

PRONEWS



PROLIST
DIRECT MARKETING SERVICES



January 2019

ProList's Completely Digital Solution

Envelopes?! We don't need no envelopes!

Well, OK, we do need an envelope – but we can print it for you.

The line between “printer” and “mailer” continues to blur. Today, ProList can provide a complete digital print package option for our customers – our Konica-Minolta KM-1 sets the standard for cut-sheet digital presses, and now our newly added iJetColorPlus Digital envelope press brings the flexibility of full color personalization to envelopes – even padded jiffy bag mailers. More and more projects we are asked to produce these days can be done entirely digital, and all in-house, printed on plain paper and envelopes. Good for us – good for you, too! Benefits for you:

- More opportunities to personalize, in color. Personalization builds response;
- More efficient work flow – fewer vendors, fewer processes – makes better use of your time;
- Cost effective – because personalization, addressing, and printing are done in combined operations, even highly personalized packages can be more affordable. We check the production and cost statistics all the time: In moderate quantities, full digital packages are often less expensive than more generic offset printed packages;
- No waste = no print overruns required, thank you. You print exactly the correct quantity for your list. Waste is not quite zero, but it is much lower than traditional printing/ mailing processes.

ProList has made an ongoing investment in this next generation technology to deliver digital production services. Our most recent additions include:

- **Konica-Minolta KM-1.** This state-of-the-art digital cut sheet press is the heart of our digital operations. Print quality is virtually indistinguishable from offset, and the press works on a wide variety of substrates, including return address labels, card stocks, and even plastic and canvas. Of course, it's great for post cards and self-mailers, but many clients also don't need to supply letterhead anymore – we can print the whole letter – letterhead, personalized text, even a photo or two – in a single pass.
- **Printware iJetColorPlus envelope press.** This new press brings the

same full-color personalization capabilities to envelopes. Now you can create a full color, fully personalized carrier in a single pass. Even jiffy bag mailers, and larger envelopes run through it smoothly and efficiently.

- **Modern bindery.** ProList has assembled an advanced bindery to support all of these print technologies;
- **The software and knowledge to support them.** ProList leverages some of the most advanced software products in the industry – from Quadient Ignite and Virtual Systems, along with proprietary programs, and decades of industry experience, to provide the project control required to deliver a seamless direct mail production experience to our customers.

ProList's technology and experience now brings state of the art production options to those of you interested in producing moderate mailings of up to 50,000 pieces in a highly flexible and efficient production environment.

For your next project, consider going all digital at ProList!

Contact us to learn more! Jeff Thomas, VP of Sales and Business Development jthomas@prolist.com or Sylvia Taylor, Director of Marketing and Client Relations staylor@prolist.com .

Informed Delivery Gains Momentum

September Promotion Looms Large

Hunks of the federal government may be closed, but it's pretty much party time at the US Postal Service. Not necessarily the kind of party you would want to go to, but nonetheless they're having fun. They have some Governors, and the PRC and Office of Inspector General have been furloughed. Mom and Dad aren't home, so the promotions are flowing! I'm surprised they didn't take this opportunity to throw in another rate hike.

It's pretty much a sure thing that the Informed Delivery promotion is going to be the Postal news of the fall. It's easy to participate in, you get 2% off on postage, and you get to test a pretty cool service – Informed Delivery. It even works with comminglers.

Consumer participation continues to grow, with nearly 15 million subscribers, and 10 million email-enable users. We are consistently seeing email rates around 10% and open rates over 60%. The most telling sign we have seen is that very few customers do an Informed Delivery campaign and then stop. They are delighted with their ROI.

ProList, and our digital marketing partner SnailWorks, have made ID very simple to participate in. New reporting now tells you exactly how your campaign is doing – showing how many of your recipients are participating in ID, how many are getting an email, who is opening and clicking. Detail reports

match this back to the specific recipient, so you can see exactly who is participating. We have customers treating these highly-engaged prospects as multi-buyers, and sending additional efforts to them.

Registration for the Informed Delivery Promotion starts on July 15, and the promotion itself runs September through November. This is a great opportunity to save on postage during your heaviest mailing season. In the long run, we think the response boost you see from ID will outweigh the 2% discount, but hey, 2% is still pretty sweet.

Contact your sales executive or project manager to get started!

Be sure to visit ProList at **AFP ICON 2019** in San Antonio, TX, March 31 – April 2, 2019. Stop by and see us at Booth 352. To schedule time for an appointment in advance, just let us know that you'll be attending the show and we'll be sure to block out time. Email Sylvia Taylor: staylor@prolist.com for more information or to set up a time. Click [HERE](#) for more information on the conference.

To learn more about ProList on our website visit: <http://www.prolist.com>

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