

“IT’S ALMOST LIKE THE U.S. POSTAL SERVICE IS TRYING TO LOSE MY BUSINESS. HOW CAN I AFFORD MY ANNUAL MAILING WHEN MY POSTAGE COSTS HAVE NEARLY TRIPLED FROM LAST YEAR?”

SITUATION

A major non-profit institution located in the Northeast was preparing to do their annual recruitment and fundraising mailing to thousands of members of the general public.

Having done this mailing every year for the past several years, they felt ready and organized, but not being frequently direct mailers, they were not prepared for the postage increase.

ACTIONS

- + Synergem, having been the vendor of choice for this project in previous years, had already anticipated the arrival of this year’s project and the new postal complications.
- + Synergem presented the client with several new options that maintained the design integrity of the customer’s mailing, but better adhered to the USPS’s new size requirements, thereby keeping the price increase to a minimum.

RESULT

“It’s not our business to know the in’s and out’s of all the postal regulations, but it is integral to our organization that we are able to mail out materials. If it hadn’t been for Synergem’s knowledge and forethought, we might not have been able to afford to mail our project, and we certainly would not have made our deadline.”

PROJECT ELEMENTS

- + Project Management
- + Packaging Design
- + DVD Replication
- + Custom Printed Packaging
- + Fulfillment
- + Postal Prep & List Management
- + Distribution

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