

FACT SHEET

DIRECT MAIL

The basic facts about Direct Mail...

Regardless of how it is packaged, the role of a Direct Mail supplier is to get the mailing out on time, in the correct format, to the right quality, and within budget. Full stop!

(At CDP we prefer to state the obvious before we go any further).

You want your mailing to go out on time, to agreed quality standards, in the correct format, and have no nasty surprises or "added costs" at the end. So that is what we offer...to start with...

The CDP Direct Mail Package

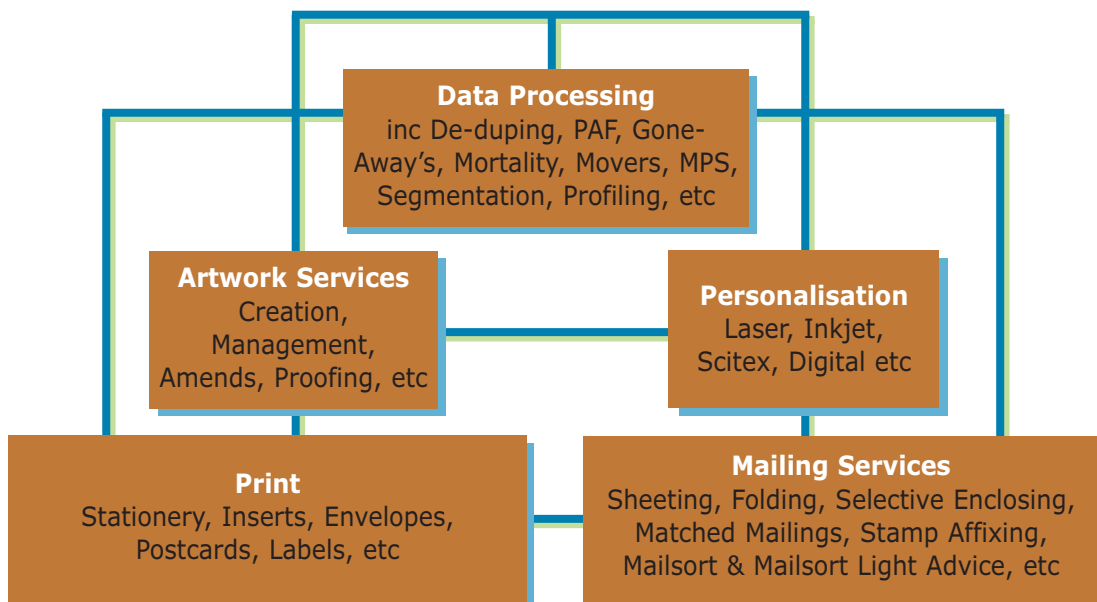
Additional services are definitely an added bonus – but only if you want them. Below is a chart of services available from CDP. You can pick and mix to make up the complete package you need to enhance your Direct Mail campaign:

Direct Mail Print – getting it all together

CDP do provide the whole package when it comes to managing a Mailing Campaign. This saves you time and effort. No more dealing with several different suppliers and trying to balance out the various artwork needs and production processes – we do it all for you so you can focus on the bigger picture:

- Letterheads and Base Stationery:
Print Depth - 100mm up to a massive 630mm print depth.

Print Width – from 100mm up to a huge 920mm wide sheet.
- Envelopes:
Machine made envelopes – from C7 (81 x 114mm) to C3 (324 x 458mm).



Hand made envelopes – no minimum or maximum sizes! Plus shaped envelopes, and envelopes in virtually any material!

- Inserts

Print – litho, flexo, digital, metalfx®, letterpress.

Size range – from 50 x 85mm up to B1 (707 x 1000mm).

Material – paper, card, board, poly, acetate, natural fibres, metal etc.

Folding – as long as it can be inserted – we can fold it!

- Data

De-dupe, MPS, PAF, Gone-away's, movers, mortality, segmentation, profiling, etc.

- Mailing services

Up to 30 inserts, selective inserting, matched mailing, stamp affixing, envelope personalisation, label sticking, hand fulfilment, carton & box mailing, etc.

- MailSort Light

You can send a mailing for less than 10p postage cost! For more information just ask your CDP contact or email dm@cdp.co.uk

- VAT Advice

You can reduce your production costs by a massive 17.5% by just discussing your next mailing project with CDP. It's legal, it's viable, and it could make your budget go further. For more information just ask your CDP contact or email dm@cdp.co.uk

- Postal providers

CDP liaise with all of the main postal providers to ensure that you receive the best service at the right price.

Direct Mail – providing you with a schedule

The only way we work is to design a Production Schedule that gives everyone the whole picture on what's needed and when. We see it as a "2-way street" that we both work to. This ensures that we all hit deadlines, print and process on time, and your mailing is in the post on the day you want. Of course, the world is not perfect, so there are times when we have to push you for answers – but our experience has taught us that this is most effective way of getting your campaign off to a flying start.

