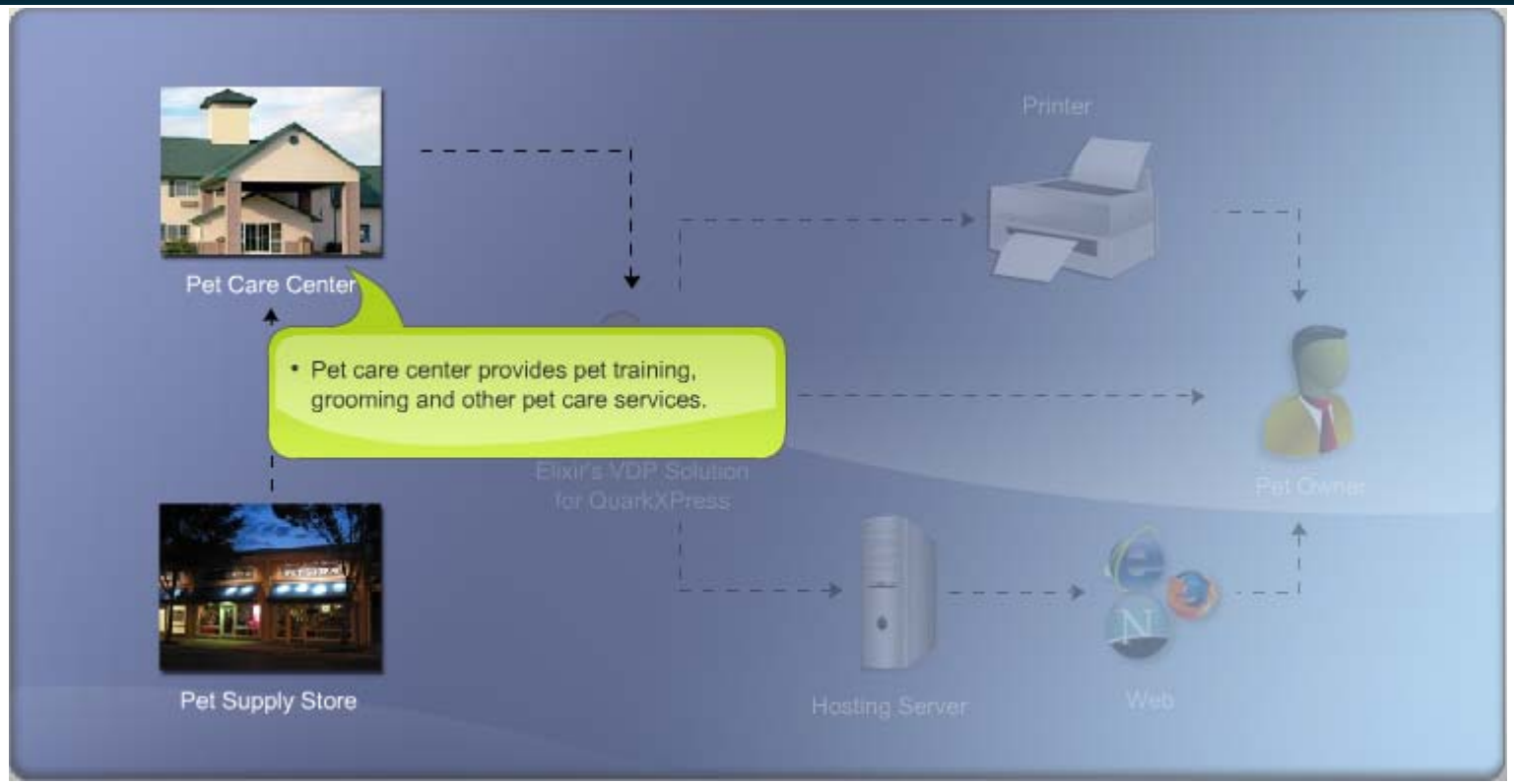
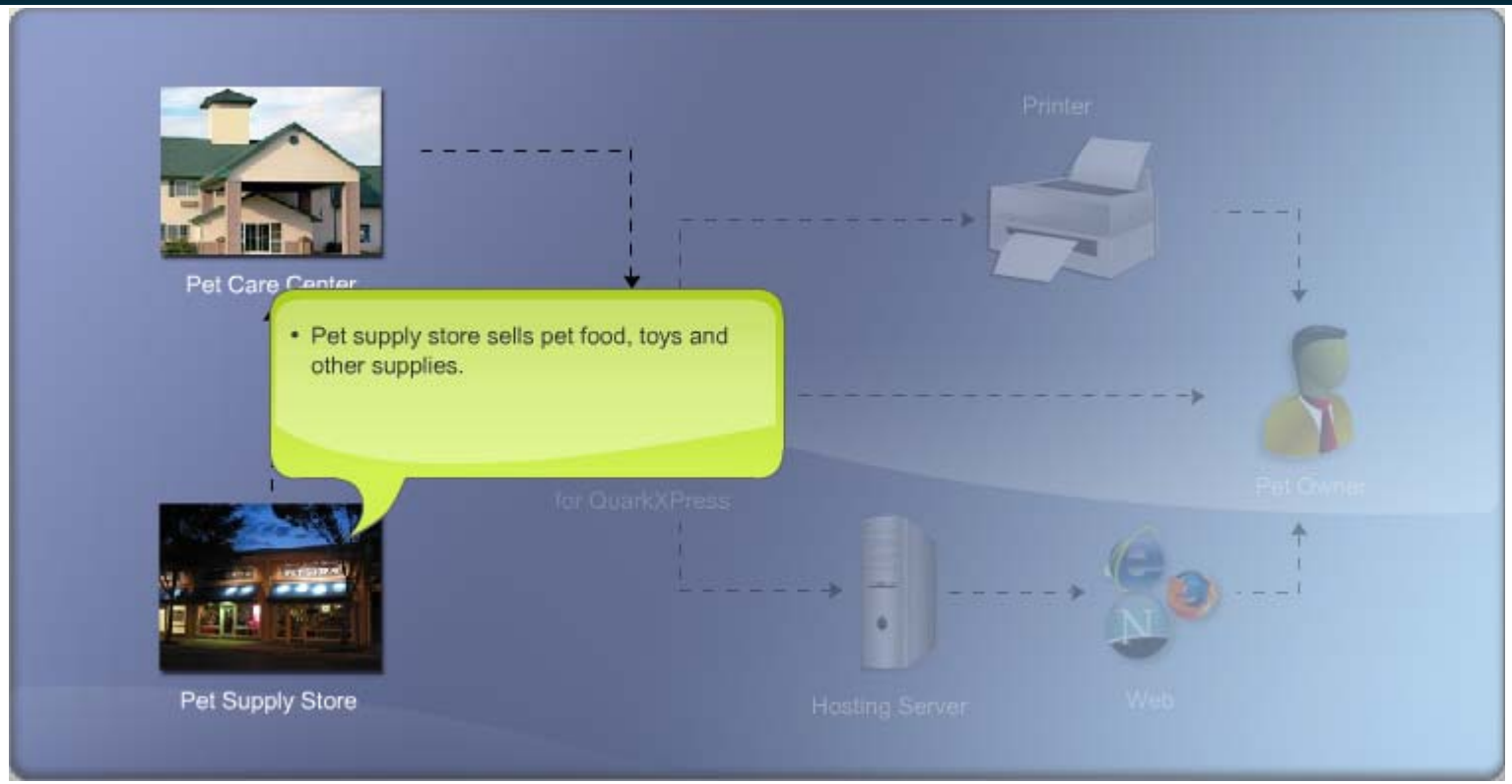
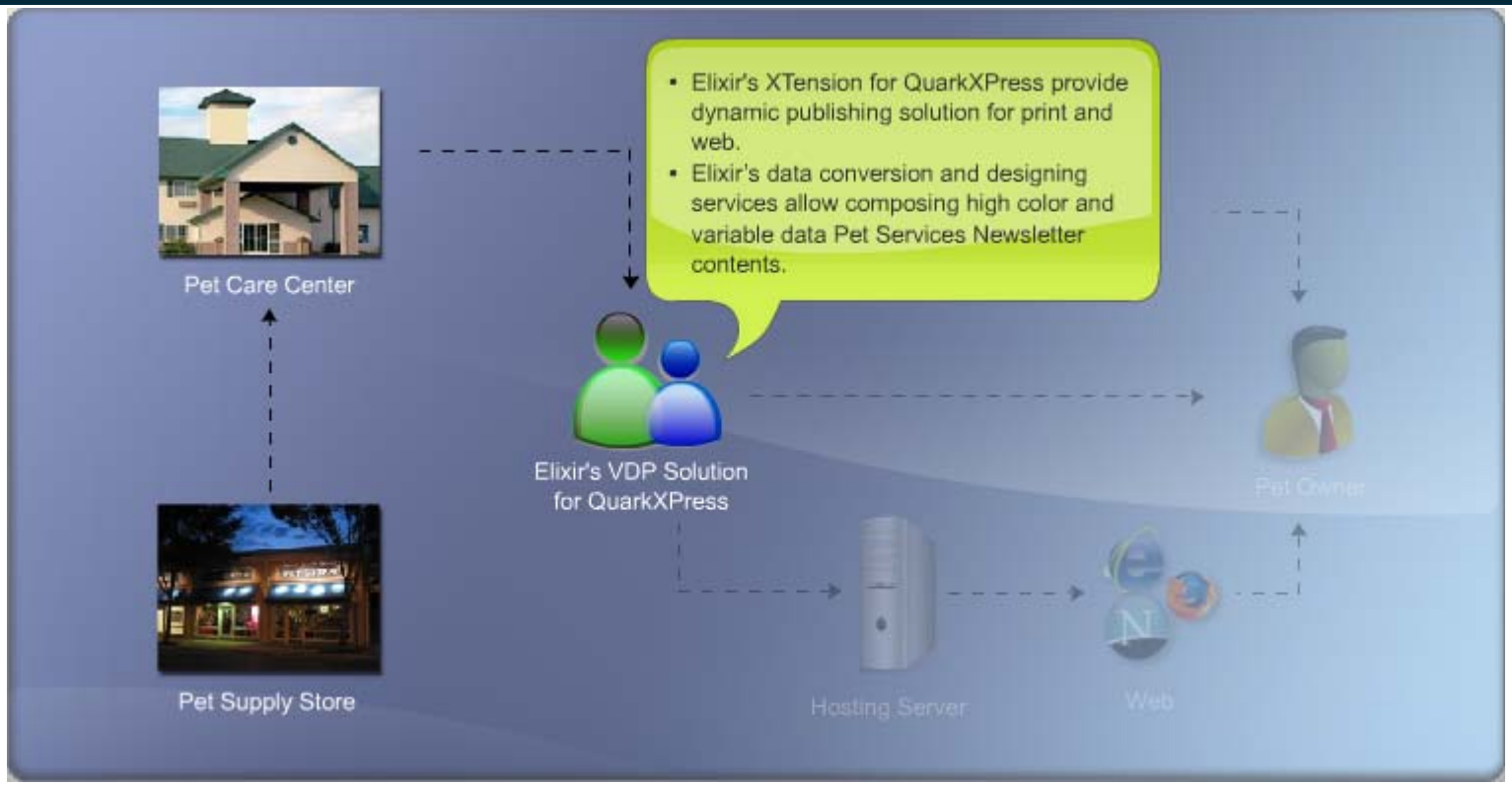
The Application



The Application



