



# Not Enough Room? You Can Put It Here!

The third building in the existence of PostMark, Inc. has finally been completed. The 12,000 square foot expansion at 390 Cassell St. gives us more space for client material. This new space, gives us the ability to provide customers with more fulfillment opportunities. Also, Postmark has the ability to begin ventures in several different areas. Fulfillment, kit-packing, and the storage of printed materials are new services that Postmark can provide its clients. Currently, Postmark employees are in the process of getting the warehouse ready for storage.

Along with the new warehouse comes a new face to manage it. Bill McKinnis is the new Warehouse and Inventory Supervisor. Bill will be overseeing the storage of materials. He will also be in charge of all fulfillment duties. Bill, has thirteen years of experience in inventory management, and in his short stay with Postmark, has the warehouse off and running.

In addition to the significant amount of space, we have also added

two pieces of equipment. One of these machines is a new poly-bag machine. The polybagger allows the insertion of materials (i.e. magazines and catalogs) into a clear sleeve to be automated. The polybagger can handle material that is less than a half-inch thick, with a size minimum of 8.5 by 5.5. Polybagging allows material to be seen immediately by customers while having protection as it moves through the postal system.

Additionally, a new multi-piece inserter has been installed. This inserter can handle the insertion of up to 7 pieces into an envelope. The maximum size of the envelope that can be handled by this machine is 6x9.

So, as you can tell, the present is a wonderful time to be a member of the Postmark team. With new capabilities and various opportunities, PostMark, Inc. is looking forward to the future.



## Why Use Direct Mail?

Direct Mail features several characteristics that could spark interest in consumers and businesses. The six main reasons why companies use Direct Mail are as follows:

- 1) Targeted: Direct Mail provides the ability to focus on a particular audience.
- 2) Personal: Direct Mail can address customers by name. Mail can be constructed to fit the needs and interests of customers.
- 3) Flexible: Many different types of mail can be utilized including letters, brochures, or postcards. Also, you can be creative with color and content.
- 4) Tangible: Customers can hold the mailpiece, referring to it as needed. Also, coupons or samples can increase interest.
- 5) Measurable: The results of the project can be measured. With the results you find you will know what worked and what did not.
- 6) Cost effective: A direct mail campaign can make your money go farther. Targeted messages allow specific customers to access your product.

Source: [www.usps.com](http://www.usps.com)

## Increase Response: Look Online

Throughout the years, the ascension of the Internet has caused a bit of hysteria in the world of Direct Mail. However, the entity that was destined to wipe out the mailing industry has since become a valuable partner. Not only does online marketing help the mailing industry, but direct mail is a driving factor in motivating consumers to log on. Direct Mail directs prospects to visit specific web sites, and can also help influence them to register for various online promotions.

Certain strategies have strengthened this partnership. The most popular being personalized URL's and digital printing, which help marketers attain a significant response rating.

Source: *Target magazine, Lee Marc Stein*

## TO RECYCLE OR NOT RECYCLE?

In an effort to better serve our clients, Postmark, Inc. is implementing a new policy for materials leftover at the end of jobs. All materials that flow through the walls of Postmark will now have a thirty-day grace period from the completion of the mailing. Upon the completion of the mailing, a member of our customer service team will contact the client to gain information on the handling of the leftover material. This will not only make things easier for us, but will also allow you, the client to know what is going on with the material. When the mailing is completed Postmark can either deliver the returns or mail them to you. Or if you would rather arrange to pick them up that is okay as well. If you have any questions about this new policy, feel free to email any of the individuals to the right, or call us at (336-722-2886).

### Did You Know?

**39% of households find advertising mail interesting, compared to 9% for email, and 3% for telemarketing.**

Source: [www.usps.com](http://www.usps.com)

### Getting Connected

#### Email Addresses for PostMark, Inc.

General email for lists –  
GreatService@PostMark.ws

Dick Vann,  
President –  
RSVann@PostMark.ws

Rhonda Cathey,  
VP Operations –  
RCathey@PostMark.ws

Jon Bowman,  
VP Business Development –  
JBowman@PostMark.ws

Eric Cathey,  
Sales Representative –  
ECathey@PostMark.ws

Sherry Hanna,  
Customer Service Representative –  
SHanna@PostMark.ws

James Cooke,  
Customer Service Representative –  
Jcooke@PostMark.ws

[www.postmark.ws](http://www.postmark.ws)