

FLEX MAILER™

Case Study

THE OPPORTUNITY

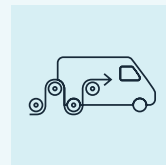
A leading Insurance company that offers complementary premiums to new customers needed a competitive solution for a mailing package that had been produced in China. The company was challenged by changes in the USPS mailing regulations. After review of the company's current mailer design, it was confirmed that the package no longer met the mailing standards for an automated flat. The customer's challenge presented an opportunity for a new design and dramatic savings in postage.

THE SOLUTION

After many hours of brainstorming and testing new design concepts, the Flex Mailer™ was created. Nationally approved by the USPS with a U.S. patent, the Flex Mailer™ features a highly flexible outer skin coupled with a unique inner tray design. The outer skin is tight enough to allow flexibility on both vertical and horizontal axis, while maintaining surface tension variations to less than 1/4". Moreover, the Flex Mailer™ is classified as an automated flat which realizes significant postage savings with the USPS.

THE RESULTS

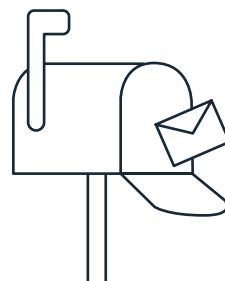
The very first orders totaling 1,520,000 pieces delivered postage savings of .957 per piece as compared to the customer's old packaging, saving the customer \$1,454,640. To date the Flex Mailer™ has shown the customer well over \$4,300,000 in postage savings.



POSTAGE
SAVINGS OF

\$.96 PER
UNIT

\$4,300,000
SAVED



Postal Optimization