



Advantages of Outsourcing Mailing to Your Printer

A select number of printers are starting to offer on-site mailing services. These printers are able to take your electronic file and handle the entire printing and mailing process. The biggest advantage is that this person can help make sure you are following Postal regulations before you print. There are a number of advantages in single-sourcing your direct mail piece to someone who can provide both printing and mailing services.

1. Paper and mailer mockups can be tested for acceptable thickness, background color, flexibility, rigidity and barcode print tolerances.
2. Your printer can make sure that identification marks and barcodes for reply mail are appropriately applied.
3. Mailers can be reviewed for automation compatibility and rates before they are printed.
4. Customers save time from not having to go to multiple locations for each mail campaign.
5. Size regulations for both the mailer and reply card will be followed.
6. Printers can offer helpful tips, such as using variable data (or customization) on one side of the card to save costs.
7. Layout and fold lines will be accurate so important information, such as barcodes, will not be cut off.
8. The piece will be designed with mailing requirements in mind. For example, the address will align correctly with the logo and variable text imaging will not be laser printed.
9. Use of consistent font treatment.