



Think you can't control what your clients send you? *Think again.*

Give them the only tool that builds custom digital templates for folded materials. FOLDRite™ Template Master uses industry-approved folding algorithms and document creation technology that saves countless hours and fees associated with building comps, calculating folding compensation, fixing errors, and recreating bad files. Take it a step further by branding and customizing the software to suit the capabilities of your operation.

We'll make it so that clients will be unable to build anything that you can't produce, while feeling as though they have more variety and flexibility than ever before. You can even preload presets of certain folding styles to guide clients to sizes and formats that run most efficiently on your equipment.

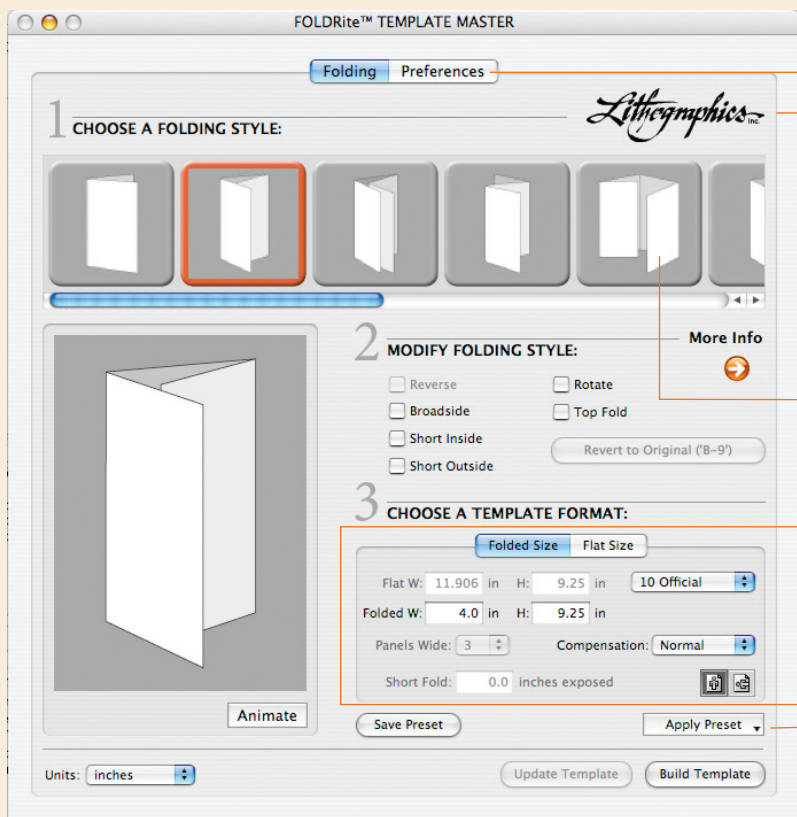
FOLDRite templates are ready-to-use, with fold marks and guides on locked layers, and panel cues in the slug area. Your client can simply start designing, with the confidence that their file is production-perfect.

**The Benefits of Customization:**

- Simple to install and use
- Swift ROI
- Branded UI reinforces top-of-mind positioning
- A standardized file submission process supports automation initiatives
- Strengthen client relations by providing useful tools that improve results, save them time, and give them the options they want

**Our process**

Every customization is exactly that—custom. We begin with an on-site visit where a FOLDRite specialist would travel to your facility for research and data gathering, and to facilitate discussions surrounding all details and features to support the development of a functional specification. Once the functional specification has been agreed upon, a technical specification is generated. Software development follows, and the implementation and testing phase completes the process.



**LEVEL 1 CUSTOMIZATION PACKAGE INCLUDES:**

- Choice of plug-in or Web-based format
- Option to set basic file preferences to suit your workflow.\*
- Branded User Interface
- Option to edit folding style offerings to suit the capabilities of your operation.\*
- Ability to set parameters/limitations on document sizes/formats to suit specific output devices
- Option to preload presets of optimal folding styles/sizes.

\*Some restrictions apply.



## Need a truly specialized folding solution? *Your search is over.*

Maybe your business is focused on direct mail, and you need the flexibility to modify and customize folding styles to suit postal regulations. Maybe you're exclusively working with digital print or a JDF workflow and you need to streamline the production process. Whatever your work environment, we can tailor a software solution for you, saving countless man hours and reducing error by automating manual tasks.

The Level 2 customization includes many of the Level 1 customization amenities such as a branded user interface, preloaded presets, and the ability to set parameters to suit specific output devices. The difference, however, is in the templates themselves. The Level 2 customization package offers specialized modifications such as BRC panels, custom guides/safe zones, die-perf tools, expanded features, and more. Choose from the Direct Mail, Digital Print or JDF feature package for a solution that fits your business.

