

**Professional Direct Mail Software**

**Flex**Systems®  
**FlexMail**® **3**

**Database Engine - Design & Print Engine - Mail List Management  
De-Duplication - Scripting - Address Correction - Postal Sortation**

# A Complete and Modular Direct Mail System

FlexMail is a modular system developed by Flex Systems to meet the demanding requirements of Direct Mailers using any type of database or printer. FlexMail lets you connect to your data, design any mailpiece, merge/purge and de-duplicate files, make changes to a mailing list, clean and validate the addresses, and sort mailings to meet postal requirements.

There is no need for specialized personnel to design and/or operate the software. FlexMail is easy to use because of its intuitive user interface incorporating floating menus, toolbars, tooltips, context sensitive help, and wizards that take users through more complex tasks. Because of its close similarity to Microsoft Office, it is very easy to understand FlexMail's user interface and operation.

The FlexMail software is international and multilingual. It supports the postal standards of a growing list of countries. Users select the language version they want to use and can switch between languages if necessary.

FlexMail consists of a main program and optional add-on modules that closely work together. All optional modules plug seamless into the main program, offering a fully integrated environment to accomplish all mailing and marketing functions. FlexMail's versatility allows you to choose the modules needed to accomplish specific tasks including:

## ■ Database Engine

Link direct to all industry format databases, select the data you want for your mailing and sort the data in the required order.

## ■ Mail Piece Design and Print Engine

Design mail pieces directly on the screen with attention lines, graphics, and (postal) barcodes without limitation. Besides printing on any Windows printer, FlexMail offers built-in support to maximize the performance of addressing printers.

## ■ Mail List Management

Add the database capabilities you need to manage mailing lists of any size or format. Modify existing files or build completely new databases with this FlexMail module.

## ■ De-duplication and Merge/purge

Find duplicates and eliminate unnecessary postage and printing costs with FlexMail's advanced merge/purge capabilities.

## ■ Scripting

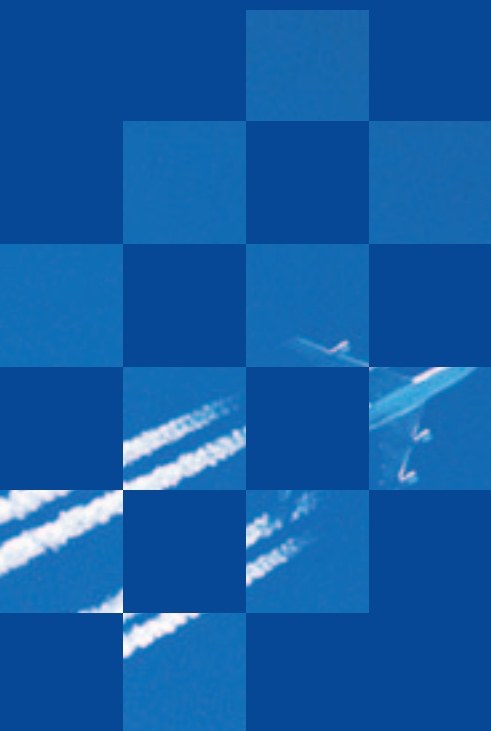
Connect FlexMail to external input devices like camera systems and barcode readers and build applications like printing-on-demand, synchronized document inserting and printing, and print verification.

## ■ Address Validation and Correction

Improve the quality of your database and ensure the address information is acceptable to the Post Office. You can lookup or verify individual addresses in interactive mode or process complete lists unattended in batch mode.

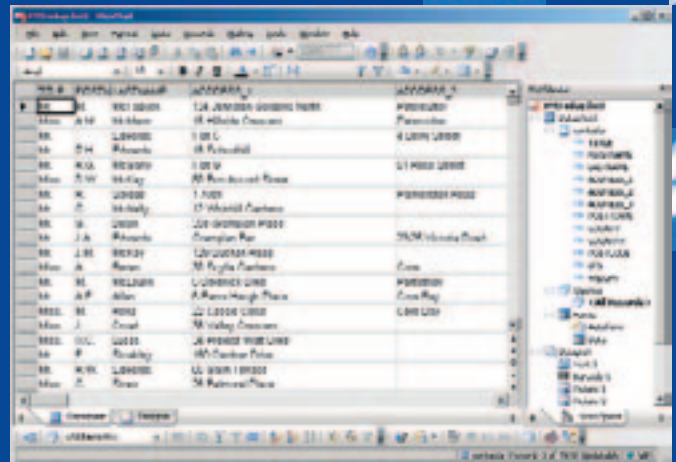
## ■ Postal Sortation

Sort your mail and produce all necessary output to meet mailing regulations to get maximum postage discounts and fast and accurate delivery of your mail.

