

A large flock of birds, possibly terns, is captured in flight over a body of water. The birds are densely packed, filling most of the frame. The sky is a clear, bright blue, and the water below is a lighter, shimmering blue. The overall scene is dynamic and energetic.

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 Direct Mail Solutions to a wide selection of clients – not just to one sector which means you gain from our experience.
- We make Direct Mail 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.



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
- CDP Print Management
- Colour Print
- Computer Stationery
- Cut Sheet laser, Digital, & Ink Jet Stationery
- Data Mailers
- Digital Print
- Envelopes
- Health Check
- Integrated Products
- Presentation Products
- Pressure Seal
- 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





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