



information you Keep

Kyp Systems devise revolutionary new insert solution **8th August 2008**

Kyp Systems is pleased to reveal the next generation of magazine inserts - the magazine-bound iKyp.

The inventors of the iKyp – the innovative communication tool proven to generate significantly higher response than traditional DM solutions – have teamed up with Europe's leading independent printing company, Polestar.

Together they have developed a method of binding the iKyp into magazines – providing marketers with a stand-out alternative to traditional spine bound inserts and enabling them to target audiences through publication circulations.

The innovative stitch-in technique, ensures the iKyp is kept exactly where it is meant to be. With a perforated edge, readers will be able to neatly tear out and keep the interactive iKyp, no longer having to negotiate with a shower of fugitive inserts.

The magazine-bound iKyp has been rigorously tested to ensure that it is compatible with automated print and mailing machinery.

Nicholas Miller, CEO of Kyp Systems commented: "The iKyp has consistently delivered higher response rates and ROI for our client's DM campaigns and we are delighted to be able to extend these benefits to the publishing industry through our relationship with Polestar."

Jeff White, Polestar director, said: "We are always looking for new products and techniques which help advertisers and publishers engage their audiences and are pleased to have played a role in bringing the iKyp to the marketplace."

Ends

For further information please call us on +1 267 207 2752 or visit our website at www.iKyp.com