



NWC
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Bright Ideas

How Green is YOUR Direct Mail?



Never before has the need to be "green" been more important than today...and being green in your business practices is essential. Therefore, the direct mail industry is being closely scrutinized. Since direct mail has often been labeled "junk mail," the intentional creation of "junk mail" certainly doesn't fit into the green trend currently underway.

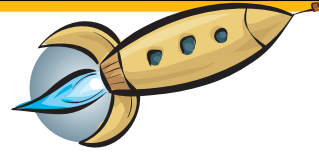
But relax – green direct mail is easier than you think and within your reach. In fact, with the assistance of NWC and the following practices, greening your direct mail pieces will not only benefit the environment, but will also improve your company's direct mail budget and success.

Green direct mail suggestions:

- Target Profiles
- Efficient Design
- Accurate Addresses
- Recycled Paper

NWC can assist with all aspects of "Green Direct Mail" and since we like a good challenge...put us to the test!

Redesigned Website Launched



We are pleased to announce that our newly redesigned website is up and running. Check it out at www.nwcprint.com.

Although it's live, the website is still in the early stages of development. The primary goal of the new site is to share information that will help meet the needs of our current and prospective clients.

One new, user-friendly addition to the site is instant pricing.

Check it out and feel free to post any comments or suggestions by clicking on the "Comments" link.



Did you know?

Many people look forward to receiving their daily mail. In fact, 98 percent of consumers bring in their mail the day it's delivered, and 77 percent sort through it **immediately**.

Source: USPS Website.

FREE Inkjet Addressing

You read that right...you can get FREE* inkjet addressing on your next mailing...and there is no piece limit!

Call Mark Mendoza, Joe Fetter or Jonathon Jahn toll free at 866-329-8600 for complete details. Mention promo code NL123108.

*With the purchase of additional services. Value of additional services must equal or exceed inkjet addressing value. Postage additional.

Direct Mail...Are You Missing Out?

Mail is still big business and direct mail is an enormous contributor to the numbers. Standard mail revenue in 2007 was \$21 billion, with 104 billion pieces successfully delivered.

According to the United States Postal Service, the expectation is that by 2009, direct mail will grow by 32% in North America. Regulatory and compliance laws, such as the "Anti-Spam Act" and the "The Do Not Call List", which were both established in 2003, have helped contribute to the continued growth of direct mail. Since it is still necessary to communicate to new and existing customers, direct mail remains the perfect way to tell prospects about new services, special offers and customized solutions.

Have a big marketing or direct mail project coming up? Let NWC do all of the "heavy lifting." Call us toll free at **866-329-8600** or visit www.nwcprint.com.



If you have any comments or you would like to see a particular topic covered in our next newsletter, please email your suggestions to nwcprint@nwcprint.com or log onto www.nwcprint.com and click on the "Comments" link.



Important Postal Changes you need to know for your next mailing...

The holidays are here and we're ready for the busy mailing season as well as the new postal changes. With the new United States Postal Service "move update" rules which went into effect on November 23, 2008, Standard Mail (which includes Nonprofit Mail) will now be required to be cleansed with a USPS-approved move update method. Also, move update requirements will change from every 180 days, to every 95 days. NWC can help you with this and all other postal requirements. Call us for more information...734-427-7200.

See inside for more news to help your business from NWC!

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