The Application



The Application

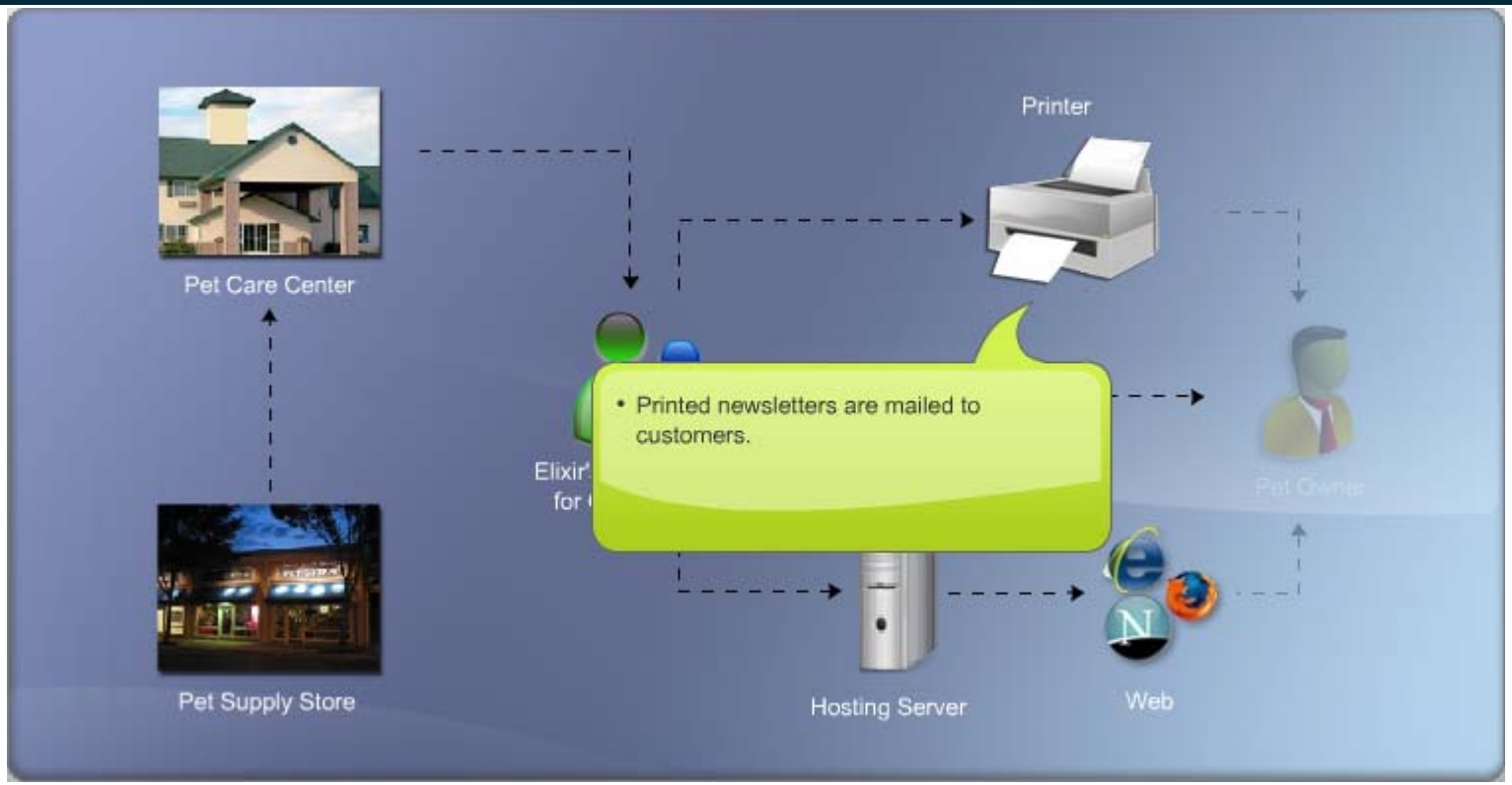
Pet Care Center

Pet Supply Store

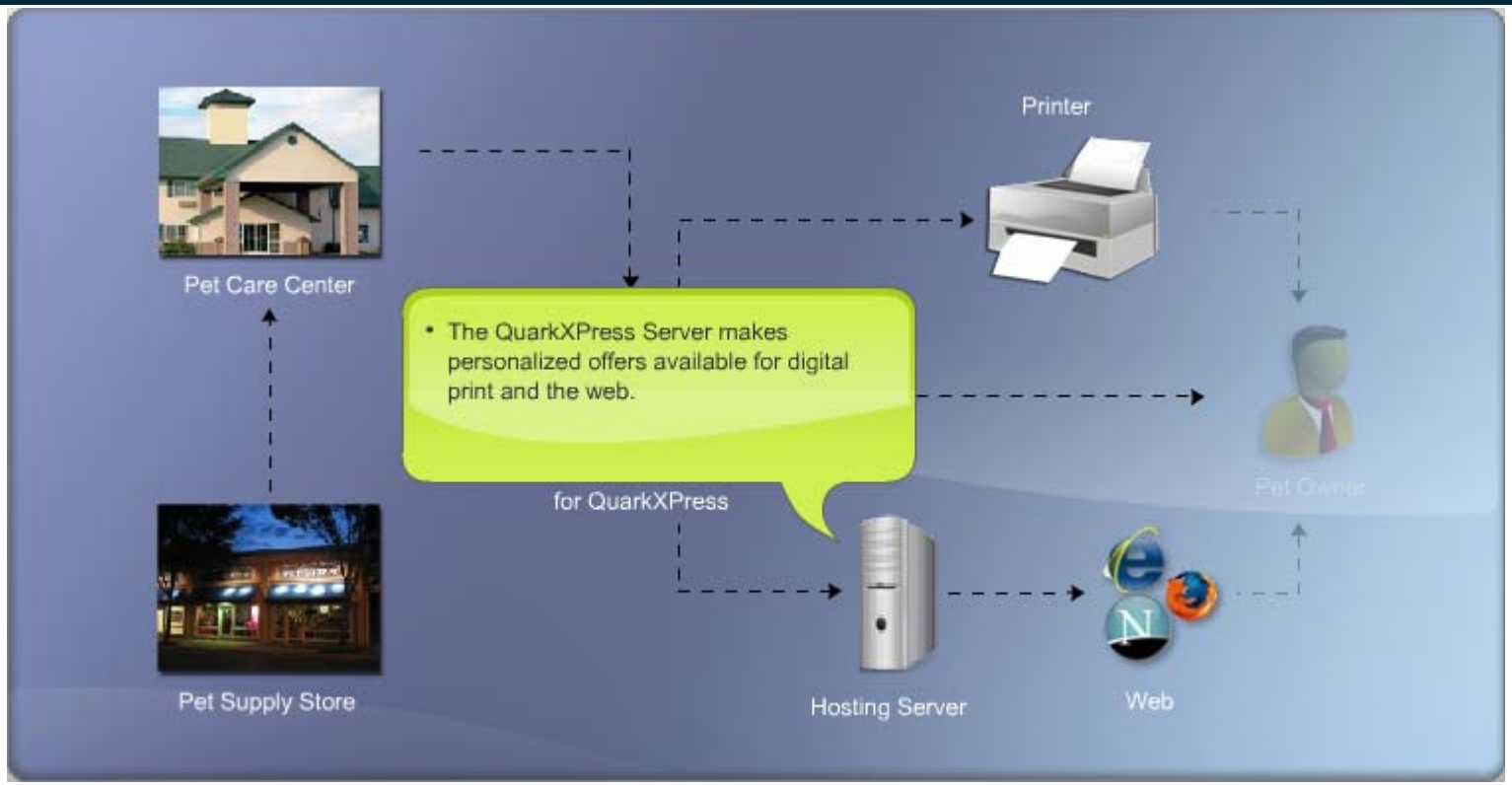
Printer

Before: Each store type generates a catalogue or newsletter based on its products and services. Customers often receive mailings from both locations. **After**: The QuarkXPress design combined with Elixir's data conversions allows the company to combine the mailings into one highly personalized newsletter. Each piece is dynamically created based on the customer information from both stores. Customers receive information and offers relevant to them and their pet.

