

Direct Mail - Postcards



Postcards are effective for new product and service introductions, sales reminders and event marketing.

- Break through mail clutter
- Estimated 90% of recipients look at them
- Bargain to mail, even at the new rates
- Presorts and commingling achieve lower

We can receive data in any format, presort lists, produce postcards in virtually any size and format using simplex or duplex imaging, and commingle completed mail for maximum postal discounts.

CAPABILITIES	
▪ Package	▪ Affixing Inline or Offline
▪ Data Receipt & Conversion	▪ Bindery
▪ Document Creation – Digital Format	▪ Inserting
▪ Postal Presorting	▪ Mail Commingling
▪ Graphics	▪ Post Office Substations
▪ Imaging	▪ Controls

OPERATIONS	
▪ Client Specifications	▪ Promotional Mail Preparation
▪ Administration System	▪ Intelligent Document Preparation
▪ Production Controls	▪ Imaging and Archiving
▪ Data Conversion	▪ Mail Preparation
▪ List Hygiene	