

## Direct Mail

Our Direct Mail service complements our printing perfectly.

Instead of taking on the management of a campaign yourself and coordinating between Printer and Mailing House it is much more efficient to simply entrust the whole job to us.



### Why use Direct Mail?

In today's tough economic environment it seems we are all running faster and faster just to stand still!

In the competitive market where most businesses operate, creating or accelerating growth is a major challenge.

It is certain that targeted promotion and marketing of products or services is essential if a business is to realise its potential.

There are a number of marketing techniques which may be employed. Some are much more efficient and cost effective than others.

The impact and speed at which results are achieved depends, to a significant extent, on what marketing choices are made.

There are many tools to choose from: Billboards, TV and Radio, Newspapers and Magazines, the web and e-mail just to name a few.

Direct Mail is considered to be one of the very best ways of presenting a marketing message. It is the way that forward thinking companies maintain their competitive edge.

Direct Mail provides the opportunity to test target markets with small distributions. Offers, Content and Pricing can be amended as a result of feedback to produce ever more effective mailers.

Once the marketing tests have been carried out, a mailing campaign can then be sent in batches and managed to match the ability of the business to handle the volume of leads generated.

Our 'machine setups' are typically achieved in a quarter of the time of our competitors, which means we can carry out these test mailings cost effectively.

However, once set up, our machines are also highly productive so that we can take on commissions for the largest of campaigns.

To run alongside this machinery investment we have followed a full training programme to develop the skill set of our staff enabling us to fully exploit the capabilities of the equipment.



### Personalisation

Investment in our Xeikon 5000 Digital Press (see page 92) allows us to offer a whole new level of personalisation to deliver real and improved response rates. This is just one example of our sophisticated technology.

Our production operation includes Hand Enclosing as well as Machine Enclosing and Polywrapping, which allows us to respond positively to virtually any fulfilment request.

The Direct Mail service we offer can be tailored to precisely match your requirements. We are happy to provide any or all of our services on a particular project.

**The steps involved within a Direct Mail operation and the services we can provide include:**

### Data Processing

We offer a comprehensive range of Data Creation and Cleansing Services. Whether you require Doctors in Dagenham or Plumbers in Plumpstead you can be certain that our service avoids wasted resource and complies with legislation. We can carry out automatic Data Cleaning and De-duplicating plus checking against the Mail Preference Service or can even contact people direct to verify details if required. The goal is always to minimise the amount of ineffective mail and maximise the return on your investment whilst complying in full with the relevant legislation.



Customer	First Name	Surname	Company	Address	Post	County
00000001	John	Smith	ABC	123 Main St	London	Greater London
00000002	Jane	Smith	ABC	123 Main St	London	Greater London
00000003	John	Smith	ABC	123 Main St	London	Greater London
00000004	Jane	Smith	ABC	123 Main St	London	Greater London
00000005	John	Smith	ABC	123 Main St	London	Greater London
00000006	Jane	Smith	ABC	123 Main St	London	Greater London
00000007	John	Smith	ABC	123 Main St	London	Greater London
00000008	Jane	Smith	ABC	123 Main St	London	Greater London
00000009	John	Smith	ABC	123 Main St	London	Greater London
00000010	Jane	Smith	ABC	123 Main St	London	Greater London

### Laser, Inkjet & Digital Print Personalisation

The degree of personalisation we can provide ranges from the most basic to the most sophisticated! For example, in its simplest form we can overprint each envelope with a different name and address. Or we can laser print a fully personalised letter to each recipient.

When exploiting the full possibilities of Digital Printing, we can even produce mailings with your customers name embedded in a photo! (See page 94).



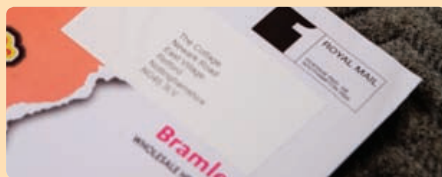
### Postal Service

By pre-sorting mail, we are able to offer substantial reductions in postage.

