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Shipping & Mailing
Print and Mail Production Management

A smarter print-to-mail approach.

When you start each job with plain white paper, the possibilities are endless.
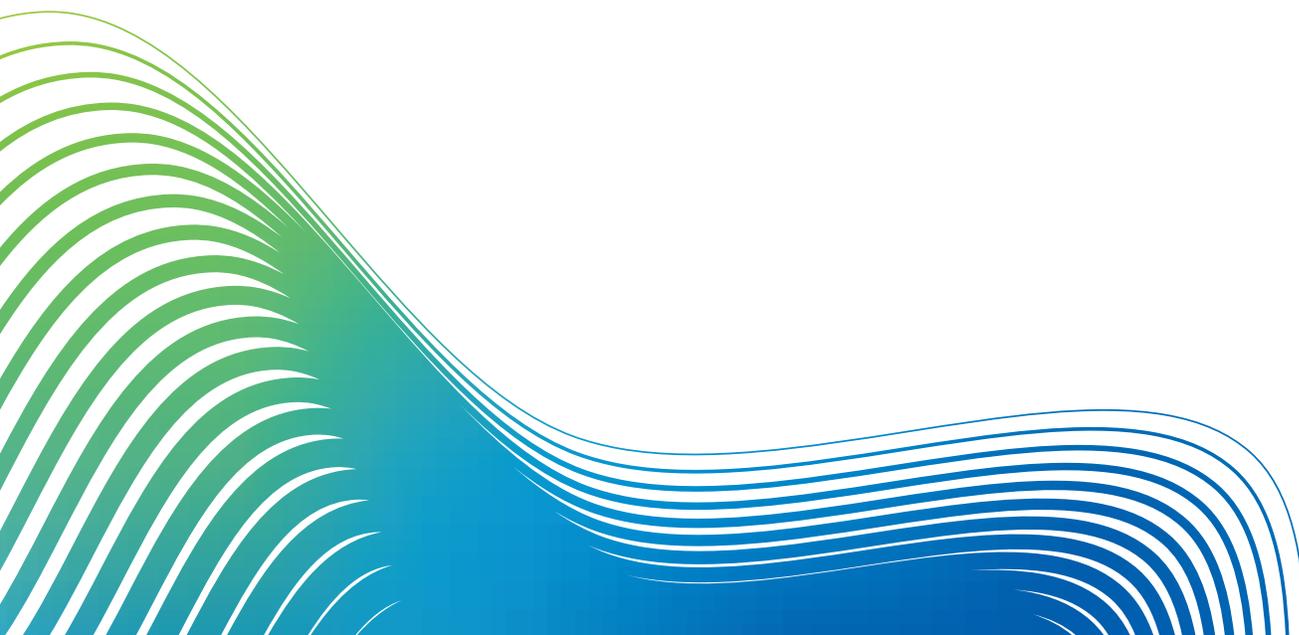
Start fresh.

In the midst of tweets, posts and digital apps, consumers open their mail. They trust its contents, prefer the privacy and appreciate the relevance.

That's why mail innovation is still a priority. Digital technologies have streamlined mail production, and firms now produce mail with more personalization, color and impact. Leading the way is a concept known as a White Paper Factory environment.

This end-to-end approach integrates every aspect of mail production, from data to delivery. It offers greater efficiency, productivity and performance at every stage. While its sounds complex, it starts with a plain white sheet of paper. You don't need to transform your operations all at once. Simple steps can yield big rewards.

Five steps toward more profitable results
- Eliminate pre-print
- Print multiple jobs in one run
- Add color and relevant offers
- Personalize on the outside
- Create envelopes from scratch

Five steps toward a more profitable, productive mail operation

01. Eliminate pre-print.
Pre-print adds cost and time to every job. You have to calculate quantities in advance, print color shells, ship materials, then manage an inventory of multiple forms and inserts.

That all goes away with the White Paper Factory approach. You'll start every job with plain white paper. Variable data printing does the rest.

• Create forms and inserts on demand
• Combine data, content, personalization and color
• Automate processes in one highly efficient workflow
• Eliminate waste due to document obsolescence

With no need to manage inventories, you can update forms and respond to compliance changes instantly. Personalize every aspect of every component, adding color to boost impact and response.

02. Print multiple jobs in a single run.
When you start with plain white paper, anything is possible. Variable data print gives you the flexibility to combine several mailings into a single production file. Merge printstreams. Consolidate mailings. Generate larger print runs that lower your cost-per-piece.

• Standardize inputs
• Eliminate job changeovers
• Combine multiple mailings to the same household
• Reduce print and paper costs
• Presort files prior to printing
• Maximize postage discounts

Your entire organization can take advantage of this capability. Smart software solutions redirect one-off mailings, like those generated in a call center, to your high-speed production facility.

03. Capitalize on color.
Customers open and read their bills and statements. When you add color, you can turn transactional mailings into personalized experiences that engage customers, sell new services and increase satisfaction.

