



With more companies turning to one-to-one marketing, we've expanded our capabilities to include every facet of variable data printing, including design, production, database processing and mailing. There are many factors involved in designing and managing a variable data project. The information below is a set of general guidelines that you can follow when preparing for a variable data project. These guidelines will ensure that you have a professional output every time. For more information please call CCS Printing, 425-653-9606.

Variable Data Printing

- Provide data early—If possible provide your database early in the production cycle so that there is plenty of time to scrub and format your data if needed.
- Data formats—Tab separated text files or Excel spreadsheets recommended, .csv files also accepted.
- All cells in proper case—Your data will print exactly as it is in the spreadsheet. If you have some cells in all upper case and some in all lower case, that is how the printing will appear on the finished piece. Keep everything in proper case.
- Remove extra spaces—Leading spaces will cause your information to print with extra space in front of it, trailing spaces may cause too many spaces between words. Make sure that you do not have any extra spaces in your cells.
- Format zip codes—The zip code column should be formatted as a zip code, otherwise zip codes with leading zeros will print without the zero and only have four digits which will cause the piece to be returned.
- One line of text per cell—If two or more lines of text are present in one cell, the output will fail. Do not type data into a cell, hit the enter key and keep typing. You must create a separate column for the second line of information.
- Keep data separate—To maximize personalization keep all of your data separate. Do not combine a first, middle and last name into one cell; rather, create a separate cell for each. This also applies to job titles, addresses and any other information in the database.
- Correct cells—Make sure that all of the correct information is in the correct cell. If there is an email address inadvertently entered into a zip code field, the email address is what will print in place of the zip code.



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