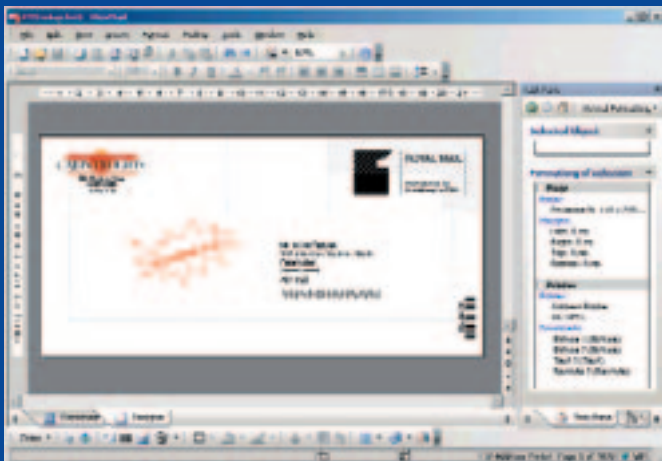


## Database Engine

FlexMail has been designed to enable every PC user - from beginners to experienced - to access data simply and rapidly, even when the data resides in different database formats. FlexMail lets you access any database through an intuitive interface. Databases do not have to be imported, but can be linked directly to a project. With FlexMail you select the data you want for your mailing and sort the data in the required order. Selections and sort order can be saved as queries for future use. Virtual fields can be added to each record using a wide range of functions.



## Mailpiece Design and Print Engine



Use FlexMail to design perfect looking envelopes, labels, or any other mailpiece right on the screen. FlexMail offers total freedom in the definition of the output. All paper, label and envelope sizes are supported. Design envelopes and labels with attention lines, graphics, and (postal) barcodes without limitation. Besides printing on any Windows printer, FlexMail offers built-in support to maximize the performance of addressing printers. FlexMail supports mailing specific functions like pre-defined printer pauses, restarting at specific items, and printing on multiple printers.

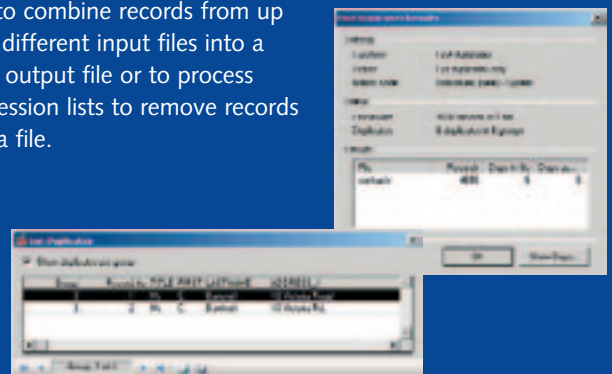
## Mail List Management

FlexMail List Management adds the database capabilities you need to manage mailing lists of any size or format. FlexMail List Management can be used to create completely new databases or as a front-end to update existing databases in Access, dBase and Excel format. Data entry and modification is fast and easy in spreadsheet layout or on customized forms using a variety of data entry controls like edit-, list- and check boxes. List conversion utilities allow you to change database formats and/or record layouts. FlexMail handles unlimited names and addresses with any number of fields per record.



## De-duplication and Merge/purge

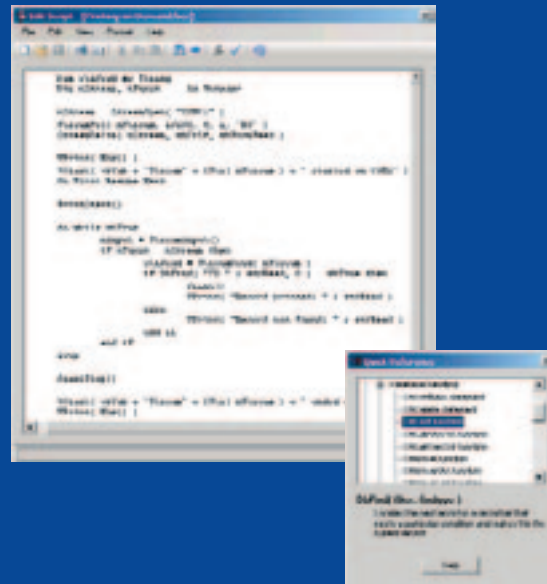
Find duplicates and eliminate unnecessary postage and printing costs with FlexMail's advanced de-duplication and merge/purge capabilities. You can define, locate and process duplicate records according to your specifications within a single file or across multiple files, generating an output file of clean data. This module can also be used to combine records from up to 31 different input files into a single output file or to process suppression lists to remove records from a file.