### Feature Packages

#### Direct Mail Package

- Ability to add or shorten panels
- BRC builder
- Die/perf tool

#### Digital Print Package

- Compatibility with Variable Data software

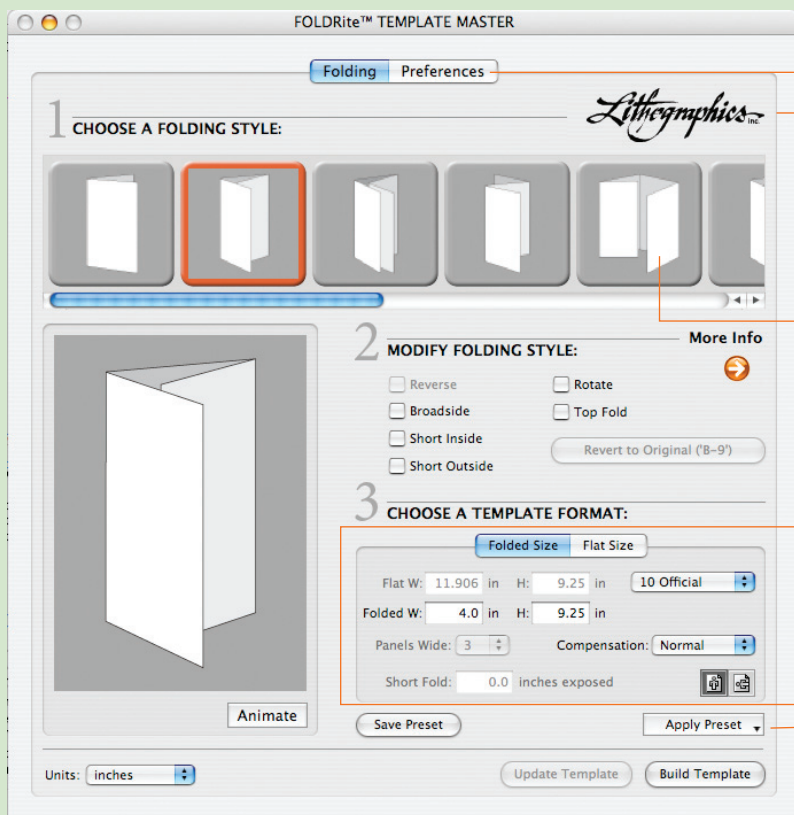
- Ability to categorize presets by client or subject
- Digital-specific settings

#### JDF Package

- JDF compliant templates
- Web-based JDF file submission upload portal

### Our process

We begin with an on-site visit where a FOLDRite specialist would travel to your facility to research all details and features to support the development of a functional specification. Once the functional specification has been agreed upon, a technical specification is generated. Software development follows, and the implementation and testing phase completes the process.



### LEVEL 2 CUSTOMIZATION PACKAGE INCLUDES:

- Choice of plug-in or Web-based format
- Option to set basic file preferences to suit your workflow.\*
- Branded User Interface
- Ability to fully customize folding offerings and to add specialized features such as BRC panels, custom guides and safe zones, die/perf tools, and more.\*
- Ability to set parameters/limitations on document sizes/formats to suit specific output devices
- Choice of Direct Mail, Digital Print, or JDF feature Package
- Option to preload presets of optimal folding styles/sizes.

\*Some restrictions apply.



Looking for “lights-out” automation? *We can make it happen.*

In an environment where everyone is looking for faster turnaround times, Web-to-print, print-on-demand and automated processes, it takes a pretty powerful software solution to fill the order. Lucky for you, we can handle it.

Our premium customization package builds on the Level 2 customization package, so you'll get the benefit of fully customized folding modifications with a Digital Print or Direct Mail focus, however a Level 3 customization offers a host of exciting technology upgrades. Choose from Web-to-print integration with online layout through an InDesign Server hosted application, Adobe Flex integration, JDF compliant templates with a JDF file submission portal built to work with your MIS system, and additional integrated production tools. Our skilled team of software engineers can provide a specialized solution that will take your user experience and production workflow to the next level (and then some).

**Feature Packages**

*Direct Mail Package*

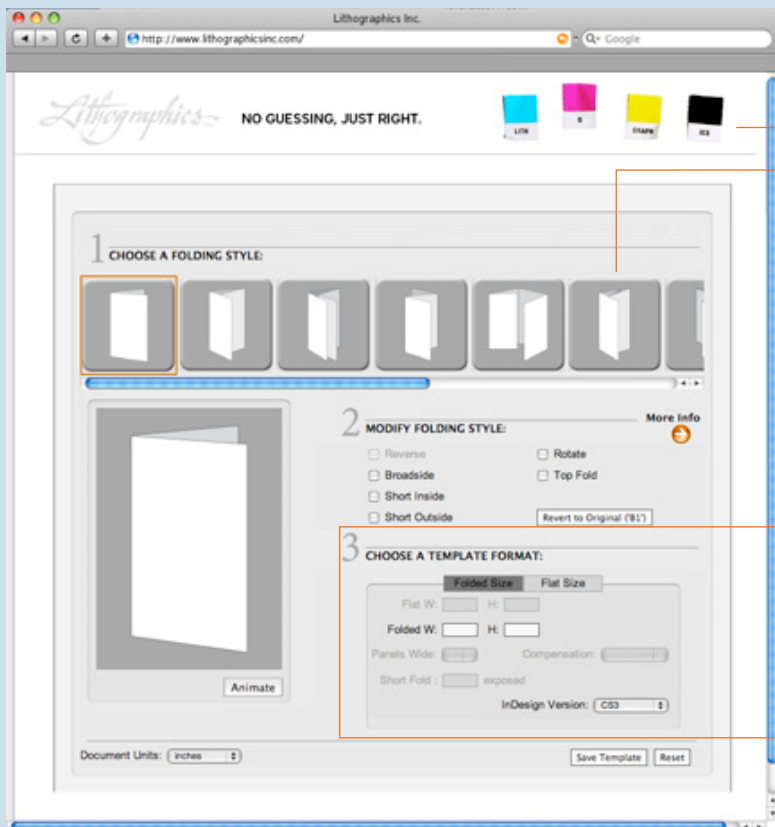
- Ability to add or shorten panels
- Business Reply Card (BRC) builder
- Die/perf tool

