

# Barton & Cooney Uses GMC PrintNet for All Personalized Communications

## Transactional, Promotional and Combined Applications

A leading direct marketing and fulfillment provider, Barton & Cooney serves national and regional clients in finance, collections, publishing, government, insurance, telecommunications, and direct marketing. Clients rely on Barton & Cooney for transaction processing, direct mail and fulfillment. "Our ability to deliver customized solutions using a full range of information management, data processing, digital printing and mailing technologies has a positive effect on our clients' bottom line," said Christopher Klitus, CFO, Barton & Cooney.



Barton & Cooney laser prints over 9 million pages a month in Burlington, New Jersey facility



### End-to-End Solution for Print and Electronic Communications

Barton & Cooney's 85,000 square foot facility in Burlington, New Jersey houses high-speed digital and offset printing, mail processing, storage, data processing, and fulfillment. Cut-sheet and roll-fed laser printers provide capacity for up to 30 million images per month. To handle a diverse range of industries and applications, Barton & Cooney needed a flexible document composition tool capable of processing high volume transactional documents and direct mail applications. "GMC fit our needs the best," said Klitus. GMC PrintNet™ personalized communications software gives them a complete solution for all the applications, PDLs, data formats, messaging, printing and other requirements.

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.

### One Tool for Transactions and Direct Mail

Barton & Cooney selected PrintNet after extensive research on composition software and vendors. Criteria included full integration with Adobe InDesign and white space management. Working from an initial list of 20 potential vendors, Dennis Cramer, Director of Technical Support for Barton & Cooney, found that most other offerings just handled either direct mail or transactional applications. "PrintNet was one of the few that offered a comprehensive solution for both, and of the higher end solutions GMC offered the greatest value," he said. PrintNet combines processing power, personalization flexibility and design finesse.

### Key Facts

#### Client

Barton & Cooney provides transaction processing, direct mail and fulfillment for national and regional clients in finance, collections, publishing, government, insurance, telecommunications, and direct marketing.

#### Challenge

Barton & Cooney needed a flexible document composition tool capable of processing very high volume transactional documents and direct mail applications for a variety of clients.

#### Solution

GMC PrintNet Software gives them a complete package for all the applications, PDLs, data formats, messaging, printing and other requirements including full integration with Adobe InDesign and white space management.

#### Results

Barton & Cooney can turn legacy transactional documents into "trans-promo" applications and create more value for customers. They can easily redesign statements and add marketing messages, personalization, and graphics. PrintNet also supports full-color personalized printing capabilities.

### 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)

## Adding Value to Customer Communications

“We see PrintNet as a tool to significantly enhance our customers’ documents and add value to their communications. It has helped upgrade our document composition capabilities by improving turnaround on marketing campaigns and speeding up forms design and modification,” said Klitus. “Now IT and graphics staff have a powerful tool that creates more options for customers’ applications. Through ease of use, the PrintNet GUI improves quality control and speed, and streamlines invoicing and statement production workflow.”

Transactional documents are ideal vehicles for marketing to an existing customer base. Using PrintNet, Barton & Cooney can turn legacy transactional documents into “trans-promo” applications and create more value for customers. “We can redesign statements and add marketing messages, personalization, and graphics,” Klitus said.



Dennis Cramer, Director Technical Support (left) and Mario Fratangeli

**“We use PrintNet to repurpose our legacy applications with more relevant communications and to streamline processing.”**

Christopher Klitus, CFO, Barton & Cooney



PrintNet is used for direct mail, transaction and trans-promotional applications

## Transaction Marketing

Barton and Cooney has implemented the PrintNet platform for new and legacy documents. Many existing statement and invoice applications have been enhanced through redesign and additional marketing messages. “We use PrintNet to repurpose our legacy applications with more relevant communications and to streamline processing,” said Klitus. Older applications are being migrated as needed.

New color opportunities are promising, too. “Using PrintNet, we are enhancing our capabilities for full-color personalized printing for direct mail applications for existing and potential customers,” Klitus noted. “In the future, as customers adopt full color digital for their transactional print and direct mail communications, PrintNet will remain a significant partner in helping us offer a full range of services.”

## 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 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.

We offer exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. GMC serves 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 combined transactional/marketing materials.

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