

Title (en)  
METHOD FOR PRODUCING A PRINTED PRODUCT

Title (de)  
VERFAHREN ZUM HERSTELLEN EINES DRUCKPRODUKTS

Title (fr)  
PROCÉDÉ DE RÉALISATION D'UN PRODUIT D'IMPRESSION

Publication  
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Application  
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Abstract (en)  
[origin: CA2700754A1] The invention relates to a method for producing a printed product, wherein one or more printing material webs are transported for the static printing thereof with a printed image of the printed product that does not change for printed copies through at least one printing-form-based printing unit of the rotary printing press, wherein at least one of the statically printed printing material webs is printed dynamically in the region of at least one printing unit of the rotary printing press without a printing form, particularly inline, in addition to the static printing, with individual access data, particularly a prize code, that is variable for at least some printed copies, wherein a purchaser of the printed product may use the access data over an interactive medium such as the Internet to access information about the printed product beyond that contained in the printed product, for example, a prize. According to the invention, either access data specific to the target person and/or access data specific to the target group are printed in the printed copies as access data.

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