## Scripting

FlexMail Scripting is a module designed to integrate FlexMail in more complicated production environments by supporting applications like printing-on-demand, synchronized document inserting and printing, and print verification. FlexMail Scripting allows you to connect FlexMail to external input devices like camera systems and barcode readers and process their input. Depending on your needs, FlexMail can then look-up information in a database, update databases, save information to files, print complete designs, and send control signals to other devices.

FlexMail Scripting is in- and output device independent and can be fully configured to meet specific production requirements using a simple VBScript-like programming language.



## Address Validation And Correction

The FlexMail Address Validation module is a very powerful address lookup and verification system that improves the quality of your database and ensures the address information is acceptable to the Post Office. FlexMail Address Validation cleans your mailing list records, adds the proper information, and corrects the address composition and spelling according to the postal standards. With FlexMail you can lookup or verify individual addresses in interactive mode or process complete lists unattended in batch mode.

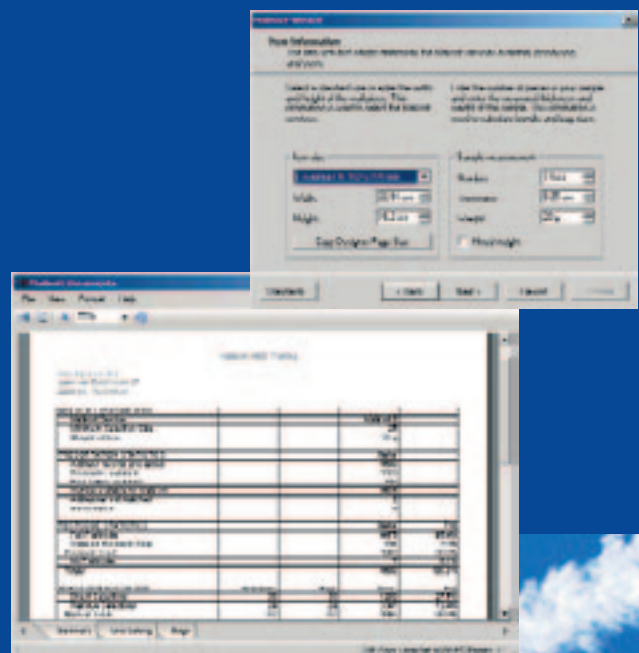
FlexMail uses a Postal data file to lookup and verify addresses. All the fields on the Postal data file may be written into your database if desired. This feature makes FlexMail ideal for populating existing databases with extra information available in the Postal data file.



## Postal Sortation

FlexMail Postal Sortation is designed to enable you to meet mailing regulations to get maximum postage discounts and fast and accurate delivery of your mail. With the FlexMail Postal Sortation modules you can sort your mail before delivering it to the Post Office. Generally, sorted mailings cost less, because it requires less handling by the Post Office. The rules for sorting mail are pretty complex, but FlexMail can do the job for you. FlexMail Postal Sortation is available for a number of countries.

FlexMail sorts the mail items in the required order, prints mailings in the sorted order, and produces all the required reports and labels. FlexMail prints labels for the bundle, tray, sack or containers, if necessary barcoded, and postal statements.



## Licensing and Maintenance

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### Licensing – Buy Only What You Need!

FlexMail consists of a main program and a set of optional modules that plug seamless into the main program, offering Direct Mailers one completely integrated environment to accomplish all mailing and marketing functions. This allows you full flexibility in choosing the modules you need.

You can upgrade and add modules at any moment you want. Just call your supplier. Within minutes you will be able to use the modules you need. Upgrades to a higher number of users can be arranged in the same way.

### FlexMail Subscription – For On-going Value!

FlexMail includes more direct mail modules than any other available desktop mail solution today – and even tomorrow!

To be sure that you get daily updates over the Internet and always have the latest versions of the FlexMail modules, Flex Systems offers a FlexMail Subscription. FlexMail Subscription is a unique offering to Direct Mailers. Subscribers will receive any upgrade or new version of the FlexMail software completely for free during the subscription period. You will never have to pay for an upgrade again!

## Technical Information

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### System Requirements

FlexMail offers true 32-bit technology for faster mail processing. FlexMail can be run on any computer running Windows 98, Windows ME, Windows NT 4 (Service Pack 6 or higher), Windows 2000, Windows XP, or Windows Server 2003.

For a full technical specification and any other latest information on FlexMail, check out Flex Systems' web site [www.flex-systems.com](http://www.flex-systems.com).





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