

# PRINT AND MAILING SERVICES



**mwidirect**

A direct marketing execution company

# THERE'S NO NEED TO MANAGE MULTIPLE VENDORS.

As a true "one-stop shop," we are able to deliver every aspect of a project, saving you the hassle of coordinating multiple vendors.

You will no longer have to take calls from your mail company telling you your printer didn't send enough printed materials, or from your printer complaining your lettershop wasted too much material. You will not have to save room in the budget for overages or production waste. Because MWI Direct coordinates the entire production process start to finish, you're only charged for what mails, not what prints.

You can also eliminate paying freight to have your printed materials shipped to the lettershop. You do not have to waste time worrying about missing a mail date because your print components failed to show up on time. When you work with MWI Direct you will not have to spend your time trying to coordinate production schedules with several vendors.

Removing these inconveniences lets you focus your time and attention on other projects and responsibilities.

# SPEED TO MARKET IS YOUR COMPETITIVE ADVANTAGE.

Shorter deadlines, evolving customer demands and ever-changing market conditions—they all impact the effectiveness of your marketing efforts. These challenges are where we thrive. Because we do everything under one roof, we can help you take your message to the mailbox, allowing you to execute a more successful direct marketing campaign. Our investment in the latest pre-press, data processing and printing technologies, combined with our experienced team, allows us to provide you with quicker turnaround times.

To help you manage your information, we also offer My Compello, an automated pre-production project management tool. This Web-based portal will allow you to:

- Manage program components efficiently
- Reduce pre-production timelines
- Decrease overall production timelines

Unlike other pre-production programs, there's no charge for My Compello. It's a value-added service we provide to you to help your campaigns run more efficiently.

***The combined effect of working with a single-source provider eliminates the need for coordination between multiple vendors and the inherent production issues that come up between suppliers.***

## LET OUR FULL-SERVICE MAIL DESIGNATION WORK FOR YOU.

MWI meets all United States Postal Service (USPS) requirements to be qualified as a Full-Service Mailer. This allows us to apply all the benefits of the Intelligent Mail Barcode to your mailings and bring you even greater postal discounts. The USPS also maintains an office within our facility and verifies your mail onsite. Working together with the USPS means we can help you save money and get your mail processed quicker and delivered faster.



## WE'RE INVESTING IN YOUR FUTURE.

We know great-looking materials are only as good as the paper—and equipment—they are printed on. That is why we invest in the best equipment to suit your requirements. Not only does it provide a superior product, but it also allows our estimating department to determine the best press for every project while keeping in mind our clients' budgets.

Our commitment to investing in the latest technology helps us increase our productivity and lower our production costs resulting in better pricing and a maximum return on investment for you. Our investments include:

**Kodak NexPress 2500 digital color press** – This high-tech press allows for variable color printing of text and graphics. It can be used to personalize one-to-one communication, help achieve higher response rates and boost your ROI.

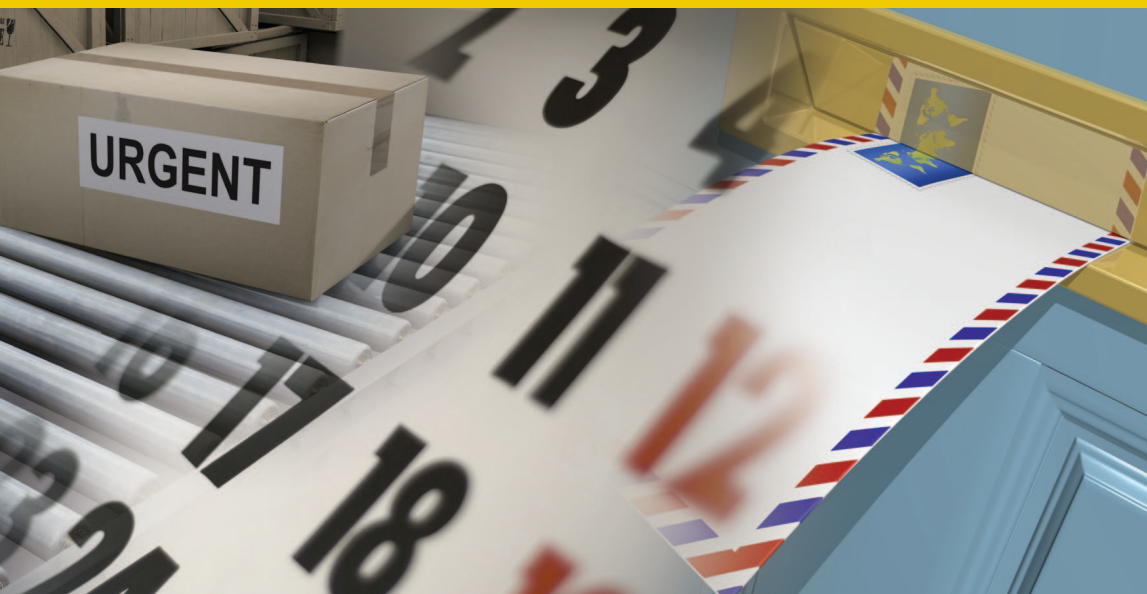
**Heidelberg Speedmaster 74 sheetfed press** – This high-quality press is well suited for small- to mid-size runs and corporate communication pieces.

**Sanden Eight Color UV web presses** – These two high speed, variable web presses are equipped with inline ink curing and allow us to deliver larger runs with shorter turnaround times. This means faster speed to market for your next project.

# YOUR COMPLETE SOURCE FOR DIRECT MARKETING CAMPAIGNS.

MWI Direct provides you with a wide range of direct marketing services. We can help you target your message to the right audience, leverage the power within your database, provide quality printing using today's best technologies and get it to your destination on time.

We offer all of the advantages of working with one vendor by managing every aspect of print and mail production. And we do it in-house: from printing and variable imaging to lettershop and mailing services. By offering all-inclusive services, your project will be produced more efficiently from start to finish—in one seamless flow.



## WE ARE COMMITTED TO QUALITY.

Our production team takes great pride in the work we do and in the projects we produce. Our conscientious approach to overall project production ensures your project is done right and on time. Our quality control staff adheres to strict practices during each phase of the production process, giving us an accuracy rating that far exceeds industry averages.

## COLLABORATE WITH US ON YOUR NEXT PROJECT.

Whatever your project or campaign, we are here to be your direct marketing partner. We will help you maximize your workflow efficiencies, find the best possible postal discounts and get budget-friendly print pricing, all within one company. Our team has the expertise you need to get the job done, quicker and easier.

**To find out more about how our print and mailing services can improve your turnaround times, reduce costly delays and save you money, contact us today.**



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