

## **PRINTABLE™ ANNOUNCES MARCOMCENTRAL™ AND SYMBIO INTEGRATION**

The Leading Web-to-Print and POD Workflow Solution Join Forces to Create Lights Out Manufacturing Automation

**Solana Beach, CA, January 14, 2010** - Printable Technologies® Inc., a leading provider of software as a service (SaaS) web-to-print and marketing personalization solutions, announced today a new integration with Onpoint On Demand® Symbio, the premiere JDF-compliant POD manufacturing automation solution.

Printable's best in class SaaS web-to-print solution, MarcomCentral™, now seamlessly integrates with Onpoint On Demand's Symbio platform to create ultra-efficient POD manufacturing capability. The integration of the two solutions allows print service providers to unify and automate production workflows resulting in reduced production cost, increased speed, and greater output capacity from existing resources. Additional resources are available at [www.printable.com/MarcomCentral/Integrations/Symbio](http://www.printable.com/MarcomCentral/Integrations/Symbio)

"We are extremely pleased to announce the new Symbio integration," said Coleman Kane, CEO and president at Printable Technologies. "A key strength of MarcomCentral is its ability to connect powerful workflow solutions. Onpoint On Demand's Symbio solution enhances our client's ability to be successful."

GSB Inc., a mutual customer of Onpoint On Demand and Printable, was the first organization to employ the new integration. "We wanted to automate our POD manufacturing capability to increase our profit and scalability," says Stephan Steiner, CEO of GSB, Inc. "We use both Printable MarcomCentral and FusionPro Server™ to support client programs. We purchased Symbio to unify workflows between systems and optimize our manufacturing capability. It appears GSB has made a wise choice in choosing Symbio to automate our workflow. Onpoint has been super easy to work with, and very responsive when the rubber hit the road and our sites went live. Most importantly, their software works and works well."

Clients currently owning both Symbio and MarcomCentral now have the ability to automate POD production to a wide array of digital press and finishing equipment. Other benefits of the integration include: dynamic file retrieval, pre-order and pre-production preflight, intelligent equipment routing, job batching, integrated shipping, and automated credit card settlement.

**About Printable Technologies** - Printable ([www.printable.com](http://www.printable.com)) is a leading provider of technologies for intelligent marketing for both enterprise users and print service providers. Built on open-architected collateral management technology, Printable offers both online corporate storefronts (available in both Software as a Service [SaaS] and server versions) and scalable variable data publishing (VDP) software to produce powerful personalized marketing

campaigns. Printable technology integrates easily with a wide variety of ERP and content management applications, as well as production workflows from Hewlett-Packard, Canon, Xerox, Kodak and more.

**About Onpoint On Demand** - Onpoint On Demand ([www.onpointondemand.com](http://www.onpointondemand.com)) is a leading provider of POD manufacturing automation software. Onpoint is focused on helping printers to build ultra-efficient manufacturing capability to reduce production costs, increase profits, and gain greater speed and production capacity from existing resources.

**About GSB, Inc.** - GSB, Inc. ([www.gsbinc.net](http://www.gsbinc.net)) is a data-driven, success-driven, 21st century marketing company comprised of four business areas: digital, legal, commercial, and large format printing. GSB is a thought leader and invaluable partner for Fortune 500 companies in the New York City area.

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