

In a digital world, direct mail printing stands out.

See how dynamic, personalized direct mail printing is getting real results and creating new opportunities for businesses.



The envelope holds opportunity.

Let's be honest. The envelope was once an afterthought. Marketers and printers spent significant time on the content that would go into the envelope but often overlooked the opportunity on the outside of the envelope.

But new printing technology is changing all that. Today, envelopes are doing more than just holding the message.

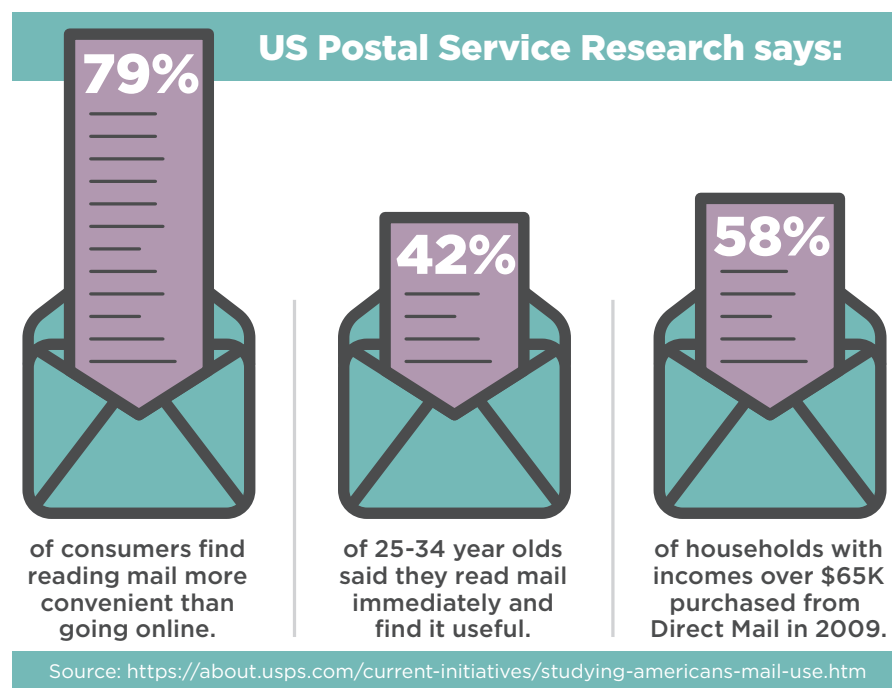
They are the message.

The right envelope can improve the response rate of your direct mail campaigns. Envelope production can even lead to new opportunities for your business.

Does direct mail still have value in today's marketing mix?

In a world where people are glued to their screens, direct mail is making a comeback. Many businesses have discovered the positive impact direct mail brings to an integrated marketing campaign. Direct Mail goes directly into the homes—and hands—of your target customer. It creates a one-to-one connection that is hard to match with digital communications.

Creating a high level of engagement with your direct mail will lead your prospect to other sales channels—both online and in person—and that will lead to sales.



The power of Direct Mail

66%

of direct mail is opened



82% of direct mail is read for a minute or more

Consumers who have made a purchase in the past 3 months because of the direct mail they received

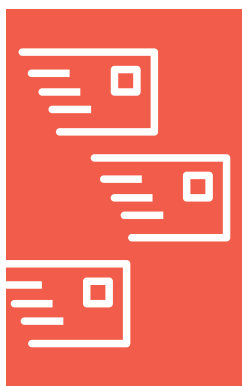


40%



56%

of consumers respond to a direct mail piece by shopping online or visiting a store



28%

increase of spending by those who receive direct mail vs. those who don't

Consumers who visit a promoted website because of direct mail

60%



Engagement starts on the outside.

But not just any direct mail can create the type of customer engagement that leads to sales.

As the Direct Marketing Association (DMA) reports, “Marketers need to create direct marketing campaigns that are relevant, engaging, and high quality both in look and feel.”

That engagement must start with the envelope.

Direct mail expert and a former editor of *Target Marketing* magazine Paul Bobnak says, “The envelope is the first thing the customer sees as the outside carrier of the marketer’s message. Its importance cannot be overstated.”

 Direct mail outperforms digital channels by nearly **600%**

81% of recipients read or scan their mail daily 

 **85%** of consumers will open mail if it looks interesting

Direct mail spending totaled approximately **\$47 billion** in 2016



Make it your business to offer engaging envelopes.

Ready to produce envelopes that add value to your clients' marketing campaigns?

Inkjet-powered envelope printing solutions have the capabilities you need to produce a personalized, short-run of colorful envelopes that create engagement and demand to be opened.

Let's look at some of the ways you can use inkjet envelope printers to bring out the best in your direct mail campaigns.

Imagine using variable data to include a personalized message to the customer on the outside of the envelope.

- › Could your recipient resist the intrigue created by the feel of a padded envelope?
- › You can even bring color and personalization to cartons, creating a whole other level of excitement and interest with your recipient.

These types of envelopes and cartons make an impact—and can be produced in fast, affordable ways using inkjet technology and using the same printer.

You can create intrigue in the mind of the recipient by using an ink, size, weight, color, or texture to make that envelope stand out in the mailbox. Make it so different that it's too irresistible NOT to open.


—Paul Zak
Former editor of
Target Marketing magazine



Open new business opportunities.

You've seen the benefits inkjet envelope printers bring to direct mail. Now, let's look at the benefits these inkjet solutions bring to your business.

With inkjet envelope printing, customizing all of these types of envelopes and materials can be part of your product offerings. And you can sell them to a whole new group of customers.

- › A pharmaceutical company that distributes medicines can use your padded envelopes.
- › The bakery down the street could use your cardboard packaging capabilities to distribute its products.
- ›  party planner who prints invitations which you can include a personalized message on the envelope as well.

The possibilities are wide open.



Make it happen with the MACH 6 from Neopost.

The MACH 6 produces the types of envelopes we've been showcasing: 10"x13" envelopes, stuffed envelopes, particle board, corrugated cardboard, and flat cartons are all possibilities.

Using the MACH 6, these envelopes are produced with much greater efficiency. You can use variable data to customize the mailings and produce short- and long-run print jobs without time-consuming and expensive setups.

Best of all, the MACH 6 delivers unprecedented cost savings, productivity, and durability for nearly the same price as previous generations of similar printers.

For questions on how you can print 10"x13" envelopes, stuffed envelopes, particle board, corrugated cardboard, and flat cartons using the Mach 6, email Alicia.Chavez@memjet.com.

