



Direct mail production services

A one-stop-shop for all your direct marketing production needs. Efficient, maximum impact services from data analysis to design through to fulfilment, all under one roof

Let our expertise and technological resources take the strain off managing direct-mail marketing campaigns and ensuring maximum return on effort – freeing you to focus on adding value to your organisation.

Key Features

- Full data cleansing services, including intelligent removal of duplicate records and case data
- We create salutations, correct/enhance addresses, merge/purge files, and verify, correct or add postcodes
- Data optimised for different postal discounting schemes from Royal Mail and other national and international carriers
- Client data suppressed against industry standard files such as MPS, GAS, TBR and NSF
- Colour digital capacity of more than 250,000 A4 pages per day using Xerox IGEN3's
- Monochrome digital capacity of more than one million A4 pages per day
- Automated or hand insertion mailing equipment with in-line folding, OCR, OMR, barcode intelligence and selective inserting capability
- Marketing messages can be replicated for email, SMS and the web

Benefits

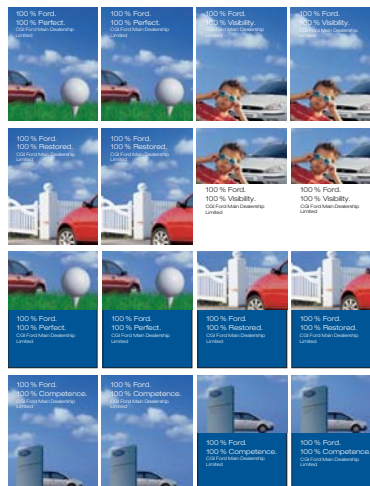
- Fast turnaround
- Exceptional quality
- High impact marketing
- Choice of colour or black-only printing, litho print or any combination
- In-house mailing operation manages fulfilment and distribution so as to minimise postal costs
- Same working day despatch through The Royal Mail or other postal operators



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A Case In Point

One of our clients creates exclusive collectable figurines and fine jewellery. Effective direct marketing is key to their sales and marketing success.

The company has amassed a huge database of warm sales leads. They evaluate the data to identify the most suitable individuals to target for a specific offer, then pass the data on to us for digital print personalisation. It is pre-sorted to obtain optimum postal discounts, then formatted for use on the high-volume digital printers. Pre-printed stationery is supplied by our client and overprinted with varying letter texts, salutation and personal details.

The company's direct mail services vary hugely in scope - from five thousand items to as many as a hundred thousand, depending on the product being marketed. The mailing piece generally contains a letter, application form, return envelope and one or more brochures. Both the letter and order form are personalised, and we add an intelligent barcode to ensure the items are matched and enclosed together in the mailing process. All items are mailed using Mailsort 3 through the Royal Mail.



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DG3 Group Services

DG3 is a leading global provider of global print and communications services with locations across four world regions and a world-class team of over 700 associates.

We believe in making a difference and we do this with some of the world's largest and most discerning organisations every day, delivering superior integrated communications solutions.

Our services include:

- Creative and marketing services
- Typesetting, document composition and regulatory filing
- Desktop, graphics and print outsourcing
- In-house litho and advanced digital printing
- Print binding and finishing services
- Mailing, fulfilment and distribution
- Document Process Outsourcing services

