

Mailing

*Innovative Impressions.
Helping your business succeed.*



Services

- Postal Guidance
- Database Management
- Addressing and Inserting
- Increased Response Rates



Postal Guidance

- On-staff Postal Expertise
- Consultation Assistance from Design to Print to Mail.
- Analyze your design to meet postal regulations. (Size, shape, thickness, contrast, etc.
- Add automation to receive the best possible postal rates.



- *“A little guidance at the beginning of a mailing project will save big headaches at the end of the project.”*

Database Management

- Procure Quality Lists and/or assist with your List Acquisition.
- Update and Manage your List
- CASS certify plus Delivery Point Validation.
- Removal of Duplicate Names from Existing Lists

- *“A quality list – relevant and accurate – is the most important aspect of a successful mailing.”*

Addressing and Inserting

- Fast Service
- High Tech Modern Equipment
- Flexible Scheduling
- Mail and Print from One Source



- *“The significance of a mailing loses impact and relevance with each days’ delay in getting the message to the recipient.”*

Increased Response Rates

- Version Printing
- Personalized Message Content with Variable Printing
- Eye Catching Creative Design
- Personalize the Envelope Message



- *“Making your mailer message relevant to the recipient will increase the response of the mailing.”*

Mailing Equipment



Mailing Software



- PostalSoft

- Correct and standardize address components to increase mailing efficiency and cost-effectiveness.
- Eliminates duplicate addresses.
- CASS certifies list.
- Provides the highest available automated-mail postage discounts.
- Confirms Delivery Point Validation.



Addressing

- VideoJet PrintMail WideArray System
- 600 dpi; 300 dpi; 150 dpi
- Highest quality available.
- Processing speed up to 30,000 pieces per hour,
- Print on material up to 16" in size and 1" thick.



Sorting and Inserting

- Bell & Howell Pinnacle VIP Inserter System
- Six Pockets
- #6 $\frac{3}{4}$ Envelopes to 6" x 9" Envelopes
- Nesting
- Sealing



Tabbing

- VideoJet Cheshire TLS System
- Applied Tabs; Labels; Stamps
- Processes Mailers from 3" x 5" up to 16" in size and 5/8" thick
- Apply tabs flat or on edge
- Runs inline with addresser for productivity.



The Bottom Line

Postal Guidance

+ Quality Database

+ Relevant Information

+ On-Time Delivery

= Mailing Success for Your Business!

