

## History

At Impact Mail & Print, we have been successfully supporting our customers in their Door to Door and Direct Marketing requirements for over 16 years and are proud to have still retained those first customers which we've continued to work alongside as their businesses have grown and adapted over that time.

## “Unique”

We all like to believe that we're “special” and, whilst many companies will certainly claim to have their own specialities, we genuinely feel that we do hold a particular uniqueness within the marketplace by having developed a particularly comprehensive plant list throughout our history and we're not aware of anyone else in the UK that can genuinely offer all of the following under one roof:

## Production Capabilities

At Impact, we have always taken the approach of ensuring that we have full control of all aspects of production and have achieved this by building our plant-list to suit the needs of our customers with continued re-investment in the latest equipment whilst also ensuring that we have a high level of redundancy and multiple machines to handle each aspect of production requirements which include:

- Envelope Manufacturing
  - 2 \* High speed envelope manufacturing machines capable of producing gummed mailing wallets (for automated machine insertion), printing directly onto paper from the reel to create the most cost-effective envelopes for use in Door to Door and DM marketing activities for customers.
  - 2 \* Dedicated envelope overprint presses for short run requirements of litho over-printed stocks, allowing for overprint in single or full colour and the highest quality of envelope print.
- Sheet Printing
  - 3 \* B2 Presses capable of producing over 1.5million A4 sheets in a single shift printed in full colour and response cards for mailings on a range of paper options.
- Folding
  - 3 \* Automated folding and slitting of A3 and A4 sheets to fit into C5 and DL envelopes for d2d and DM mailings to ensure the most cost-effective postage rates using Royal Mail or Downstream Access providers.
- Sheet cutting and trimming
  - 2 \* Dedicated Guillotines, programmable for speedy cutting of A2 sheets into required formats, capable of trimming stocks from 70gsm uncoated through to board inserts.
- Enclosing
  - 11 \* mailing insertion lines, capable of inserting up to 9 inserts into envelopes and sealing plus addressing in line. With options for barcode matching for transactional or statement mailings with multi-page, personalised material, Capacity extends beyond 1million items per day to handle the largest of mailing requirements but with the flexibility of running much smaller runs for multiple clients requiring rapid turnaround.

## Capacity

Whilst we have the capability and capacity to handle the largest of mailing campaigns, our plant list has been developed around ensuring that we are able to accommodate every requirement of all of our customers and the, unusually excessive, level of duplicated capability within our equipment ensures that we can run multiple small jobs with the same level of care and dedication that others may sometimes struggle with, even in managing single client campaigns.

## Staff

Whilst the plant list is impressive, it's more important to actually have the skills and knowledge to make best use of it and many of our staff have been with us since the earliest days of our formation with a number certainly being able to boast over 10 years of service with the company. Trained to the highest standards in their individual fields of excellence, our in-house teams don't just operate the machinery; they're also capable of fully maintaining, rebuilding and modifying existing plant to ensure we can maintain a competitive edge and always have skills on site for any problems that will always arise from time to time.

## Contract Management

For the majority of our customers, their main priority is in growing their own business so we have developed in-house software and processes to handle every aspect of their door to door and DM marketing from the moment that the contract with the mail carrier is booked. With bespoke reporting and a raft of procedures designed to ensure fail-safe delivery of your items to prospective customers, the contract management aspect simply helps give a clear visibility of the whole process to our customers.

## Deliveries

In addition to our close relationships with the Royal Mail and the various DSA providers for DM collections, we also undertake daily deliveries to all of the Royal Mail WBC's on our own vehicles so aren't vulnerable to the problems often associated with national carriers which is vital given the time-sensitive nature of door to door delivery schedules.

## Response Speed

By having complete control of every aspect from manipulation of the initial artwork and printing of sheets, manufacturing of the envelopes plus trimming, folding and insertion and then delivery of items to the relevant Royal Mail WBC's, we have a proven ability to make quick changes and react to amends to delivery schedules, quantities or simply artwork (such as changes to the Feed In Tariffs within the renewable energy market).

## Cost-effectiveness

Whilst we have developed our business for the various reasons given above within each section, it does have the added benefit of creating a very cost-effective model through there being no logistics for each item of the mailing pack plus having only a single set of overheads for all aspects, all of which contributes towards being one of the most cost-effective producers of Door to Door mailings whilst still retaining full control of every aspect to give our customers complete confidence that their prime sales document will be appearing through the letterboxes of prospective clients.

## Proven successes

In a nutshell, Impact have been working within the Door to Door mailing environment for the whole of its history and for a wide variety of companies across a range of industries and we have seen those customers in emerging markets grow from small, testing, distributions through to regular mailings in excess of 500,000 items per week as they've grown and they have seen a measurable return on investment through what has typically become their sole source of advertising and marketing activity.