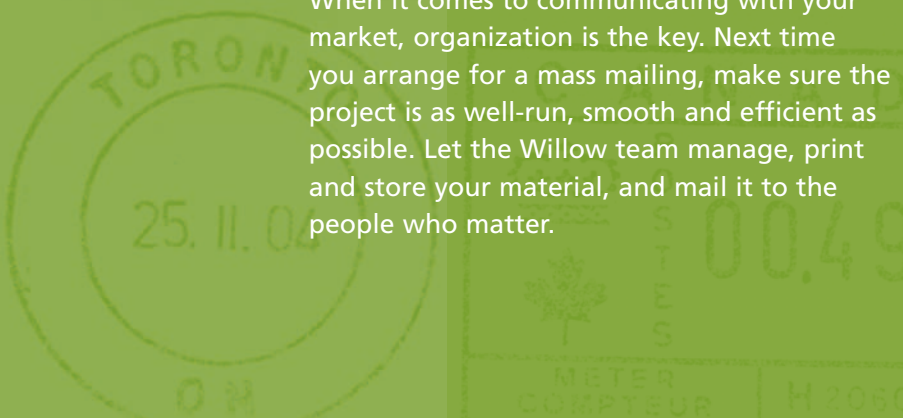




synergize your **direct mail** programs,
energize your business!

When it comes to communicating with your market, organization is the key. Next time you arrange for a mass mailing, make sure the project is as well-run, smooth and efficient as possible. Let the Willow team manage, print and store your material, and mail it to the people who matter.





Does the Left Hand Know what the Right Hand is doing?

When you split your printing and mailing between different teams, anything can happen. Whose job is it to know every little detail about ever-changing postal regulations? Ours. Who would know that 4mm over the standard size will double the postage rates? Us. Who'll have plenty of cost-saving ideas for design, stock, weight, and size of the piece? Willow will.

We know these things, so that you don't have to!

How did a young, busy manufacturing company end up with 20,000 unwanted brochures?

Because this client ordered 100,000 brochures from a printing company, and sent their mailing list to a mailing-house...who cleaned up the list so it was 80,000 names. The Willow Advantage controls the entire process by analyzing and streamlining your list prior to printing. We only print the precise number of brochures required.



Why did the talented proprietor of a local hotel have to destroy 20,000 expensive glossy postcards?

Because these postcards were printed in an area which Canada Post stipulated be left blank. Money down the drain. The Willow Advantage previews all projects prior to printing, to ensure that the design meets Canada Post's regulations.

solutions





satisfaction

You'll Find it Pays to be Co-ordinated.

Here's what one internationally-known client has to say about our consolidated printing/mail-out services:

"Willow is always coming to the table with cost-saving recommendations for more efficient, effective ways of producing our communication pieces. Your consultative style has allowed us quick turnaround in addition to increased value.

We were extremely impressed when you printed and mailed our Quebec postcard mailer (which had seven different backs!) within less than 36 hours! In another case, Willow's recommendations saved us \$18,000 just in postage."

Another high-profile client writes:

"Recently, Willow managed our full mailing/fulfillment needs to a select database. It was a pleasure dealing with the Willow team on this initiative. Willow successfully managed the project from start to finish, in turn saving me a tremendous amount of time. It's been great working with Willow; you get the work done cost-effectively and efficiently."



fulfillment

It's Quite Simple.

At Willow, we want to be your single source partner for print, inventory management and distribution. When one team takes on the entire fulfillment process, from printing, to database management, to mail-out, you save shipping costs between print supplier and mailing house...and there are so many other economies along the way.

For example:

- We can recommend the most efficient print size and stock, to save you postage costs.
- We can safely and efficiently store your print pieces until they're ready to go.
- We will ensure that your printed pieces meet ever-changing Canada Post regulations.
- We can even design your mailing from the ground up using our talented in-house designers, so that the creative makes the very best use of our print techniques... and looks fabulous.

responsibility



No More Finger-Pointing!

There's another 'r'-word on top of 'reduced costs' – and that's 'responsibility'. When you work with one team of dedicated print and mailing experts, you benefit from the highest level of accountability and direct involvement with the project as a whole. Another Willow Advantage – an end to excuses!

Contact us to learn more! Remember: one partner means greater commitment to the job, greater efficiency, and substantial cost and time saved. Get Willow's team behind your next direct mail or fulfillment project. Call or email us soon!



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