Color print is faster and more cost-efficient than ever before. Data analytics provide greater insight. Combine these capabilities with variable data print to:

• Add clarity to bills and statements
• Reduce call center inquiries
• Accelerate payments
• Improve response rates
• Grow revenues

04. Personalize on the outside, too.
The benefits of plain white paper aren't limited to forms. You can take the same approach with envelopes. The result: less waste, greater agility and higher open rates.

• Eliminate pre-print and associated costs
• Personalize OEs and BREs in production
• Add one-to-one messaging
• Modify return addresses instantly
• Print barcodes, addresses and messages in a single pass
• Shift between black-and-white and full-color

05. Create envelopes from scratch.
Looking to save more? Eliminate pre-fabricated envelopes altogether. Specialized wrapper technology crafts envelopes on the fly as part of your production cycle.

Print on plain white rolls of paper. Watch as they are folded in-line to create professional envelopes. Wraps can be configured to produce scallop flapped, closed-faced or windowed envelopes, all with the same look and feel as traditional options.

• Reduce materials costs by 20 percent to 40 percent
• Eliminate inventory and spoilage expenses
• Personalize in color or black-and-white

Putting it all together

A health insurance company wants to combine multiple Explanation of Benefits in a single envelope. They'll use 100 percent variable digital color print to clarify information and highlight payment due dates. And they'll add tips to improve wellness based on personalized information related to the member's health.

Benefits of this White Paper Factory approach include:

• Lower print and postage costs
• Reduced call center inquiries
• Accelerated payments
• Improved member engagement
• Stronger business results
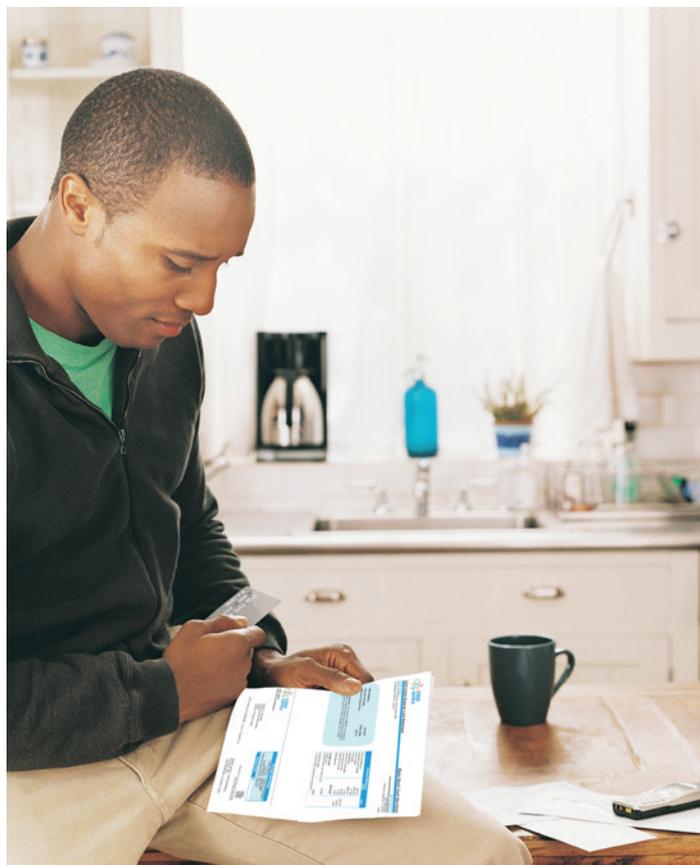
A smarter print-to-mail approach.

Find the solution that's right for your operation.

You may want to implement one of these five steps. Perhaps you'll pursue several enhancements at once. Either way, you should identify who can help you implement changes across the entire print-to-mail process.

• **Get beyond the machine.** Work with solution providers who can identify where hardware, software and staffing work best to improve results.
• **Ask about results.** Look for a proven track record across key metrics:
  – Service-level agreement (SLA) achievement
  – Reduced total cost of print and mail
  – Improved presentation and personalization
  – Increased revenue and response
  – Decreased customer-service inquiries
• **Go lean.** Work with experts who understand lean manufacturing principles. Emphasize production-intelligence software that can combine jobs, optimize postal sort order, maintain integrity and provide visibility into each mailpiece at every stage of production.
• **Think big picture.** Select a provider that understands both print and mail. Some offer solutions for just print or just mail, but you'll realize the biggest benefits when you can integrate print and mail in one seamless process.
• **Focus on the customer.** No matter how effective your mail is, it's only one aspect of customer engagement. Choose partners who can help you bridge the gap between physical and digital communications to deliver consistent experiences across every interaction.

More personalization. Lower costs. Bigger impact. The demands for mail improvement will only grow in the year ahead. The White Paper Factory approach represent a smart step toward better results. Getting started is easier than you think, and we can show you how.

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