



# The Ins & Outs of Mailshop

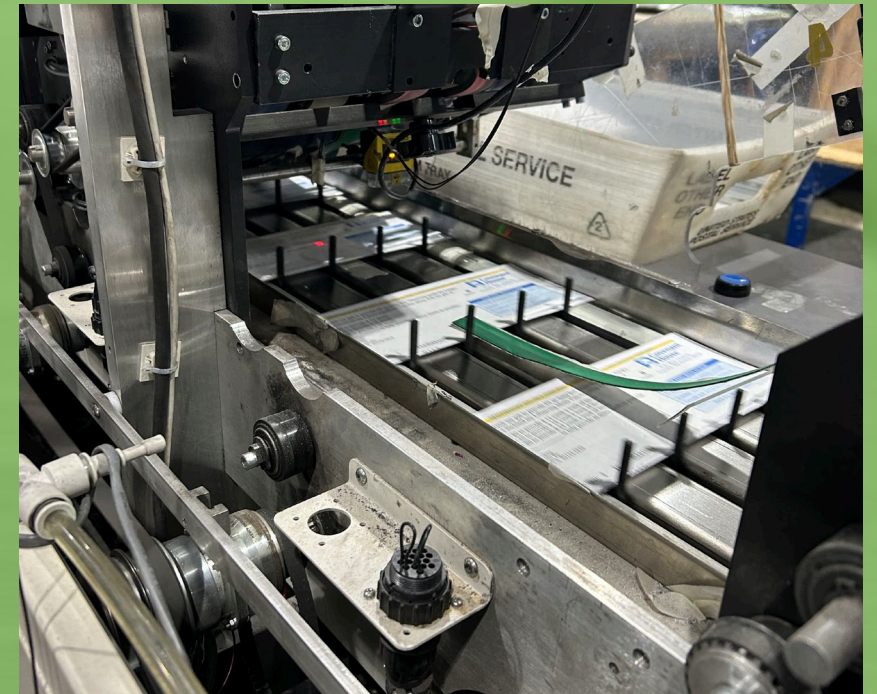
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# Stages in mailshop production

- ▶ Bidding / Award Phase
- ▶ Quality Control
- ▶ Art / Proofing
- ▶ Data Processing
- ▶ Imaging
- ▶ Bindery & Finishing
- ▶ Affixing
- ▶ Insertion
- ▶ Mail



▶ A successful mailing, starts with comprehensive planning and schedule management. Having a clear expectation with your mailshop will set you up to have a smooth process throughout the approval process at each stage along the way. There are always surprises and opportunities to overcome challenges within any mailing program, but transparency and clear communication will help your mailing stay on track with your mailing schedule and overall mailplan.





# Bidding & Award Phase

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The bidding phase is your opportunity to discuss the design and schedule with your mailshop and determine the most efficient and cost-effective way to produce the mailing. The many elements that go into a mailing all come together at this step.



# Sample Bid:

- ▶ Qty: 50,000
- ▶ OE - #10 SLW 24# WW - 2/0
- ▶ RAE - #9 CF 24# WW - 1/0
- ▶ Letter - 8.5x11 (2s/4p) 60# WO 4cp/1
- ▶ Reply - 8.5x11 60# WO 4cp/1
- ▶ Convert Data and presort. Simplex laser letter and reply. Insert 3 - match 2. Affix 1 stamp to OE and prepare for mailing NP local entry.

# The project is awarded. What's next?

## Purchase Order

- The purchase order, job instructions, and any associated project info is sent to the mailshop to have it added to their schedule.

## Schedule Discussion

- Confirm the schedule with your contact at the mailshop. Set expectations for all deliverables.

## Internal Discussion

- Your contact will get the project scheduled and communicate with their team accordingly. This includes the overall expectations for the mailing.

## Art

- All associated art and FPO PDFs will need to be sent to the mailshop.

## Data

- All data and associated instructions is provided to the mailshop.

# The Production Phase





# Quality Control:

Quality control is the most important ongoing tool at a mailshop. It starts with the proof process and continues till the mail is at the post office.

Each team associated with a given step in the production process has a quality control SOP to follow till the project is in the hands of the next team.

As a project moves through the physical production process, QC continues to follow and track projects as they go.

# Art & Provided Materials:

## Art

- ▶ Final art is provided to mailshop for printing if applicable.
- ▶ Proofs are produced by Prepress team.
- ▶ Proofs are sent to the client for final approval

## Provided Materials

- ▶ Confirmation of material format needs to be provided to the mailshop. For example, cutsheet vs. continuous is a crucial detail for production.
- ▶ Materials deliver to mailshop for production. Schedule updates are always appreciated when available.

