



Mike Stempien

## May I have a word?

During my years in the printing industry, I have various reactions to pundits who have predicted the death of printing or the impending failure of printing businesses. I must admit that when I heard the first gloomy prediction, I did stop to think whether it really did apply to me. Turns out it didn't - and here's why:

We don't sell printing. What we do is help our customers sell something to their customers. Or communicate with their members. Or explain how to do something or how something

works. Putting marks on paper is incidental to the real job of providing a valuable service to our customers.

Our job is to be what you need us to be - an on-call addition to your sales and marketing department, a generator of ideas, a presenter of options, a source for promotional items, a business partner that helps you get what you need done to be successful. Oh, and also a darn good printing company!

Sincerely,  
Mike Stempien  
650.377.0700

**Need help with Promotional Items or Holiday Gifts? Call Linda @ 650-377-0700**



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Or**

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Standard  
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**PAID**  
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## The Idea Corner

Recognizing the renewed interest in traditional direct mail, the United States Postal Service has launched a program called Every Door Direct Mail (EDDM). Specifically designed for businesses whose target audience is within a compact geographic area, EDDM doesn't require a mailing list and offers a very low postage rate - currently 14.2 cents per piece mailed.

EDDM was made possible by a change in postal regulations to allow the use of simplified address format (Postal Patron or Residential Customer) for saturation mailings on city routes. A saturation mailing is a delivery to every address on one or more carrier routes or an entire ZIP code. Using Postal Patron tells the letter carrier to deliver to every address; Residential Customer) signals delivery to every household.

There are some requirements for the size of the mail piece and for the address panel. To learn more and to see whether EDDM could benefit your business, contact us for more information.



# PRINT TIPS

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## PRINT: A VALUABLE PART OF YOUR MARKETING STRATEGY

Turn the clock back a few years to the early days of e-mail marketing, social media and mobile communicating, and you'll find many predictions regarding either the death of print or declarations of its future irrelevance as a sales and marketing tool.

Now, after almost of decade of experience with these new communication technologies, we know that they are adjuncts to print, not replacements. Consider these case studies:

- **Ryder System, Inc.** Ryder System, Inc. is a Fortune 500 company that provides transportation, logistics and supply chain management services. Its flagship division, Fleet Management Solutions (FMS), provides leasing, rental and programmed maintenance of trucks, tractors and trailers to commercial customers. Sheryl Pattek, a marketing executive for Ryder FMS Marketing, considers print to be part of an integrated communication system. She uses "tried-and-true print communications along with the latest online marketing techniques for a truly multi-channel strategy that drives organic growth."
- **Google:** In January 2010 Google promoted its Google Apps Premier Edition by mailing a paper-based Savings Calculator to CIOs. In March it mailed a four-page overview of tips on using Google Adwords to business owners, and periodically it also sends a discount card for Google Adwords.
- **Yahoo!** In August 2010 Yahoo! used direct mail to tout the benefits of banner and display ads.

If these large companies with sophisticated marketing strategies are turning to direct mail, shouldn't you be, too?

### Competition for attention

One fact about Internet-based marketing stands out above others: the sheer volume of messages sent and received daily. Unlike traditional direct mail marketing that requires planning, a mail list, a mail piece and incurs a cost for postage, Internet-based marketing is accessible and cheap. Traditional direct mail marketers suspected that this might ultimately degrade the effectiveness of Internet-based marketing, and this now appears to have happened.

Junk e-mail, also known as unsolicited bulk e-mail (UBE), has grown to be a much bigger problem than unsolicited advertising mail. According to Josh Halliday, a media and technology reporter for the Guardian, billions of spam messages are sent daily. In addition, spammers are beginning to infiltrate social media sites where it is easy to set up a realistic-looking profile.

All this decreases the effectiveness of Internet-based marketing. E-mail users employ firewalls and spam filters to block messages from unknown sources - which also blocks e-marketing from legitimate businesses - and they are growing more skeptical of some messages coming from known sources.

### Full color printing

Whether used for direct mail marketing or for sales collateral, full color printing is now within the budget of any business or organization. There are two ways to produce full color printing: using an offset printing press or using a high speed digital laser printer. Advances in



### Our Products:

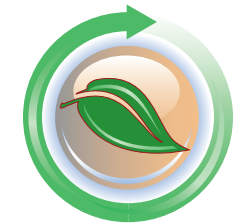
- Business Stationery
- Newsletters
- Postcards
- Training Manuals
- Mailing Services
- Promotional Items
- And Much More

### Our Services:

- Offset 2 & 4 Color Printing
- High Volume Digital Copying
- Graphic Design Needs
- Free Pickup & Delivery



Have a smart phone that is QR code ready? Simply Take a photo of this code to contact us now.



**Production Notes:** This issue of Smart Print Tips is printed digitally on New Leaf Imagination 100% Recycled, 100% post-consumer waste, processed chlorine free, Green-e Certified, Forest Stewardship Council Certified to make a statement that represents our environmental conscience.

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