



## NEWLEAF enables you to create personalised, dynamic documents for each customer in your database.

NEWLEAF's easy to use "Data Source Wizard" allows you to attach dynamic data using regular data files, ODBC sources, XML sources and universal data links. Data fields are inserted with a simple mouse click or by "drag and drop". Text, graphics, tables, bar codes and hyperlinks can be inserted and placed anywhere in the document at any angle. All objects can depend on a condition and database variable (conditional processing).

### Putting you back in control...

With a well-constructed database and NEWLEAF, developing a direct marketing campaign is easy. No longer do you need to be concerned about how your communications plan will be interpreted by the IT department. You're back in control.

### With NEWLEAF you can:

- Insert document text and format it using standard formatting tools
- Define conditions to determine the content of variable data in the document (conditional processing)
- Import and size any number of graphics
- Create tables containing dynamic cells
- Define and insert bar codes using a data field for dynamic values
- Save elements of the document in standard blocks for re-use in other documents
- Close up and close down lines containing empty data fields
- Filter the records to only print certain documents
- Use watermarks (e.g., scanned documents) to help position data e.g., on pre-printed forms
- Import RTF files
- Create multi-record based transactional documents
- Insert text blocks from databases

### Features

- **Supports the following output formats:**  
GDI, PCL, PDF, AFPDS, IJPDS, IPDS (via TCP/IP or SCSI), PPML®, VDX, VIPP, PostScript® as well as fax or email
- **RIP technologies:**  
Fiery FreeForm®, Scitex VPS®, PPML®, Intellicash®
- **Supports the following print functions:**  
N-UP, duplex, tray control, OMR, batch processing
- **Optimised for Microsoft Windows™**
- **Internet document server capability**

### Benefits

- **Design complex conditional documents**  
without the need for programming skills
- **Fully personalised One-to-one marketing documents**
- **High speed production printing**
- **Real WYSIWYG technology**  
independent of printer and print resolution
- **Easy to use wizard**  
for setting up a basic document or enables fast and easy connection to a data source
- **Text, graphics, tables and bar codes**  
as dynamic conditional elements
- **Black and white and full colour support**
- **Object-oriented document design**
- **Pre-production proofing and validation**
- **Error handling and audit logging**

# PrintSoft

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## About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications.

PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

## Contact

### PrintSoft Americas

Tel: +1 630 625 5400

Email: sales.us@printsoft.com

### PrintSoft Asia Pacific

Tel: +61 (0) 3 8585 2900

Email: sales.au@printsoft.com

### PrintSoft France

Tel: +33 (0)1 30 73 87 11

Email: info.fr@printsoft.com

### PrintSoft Germany

Tel: +49 (0)89 61 44 17 0

Email: info.de@printsoft.com

### PrintSoft Italy

Tel: +39 348 142 41 44

Email: info.it@printsoft.com

### PrintSoft UK

Tel: +44 (0)161 368 2808

Email: info.uk@printsoft.com

[www.printsoft.com](http://www.printsoft.com)

