

FLEX MAILER™

Case Study

THE OPPORTUNITY

A premiums and fulfillment customer needed a competitive solution for a mailer and sleeve that had been produced in China. The company was challenged by the constant changes in USPS criteria. After reviewing the company's current mailer design, it was determined that the sleeve no longer met the 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 FlexMailer™ was created. Nationally approved by the USPS and patented; the FlexMailer™ 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 less than 1/4 of an inch. Moreover, the FlexMailer™ is classified as an automated flat, which realizes significant postage savings with the USPS.

THE RESULTS

The first three orders of 1,520,000 pieces delivered postage savings of \$.957 per piece compared to a non-automated package, saving the customer \$1,454,640. To date we have saved this customer over \$4,300,000 in postage!

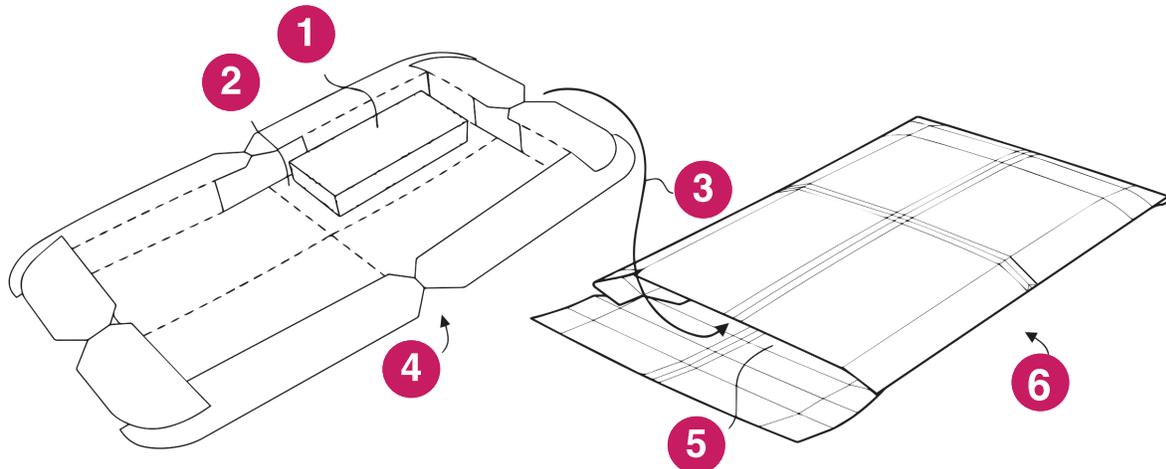
OVER \$10,000,000
IN POSTAGE

SAVED

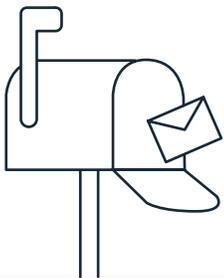


HOW IT WORKS

1. Product affixes to inner tray
2. Tray divides into quadrants for product placement and flexibility
3. Inner tray inserts into outer mailer
4. Designed for optimum flexibility
5. Optional hot melt seal or tear tape strip available
6. Outer Mailer becomes an automated flat



	Mailer	Tray
XSMALL	6 1/2 x 5 1/2"	3 3/4 x 3 7/8"
SMALL	9 x 6 3/8"	6 1/4 x 4 3/4"
CLASSIC	10 1/2 x 6 3/8"	7 13/16 x 4 11/16"
MEDIUM	12 1/2 x 7 1/4"	9 3/4 x 5 5/8"
LARGE	14 1/2 x 8 3/4"	11 3/4 x 7"
XLARGE	14 1/2 x 11 1/2"	11 3/4 x 9 7/8"



The FlexMailer™ is a USPS approved mailing solution that converts a non-automated package or mailer into an automated flat, generating significant postage savings.