The level of discount available will depend on a number of variables, such as data quality, numbers and weight of the mailing as well as the geographical area for circulation.

A choice of postal companies is available, including Royal Mail, DHL and Business Post, which allows us to choose the most competitive pricing.

We are able to consider all these factors to make sure you get the best price and result.



### Storage and Fulfilment

We are able to provide storage facilities for printed literature to be included in a mailout campaign. This allows for a managed roll out of small batches of mail.



### Quality Control

Best of all each stage of our Direct Mail operation is quality controlled by our adherence to ISO 9001 and ISO 14001. Audit reports are available to identify how each Direct Mail Campaign has been conducted from start to finish.

We provide a service which is second to none and would be delighted to be entrusted with your next commission.

To price your next Direct Mail Campaign please turn to page 98.

## Direct Mail Costing

### A Data

Procure data for you?

New Database Setup Cost

How many Records do you require?

Setup cost @ £20.00  
@ £0.40 (per record)

Cleaning your existing Data?

Run Data through MPS\* (Mail Preference Service)

\*Removes records of people who do not wish to be mailed.

How many Records do you require?

Setup cost @ £20.00  
@ £0.02 (per record)

Run De-duplicate Routine

(removes all duplicate information)

Setup Cost @ £10.00  
@ £0.02 (per record)

Manually Clean Data

Cost Negotiable

### B Printing of Variable Information

Printing address on Envelope (black only)

Laser printed Letter (black only)

Digital Printing in Full Colour

(Maximum stock weight 350gm)

Setup cost @ £20.00  
@ £0.02 (per record)  
@ £0.07 (per record)  
Cost Negotiable

### C Envelopes Required

Plain White Envelope printed in black only

DL White Envelope

C5 White Envelope

C4 White Envelope

(For other colours, Multiple colours or Full colour, please refer to our standard Envelopes for prices)

Setup cost @ £40.00  
@ £0.04 (per record)  
@ £0.06 (per record)  
@ £0.07 (per record)

Plain White Windowed Envelope printed in black only

DL White Windowed Envelope

C5 White Windowed Envelope

C4 White Windowed Envelope

(For other colours, Multiple colours or Full colour, please refer to our standard Envelopes for prices)

Setup cost @ £40.00  
@ £0.05 (per record)  
@ £0.06 (per record)  
@ £0.08 (per record)

### D Mail Fulfilment

Inclusion of Inserts (maximum of six)

E.g. Letter + Leaflet = 2 Inserts

Setup cost @ £25.00  
@ £0.01 (per insert)

### E Mailsort

Whenever possible jobs should be mailsorted. If mailsort can be used, the savings on post will usually more than cover all the Direct Mail costs.

(Minimum of 4,000 records required)

Setup cost @ £20.00  
@ £0.01 (per record)

### Direct Mail Campaign Example

Calculate the cost of a Direct Mail Campaign using a newly procured Database of 8000 contacts. Address to be printed on an A5 Envelope with the franking printed separately in black, fulfilled with two A5 inserts. Job to be Mailsorted.

Cost of new Database

	Setup	£20.00
8000 Records @ £0.40 each		£3,200.00

Cost of printing Variable Data

	Setup	£20.00
8000 Records @ £0.02 each		£160.00

Cost of Plain White Envelopes

Printed in Black	Setup	£40.00
C5 Size @ £0.06 each		£480.00

Cost of Mail Fulfilment

	Setup	£25.00
8000 x 2 inserts @ £0.01 each		£160.00

Mailsorting

	Setup	£20.00
8000 @ £0.01 each		£80.00

**Total Direct Mail Cost £4,205.00**

**Please note:** Postage cost is extra to this and is charged at cost.

**Please note:** These costs do not include postage. Postage is charged at cost, based on weight and size. All costings are subject to sight of copy.

All prices are + Carriage and VAT at applicable rates. Terms are payment with order.