases
Modify data in the linked database
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

Design

Page size up to 100 inch/250 cm.
Design labels for use on labelsheets
Import page background
Duplex layouts (designing & printing 2 layouts per record)
Text in any font, size, color, rotation
Over 80 different barcodes (1-D, 2-D and postal)
Postal indicia (e.g. Premium address and PPI's for many countries)
Import pictures in bmp, tiff, gif, jpeg, pcx, png,, tga, wmp, and pdf format
Variable pictures based on other (conditional) data

Printing

Print to any windows supported printer
Professional print dashboard
Print simultaneously on multiple printers
Define print pauses based on any data field
Purge printheads before printing
Keep-alive function to avoid drying out of nozzles
Create print proof in pdf-format
Calculate print costs (estimate and real)

Add-on modules

Print Pro I: Lexmark, XiJet, Inc.Jet support
Print Pro II: HP4000, Meteor support
Royal Mail Address Verification UK
Royal Mail Mailsort UK (70/120/700/1400/Walksort)

• For full details visit www.flex-systems.com

	Basic	Advanced
Input files	•	•
Data	•	•
Data manipulation	•	•
Design	•	•
Printing	•	•
Add-on modules	•	•

For successful installation and use of FlexMail, your system should meet the following requirements:

	Minimum	Recommended
Operating System	XP sp3, Vista, Windows 7, Windows Server 2003/2008. All of these in both 32bit and 64bit	Windows 7, Windows Server 2008
Processor	Intel dual core ~2Ghz	Intel core i5 or i7 ~2.66 Ghz.
Memory	2GB	4GB
Free HD Space	500MB	1000MB
Monitor Resolution	1280 x 1024	1920 x 1080
Internet	Only required for Postal modules	Internet access for updates, online scripting help, easy licensing, latest drivers, etc. Internet access is required for postal modules



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