

# HAND-ASSEMBLED PACKAGES HAVE MORE PULL WHEN INTEGRAM PUTS THEM TOGETHER



If you've heard that mailing unique, hand-assembled packages often pays for itself in a big way, you've heard right.

From dimensional—"lumpy"—mail to complicated match mailings to "personal" mailings with handwritten notes, mail that's been processed by hand will always stand out from machine-processed packages.

That means it will be opened more often than conventional looking mail, and almost always generate more response. The key is to balance cost on your one-of-a-kind package to maximize profitability.

Turn to INTEGRAM with that in mind, and our experienced professionals will help you plan for maximum success.

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## The best place to mail exceptional packages is to exceptional audiences

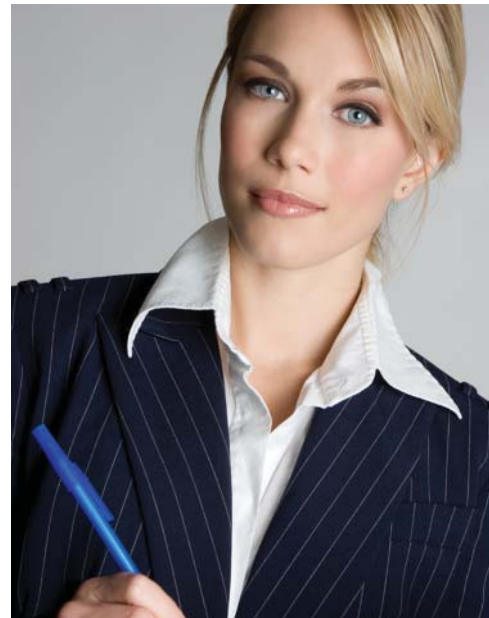
There are times when mailing tens of thousands of elaborate, multi-match pieces makes perfect sense. And hand-assembled mail campaigns of over 100,000 are not unusual. When you need "that personal touch" for a major mailing, INTEGRAM is the place to turn.

Equally exciting are the results we've seen from smaller quantity, extra-personal packages targeted at premium audiences.

Many B2B companies have relatively short prospect lists, and their mailings must stand out in big ways in C-level suites. If yours is one, you'll want to meet with an INTEGRAM strategic pro to hear about boxes we've packed with memorable surprises, and how well those campaigns worked.

You'll also want to discuss how telemarketing augments such an effort, because the key to that type of campaign is to let each prospect know how determined you are to serve them, and how much you believe their needs perfectly match your offerings.

Handwork-based campaigns can get businesses in the doors of their most desired prospects. They can make the difference in gaining access to major donors. Mailed



*People like to be appreciated. A package from INTEGRAM's handwork department says, "Here's something special for you!"*

in larger quantities, they can catch prospects' eyes in an overflowing mailbox. Or make 100,000 prospects notice your personal appeal.

The key is to match the creative effort with the audience. And keep the production costs well in line with the potential rewards.

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## Dimensional mail makes a clear statement: Here's something special for someone special

It's not hard to understand why "lumpy" direct mail packages are, upon arrival, opened far more frequently than flat mail packages: They look like gifts, and they show that someone, somewhere, has made a special effort to send more than what's expected.

No one wants to throw away something of value, so mailed boxes, tubes, padded envelopes and the like always warrant a peek inside. The key, at that point, is to make sure what's inside is also a bit unexpected,

*(over, please)*

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*INTEGRAM keeps a warehouse full of tubes and boxes on hand to make your next mailing extra-special and sure to engage.*

and INTEGRAM's dimensional mail experts have plenty of ideas and success stories to share.

Get in touch with an INTEGRAM customer service rep today, and learn more about how "lumpy" mail can earn you incredible ROI in a flat-mail world.

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### **Multi-match mailings get attention... and demand attention-to-detail**

Personalizing multiple pieces in any mailing shows recipients that you value them as individuals. It delivers pleasing, favorable impressions. And it makes it much easier for the recipients to respond.

It also means the packages must be hand-assembled by detail-oriented individuals intent on delivering perfection.

At INTEGRAM, many of our hand-assembly experts have been with us for well over a decade. Over that time, their work has continuously met our exceptionally high standards, and that has kept many of the country's most demanding mailers coming back year after year.

Turn our way for fast, affordable hand assembly with the greatest possible attention to detail.

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### **Hand-addressed and hand-signed letters pull in prospects and push results**

At a time when most direct mail is completely machine-produced, a simple, hand-addressed envelope—with multiple hand-placed stamps—can really stand out.

Add in a hand-signed letter in blue ink, and you'll show your recipients that you value them enough to send a truly personal appeal.

It's a technique that many of our clients have used again and again, and we highly recommend testing it to those in your audience whose attention you most value.

**When the INTEGRAM handwork team goes into action, clients get mailings that really stand apart. At a time when so many production processes are automated, there's nothing like the human touch to get your mailing noticed.**

**So talk with your INTEGRAM mail expert—at 1.800.732.4138—about why top national mailers turn to our handwork department over and over, entrusting us with the details of their most crucial mailings.**

**And just how much expertly prepared hand-assembled packages can mean for your direct-mail success.**



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**INTEGRAM is Ready to Respond. Call now: 1.800.732.4138!**