



## Dynamic Text Graphics

With all the messaging created by marketers, being able to differentiate yourself becomes key to generating a response. If your goal is to stand out in the crowd and get your message noticed, personalized visuals have an impact greater than just personalized text. Universal Wilde can personalize “text graphics” using our Xccelerate™ solution, improving your chance of getting a response. We can link images with the same list used in the print piece producing a mailing that is unique and compelling.



Name as bubbles



Name as layered graffiti

The ability to offer conversion of text to graphics requires the combination of data capabilities with a deep knowledge of prepress techniques and print technology. At Universal Wilde, we’re not only professionals in prepress and print production but also file conversion. We can automate the process for taking your original files and converting your mail list to a piece that will be noticed by each recipient.

A customized image extends your designer’s creativity and opens new possibilities for them. Personalizing images has a wow factor and an impact that draws the recipient’s attention more than personalized text will. The effects are not just realistic but can be applied to create a 3D effect that can’t be matched with plain text.

If you’re reproducing a mailing, the process for you is the same. Provide us with your mail file, the design files, and indicate what effect you want and we’ll take it from there. We’ll personalize the text image for maximum impact for response and tie it to the mail sort for the maximum mail discount.