

PRONEWS



PROLIST
DIRECT MARKETING SERVICES



April 2019

Decals, Labels, and Cards – Oh My!

I didn't know you could print *that!*

Adding digital color printing to our bag of tricks at ProList means a lot more than printing color letters and self-mailers. In support of our Konica-Minolta digital color press we have added an array of bindery options. It's a great combination – the KM-1 will print on almost anything – our bindery equipment will turn it into anything.

Our newest acquisitions include:

- A Rotary Die Cutter that allows us to cut items into pretty much any shape you can imagine – rounded corner membership cards, cut-outs, labels;
- Automated Creaser/Folder creates high quality creasing and folding of heavy stocks;
- Smart Slitter – adds to slitting and perforating capabilities with extremely precise JDF Workflow control.

What does this mean to you? You now have access to a whole array of printed products for direct mail packages or other uses. Some of the things we can create using the KM-1 digital press and new bindery capabilities:

- Decals;
- Bookmarks;
- Membership cards;
- Menus;
- Labels in almost any format;
- Greeting cards
- Tyvek racing bibs.

And because it is being digitally printed, anything you print has the option of being fully personalized.

So let your imagination go wild – we can probably print it!

Like to learn more? [Contact us.](#)

Are You Ready for the Informed Delivery Promotion?

The Postal Service is starting to solidify plans for the Informed Delivery promotion coming this fall. We know the basics, although some details are still being worked out. The basics:

- Discount amount: 2% discount on postage for mailed amount, taken at time of mailing;
- Promotion runs from September 1, 2019 through November 30, 2019;
- Promotion registration begins on July 15;
- Eligible mail: First-Class letters and flats, USPS Marketing Mail – regular and nonprofit letters and flats;
- Ineligible mail: Priority Mail, Parcels, EDDM, Carrier-route saturation mail;
- Comingle mail: Can be included if separate postage statement is created.

A couple of significant changes to Informed Delivery are included in the proposed rules:

- The Representative Image (if used) must “closely resemble” the outside of the mail-piece;
- On the ride-along image, the call-to-action cannot “encourage elimination of mail.” The example they give of a verboten CTA is “Click here to pay online.”

There is a lot of fine print and rules beyond that, but ProList can handle those for you.

We do not encourage waiting until the last minute to get ready for this promotion. Informed Delivery is working today at boosting response rates and brand awareness. ProList is experienced with the program through our digital marketing partner SnailWorks – they’ve done hundreds of campaigns already.

Make Informed Delivery part of your direct marketing today. [Contact us](#) to learn more!

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.

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

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