



People you can trust...dedicated to service.

AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

[Printing](#)

[Mailing](#)

Network with Us!



TELL A FRIEND!

The More the Merrier!



Holiday Greetings!

December 2011

The Twelve Machines of Direct Mail



Sometimes ignorance is bliss. Hot dogs, for example. They taste great around a campfire, and we'd really rather not know what's in them.

But sometimes ignorance is bad.

If you don't know what equipment your service provider uses, you could be overlooking opportunities to design your projects more efficiently or creatively. So, in the spirit of the season--and to help you take full advantage of all of AMi's capabilities and services--we celebrate the twelve machines of direct mail. We hope this list helps you in some way bring in and maintain a successful 2012.

Printing Equipment



Static and Variable Color

1. Digital Offset Presses. Ideal for small quantities and quick turnarounds, these presses provide high-quality four-color process sheets with low-impact by-products. The automated make-ready reduces paper waste, and the high-quality waterless printing conserves water and eliminates VOC emissions associated with conventional offset

printing.

2. Black Laser Printing Systems. Made for jobs with large quantities, these machines print on paper up to 14" x 17", can print jobs 2-up and 4-up to reduce the cost per page, and handle duplex printing. With images at 1200 x 600 DPI, they offer maximum readability.

3. Inkjet Printing Systems. Printing primarily envelopes and selfmailers, these machines provide high-speed output,



To our Customers:

Thank you for your business this year. It has been a pleasure helping you reach your goals, and we look forward to contributing to your success in 2012.

On behalf of all of us at AMi, we hope you have a lovely holiday season and wish you a prosperous and happy new year!

To our Vendors and Partners:

Happy holidays and happy new year! Thanks to partners like you, 2011 was a very successful year for us and our customers. We have been able to help our customers exceed their goals and expand our services. We wish you a new year filled with happiness and success.

To our Employees:

Happy New Year! Yes, we survived 2011; in fact we thrived because of your incredible hard work, creativity and devotion to the customers. I am personally grateful to you for your remarkable efforts and sincerely wish you a wonderful holiday season and a rewarding, joyous new year. I look forward to working together in 2012.

personalized match mailings, full barcode capability, dual- and multiple-head capability, in-line tabbing, stamping, folding, and the ability to print teasers in various colors.

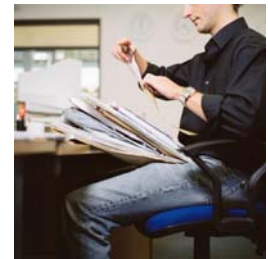
4. Color Digital Variable Printing Systems. Consider these full-service machines. They copy and print in high-quality four-color process imaging. They handle duplex printing and print on paper up to 12" x 19". They can print multiple-up to reduce the cost per page. And, they offer full barcode capability.

5. Document Conversion and Folding Equipment. These machines make the magic happen: they trim and cut, fold paper up to 14" x 22", create slits for 2-up forms and second page nesting, make it possible to nest a reply form inside a letter, and create the folds that create gate folds, z-folds, roll folds, and letter folds.

6. Cutting Equipment. Our cutters are versatile: they run off automatic and manual cutting codes. More importantly, they're precise and safe.

Mailing Equipment

Various Types and Styles



7. Tabbing and Stamping Systems. Our machines are fast and multi-functional. They offer high-capacity tabbing and wafer sealing, single- and multiple-tabling, high-speed stamp affixing, and post-it note affixing. And, they can be used alone or in conjunction with other production equipment, including inkjet addressing.

8. Metering Systems. Offering your choice of black or red ink, these machines use built-in mail accounting software systems to print meter or postal indicia in-line or off-line.

9. Inserting Equipment. All inserting jobs are not the same, so the equipment shouldn't be, either. At AMi, we have three varieties of inserters, capable of inserting up to 7,000 #10, 6x9, #11, #12, and #14 size carriers an hour; up to 12,000 #10 and 6x9 envelopes an hour with our high-speed, high-capacity inserters with integrated feeders; and up to 4,000 jumbo mailers--up to 9.5" x 12.5"--per hour.

10. Read-and-Print Camera Match Systems. This nine-station inserting system with four-inch in-line addressing inkjet allows us to read a barcode or character lasered on a letter and print the matching address--with optional personalized teaser messaging--on the envelope.

11. Poly Equipment. Our equipment allows us to both poly- and shrink-wrap at a high capacity, and our automatable poly wrap is USPS approved.

12. Shipping and Sorting Equipment. We do everything we can to get you the best postage rates possible with our

Very truly yours,

Milt

Contact Information:

Direct Line: 703.370.0382

email: milt@amidirect.com

Why Choose AMI?



- In Business for over 30 years
- Experienced, Knowledgeable Staff
- Meticulous Production
- Accurate, Timely Results
- Personalized Service

equipment: we tie and strap bundles and mail trays, sort the bundles and sacks, and verify mail in-house with tare weight scales and a real, live USPS clerk with a direct connection to postal headquarters.

Of course, we do have one other major asset that we couldn't be successful without. [See this month's blog](#) to see what it is. And, if you'd like to see our equipment up close and learn how we can help you make the most of your marketing budget, give us a call: we'd love to show you around.

AMi Direct provides marketing solutions that increase your response rates and ROI.



With more than 30 years experience, AMi's deep understanding of direct marketing makes us your ideal partner for developing high-quality, solution-based marketing programs.

Team with us and experience nothing but top customer service, on-time, high-quality and the best results from your marketing initiatives.

Services include:

Data Management, Fulfillment Services, Print and Logistics Management, Personalization, Mailing Services, Convention Bag/Kit Assembly, Special Projects & Programing. For more information visit

www.amidirect.com or call 800-663-2415.

Solutions at AMi Direct

AMi Direct Marketing Solutions

Personalized Letter or Card? Oh Yes! AND Using Response-Provoking **FOUR-COLOR**

Why not try AMi's Classic Combo? Three time --honored components--a direct-mail promotion, a reply piece, and a return envelope--personalized and printed in four-color process on a single, detachable sheet.

Want to explore this or other ideas?

Contact us today and start creating your very own four-color



PROCESS!!!!

customized mailpieces that demand attention and increase response.

Call 703.370.0382, email
solutions@amidirect.com, or
request an estimate through
www.amidirect.com/estimate.

We want your total marketing experience to be a positive one.

* The Birds are AMi Mascots Pretty Girl & Bad Boy