



Cal Introduces Personalized Transactional Advertising printed at Oniya Shapira with HP Indigo digital presses for Israeli Credit Card Customers

Oniya Shapira's Investment in five HP Indigo press w3250s will dramatically change monthly statements

Oniya Shapira, of Asseret, Israel, has become one of the largest color digital print sites in the world following the installation of five HP Indigo press w3250s, in addition to an existing HP Indigo press w3250, taking its total to six. The new presses will enable Oniya Shapira to fulfil a new contract with Israeli credit card issuer Cal, which is investing millions of dollars into a new transpromotional marketing initiative using monthly credit card bills.

Cal (Israel Credit Cards Ltd) issues major brand credit cards, VISA, Diners Club and MasterCard along with retail credit cards and loyalty cards. The company is the leading independent issuer and acquirer of credit cards in Israel and employs over one thousand people at its headquarters in Givatayim, Israel.

With the new digital printing capability Cal can personalize statements with advertisements or coupons for products or stores, tailored to individual customer preferences.

One-to-one marketing messages and special offers

"Transactional applications such as are being supplied by Oniya Shapira demonstrate the transformation and convergence of business and marketing practices with technology," said Alon Bar-Shany, general manager, Indigo Division, HP. "With six of these digital presses at Oniya Shapira, Cal's requirements for new marketing campaign capabilities are being fulfilled."

Irena Protnik, Senior Vice President operations, planning and development at Cal, said, "Cal considers the monthly statements an advanced, valuable and highly visible operational platform that promotes communication between the company and its customers. The shift to digital printing will enable Cal to provide its customers with special offers on a one-to-one basis. Our goal is to leverage the personalized statements as an effective marketing channel, delivering segmented messaging to our customers."



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From receipt of information from Cal, Oniya Shapira will process the information, combine databases, print, finish and mail the statements to customers within a tightly specified schedule. The company predicts that it will run eight million pages per month on its HP Indigo press w3250s, solely generated by this project, with further capacity to service existing customers, and drive new business.

A cost-effective, productive and reliable solution

"We have worked closely with Cal to understand its marketing needs and the time to market for this particular product," said Natan Shapira, Co-CEO, Oniya Shapira. "As a supplier, HP has offered us the most cost-effective, productive and reliable solution that will facilitate a quick time to market without any compromise on color or quality. With the HP Indigo press w3250, we have found a digital press that

allows us to deliver visually rich marketing collateral that provides Cal advertising space, knowing that the quality, and brand colors will reflect their corporate identity."

Established in 1936, Oniya Shapira today offers a comprehensive range of innovative solutions using the most advanced prepress, press and finishing solutions. Owned by the Haaretz newspaper group, the company now has 150 employees.

The HP Indigo press w3250 is a web fed press that can deliver up to 4,000 full color duplex pages per hour (8,000 duplex 1-color or 2-color pages per hour) with variable data. Customers around the world are using the HP Indigo press w3250 for other transformational business opportunities in applications such as book printing, publishing, direct mail, education and manufacturing, in production-heavy and mission-critical environments.

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