

# FACT SHEET

## DATA MAILERS

### What is a Data Mailer?

A Data mailer is quite simply a self-contained business form set that is pre-sealed inside an envelope. This construction enables both the forms and envelopes to be processed in one simple operation through your computer printer.

*N.B. These forms are suitable for processing on impact printers only.*

### Are Data Mailers for me?

The answer could well be "yes". Data Mailers are used for an extensive range of applications where several personalised and non-personalised forms (including return envelopes), need to be processed in one quick and secure operation.

Please refer to the list below for some of the applications suitable for Data Mailers:

Salary Advice "PIN" Numbers	Cheques & Dividends Tax Documents
Advice Notes	Product Recalls
Pensions Advice	Invoices
Appointments	Benefits Statements
Reminder Letters	Membership Advice
Renewal Notices	Direct Mail
Statements	Mailsort Mailings
Prize Draws	Ballot Forms
Subscriptions	New Member Packs

### What are the benefits of using a Data Mailer?

Data Mailers are formed from several different sheets of paper. The papers can be of different weights, colours, or have special printing on them such as NCR or copy material.

This means that instead of having to order materials and print from several different sources, you only need to order from CDP. This saves time, ensures correct artwork, and also means only one supplier and one invoice instead of many.

The range of materials is extensive and you can utilise virtually any print style or format that suits your needs.

### The Data Mailer Product Range

Data Mailers are available in a wide variety of styles for impact printing in a continuous / fan fold format. The 4 main types of construction are shown below:

- The 3 part or "peel apart" mailer.
- The insert mailer - with up to 8 different inserts if required. There are 3 different formats available, which all have a different way of being opened:-

1) Standard opening - with a half-inch stub and a thumb notch cut out.



2) Zipper mailer - with a vertical "zip" feature positioned approximately one inch in width from the left or right hand edge of the form. This can be torn open from head to foot, revealing the insert edges to be removed. This format allows for the creation of a return envelope - using the same outgoing envelope and a self adhesive tape.

3) "Grip & Pull" mailer - To open this format of mailer, you literally grip and pull at the bottom left and right hand corners of the mailer and snap the envelope open, - part of which can be used to form a return envelope with tape seal.

**What additional features can I have?**

Up to 7 different inserts, - 2 of which can be Zpre-glued to form a return envelope.

Up to 4 colours printed on one or both sides of each part.

Glue lines & self-adhesive strips on face or reverse of any ply, to form a return envelope.

All inserts can be glued at the side to form booklets.

Inserts can include forms with integral labels or cards.

**What are the benefits of using Data Mailers?**

- Wide product range – many different fold types and sizes available in continuous format.

- Appearance – Full process colours can be printed onto your Data Mailer. This means that company logo's and corporate identity are maintained.
- Time savings – quick & easy to process. Everything is within a single document.
- Cost savings – no additional envelope or inserting costs.
- Space savings – only one item instead of many means easier and more efficient stock control.
- Uniqueness – the Data Mailer looks official and important! This unique appearance on a doormat gives it a better chance of being opened first. (Especially useful for Direct Mail Campaigns).
- Adaptability – with so many features available this gives the design of the Data Mailer additional creativity.

**Additional Security features on CDP Data Mailers**

- Error reduction – no risk of mismatches or inserts going into the wrong envelopes.
- Total confidentiality – all Data Mailers are pre-sealed, and the confidential information is hidden from view by a special masking strip which is removable prior to mailing. Only the name and address details will show on the outside.

Standard Data Mailer depths available: N.B. The insert depth must be 3/4" less than the form/envelope size.

INSERT MAILERS														
3 <sup>2</sup> / <sub>3</sub> "	4"	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>1</sup> / <sub>4</sub> "	5"	5 <sup>1</sup> / <sub>2</sub> "	6"	6 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>3</sub> "	8"	8 <sup>1</sup> / <sub>2</sub> "	9"	10"	11"	12"

# ZIPPER MAIL SHOTS INVO

Peel apart



Salary



Zipper



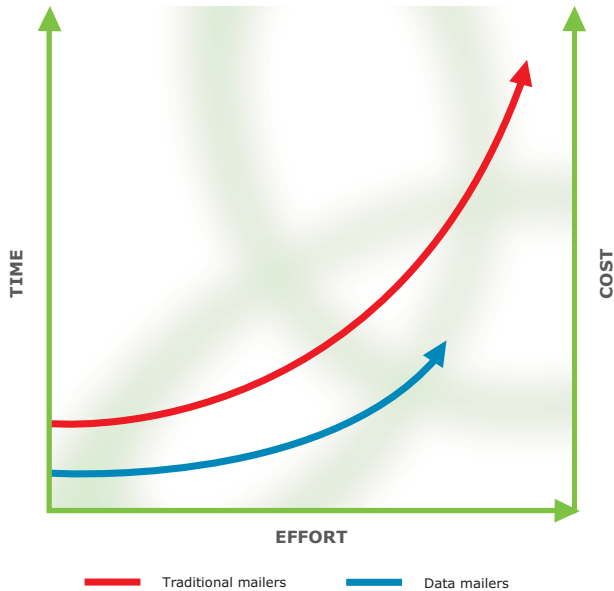
- Secure Data – the product is designed to be unreadable unless opened.
- Fraud Prevention – all cheque mailers are produced under stringent security conditions that are APAC's approved. This gives you additional peace of mind knowing that your cheques are unique and held in a secure environment until needed.

### Time + Effort = Cost

Traditional mailings mean dealing with several suppliers, different artwork needs and formats, chasing print dates, multiple proofing and then managing multiple invoices.

Data Mailers have 1 set of artwork, to one point, with 1 mailing process, and only 1 invoice.

Is your time (& money) better spent on focusing on core business or on chasing printers...?



### 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](http://www.cdp.co.uk)

### I like the idea...so where do I start?

On the back page we have set out a Guide to Data Mailers that will guide you through the information we need to help you decide on which format and style you require.

If you need further information and samples then please contact us and we'll do the rest:

**Tel:** 0800 1954 991

**Email:** [info@cdp.co.uk](mailto:info@cdp.co.uk)

**Fax:** 0151 724 6478

### PEEL-APART MAILERS: Peel Apart, Standard, Zipper, Grip & Pull

3" 3<sup>2</sup>/<sub>3</sub>" 4" 4<sup>1</sup>/<sub>2</sub>" 4<sup>1</sup>/<sub>4</sub>" 5" 5<sup>1</sup>/<sub>2</sub>" 6" 6<sup>1</sup>/<sub>2</sub>" 7<sup>1</sup>/<sub>3</sub>" 8" 8<sup>1</sup>/<sub>2</sub>" 9" 10" 11" 12"

DICES STANDARD DATA EN

Grip & Pull