*Digital Print Package*

- Compatibility with Variable Data software
- Ability to categorize presets by client or subject
- Digital-specific settings

**Our process**

Every customization is exactly that—custom. We begin with an on-site visit where a FOLDRite specialist would travel to your facility for research and data gathering, and to facilitate discussions surrounding all details and features to support the development of a functional specification. Once the functional specification has been agreed upon, a technical specification is generated. Software development follows, and the implementation and testing phase completes the process.



**LEVEL 3 CUSTOMIZATION PACKAGE INCLUDES:**

Optional branded Web-to-print format for hosted services

Ability to fully customize folding offerings and preferences, ability to add specialized features such as BRC panels, custom guides and safe zones, die/perf tools, preloaded presets.

Ability to set parameters/limitations on document sizes/formats to suit specific output devices

JDF compliant templates, JDF file submission portal and integration with your MIS system

Choice of Direct Mail or Digital Print feature Package\*

Optional Adobe Flex integration, additional production tools, special features



## Sick of book production speedbumps? **We have the cure.**

You can print the book block in record speed, but it means nothing if the cover file is still sitting in the production department waiting for manual adjustments. You need a software tool that can build accurate covers automatically, and we have the solution—FOLDRite Bookbuilder. Bookbuilder uses award-winning software technology to build instant custom templates for perfect binding, dust jackets, 6-page covers for saddle stitching, and more.

By pulling current data from a paper database, Bookbuilder calculates spine bulk based on page count and paper choice and creates a template built to your specified trim size.

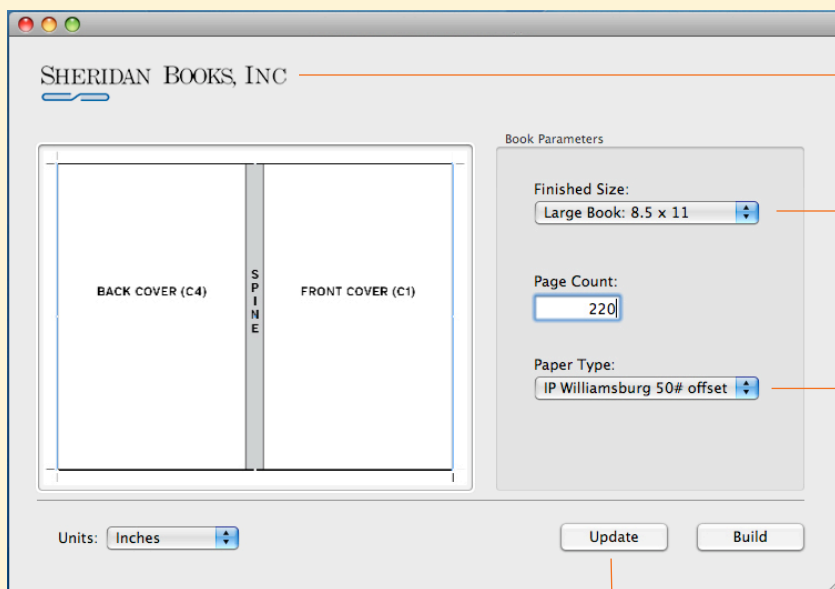
FOLDRite Bookbuilder templates are ready-to-use with fold marks and guides on locked layers, auto-bulked spine, and cover designation cues in the slug area. Your client can simply start designing, with the confidence that their file is production-perfect. And if there's a

last-minute change to the page count or paper stock, our Update Template feature will adjust the spine bulk to your settings automatically.

### Our process

Depending upon your specific needs, a FOLDRite specialist will contact you to discuss your software requirements and book production workflow. If necessary, a site visit can be arranged. The information gathered will be used to create a functional specification.

Once the functional specification has been agreed upon, a technical specification is generated. Software development follows, and the implementation and testing phase completes the process.



### BOOKBUILDER SOFTWARE FEATURES

Choice of plug-in or Web-based format

Branded User Interface

Option to select from different cover formats, including dust jackets, perfect binding, and saddle stitching

Choose trim size and enter page count for spine bulk

Automatic spine bulk calculation based on paper caliper. Software loads paper information from current database for accurate results.

Ability to set parameters/limitations on document sizes/formats to suit specific output devices

Update Template feature allows modification of existing template