

DMAW Production Process: Lettershop

April 27, 2022

Joel F. Kaufman



Fernando Pagkalinawan



If you don't have a fear of asking????



Mail Shop

What is a Mail Shop?

A mail shop is an independent company that specializes in preparing direct mail packages for mailing.

○ ○ ○



Partnership, not just a vendor

- Dedicated Account Manager
- Onsite Visit



Production schedules

- Know your due dates (art/data, proofs, set-ups, insertion, postage)

Mail Shop Data & Postage

Send Data with Data Instructions

CASS

(Coding Access Support System)

Certify



NCOA

(National Change of Address)



Merge/Purge

With multiple Data Sets



Deceased
Suppression



Confirm Postage Type

– First Class | Standard | Non-Profit –

Receiving Materials

- Inventory management system
- Supply advance notification of pending arrivals with identification information
- Lettershop should notify client of materials arrival with scans of delivery receipts

• Quantities are physically counted and

Call, email or both!

Packing List
Ship Order: 115069
Customer: 20171
Name: CORPORATE COMMUNICAT
Address: 800 COMMERCE DRIVE
UPPER MARLBORO, MD 20785

Line Number	Item	Description
1	IMP-TY	LITHO 10 X 800 LETTER

PO# -
Item #

Receive



Warehousing materials

- The paper crunch and paper stockpiling is affecting warehouse availability
- Printers are purchasing more stock for future needs well in advance
- Higher volumes of client supplied materials need to be stored creating a capacity strain
- Need to recycle obsolete inventory and request suppliers to hold onto forward thinking purchased inventory



Mail Shop Approval Process

Approval process is vital – Expect what you inspect!



01 Data Counts



03 Set Ups

- o Data Dumps
- o Review extremes (longest name, address, salutation, dollar asks)



02 Art Proofs

- o Verify quantities, multiple versions, paper stock, ink colors
- o Hard copy proof needed? Press check?



04 Insertion Order



Insertion Order and Scan Approvals

- Approval of insertion order, by each panel, with all coded materials indicated

Main: 301-324-3600
Toll Free: 1-800-774-6809
Fax: 301-499-5435

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2021 YEAR-END CHALLENGE—DEADLINE EXTENDED!

Yes, Robert I want to help build a more humane world by supporting American Humane's lifesaving programs. Please accept my tax-deductible gift of:

\$50 has an impact of \$100 \$100 has an impact of \$100

\$100 has an impact of \$200 Other \$_____ which has TWICE the impact!

Most checks payable to American Humane. To donate by cash card, please use website only.

Mrs. Tammy Collins
85 Chestnut Drive
Westborough, MA 01581-3408

100334544 BRNVE1224ZPB 3

FIRST TO SERVE

For a limited time, your gift will have TWICE the impact in helping suffering animals during the cold winter months. Please respond by December 31 to make a difference this holiday season.

Dear Mrs. Collins,

A few weeks ago, I wrote to you about an exciting opportunity to help us make twice the impact on our work, and today I have news to share:

The deadline to make your gift towards our Year-End Challenge has been extended!

You now have until **December 31** to make a gift that will have twice the impact, thanks to an additional \$100 gift from another generous donor who has challenged our supporters to raise an equal amount. That means:

- Your gift of \$50 has the impact of \$100
- Your gift of \$100 has the impact of \$200
- And your generous gift of \$100 will have the impact of \$200

No matter how much you are able to send, your contribution will go so far to bring comfort and care to desperate animals.

I hope you will find it in your heart to make the most generous gift you can afford and help us take advantage of this incredible opportunity. The holiday season is here, and thousands of animals are in urgent need of help.

Winter is always a cruel, treacherous time for animals. Dogs, cats, horses and other animals are vulnerable to ice, snow and rigid temperatures. Neglected animals can suffer from hypothermia and frostbite. Some even die alone in the cold.

Mrs. Collins, I know you don't want any animal to suffer this year-end right now your gift will have TWICE the impact in helping American Humane provide our lifesaving services to help precious animals during the cold winter months ahead.

You'll also help provide twice the support for our work on the frontlines of natural disasters. In the last few months, we've rushed to rescue and care for hundreds of animals at risk of the California wildfires, Hurricane Ida and more. We never know when the next disaster will strike, and your gift today will help us respond to the next emergency that will strike in its wake.

Your gift will also continue to support local live veterinary investigations into animal cruelty and provide food and medical supplies to animal shelters that are still overwhelmed from the surge in surrendered animals during the pandemic.

(over, please)

Quantity: 17,994

Cyclic: Live Stamp

Wishing you peace, joy and love

Season's Greetings

Animals in crisis need your this holiday season. Please help them!

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(over, please)