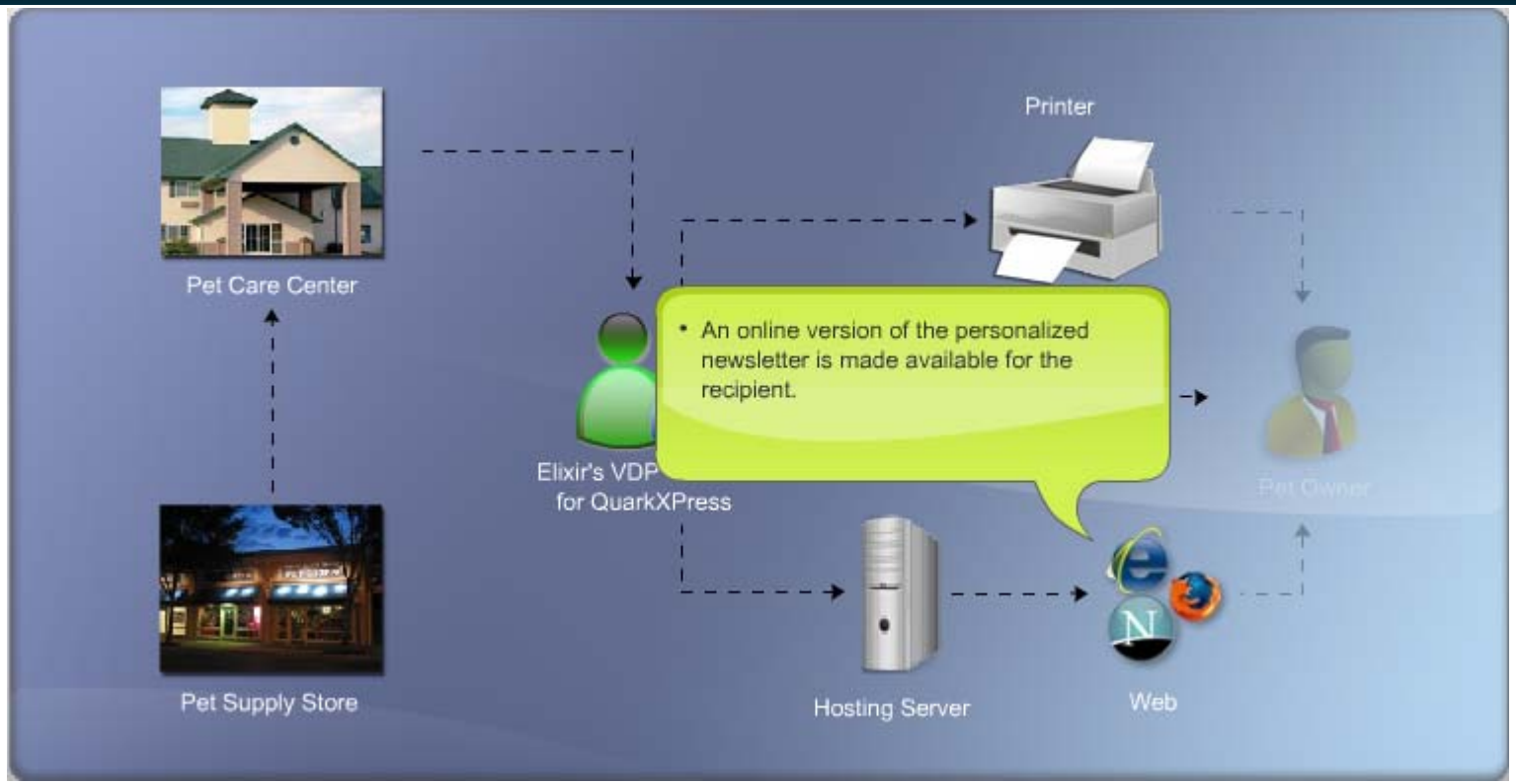
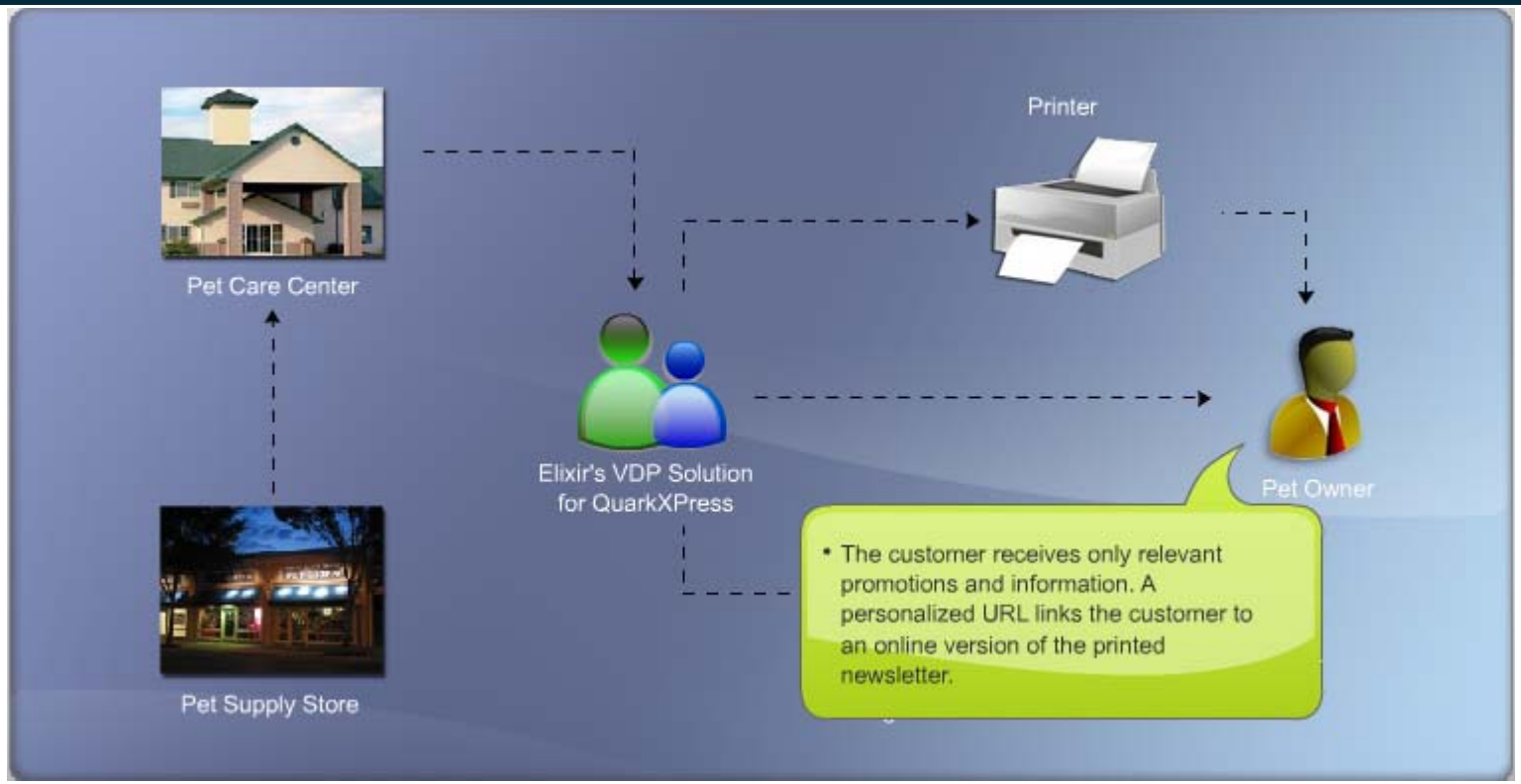
The Application



The Application



The Application



The Application