

A large flock of birds, possibly terns, is captured in flight against a bright blue sky. The birds are densely packed, filling most of the frame, and their wings are spread, creating a sense of movement and energy. The lighting is bright, suggesting a sunny day.

Direct Mail

- Everyday we are subject to multiple messages all striving to catch our attention.
- We live in a multi-media world where a marketing project is carried to its target audience by a variety of routes.
- Direct Mail has to fight for its place in every project by continually delivering results.
- Direct Mail can be a very complex process with many costly pitfalls along the way.
- By understanding where and how Direct Mail works within the mix is a key part of CDP's expertise.
- CDP provide DM Solutions to a wide selection of clients – not just to one sector which means you gain from our experience.
- We make DM work hard for clients. We deliver the results which means that our satisfied clients use us again and again – simple.
- CDP have been helping companies deliver successful Direct Mail campaigns for a long time.
- We'd like to invite you to share in our success...

Why CDP?

Quite simply because we offer solutions.

We doubt that you need reminding of targets, time constraints, pressure and workloads. Suffice to say "We can help".

A Single Point of Contact

By giving you one point of contact we eliminate the confusion and complication of processes when dealing with multiple suppliers.

One contact point, one artwork centre, one proofing process, one invoice. Simple but very, very effective.

Is Direct Mail important to my business?

Probably "Yes!" Your business communicates by mail every day via invoices, statements, payments etc. So why do over 95% of companies miss the opportunity of turning simple communications into meaningful dialogue? We don't just view Direct Mail as sending sales literature; we see every postal item as an opportunity worth exploiting.

Who Said That?

There are a lot of sayings in DM and we would like to share the more relevant ones with you...

More haste, less speed

Mistakes happen, things get overlooked, and additional costs are incurred – "Just get it out on time". Sounds familiar?

We give you those extra pairs of hands to help you achieve those deadlines, reduce costs, and avoid those expensive mistakes.



Many hands make light work

CDP actually free your time up by having a dedicated team working on your project. Experts in design, artwork, print techniques, data management, and mailing output – we shout about it and aren't ashamed to say so. (And neither are our client's)

A Stitch in Time...Saves Nine

Expert advice is always welcome. Unbiased expert advice is even more valuable. That is what we offer.

We are not tied to any one manufacturer which means that we offer the best possible solutions that fit like a glove for your specific needs.

All that glitters is not gold

Price is not everything. There is always a cheaper cost and that's a fact of life. However, you get what you pay for – that's also a fact. With CDP we provide the service and at an agreed cost – no hidden extras – ever. (Oop's sorry, we throw in expertise and service FOC).

A horse a horse...my kingdom for a horse

"Who can do that?" "Where can I source that?" Have you ever been there?

With our huge purchasing power and our vast experience in providing solutions to almost every market sector, we are here to help you achieve the impossible.

A man for all seasons

Ever been let down by lack of capacity and have to wait in line? We don't because we have massive buying power. This means you have the same power and influence when you work with us.

When you say "jump", we say "how high?"

I could'a been a champion

The world is littered with could'a / would'a / should'a been DM campaigns. What stopped them? Simply attention to detail. With a dedicated team behind you rest assured that everything is being done to ensure that all the t's are crossed and the i's have dots. CDP's attention to detail is what is going to separate your next campaign from the should'a / would'a / could'a's in the DM world.

The times they are a changing

Our aim is reduce the burden of DM on a clients Marketing department. But we also please the Accounts team by offering viable advice on reducing VAT and negotiating cost savings with alternative mailing providers. Call it Cost Reduction, call it Expense Limitation, we call it common sense. Our clients call it CDP.

You Only Get One Chance to Make a First Impression

It's true. You only get one chance to make that first impression. With our DM experience you have a wealth of expert knowledge to call upon. Whatever medium you are thinking of using we will have an expert on hand to guide you through the pitfalls and allow you to engage your prospects in a meaningful 1-2-1 communication.



Been there, done it, got the t-shirt

Yes, we've produced more DM campaigns than probably anyone else. We've got the t-shirt, and we've also got the tattoo. Now we'd like to share our experiences with you and give you the benefit of our knowledge that has been built up over 1000's of successful DM campaigns.

It does what it says on the can

We offer exactly that. Every DM project has a schedule, a plan, a proofing system, and an end goal. That's what we offer. What more could you want? (Oh, and by working together we offer to get it out on time, every time, guaranteed).

The longest journey starts with the first step

We have DM Case Studies, we have DM Referrals, we have DM Contracts. We also have clients who, just like you, had to take that first step forwards. What more can we do to help you make that step?

To be or not to be – that is the question

So, the question is "With such a huge portfolio of DM services why haven't I used CDP before?" We can't answer that, only offer viable, effective, efficient, and real DM solutions. So, here is an invitation to take that first step – email dm@cdp.co.uk – you will not be disappointed.

CDP, the Environment, and you...

CDP are committed to maintaining the balance between manufacturing excellence and the sustainability and renewal of our fragile environment. This affects every part of our business. It also affects your business...

- ✓ All of the paper based products we provide are made from sustainable, managed, and accredited resources, and are 100% recyclable.

- ✓ CDP's Print Management system is designed to reduce waste through dutiful management of the design, product re-engineering, and production processes.

- ✓ All of our Print Management clients benefit from scheduled logistics which not only makes their business more efficient it reduces transport costs and minimises CO2 emissions.

CDP continues to monitor the situation and will suggest more effective, efficient, and "greener" ways to reduce the burden on our environment. If you would like more information on our efforts in this area please go to www.cdp.co.uk

Additional resources

For more information on all the products and services available from CDP please request a brochure on any of the following:

- Books & Pads
- Computer Stationery
- Cut Sheet Laser, Digital, & Ink Jet Stationery
- Data Mailers
- Digital Print
- Envelopes
- Integrated Products
- Pressure Seal
- Presentation Products
- Promotional Products
- Security print
- Self Adhesive Labels

...or visit our web site at www.cdp.co.uk

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CDP - more than just Print Management

