



FOR IMMEDIATE RELEASE

GMC Software Technology Establishes First PortalBuilder Installation in Iberia with TF Graphic Art

May 11 2010– Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that TF Graphic Arts of Spain has become the first Iberian installation for GMC PortalBuilder. As an offset and commercial printer, TF Graphic Arts will use PortalBuilder to launch the company into the world of digital printing, enabling them to develop rapid, Web-based storefront offerings for their customer base and prospects while driving digital print output volumes. TF Graphic Arts has also invested in GMC Designer 6.0, the latest addition to the GMC's Software Suite that contains a number of new enhancements and features that improve and extend the product's functionality in the areas of color management, the repurposing of legacy print streams as well as improvements in proofing and pre-flight.

TF Graphic Arts, founded in 1987, is a business-oriented and high-quality commercial printing operation. The team of TF has vast experience in this sector, along with the sophisticated technology that has helped the company's expansion. TF graphic Arts' goal is to exceed the high quality levels already achieved, offering an increasingly flexible and tailored service to their customers. With headquarters in Alcobendas, they occupy an 18,000 square foot facility has been specific designed for the graphic arts industry by a well-respected German consulting company specializing in this area.

"GMC PortalBuilder will give us a competitive edge and drive new business as we launch the company into the digital printing business," said Roberto Mateos, department of Information Technology at TF Graphic Arts. "In addition, GMC Designer gives us the tools we need for the rapid creation, management and production of complex personalized documents for TransPromo, direct marketing, on-demand publishing, customer correspondence and transactional applications."

Launched at Print 09 in September of 2009, GMC PortalBuilder simplifies the process and opens the door for print service providers and direct mailing organizations to implement efficient, web-enabled storefronts for the creation, ordering, management and printing of personalized variable data documents and integrated, personalized multi-channel campaigns. End-users gain more flexibility and faster results by having easier access to all the variable components they need and users can enjoy centralized brand management and messaging as well as cost control with decentralized creation, order entry and output. PortalBuilder is also a business enabler allowing print service providers to drive digital print volumes and enterprises to manage off-contract print spend.

"As the first installation of GMC PortalBuilder in Iberia, we are excited that TF Graphic Arts can take advantage of one of GMC's newest products," said Jaime López-Heredia, Director General of Iberia and Italia at GMC Software Technology. "We are confident that both GMC PortalBuilder and GMC Designer will make their transition into the digital printing business successful."

GMC Worldwide

Brazil, Canada, Chile, China, Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

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"This is the first solution that really allows users to build and test the user experience right on their own desktop," said Bill Parker, Chief Marketing Officer at GMC Software Technology." PortalBuilder will change the way that web portals are built in the same way as GMC PrintNet changed the world of document composition, evidence by growing demand and adoption on a global scale."

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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 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.

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GMC Software Technology continues to add to its tally of industry awards. Most recently, the company was recognized by Xerox naming GMC Software Technology 2009 Business Partner of the Year for its continued contribution to Xerox, its customers and the printing industry. Just prior, the ON DEMAND Conference & Exposition recognized the company with a Best of Show, Honorable Mention award in the Web-to-Print category and winner of the Most Innovative Use of Technology award for its PortalBuilder software solution. Also in 2010, the European Digital Press Association (EDP) awarded GMC PortalBuilder the Best Web-To-Print Software of the Year for 2010 and in March, Xplor International awarded the company "Innovator of the Year" and "Technology Application of the Year for a third year in a row. In 2007, the EDP named GMC PrintNet™ Best Variable Data Software and in 2008 and named GMC PrintNet Connect and WebProof "Best Special Application Software of the Year."

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