

# DIRECT MAIL SOLUTIONS

Competitive Prices


High Quality Results

End-to-End Solutions

**Redi-Mail Direct Marketing**  
5 Audrey Place  
Fairfield, NJ 07004  
973.808.4500  
**[sales@redimail.com](mailto:sales@redimail.com)**  
**[www.redimail.com](http://www.redimail.com)**

RM 1599

**Redi-Mail**  
DIRECT MARKETING  
*A Redi-Direct Company*



No matter the industry, one **common goal** that can help companies move forward is acquiring **new customers** and maximizing their lifetime value through one-to-one customer communication. Using a **proven direct marketing technique like direct mail** can help you **achieve exactly that!**

Visit  
Our Website:  
[redimail.com](http://redimail.com)





# Why Direct Mail?

**It's Targetable** – With a direct mail campaign you have the ability to leverage customer information and target the prospects most likely to respond to your message.

**It's Personal** – Build a relationship with your prospective or current customer by creating personalized direct mail pieces with the recipient's name, variable message, images and color.

**It's Tangible** – Because when direct mail is delivered directly to your prospects' hands, they are virtually guaranteed to see your message.

**It's Long Lasting** – Unlike email which can be quickly deleted from the inbox, direct mail has a greater chance to grab the lasting attention of your prospective customer as the message remains in the home or office for a longer period of time.

**It's Measurable** – Direct mail is unique in comparison to other marketing channels in that its results and performance can be easily tracked to measure the financial return on your marketing investment.

**It Builds Your Brand** – Company messaging, no matter the type, can help to build your brand and improve your company recognition.

**It Can be Part of an Integrated Marketing Campaign** – Direct mail can work as part of an integrated marketing campaign when combined with email, social media, TV, or radio and it can also drive prospects to your website in order to create a multichannel marketing approach.

**It Produces Positive ROI** – According to a recent survey conducted by an industry magazine, the channel that the strongest ROI for customer acquisition for B2C marketers was direct mail.

**It's Proven** – Direct mail is a proven marketing channel that has stood the test of time.





# Why Redi-Mail Direct Marketing?

Since 1990 Redi-Mail Direct Marketing® has been a results-driven marketing solutions company. Our extensive in-house capabilities and diverse industry experience provide clients with a wide range of cost effective direct marketing services including:

- Digital print
- Personalized direct mail
- Specialized fulfillment and loyalty card program fulfillment
- Postal and ePostal consumer, business and healthcare professional lists
- Website development and hosting
- In-house email deployment
- Multi-channel marketing campaign management

## **Reliability, Support and Expertise You Can Trust**

Redi-Mail has been built by focusing on and delivering consistent high-quality and proactive client support. Our knowledgeable and professional account executives function as an extension of your product team or production management group. From the receipt of your materials, your project will be tracked and managed every step of the way through our automated inventory and project management systems. Your dedicated Account Executive has industry-specific experience and will provide you with ongoing proactive communications and project management.

## **End-to-End Solutions**

Look no further for consumer, business or healthcare professional lists. Redi-Mail and our sister company Redi-Data® deliver millions of leads to businesses like yours – quality data that creates winning promotions.



# Print & Fulfillment Solutions

## Imaging and Lettershop

Redi-Mail's matching and inserting operations utilize the latest technologies. We also produce jumbo, polybag and shrink wrapped packages. A substantial bonded hand assembly department allows us to efficiently and accurately produce your valuable non-machineable mail or fulfillment packages. Redi-Mail's postal service CASS Certified™ software applies postal discounts to your programs. Redi-Mail's on-site post office ensures rapid acceptance, postal discount validation and prompt delivery and documentation of your mail.

The Redi-Mail lettershop operates multiple shifts. All mail packages produced follow strict batch controls and are subjected to documented quality control procedures from industry standard methodologies, such as Good Manufacturing Practice (GMP) and Good Automated Manufacturing Practice Guide for Validation of Automated Systems (GAMP 4). We produce both large and small quantities of mail requiring special imaging, sorting and trucking for some of the largest insurers and retailers in the country. While time-sensitive mail and fulfillment is produced daily for our automotive, banking and financial services clients, high-quality personalized mail packages with multiple matching components or complicated assembly are required for our significant pharmaceutical client base.

From small triggered mail programs to large coordinated projects requiring special sorting or comingling handling, you can rely on the support of our experienced professionals and the latest in equipment and technology.

Redi-Mail offers advanced equipment for laser, digital and specialty imaging.

- Full color digital printing
- Simplex and duplex continuous form printing
- Cut sheet imaging
- Scitex for large imaging projects
- Letter quality addressing, including coated stock
- Imaging for high-quality simplex and duplex forms, including large over-sized mailers

## Brilliant Materials at Smart Pricing

Whether you're producing brochures, postcards, presentations or more, you need to depend on your print service provider to deliver quality printing each and every time. Redi-Mail specializes in doing just that. We continually deliver the best possible results at a price you can afford.



An abstract graphic of green ink splashing and bubbling, filling the left side of the page. The ink is a vibrant green color and has a textured, organic appearance.

# Postal Solutions

**Postal Processing** – Redi-Mail maximizes your postal discounts and minimizes returns and non-deliverables with the latest postal certified processing products. Our mailing software is in full compliance with USPS standards and operates within certified programs such as PostalOne!, Coding Accuracy Support System (CASS) and Presort Accuracy Validation and Evaluation (PAVE).

**CASS Certification™** – Improves the accuracy of carrier route, five-digit ZIP®, ZIP + 4 and delivery point codes that appear on mail pieces.

**ZIP+4** – Allows your mail piece to be directed to a more precise location than by the ZIP code alone. Improves speed and accuracy while reducing undeliverable mail.

**NCOALINK** – Provides change of address information.

**LACS Processing** – Converts and corrects old and invalid addresses in your database.

**DPV Processing** – Enhanced address validation beyond what's possible with standard Zip + 4 information (Delivery Point Validation).

**GeoCode Mapping** – Target business or household locations within a mileage radius of a determined area.

**OneCode** – Provides up to 31 bytes of information in a barcode to improve mail tracking, address updating and readability.

**PostalOne!™** – Allows the Postal Service to electronically collaborate with business mail customers. It streamlines the mail acceptance and postage payment process, provides consistent verification, improves tracking of mailing jobs and access to information and eliminates paperwork.

**Suite Link** – Appends suite numbers to business addresses.

**Deceased Suppression Processing** – Eliminates mailing to deceased records in your file by processing against our internal deceased file consisting of more than 55 million names, updated every 3 months.

**Database Management** – Redi-Mail has developed and manages over 1,000 proprietary customer databases. We provide advanced database management services including infrastructure development, design, architecture, programming and hosting. Consumer databases can consist of millions of records being fed by multiple sources, such as web services, ftp/flat files and web portals. Our services also include data quality and data enhancement services, such as cleansing, standardization, data compilation, analytics and append. At Redi-Mail, we understand your prospect and customer databases are among your most valued assets and we offer the services to help you maximize and leverage that asset by providing the ability to segment and query your data based on up-to-date information, such as responses, demographics or trends.

**IMb Tracing® Service** – Predict and monitor delivery of time sensitive business letter and flat mailings. Know when and where customers have mailed incoming reply mail.