# Data Processing & Setups:

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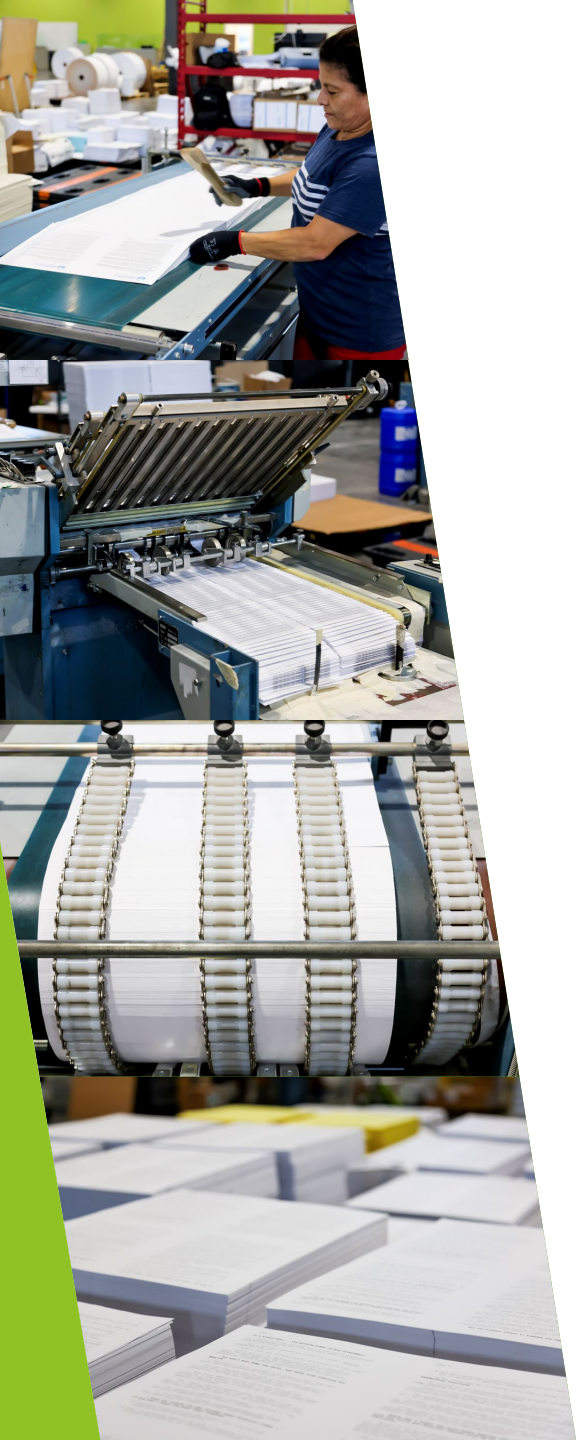
Data is Received	Data is posted. Instructions and final FPO are provided to the mailshop DP team.
Counts & Postage Request	Counts and postage request are sent to the client for approval.
Setups Created	Following receipt of the instructions and final FPO, setups are created and sent to the client for review and approval.
Scanlines	If applicable, scanline samples can be created and sent to a cager for scanline approval.
Setup Approval	If no changes are required, the client will release for approval. Hardcopy setups of each component are then created for the final internal QC review.

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# Imaging:

- ▶ Inkjet: Envelope addressing requires inkjetting if utilizing a closed face envelope. Reply devices that are on the simple design and variable side can also be inkjet.
- ▶ Cutsheet: Depending on the personalization capabilities of the mailshop, cutsheet can be used for lower volume projects or other small scale bindery requirements.
- ▶ Continuous: This refers to projects produced on/from rolls.
- ▶ Simplex vs. Duplex Imaging: Simplex images on one side. Duplex images on both sides.



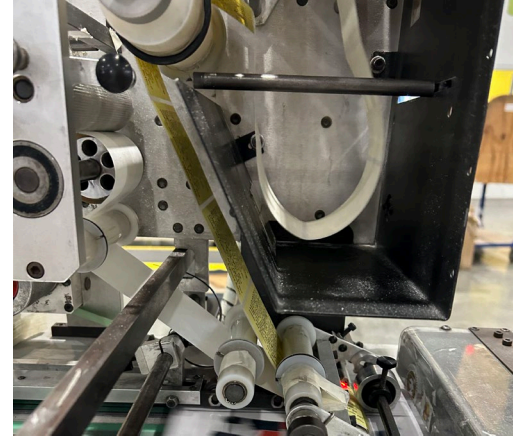


## Bindery & Finishing:

► Once an item is printed/imaged, the bindery process follows. Bindery will take the printed item from rolls down to a complete component. When an item is personalized and goes through bindery, it is imperative that the order is kept as it comes off the equipment. Other items also run through this step. Folded BREs are an example of a non-flatwork component that would run through bindery if the project called for it.

# Affixing:

► Stamps, labels, and post-it notes are just a few of the items that can be machine affixed to a mailpiece. This also includes multi-stamping, personalized labels, mailing tabs and membership style cards (both personalized and generic).





# Insertion:

► An insert proof is created with all components in the order of insertion for final approval. This sample is typically a scanned PDF that includes full scans of each component along with a fanned sample that confirms the insertion order of each component. This live piece, once client approved, will be included with the final workorder that is released to the production team for insertion. This sample helps the QC teams and production staff review in real time while the project is in progress.

► If live approval is required prior to releasing the mail, this is when that live sample would be pulled to provide to the client. Some are scanned and some are shipped sealed. It is based on the SOP of the project.





## Logistics:

- ▶ Once the project is complete and staged for mail, the logistics are arranged based on the specified mailing method of the project. This can include local entry delivery, e-induction dropship destinations, commingle pickup/delivery, to name a few.
- ▶ If you are managing a new project, it's never a bad idea to double check the delivery plan. However, it typically is under the mailshop's scope of work to manage the project fully including the logistical side.





# Thank you!

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