

Print Mail Production

Your print/mail provider should save you time, trouble, and have a positive impact on your costs. At Midwest Direct, we have the facility and team to get your mail projects out the door and to your clients quickly and with as few touches as possible. If your mailings have gotten too complicated or time consuming to do in house it may be time to hand them off to a production facility like Midwest. At Midwest we can take your mailing from list through print, assembly, and off to the USPS® all in one place. We are staffed with postal experts, so we can ensure your mail is meeting postal specifications every step of the way.

PERSONALIZATION

Our production team will provide the best quality every step of the way, especially when it comes to personalization. Not only can we spray on addresses, we can also offer variable data printing on every part of your mailing. We can even help you figure out how to design your mail piece — just ask!

Ask for digital, dynamic full color print!

SPEED AND COST

We are always updating equipment to make sure we can offer the best quality, efficiently and cost to our clients. Our goal is to streamline the process to keep the project cost effective and efficient.

COMPLEXITY

We can take on complex mail projects. If your mailing needs complex versioning or inserting, we handle it and keep you within postal regulations. Our team of postal experts are ready to take on your mailing needs.

SERVICES OFFERED

Data

- Lists
- CASST[™]/NCOALink[®]
- Variable Data
- Postal Presort
- Postal Optimization
 - Co-Palletization
 - Commingle
 - Destination Entry

Production

- Mailpiece design experts
 - Simple letters
 - Postcards

- Inserts
- Buck slips
- BRE/Card

Mailing Services

- Inkjetting
- Barcoding
- Variable data printing/personalization
- Inserting
- Metering
- Stamping
- Assembly
- Collating/Inserting
- Bindery

- Complex mailings
- Poly-bagging
- Shrink wrapping
- Tabbings

Facilities

- Secure facility
- Transport/Delivery
- Distribution Services
- USPS[®] Compliance
- Warehousing
- DMU in house



inkjet print production will represent about 60% of digital production color volumes by 2022



Our machines can insert envelopes at 3 pieces per second!



Million full color impressions per month from our Canon ColorStream[®] 3900



Contact us at info@mw-direct.com or call 216.251.2500 to see everything the Midwest Direct lettershop has to offer.

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data+

Programming, Analytics & Insights

- Customer identification
- Profiling, data-driven personas & buyer behavior
- Customer journey mapping
- Matchback analysis
- RFM calculations
- Custom online dashboards

Postal Preparation

- Data standardization
- Address correction (i.e. NCOALink™)
- Data entry
- Return mail services

Lists

- List rentals
- New movers

Digital + Post

- Mail tracking and delivery
- Informed Delivery®
- Call tracking
- Online follow-up
- Social media follow-up
- SocialMatch
- LeadMatch

marketing+

Digital Marketing

- Email
- Landing pages
- Omnichannel dashboards

Targeted Display Ads

- Online display advertising
- In-home and out-of-home online ads
- Captive audience
- Venue replay
- Digital new movers
- Reverse append
- Mobile out-of-home ads
- Digital home canvassing

commingle+

Commingle Services

- Full-service Intelligent Mail® Barcode (IMb)
- Regularly-scheduled pickups
- First-Class™ (letters, postcards, flats)
- Marketing mail (letters and postcards)
- Palletized mail shipped directly to the SCF
- Barcode application

print & mail+

Print

- Customer communications
- Transactional print solutions
- Variable data and dynamic print
- Invoices
- Statements
- Commercial print
- Lithographic and digital print
- POP (point of purchase)
- Ad specialties
- Wide-format print
- Flats
- Postcards
- Letters

Lettershop Services

- Inkjet addressing
- Intelligent, camera-matching, selective inserting
- Tabbing
- Stamping
- Fulfillment
- Bindery
- Snappacks (pressure seal forms)