



END-TO-END SOLUTIONS TO TURN YOUR MARKETING IDEAS INTO ACTION

Great ideas deserve great execution. Martech is the full-service resource for turning all your marketing ideas into successful campaigns. We pride ourselves in delivering customized services when you need them and at a price that fits your budget.

Whether your marketing project is one-time or ongoing, Martech can provide any or all of these services, depending on your needs: printing, database and list services, mailing and fulfillment.

DATABASE AND LIST SERVICES

Data deliverability is key to direct-marketing success. Martech helps increase the deliverability of your data files and get the best results, whether you are seeking new customers or trying to improve service to your current ones. We offer the following database and list services:

Database Management

- Bar Coding 2.D (Data Matrix)
- Address standardization
- Database creation
- All classes of postal presorting
- File encryption
- Data archiving
- Postage optimization
- Unique record coding
- File conversions
- Match mailings
- Data entry
- Tracking Services
- List/Database Maintenance

List Management

Our data processing staff can also work with you to develop custom programming for your direct mail or fulfillment database. We can tailor a file segmenting program based on your campaign specifications, set up a tracking program for ongoing campaigns or customize a program to meet any other requirements.

List Procurement

We have a direct connection with Experian using Databridge custom interface software. You can also supply or purchase your own list. If you decide to use our connection with Experian, you automatically gain some advantages:

- Experian operates in a real-time environment, so lists are very current.
- By choosing from a wide variety of characteristics such as income, age, education and other criteria, you can customize your Experian list.

Email Marketing

Email marketing is an excellent tool for increasing customer loyalty, generating traffic to your physical location or website and increasing revenue. Email marketing through Martech is easy to use, provides a high-speed communication method and ensures fast turnaround.

We will help you get your email message out to help you accomplish any of these objectives and more:

- Follow up direct mail to reinforce a message
- Test direct mail
- Drive traffic to your web site



PRINTING SERVICES

At Martech, we believe printing is more than just ink on paper. We want to get the end result you're looking for. So we spend time up front understanding your needs, budget and goals. That way, when you get the end product, it's sure to meet your expectations.

Traditional and Electronic Prepress

Martech's Pre-Press Department's highly skilled staff delivers:

- Quick turnaround on proofs
- Digital and film proofing
- Time and cost savings with online proofing
- Convenient electronic file transfer
- Latest versions of all software applications
- Mac and PC compatibility

Sheet-fed Printing

Our sheet-fed capabilities range from short-run two-color to high-volume 40" presses with up to six-colors. Our sheet-fed operations are strategically positioned in the heart of the country for maximum convenience and cost-effective distribution. Sheet-fed printing at Martech offers a number of important benefits:

- Excess capacity, fast turnaround, even during busy periods
- 24/7 scheduling
- All presses tested and certified by Hallmark Cards to meet its high-quality printing standards

Web Offset Printing

For larger print volumes, web printing could meet your needs. Our web offset printing services give you some important advantages:

- In-line, press-finished formats eliminate off-line finishing operation
- Printing of "shells," such as postcards or brochures, in large brochures for later off-line customization allows franchises to quickly and cost-effectively customize ad materials
- 24/7 scheduling
- Excess capacity for fast turnaround

Digital Printing

Martech offers a variety of digital printing options, including the high-speed Xerox® 8000. Digital printing eliminates the conventional steps between pre-press and press. Files prepared on a desktop computer are sent directly to the digital press without the preparation of make-readies, film or plates and the associated time and expense. Digital printing offers significant benefits, including:

- High level of personalization to increase response rates
- Efficient printing of small quantities, even just a few hundred
- Quality similar to offset printing

Stochastic Printing

Martech has offered stochastic screening, also called frequency modulation (FM screening) for several years. This technology uses small dots arranged in a random pattern to deliver a printed piece that features:

- An image closer to continuous tone, resulting in more detail
- No moiré patterns resulting from conventional halftone process
- (AM screening), an important consideration when printing items such as detailed sportswear
- Better color consistency during the printing process
- Loyalty card programs

LOYALTY CARD MARKETING

Loyalty card programs are growing in popularity. Studies show that they result in increased sales to the customers who use them. Martech provides custom 20- to 30- mil cards with 4/1-color printing as well as magnetic strip encoding.



MAILING SERVICES

Martech offers a number of mailing options, from the highly targeted and personalized to large bulk runs. We will work with your designers and the U.S. Post Office to ensure your mailing meets regulations.

Our extensive capabilities enable us to offer you one-stop shopping, whatever your requirements might be. These capabilities include:

Personalization

Personalizing marketing communication pieces can add to the effectiveness of your campaign. We offer a wide range of personalization methods to fit your needs.

- Laser with multiple color options
- Membership and loyalty cards with thermal printing, embossing and card affixing
- Variable data printing on our new digital press to customize every printed piece to individual customers

Inserting

A precise, reliable insertion process is critical to the success of any direct-marketing effort. Our inserting method incorporates quality control and technological features that ensure rapid, accurate and complete insertion, including:

- Camera-verified match system
- Master mailer inserting to ensure that names on outside envelope match contents
- Jumbo inserting to handle large pieces
- Multiple inserts to meet the most demanding deadlines

Mail Processing

Martech provides complete mail services, including mailing lists to help you achieve your direct marketing objectives. Our services include:

- Client profiling to generate the most successful mailing list
- Variable data manipulation
- Support data mining
- Bulk mail processing to meet postal regulations and ensure lowest cost

Bindery

With our full range of state-of-the-art equipment, we have the capabilities to meet all your bindery needs so your project is delivered on time and on budget. Our services include:

- Single and multiple hole drilling
- Multiple inserting capabilities
- Shrink wrapping
- Padding
- Folding
- Tipping
- Gluing

FULFILLMENT SERVICES

For just one of our customers, we have drop-shipped promotional materials to more than 3000 retail locations throughout the U.S. We offer a full array of services to customize and assemble your products and literature. Whether you need one kit or thousands delivered to multiple locations, we promise accuracy and expediency every time. Our capabilities include:

Product and Literature Fulfillment

We can put together personalized new customer welcome kits, retention binders, press kits, new employee packages, investor relations kits, trade show packets, employee benefit kits or any other package you want to deliver.



Customized Kit Building

With our customized kit building, you can turn your corporate kits into a profit center and maintain full control over your marketing campaign.

Warehousing and Inventory Management

Martech takes the worry out of inventory management. We have the warehousing capacity to handle your largest project and the customizable management technology to give you the accurate reporting you need to stay on top of a developing campaign. When you use us for your warehousing and inventory management you can:

- Manage your inventory online
- View daily reports
- Track all marketing activities
- Find out inventory levels

Bring Your Ideas to Martech

No matter how large or small your marketing project might be, Martech has the capabilities to help make it as successful as possible. Because we deliver integrated, turnkey solutions, your life is simpler, and our commitment to the best customer service means you will have the campaign you want on time and on budget.

Call Martech today!

Let us show you how we can turn your ideas into profits.

Call 913 342 9111

or visit

www.martechonline.com