

Title (en)  
PERSONALIZATION OF PRINTED ITEMS, ESPECIALLY SUBSCRIPTION NEWSPAPERS/MAGAZINES

Title (de)  
PERSONALISIERUNG VON DRUCKERZEUGNISSEN, INSBESONDERE VON ZEITUNGEN/ZEITSCHRIFTEN IM ABONNEMENTVERTRIEB

Title (fr)  
PERSONNALISATION DE PRODUITS D'IMPRESSION, EN PARTICULIER DE JOURNAUX/MAGAZINES DISTRIBUES DANS LE CADRE D'UN ABONNEMENT

Publication  
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Application  
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Abstract (en)  
[origin: WO2004060692A1] The invention relates to a method for producing addressee-specific printed products according to which a plurality of printed sheets (120a, 120b, 120c) are combined to form the interior pages of the finished printed product, provided with a cover sheet and stapled or bound, thereby finishing the respective printed product. The invention is characterized in that an EDP-based database structure is provided that associates an addressee of the respective printed product with information characterizing the addressee. At least one of the printed sheets (120a) becomes an addressee-specific printed sheet by applying addressee-specific information on at least one predetermined location. Once finished, the printed products are provided for addressee-specific delivery on the basis of the information from the database structure and/or on the basis of the addressee-specific information on the personalized printed sheet (120a). A plurality of addressee-specific media (126) whose format is different from that of the finished printed product are produced using the information from the database structure, one medium (126) each containing characteristic information regarding one addressee each. For finishing the respective addressee-specific printed product at least one medium of the plurality of addressee-specific media (126) is applied on at least one addressee-specific printed sheet (120a).

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