

# Printing & Mailing

*We come from printing and mailing. We've been there. We do that.*

How would you print 4,000 5.5 x 8.5, 4/4 postcards – Litho or digital?

Did you know that reducing the size of an over-sized postcard by 1/4 inch can save you 1/3 in printing costs?

Did you know you can print an additional line in color with a special promotional message when ink jetting your address?

Did you know on a 4M-piece letter mailing you could save enough in postage to pay for the entire mailing?

Luckily, you don't **have** to know – that's SegMark's job.

Without the proper tools, even the most skilled artisan is limited in what he or she can produce. After 25+ years, at SegMark we know the tools of the trade intimately and have invested in the finest **equipment** and state-of-the-art **software**.

By continually monitoring the latest printing and mailing technologies, we ensure that all jobs are completed to the highest industry standards. From today's most sophisticated **high-speed presses** and **digital equipment** to the latest **list management software**, ink-jetting and **inserting** equipment, we have the tools to create a finished piece that will be an effective, compelling showcase for your company's product or services.

Mailing a letter or a card may be easy, but when it comes to successfully completing a direct mail campaign, the complexities can be daunting. At SegMark Solutions, we have extensive knowledge of the intricacies of **U.S. Postal Service rules** and latest advances prior to each mailing.



*Never underestimate the power of decades-long, real-world experience.*

**SEGMARK**  
Redefining Segmented Marketing

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