

See how Direct Mail can help
your business grow **faster!**



Get to Pole Position

In today's tough economic environment it seems we are all running faster and faster just to stand still!

In the competitive markets in which most businesses operate, creating or accelerating growth is a major challenge.

It is certain that effective promotion and marketing of Products or Services is essential if a business is to maximise its potential.

Direct Mail is widely accepted to be one of the very best ways of presenting a marketing message.

'As any Racing Driver will tell you the way to win a race is to achieve Pole Position from the start'



A Flying Start

Different businesses will argue about which advertising medium delivers the best results. Real life experience and marketing professionals agree that *well managed, original and targeted* Direct Mail campaigns prove most effective.



Considered against other media, nothing has the immediacy, precision or controllability of Direct Mail.

Direct Mail provides the opportunity to test target markets with small distributions. Offers, Content and Pricing can be amended as a result of feedback to produce a more effective Mailer.

Once the marketing tests have been carried out a Mailing Campaign can then be sent in batches and managed to match the ability of the business to handle the volume of leads generated.

'by choosing Direct Mail as part of a marketing and advertising plan a business can ensure it is off to a Flying Start'

Superior Technology

A modern racing car is a triumph of technology and unique in design, aimed at achieving peak performance in a tough environment.

In determining our approach to Direct Mail and the service we provide, we considered what you, our client, wanted and what would benefit you most.

We can provide and fulfil short runs, as well as bulk mailing capabilities quickly.

Our machine set-ups are typically achieved in a quarter of the time of our competitors, which means that we can react and take on the smallest of Direct Mail Campaigns economically

Our production operation includes: Machine Enclosing, Hand Enclosing, Polywrapping and the provision of Printed Inserts as required.

‘man and machine in perfect harmony’



Teamwork, the key to success

The key to our success in Direct Mail operation lies not just in superior technology but also with the services provided by our whole team.

Data Processing

We offer a comprehensive range of data creation and cleansing services, ensuring that we avoid wasted resources and comply with current legislation.

We can carry out automatic data cleaning or contact people to verify details if required. In every case the goal is to minimise the amount of ineffective mail and maximise return on your investment.

Database building

Mail Preference Service checked,
De-duplication Data checking
List Creation and Provision
Verification and Qualification
Data Entry

Laser, Inkjet & Digital Print Personalisation

The degree of personalisation we can provide ranges from the most basic to the most sophisticated!

For example in its simplest form we can overprint each envelope with a different address. Or we can laser print a fully personalised letter to each recipient.

Exploiting the possibilities of Digital Printing to the full, we can even produce mailings with your customer's name embedded in a photo!



Teamwork, the key to success

Postal Service

By pre-sorting mail, we are able to offer substantial reductions in postage.

The level of discount available will depend on a number of variables, such as data quality, numbers and weight of the mailshot as well as the geographical area for circulation.

A choice of postal companies is also available, which ensures competitive pricing.

Storage and fulfilment

We provide storage facilities for printed literature to be included in a mailout campaign. This allows for a managed roll out of small batches of mail.

Printing Capabilities

Our Direct Mail operation is supported by our fully integrated printing capability.

Whilst you can use our Direct Mail service exclusively, many of our clients see the services as complementary. There are clearly many logistical advantages in allowing us to carry out your Fulfilment requirements from Print right through to Mail.

Quality Control

Each stage of our Direct Mail operation is quality controlled by our adherence to ISO 9001 and ISO 14001, which ensures our offer is second to none.

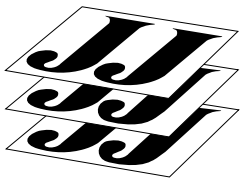
Audit reports are available to identify how each Direct Mail campaign was conducted from start to finish.

We believe we provide a service which is second to none and would be delighted to be trusted with your next commission.

‘We pride ourselves in the support our team provides’



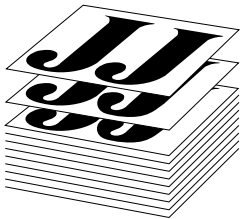
See how much faster **your**
business can grow with
JJ Direct Mail!



JJ Copyprint

49 Station Road
Winchmore Hill
London N21 3NB
020-8360 9403
Fax: 020-8364 0222
info@jjcopyprint.com

www.JJCopyprint.com



Call us now

For a competitive quote and to
experience this full marketing
solution call free:

08000 561 395

or email: directmail@jjcopyprint.com

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