Quantity: 17,994

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Notes: BCT 06 QTY 17,994

Signature: _____ Date: _____

Ok to Inkjet Comments: _____

Do Not Inkjet

Quantity: 17,994 Live Stamp

06 QTY 17,994

Date: _____

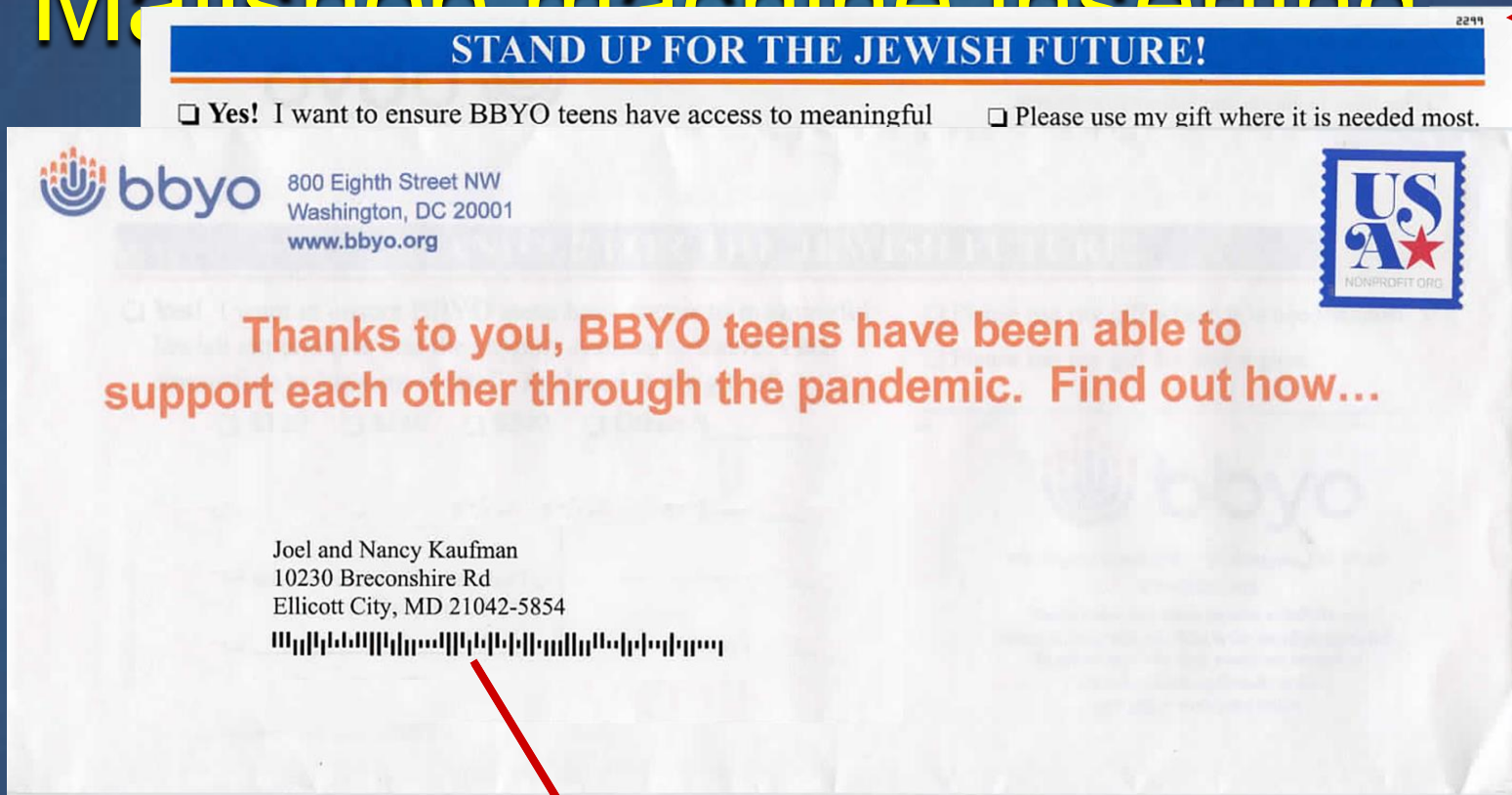
Comments: _____

0718

Mailshop machine inserting

- Typical #10 SLW package with 4 inserts a 2-way match
- Could be a no match situation if only 1 personalized piece which could then fly the window
- Let's assume two pieces have variable (read/read match)
- Look at a scenario with a 3-way read/print match
- Sequence number vs. camera matching systems

Mailshop machine inserting



Sequence #

2d Barcode

With a closed face envelope, this would be a 23-way read/print match



Next time people ask me why I'm so involved with BBYO, my answer will be this... [BBYO] has improved me and my mental state.

– Zoe G., Class of 2023

Dear Joel and Nancy,

It cannot be understated how difficult the last year has been for so many – including the young people involved in BBYO.

Social circles are critical for the well-being of any teenager. For some of our Jewish teens, stay at home orders and the isolation of the pandemic have had a terrible effect on their mental health. When

M
1/4" →

← 1/4"

- Make sure the inserts fit into the package!
- Common upfront mistake: does RE fit into carrier?
- Common downstream mistake: does RE fit into the RE?

Mailshop machine affixing

- Conventional wafer sealing for automation postal rates
- Spot Fugitive glue can also be used to seal certain self mailer format
- Machinable single and multiple postage stamps (coiled)
- Non-machinable single and multiple postage stamps (commemorative)
- Image metered mail or affix printed meter strips

- Auto
- USP
- Can

Madda Fella?CO
Marketing Support Systems
110 Vista Centre Drive, Forest, VA 24552

SIZE GUIDE				
Men's Measurements				
	chest	neck	sleeve	waist
small	38-40"	15-16"	33-34"	30"
medium	42-44"	16-17"	34-35"	32-34"
large	46-48"	17-18"	35-36"	36-38"
x-large	50-52"	18-19"	36-37"	40-42"
xx-large	54-56"	19-20"	37-37.5"	44"

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Handwork Capabilities



Kitting and Fulfillment

- Multi-component, multiple versions, static copy or multi-way matching
- Assemble, pack-out, label and either mail or shipout





Unique Capabilities



Handwork Capabilities

Unique Enhancements

- Paperclip, Commemorative Stamps, Jiffy Bags, Boxed Mailings
- Real Pen (Auto Pen)
- Hand Writing



Method of Mailing



Post Office Drop



Co-Mingle



Drop Ship

Postage Paid Up Front

- Escrow Account

After the Mailing



Any Questions

