



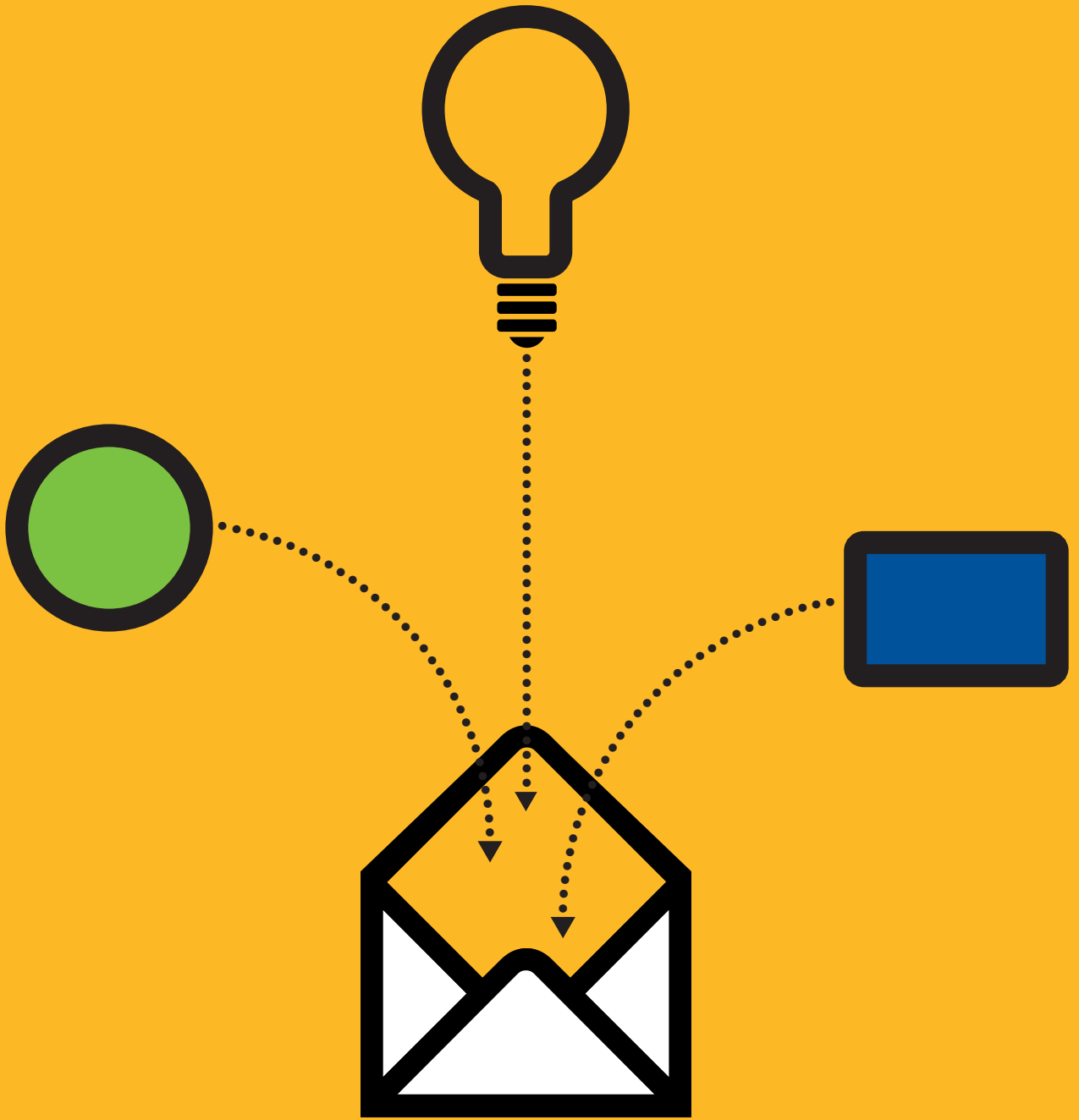
How great ideas get mailed





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How great ideas get mailed

The most successful direct mail program begins with you and ends with MSP.

You've conceived and designed a solid direct mail program. The hook is intriguing. The offer is strong. Now it's time to hand off your great idea for production. When you choose MSP, this is where your hard work can end. Because ours begins.

