

Preparing MS Excel for variable data

Our **variable data service** is best suited for name tags, table tents, business cards, tickets, coupons, even most simple direct mail campaigns and personalised newsletters are good.

To prepare your data for us, you need to do this in **Microsoft Excel** and ensure that the spreadsheet is correct (figure 1).

A data source file is made up of fields (vertical columns) and records (horizontal rows). The top row of a spreadsheet should contain the field names that will be used in the printed document, such as Name, Company, Address, Email, Telephone etc.

If peoples' names are to appear on the final document, please ensure that the spreadsheet is set up for first names followed by surnames.

When you have finished, simply save the document as a **.xls** or **.xlsx** file (figure 2).

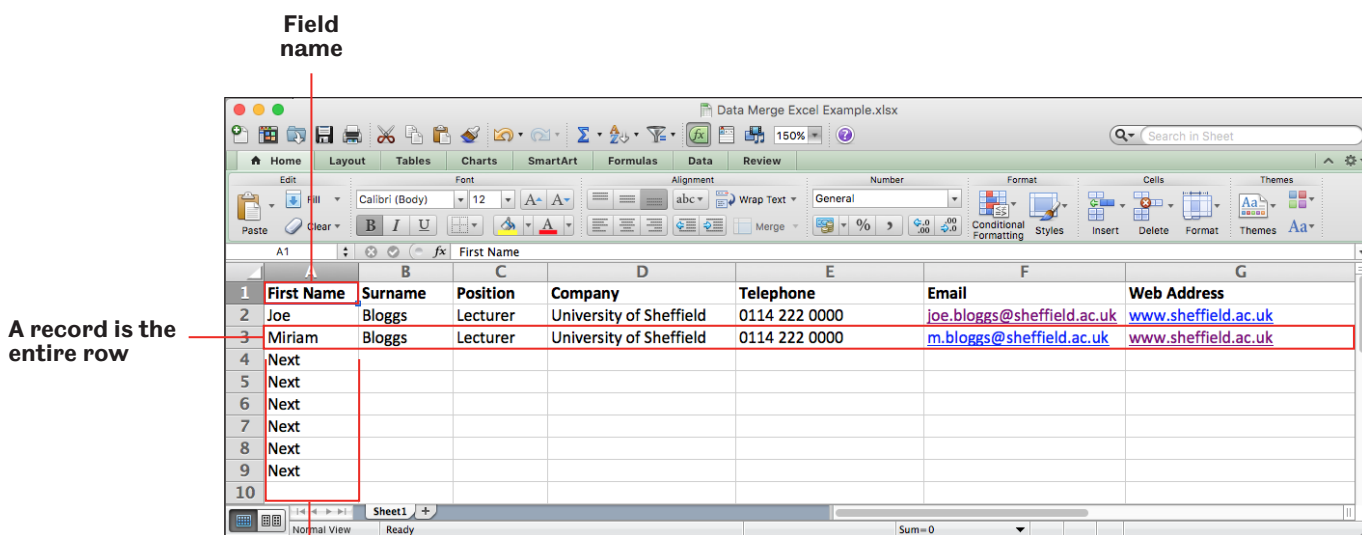


Figure 1

A field is the entire column

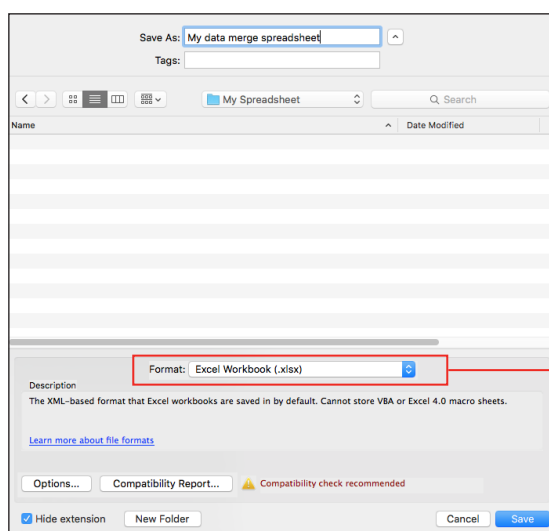


Figure 2



PRINTING



DESIGN