

DIRECT MAIL

STIMULATE A RESPONSE

The secret of successful direct mail is meticulous planning. Success can also be influenced by the quality of the partner you work with. There are many direct mail specialists out there but there may only be one who truly understands your business and how best to co-ordinate the campaign.

Maincolour have many years of direct mail experience. We have the right credentials to help ensure your mailing stimulates a response.

- We work with highly respected partners (eg Xerox, Royal Mail & TNT Post)
- We have some impressive client testimonials to back up our claims (TNT, Cheetham Bell/JWT)
- We will manage your campaign from beginning to end (a true door-to-door service)

The Maincolour Direct Mail Service

- Our consultants will be available to advise the most appropriate way to handle your campaign
- We will co-ordinate the print schedule in alignment with the mailing timetable
- We will review your data immediately and report any anomalies
- We will provide 'live' proofs for every aspect of personalisation
- We will include seed lists in all mailings (where requested)
- We will provide AB samples for all mailings
- Providing you with the time to focus on handling the response
- Our service takes your campaign from concept to completion



The Maincolour Direct Mail Service

Data processing

From Excel files or CSV files including mail-merging, mailsorting & suppression

Printing of base stock

Letterheads, mailers & envelopes

Inkjet and/or laser personalisation of base stock

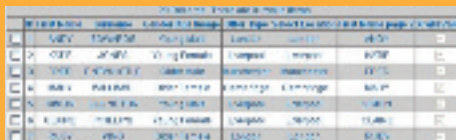
Including outer envelopes and mailers up to 350gsm weight

'Live' proofing

PDF or hard-copy of all personalised items

Automated or manual fulfilment

A variety of outers including DL, C5, C4 and custom-sized envelopes



	Data Processing	Printing of Base Stock	Inkjet and/or Laser Personalisation	Automated or Manual Fulfilment
1	Excel	Letterhead	Variable Data	DL
2	Excel	Letterhead	Variable Data	DL
3	Excel	Letterhead	Variable Data	DL
4	Excel	Letterhead	Variable Data	DL
5	Excel	Letterhead	Variable Data	DL
6	Excel	Letterhead	Variable Data	DL
7	Excel	Letterhead	Variable Data	DL
8	Excel	Letterhead	Variable Data	DL
9	Excel	Letterhead	Variable Data	DL
10	Excel	Letterhead	Variable Data	DL

One to one marketing

If your business requires an even more effective solution, then one-to-one marketing could be the answer.

Using the latest cross-media solutions, campaigns can be co-ordinated across all your marketing resources.

Highly targeted mailers can be produced digitally, with a level of personalisation that is guaranteed to get attention.



The return on investment is proven to be significantly higher when using one-to-one marketing solutions, compared to conventional mailing methods.

Why not give us a call and see how we can help:

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LITHO
DIGITAL
WEB-TO-PRINT
DIRECT MAIL
ENVIRONMENTAL



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strength in depth

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