

Direct Marketing Firm

“Profit from the first half-day of jobs each month pay for the ComColor Printer for that entire month.”

President, Direct Marketing Company

This direct marketing company specializes in providing direct mail marketing services to financial institutions such as banks, credit unions and mortgage companies. They also service other companies and organizations in the area including churches, schools and real estate firms.

According to the company’s president, color printing is a key component of successful direct mail programs. Whether highlighting variable information or including a photo, color greatly increases the likelihood that the recipient will open up the piece and read it, and he claims that’s 90% of the battle.

The company had been printing on groups of inkjet printers. However, frequent breakdowns and slow speeds made this a less-than-ideal printing solution. The alternative was to send the print jobs out, but their clients expected quick turnaround that outside printing sources couldn’t deliver. Then they discovered the ComColor® Series and decided that it was the perfect solution for their printing needs. The production manager remembered, “When we installed our first

ComColor Printer, the company was so backed up with work that we were printing around the clock for nearly a week, and the ComColor never had a problem.

“Now, a client can ask on Wednesday for a 5,000 piece mailing, and the letters will be in the mail by Friday. The direct mail piece can include their logo in color, photos and colored highlights to bring out the important offer information. Clients see immediate results, so much so that they frequently call to ask for more letters to go out the following week.”

The production manager loves the cost-effective color capability of the ComColor, because it enables him to up-sell his customers, under-sell his competitors’ pricing, and still increase profits. “You just can’t match it for cost-per-sheet,” he said. Cost-sensitive customers such as churches and schools can have color even on a tight budget. Realtors in the area also opt for color printed on the ComColor; black and white photos don’t sell houses nearly as well as color photos, but high-cost color copies can quickly eat into a realtor’s profits.

In addition to the color and cost benefits of

APPLICATION STUDY



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the ComColor, this direct marketing firm can easily customize the same piece for different audiences and print out the exact quantity needed, a service their customers really appreciate. Customized messaging has been proven to increase response rates and is critically important to successful direct mail campaigns.

The ComColor worked so well for this printer and their clients that they soon added a second ComColor Printer. It was easy to justify this addition, because as the company's president said, "Profits from the first half-day of jobs each month pay for the ComColor for that entire month."

A straight paper path and no need for heat fusing mean that the ComColor is exceptionally reliable. According to the president, over the course of printing 2.8 million pages, the ComColor only needed three minor service calls. Less downtime means more time for printing. The production manager also likes printing on the ComColor because it doesn't need to be monitored, freeing him up to do other things.

He sums up the company's experience with the ComColor by saying, "You've got price, reliability, quality and ease-of-use—nothing else stands up to it."

Engineered to run monthly volumes as high as 250,000 per month, the ComColor Series provides a quick return on investment, whether in a facilities management site, central reproduction department or networked office printer. With commendations from some of the industry's leading testing laboratories and analyst firms, the ComColor Series represents a breakthrough in full color digital printing, delivering an unparalleled combination of speed, affordability and output quality in one easy-to-use machine. The ComColor offers the world's fastest print speed for full color ink jet printers—105-120 pages per minute—with running costs as low as \$.03 per page in full color. Through this combination of benefits, the ComColor Series fulfills the need for fast and affordable printing for everyday communications and enables users to leverage the proven impact of color in more documents than ever before.

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To have a salesperson contact you, click on the link:

web.pb.com/Contact-Us

or scan this QR Code:



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