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Big Changes At ProList Let's take a break from the demise of the Postal Service

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.

While the Senate and House have been battling, and the Postal Service has been searching for ways to eliminate all mail delivery through bizarre new rules, thus cutting their expenses by more than 10%, ProList has been quietly growing and building a stronger organization. We thought we'd take a breather from the postal gloom and doom to share what's new with us. We think you'll like it.

These are not easy times to be in the direct mail business. Nationally many mailers have simply gone out of business as prices have often been driven down, and volumes have declined for many. We believe that many of them failed to invest and innovate – in our opinion being simply a “mailer” will not be a viable business model much longer. At ProList, while direct mail remains at the heart of our business, we have made great investments in other marketing channels and online tools to make our customers' experience exceptional.

Still, direct mail remains our first love, and we strive to be an industry leader in it. Some of the steps we have taken to be even better:

Equipment:

Over the past year we have made upgrades to our inkjet platform, with MCS Eagle systems. The Eagle allows us to run at greater speeds on a wider variety of substrates. The UV version will address on virtually any material at full production speeds. In the past six months alone, ProList has processed more than 20,000,000 self-mailers through these workhorses.

In our imaging department, we added a Konica-Minolta 1200 to our platform, bringing added flexibility and improved reliability over its Xerox counterparts. The KM 1200 is also much cleaner and more efficient, which is better for the environment. We have also added a Konica-Minolta C6000 Color Digital Press, adding to our digital color throughput, with greater flexibility and uptime.

In the mail shop, we have replaced two of our older inserters with newly rebuilt equipment, as well as adding an additional six-station inserter with a flip-over unit for in-line metering. We are also in the process of adding a new Master-Mailer, adding to our jumbo inserting capabilities.

Staffing and organizational changes:

As our volume has continued to grow, we are adding staff and making organizational changes designed to improve quality, efficiency, and the level of service we are able to provide to our clients. David Mawyer will be joining ProList in March as our Forms Processing Manager. The Forms Processing department will consolidate our imaging and bindery operations under a single manager. These are essential and challenging areas to manage in our production operations. With more than twelve years of industry experience in large mailing operations, David will bring about a marked improvement in efficiency and scheduling in this area.

By adding a new department focused solely on forms processing, we also expect to be able to improve efficiency and quality in our data processing and mail production areas, allowing their management to be better focused on their tasks at hand.

We also expect to be adding a new customer service representative before March is out. It is always difficult to find people who can handle the complexity and attention to detail required to be an exceptional customer service rep. We are very excited to have found a representative with more than ten years of experience - an expert in postal regulations (whee!) and project management. Stay tuned to ProNews to meet our newest employees.

SnailWorks speeds up:

Our multi-channel marketing initiative has become a growing part of ProList's offerings. In the last few months we have been managing fundraising campaigns, membership campaigns, retail campaigns, and more. SnailWorks is becoming a national presence as well, with marketing service providers across the country adding SnailWorks technology to their service offerings. Once again, ProList is an industry leader.

It's all about serving our customers – better:

While most of the industry struggles, we are proud to be growing and becoming a stronger, more versatile organization. Our objective is to stand out from the crowd as a truly innovative, exceptionally customer-oriented company. Keeping our customers happy and thriving is our only path to success. That's what all of these improvements are about.

Look to ProList for leadership and the path to marketing success.

Next month we'll be back to the demise of the USPS – promise!

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