



NEWSLTR

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73% of American consumers say they prefer being contacted by brands via direct mail because they can read it when they want.

Prospects are 15% more likely to respond to an oversized mail piece. You can mail as large as 12" x 15" for an EDDM.

Up to 90% of direct mail gets opened, compared to only 20-30% of emails.

Advertising mail is kept in a household for an average of 17 days.

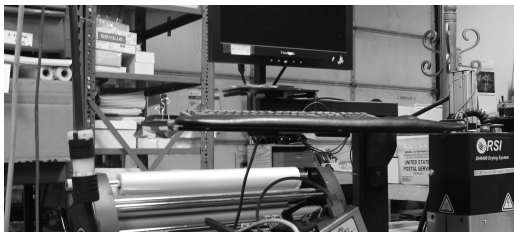
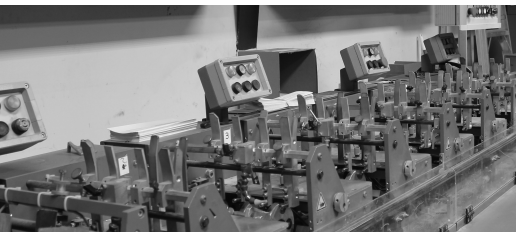


A TRADITION OF CRAFT.



PRESSCORNER

MEET RENGEL'S FULL-SERVICE MAILING SYSTEM





INSERT



SEAL



INKJET



TAB & STAMP

7,000

ENVELOPES
INSERTED PER HOUR

UP TO 8

PIECES INSERTED
PER MAILING

3M+

OVER 3 MILLION PIECES
MAILED IN 2020

RENGEL'S MAILING CAPABILITIES

Rengel Printing is not just a printer, we are a full-service direct mail and fulfillment company as well. We have helped hundreds of customers and local businesses with their printing and mailing needs by delivering exceptional service and quality for over 100 years. Direct mail can include catalogs, menus, postcards, newsletters, booklets and so much more.

We have a wide variety of options to meet your mailing needs. Our mailing equipment allows us to insert and seal multiple items into envelopes, apply tabs, and even apply stamps, all in-line while ink jetting addresses onto the mail piece.

Need personalized information on a letter or mail piece? We have the capabilities to print with variable data as well.

No mail list? No problem. We can assist you with a purchased mailing lists based on your target audience or specific demographics, or if you want to mail to every household and/or business on postal routes, another option we provide is an EDDM mailing.

Direct mail is a manufacturing process and we are here to insure your mailing is produced with the highest quality in mind, while maintaining your budget and sticking to timelines. Whether the mailing is big or small, simple or intricate, we can handle it all.

Contact us today to find out how we can make your next project a success.

- Mail Piece Design
- Data Processing
- CASS and NCOA Certification
- Custom Targeted Mail Lists
- Database Cleanup, Dupe Elimination and Merge/Purge
- Hand Assembly for Specialty Jobs
- Poly Bag Inserting
- Inkjet Addressing
- Fulfillment Services
- Machine Folding
- Machine Inserting
- Machine Stamp and Tab Application
- Personalized Variable Data
- Pickup and Delivery Services

WHAT IS EDDM?

Every Door Direct Mail, or EDDM, is a new way to think about marketing your business - without the need for specific names or addresses.

The United States Postal Service's EDDM program allows you to choose from local carrier routes. You decide the routes and USPS delivers directly to every door on the route.

How do you choose your routes? Information consisting of the zip code, route number, city, number of homes, number of apartments, number of businesses, average income, average home value, average age, and percentage of homes with children are all available through USPS so you can focus on your demographic.

When a mailing is sent using EDDM, everyone on the route receives the mailer, and postage is significantly reduced to as low as \$.164 per piece in St. Cloud, Sartell, Sauk Rapids, and Waite Park.

EDDM mailings offer an environment free of competition, plus a much greater opportunity for branding since your ad won't be fragmented on an internet search or buried deep inside a newspaper. An EDDM mailing will drive customers to your business, to call your business, and to visit your website.

Don't be intimidated by the scope of a project such as an EDDM mailing. Rengel Printing mail specialists and sales staff know the steps and can help along the way.



LET **US** DO THE WORK FOR YOU...



Rengel prints your project...



we bundle it...



we prepare the paperwork...



we deliver it to the post office...



it gets delivered!
You get new customers!

THE DIFFERENCE IN SENDING MAIL

Determining the best postage for your mail campaign begins with knowing the differences between First Class and Standard Mail.

First-class Mail is used for postcards, letters, large envelopes, and small packages. First-class mail must weigh 13 ounces or less. USPS first-class delivery is given priority over standard mail, and local mail will typically be delivered in 1-3 days. Nationally, first-class mail should be delivered in about 4 days.

If you have 500 or more identical mail pieces, you can choose to presort your mail. **Presorted Mail** costs the USPS less money to process and deliver, resulting in a lower postage rate. Delivery time is the same as first-class mail.

Standard Mail, also known as Marketing Mail or "bulk mail", usually consists of fliers, circulars, advertising, newsletters, bulletins, catalogs, or other printed pieces that are generally identical in content. Standard mail must be less than 16 ounces and must meet a minimum quantity of 200 pieces or 50 pounds of mail.









Standard Mail is processed by the USPS on a "time available" basis. Standard mail is not forwarded or returned if undeliverable unless a special endorsement is used. Standard mail will typically be delivered in under 4 business days locally, but nationwide it could take 7 to 10 days.

Standard Mail is the least expensive postage option. Standard mail postage rates apply to mail up to 3.5 ounces. Mail heavier than 3.5 ounces will have a small weight surcharge.

Nonprofit Standard Mail postage is lower than regular prices, but not everyone can qualify. Nonprofit is a favored postage rate within Standard Mail and is processed in the same way. Organizations wishing to mail at nonprofit Standard Mail prices first must be authorized by the Postal Service as eligible.

Not sure what is the best fit for your company or your mailing? Contact a Rengel team member to assist you.

FIRST CLASS VS. STANDARD

Maximum Weight Per Piece to Commingle	
 3.5 oz. letters	 3.5 oz. letters
 13 oz. flats	 16 oz. flats
1-3 DAYS Local Delivery Time	4 DAYS Local Delivery Time
 4 DAYS National Delivery Time	 7-10 DAYS National Delivery Time
Presort Minimum	
500 Pieces	200 Pieces
Presort Savings	
 10 to 20% +	 Up to 20%

HOW IT'S MADE

LEARN HOW THIS NEWSLETTER WAS PRODUCED.

Materials

100# Dull Cover
Slim Jim Machine Insertable
Booklet Envelope

Finishing

Soft touch coating with various micron
embellishments to the front.

Equipment

Heidelberg Speedmaster SM 52
Full-Color Press, Embellisher,
Scoring Cylinder, Inserter.