



## For Immediate Release

### **Mac Impresores Turns to GMC Software Technology to Automate Direct Mail and Transpromo Applications**

**October 15, 2008 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communication, today announced that Mac Impresores has chosen GMC's PrintNet™ as its design and variable data software platform to automate direct mail, transactional and transpromo applications.

Based in Mexico City, Mexico, Mac Impresores provides end-to-end solutions for direct mail, digital printing and transpromo documents for many of Mexico's largest financial institutions and retail department stores. On any given month, Mac Impresores produces approximately 18 million impressions for their customers comprising correspondence, bank statements and payment notices. Statement design for new customers often took anywhere from three to six months of development time, which significantly affected Mac Impresores' programming staff.

"After six years in business, we found that we needed to automate the development of our direct mail, transactional and transpromo applications in order to growth our business and keep pace with our customer's needs," said Christian Pineda, Managing Director at Mac Impresores. "However, with GMC's PrintNet in place, we have been able to shorten development for complex statements and transpromo applications down to just four weeks, allowing us to better service our existing customers while expanding our business."

Mac Impresores will use PrintNet Designer to create, produce and automate the production of high impact, personalized direct marketing, customer correspondence and transpromo documents. Its customers include a number of major financial institutions in Mexico.

"We are excited that Mac Impresores has selected GMC PrintNet as their first investment in document composition software," said Cecilia Palafox, Director de Cuentas Corporativas, Mexico. "In addition, we are looking forward to a long working relationship with Mac Impresores and helping them meet their growth and expansion plans."

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#### **GMC Worldwide**

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

#### **GMC Software Technology**

[www.gmc.net](http://www.gmc.net)

**GMC Software Technology**

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. [www.gmc.net](http://www.gmc.net).

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