Direct Mail Formats – giving you fresh ideas

CDP have been providing innovative ideas for Direct Mail since 1974. And we will continue to do this because new ideas on formats, print & personalisation, and finishing techniques keep our client's mailings fresh, innovative, and ultimately aim for a higher response rate.

Here are some ideas that you may find useful. Samples are available – just contact us for more information :

One Piece Mailers – with virtually limitless production and personalisation techniques.

Shaped Mailings – be different...have your mailing in the shape of your logo or product!

Postcards – totally underutilised but probably the most effective Direct Mail medium that will take off over the next 24 months.

In-line Production – aimed at high volume mailings. Producing all of the letterheads, inserts, and even envelopes in one process...and everything can be personalised at the same time.

STATIONERY MAILERS SEN



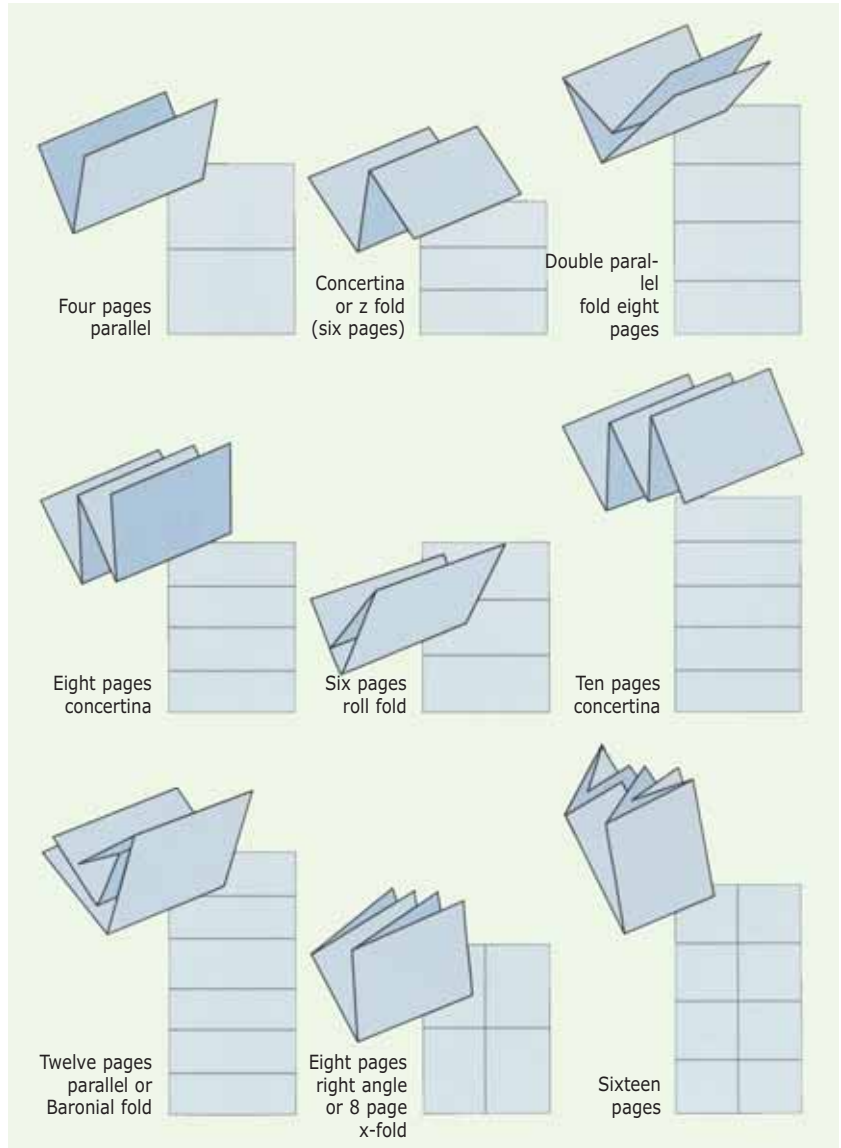
Tactile Mailings - Innovative designs that incorporate scratch off panels, peel off labels, piggy back labels, personalised post it notes etc. In fact "things" that people like to touch and use.

Direct Mail print – finishing the whole process

Personalisation – Using laser, inkjet, & Scitex technologies. From simple names and addresses to whole pages can be personalised in any format and almost any colour you require to make your mailing a more personal communication.

Personalisation – Digital variable imaging allows you to change every single page with new images and copy. This is the ultimate one-2-one medium for enhanced communications.

Folding – from tiny "medical" folds (the ones you see inside pill & ointment boxes from chemists), to complex x-folds and perforations. We can design and offer you everything. As long as we can insert it- we can fold it!



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

On the back page we have set out a Guide to Direct Mail Services 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
Fax: 0151 724 6478

ENVELOPES POSTCARDS