The direct mail medium is a logistics challenge. But MSP clients know we'll handle every detail, solve any problem, meet their quality expectations and mail on schedule. It's a

level of trust we're proud to have earned and kept for nearly half a century. It's also the reason we've grown to become one of the top direct mail facilities in the country.

When you have a direct mail program, put your confidence in MSP. **We're how great ideas get mailed.**



“I just want to hand it off and know it’ll be done right and mailed on schedule.”

You can count on us. We recognize that MSP is the crucial last link in a marketing campaign you’ve put months of effort into. It’s a responsibility we don’t take lightly. That’s why every potential project is run through a sophisticated scheduling and capacity planning process. We won’t accept a job unless we know with certainty that we can live up to the commitment.

Once a job is underway, these same scheduling tools help us keep the project on track, while an extensive quality checklist and approval system ensures that your direct mail is assembled and personalized correctly.

Our strict quality control and scheduling methods enable us to successfully turn around up to a million pieces a day for a single client and manage 50 to 75 jobs at any given time. So hand off your project with confidence. It’s in reliable hands.

reliable

“We’ve got five inserts, seven versions, all personalized. Oh, can you also handle fulfillment?”

We can do it all. You may not always need the full array of services that MSP offers. But it’s reassuring to know that whatever your direct marketing needs are, today or tomorrow, they can be managed from a single source.

- Print production management
- List and demographic services
- Data processing
- Database management
- Personalization
- Lettershop services
- Logistics support
- Fulfillment services

Just as important as our one-stop resource is the people providing it. MSP professionals bring decades of industry experience to your relationship. And each is provided the ongoing training and tools to be an asset to your project. Our employees are empowered, involved and accountable for meeting your needs and exceeding your expectations.

full service

We're known for thinking outside the box. In fact, we're frequently asked to speak to industry trade associations about our cutting edge technologies and processes.

Innovative thinking has enabled us to develop several one-of-a-kind devices designed to meet specific customer needs. On a broader scale, our computerized data collection system on our shop floor enables us

to know the real-time status of your job. We've also implemented a fully integrated information management system that links every process, from order entry to inventory. As a company dedicated to continuous process improvement, we are always working to enhance quality and cost-efficiency for our clients.

"We have this idea that's never been used before. Can you find a way to do it?"

innovative

"My printer didn't perf the form?"

Don't worry, we're on top of it.

Part of our job is identifying potential problems and solving them before they throw a wrench in your program. It may mean pulling in additional equipment or meeting with your vendors to work out a solution. Whatever it takes, we take the initiative to keep your project on track.

Because we are always thinking ahead and looking at all the factors involved in your mailing, we often bring new ideas to your attention.

We might suggest a way to make your piece more mail-friendly or an envelope stock that could save you money. Working as an extension of your operations, we are always on the lookout for ways to maximize the success of your project.

proactive

“The test mail results are in; we need to change some components before Tuesday’s drop.”

No problem. Clients tell us that one of our most appreciated attributes is the ability to shift gears. To us, it’s never a question. Whether it’s an unforeseen issue or a strategic change, we’ll work with you to get your mailing just the way you want it and out on time.

You’ll find MSP to be flexible in many ways, from the list media we accept to the types of reports we can provide you. We can also move easily from large volume productions to smaller, more specialized pieces.

flexible

We have answers. From the moment you call MSP and a live receptionist answers, you’ll realize that our organization is focused on personal communication. We are experienced listeners ready to hear your concerns and answer your needs.

At the heart of our responsiveness is your uniquely structured service team, which includes a dedicated account manager. He or she works closely with your sales rep and understands your company’s needs as well as the specifics of the

individual project. You are also served by a customer service contact, who focuses on the tasks at hand and coordinates with the production department.

In addition to your personal service team, you’ll have another unique resource when you work with MSP: our Customer User’s Guide. This reference manual provides valuable information about our capabilities along with tips to help your project run as smoothly as possible.

“What if I have questions?”

accessible

**“MSP is our
number one
choice.”**

**There's a reason our clients
stay with us.** Some have been
working with us for twenty or thirty
years. They know MSP is a trusted
partner that will get the job done
right and mailed on time.

There's a lot riding on your
direct mail program. Count on us
to make sure it's a success.

For more information call us at
(800) 876-3211.

trust



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