

WHEN CLIENTS ASKED US TO EXPAND OUR SERVICES, WE HEARD “SET A NEW STANDARD”



From the start, INTEGRAM did not set out to be a one-stop, full-service mailshop. Our clients, though, made it clear they wanted more and more services at the level of quality we deliver.

And as our services grew, we came to realize there's a lot to like—for professionals like you—about a full-service mailshop that offers you a single contact person who oversees all your direct marketing projects. And who is backed by a team of experts in the areas of production operations and management, data management, and creative services.

Details are nailed. Deadlines are hit. Questions get answered. And, best of all, you build an ever-closer relationship with a direct response pro who knows your goals and how to help you reach them.

And that's an especially valuable reality when it comes to INTEGRAM, because we're innovating all the time, and we only partner with printers and other support firms who commit to similar constant improvement. So when you ask your INTEGRAM customer service rep “what's new?” you should expect to hear something you need to know...and will be excited to use!

That's what INTEGRAM's clients were after when they asked us to expand our services: New services of stand-out quality...that get better and better at every opportunity.

And that's why we hope you will see us, not as a typical full-service shop, but as dedicated, innovative, cutting-edge specialists in every service a mailer needs to succeed!

INTEGRAM Creative and Strategic Planning is about meeting goals and maximizing results

Because INTEGRAM has a long history of doing more than what's expected—and driving greater-than-expected results—our clients often find it valuable to



INTEGRAM's Data Mining services will help you know your customers better than ever before. You'll unearth patterns of behavior that point to opportunity.

meet with us and discuss their goals. When you're out to get the greatest possible return from your marketing budget, you'll want to know about innovative approaches that drive results...ASAP.

Or you may simply wish to brainstorm with us to come up with something new and cost-effective. For instance, we took a prescription bag concept used for a non-profit clinic mailing, put our heads together with a client, and created a new twist for a political campaign mailing.

The result was an award winning package that continues to pull generous donor response.

INTEGRAM Data Mining can reveal promise, patterns and profits

At INTEGRAM, we've always been on the forefront of technological innovation, so database management has always been a forte.

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That means you can always turn to INTEGRAM to extract exactly the data you want from your database, and prepare it for mailings with state-of-the-art efficiency.

To extract even more value from your data, have our data mining experts analyze your database in depth. We'll identify hidden veins of information and suggest how best to capitalize on its potential...often to an extent you may not have known was possible.

You've been collecting data for quite a while. Now turn to INTEGRAM to help you mine it, refine it and provide you all the hidden value it holds.

Our production experts can lead, follow, or get out of the way

If you're an experienced production pro who prefers to deal with peers and have projects cruise effortlessly to completion, INTEGRAM is your ideal choice. We work with many production managers at top direct response agencies, and are happy to step up when they want to delegate...or step back when they wish to manage more directly.

We're also happy to guide—or fully manage production for—client contacts with more limited production knowledge. If you're a copywriter, graphic designer, or communications manager who needs hands-on help with choosing formats and achieving production efficiency, INTEGRAM's experts can be there at every step.



You may be an expert in direct mail production, or you may be only learning the ropes. INTEGRAM will offer as little or much help as you need to succeed.

INTEGRAM adjusts its level of help to your level of need—to ensure your success

You may already know that many other mailshops demand expert production preparation from their clients. They'll produce what they're provided and look to you to cover the cost of corrections.

At INTEGRAM, we'll look over everything when it comes in the door, get back to you immediately if there's a problem and fill you in on the most efficient solution. And, of course, offer any other help you may need to avoid further problems.

We're more than experts in postal regulations, we're USPS pioneers and guinea pigs

Through most of our history, INTEGRAM has been located across the street from a major National USPS evaluation and processing facility in the Washington DC suburbs. So we were the first mailshop in the United States to utilize barcoding as part of that technology's initial testing process!

Today, we continue to have that same very close relationship with the people who determine whether your mailing mails, and at what rates. So if you're looking for a mail shop that truly knows postal regulations, look to the one the USPS has turned to, time after time, when testing its technologies and regulations.

INTEGRAM also offers turnkey production and brokerage services for all types of projects

For over 20 years, INTEGRAM has been procuring outside services from providers whose passion for excellence matches our own. In 2010, we launched our own business unit dedicated to outsource solutions. We've staffed up with some top notch expertise in the area of production brokering that has produced impressive results in efficiency and cost savings for some of our clients.

So whether you need a production pro to step in, now and then, when your on-staff production manager is overloaded; a constant, always dependable team to handle all your projects and free up your internal resources; or something in between, INTEGRAM is ready to respond. Turn our way for your most complex

production packages. Roll to roll. Four color. Self-mailers. Voter mail. In-line. And all the rest. Delegate with confidence. And move on to the next task on your list.

From the first time you turn to INTEGRAM, you'll see that our staff is focused on ensuring your success in every way we can—and so we keep adding to our full range of services to ensure that each offers unrivaled and ever-improving advantages.

Call INTEGRAM today, at 1-800-732-4138, and let's talk about what you could accomplish by working with a full-service mailshop that never stops developing new ways to increase your competitive advantage.



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INTEGRAM is Ready to Respond. Call now: 1.800.732.4138!