

Direct Mail Step by Step

For those of you new to using a mail house and services please find below some basic steps. Obviously, these aren't written in stone. Each and every mail shot we perform is different. We hope you find the information helpful.

Step 1 Define Specification

Please contact us so that we can discuss your mailing/printing requirements. We will endeavour to provide you with an itemised quote, including an estimate of postage costs, the very same day by email.

Step 2 Refine Specification

We can perform as much or as little of your mailing job that you need. If you need a re-quote based on a different specification please contact us and a revised quote will be supplied to you.

Step 3 Order

If you are happy to proceed and place an order please provide written confirmation either by fax or email. At this point, we will schedule in your job for despatch on an agreed day. We offer quick turnaround times but it may be that you wish to despatch on a particular day of the week to ensure your mailing lands exactly when you want it to.

Step 4 Postage

If you have any special requirements regarding the postal mark then this is the time to tell us. We have an account with Royal Mail and usually print a PPI (postage paid impression) on the envelopes. We can offer a HQ PPI or, if you prefer, we can use a Glos PPI or even affix postage stamps (but this must be defined in the order). If you have your own Royal Mail account we will need access details before despatch.

Step 5 Print Management

If you need us to arrange for printed material such as letterheads, flyers, brochures, post cards etc you will need to supply us with the artwork in a suitable format asap to avoid any delay.

Step 6 Delivery of materials

If you are supplying our own printed material to us then you should arrange for timely delivery of your materials to our premises.

Step 7 Mailing List

You can email us your mailing list (usually an excel file). On receipt of your data we will check the format of your data to ensure that it is suitable.

Step 8 Proof of merged data

As soon as we have received your materials, we will perform a mail merge and scan a PDF proof of the merged mail piece. This is then emailed to you for approval of the layout of the merged data (e.g. address

content, positioning on the letterhead or envelope). We weigh your mail at this point and check it against the estimated postage in the quote. Any large discrepancies will be highlighted to you.

Step 9 Proof Approval & Job Production

Once we receive your final approval we will proceed with job production ready for despatch. Please note that we require payment of postage costs by the agreed day of despatch.

Step 10 Despatch/Invoice

We will confirm timely despatch and submit an invoice which will include any differences in postage costs due to changes in quantities or weight. Please note that actual postage costs are confirmed when Royal Mail perform a final check on quantity and weight.

As a small family business we rely on the goodwill of our customers and appreciate payment of invoices within the agreed terms.