

FLEX MAILER™

Case Study



THE OPPORTUNITY

A leading political campaign committee had a standard direct mail fundraising format that included a lapel pin, personalized solicitation letter and reply envelope. This material was sent in conventional #10 envelopes. Per unit postage had grown to approximately \$1.22 cents. The committee was looking for a more effective and inexpensive way to deliver their lapel pin and material, due to rising postage rates and other restrictions.

THE SOLUTION

RR Donnelley introduced the committee to its Flex Mailer™, a mailing solution that features an inner tray that accommodates a wide variety of personalized content and promotional items. The patented design of the Flex Mailer™ features flexible outer skin to hold the interior tray and is tight enough to allow flexibility on both vertical and horizontal axis while maintaining surface tension variations of less than 1/4 of an inch. This enables the Flex Mailer™ to qualify as an automated flat, for significant postage savings. RR Donnelley assembled a seamless team of production facilities to produce the Flex Mailer™ and custom branded the solution for the committee. Contents included a personalized one-sheet letter, lapel pin, and a business reply envelope (BRE). The team also provided fulfillment to support the letter, BRE and lapel pin, and distribution of the completed package.

THE RESULTS

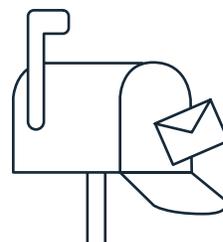
The campaign's initial run was 17,462 units and production was coordinated through a single RR Donnelley contact point for convenience and efficiency. Postage was \$.295 cents per unit, resulting in a savings of \$.925 per unit, for a total campaign postage savings of approximately \$16,153 compared to the conventional mailing approach.



POSTAGE EXPENSE
SAVING

76% PER
UNIT

\$16,153
**IN POSTAGE
SAVINGS**



Postal Optimization