



**KJS Print to Mail Services Ltd**



## **Welcome to KJS, the print-to-mail experts**

When you want to communicate effectively with your clients or prospective clients using Direct Mail you want to be sure that not only will your message reach the right person but that it is presented in a way that really does show you, your products and your services in the best light possible.

At KJS Print to Mail Services Limited we understand that, which is why we've spent the past decade perfecting our systems and process to ensure you get what you need when you need it, every single time.



## 5 Great Reasons to Choose KJS Print to Mail Services

### **Green Policy**

As an Environmentally accredited Printer, KJS Print To Mail believes in caring for the environment. We are one of only a handful of printers in the UK to have achieved both FSC (Forestry Stewardship Council) and PEFC (Programme for the Endorsement of Forestry) Certification) accreditations. Both our coated and uncoated house sheets are FSC grades, ensuring that our customers are always making the right environmental decisions when ordering their print. Our five colour press uses vegetable oil based inks and our polythene wrapping line uses a stock bio degradable poly film. All papers, boards, ink tins, toner cartridges, metal plates and plastic films are separated for recycling.

### **Reputation**

The reputation we enjoy has been built over years of dedication, by delivering for you as our client on time, on budget, every time without exception. The repeat business and strong relationships by long term clients is testimony to this.

### **Expertise**

You will benefit from the expertise of trained technicians, printing experts and direct mail professionals with more than 80 years of experience in getting your message across properly.

### **Professional Project management**

Your project will be completed using the most technically appropriate equipment available to ensure that the recipient of your mailing perceives you exactly as you would wish. All the systems and processes used have been proven to deliver in the most effective and cost effective way possible, and due to the hands on approach that the directors take with virtually every project you can be sure that your print and mail is in safe hands.

### **Stress Free Customer control**

Our customers have the peace of mind that they only need to make one call, and all of their requirements are handled under one roof. In our experience using a printer who does not understand direct mail can add extra costs and unnecessary delays. We at KJS our able to advise our clients right from the out set of the project, the best and most economic way to print and mail. No concerns that the printer will deliver to the mailing house on time. No concerns that the printer is supplying the mailing house with the job to the correct specification that the mailing house needs to complete. No delays or extra costs with transport of materials from one place to another. Our customers are welcome to visit and view their jobs at any stage of the process day or night. The same account manager will handle your project from start to finish. To find out how we can help you achieve exactly what you need to make the most of your time, resources and budget call us today, we will be happy to help.

### Making your communications more personal

You will want to talk to your customers or potential customers personally. That doesn't just mean personalising the name and address, it means ensuring that every detail is correct and you are making the most of the latest technological advances in digital laser and inkjet printing. As the print-to-mail experts, KJS has the knowledge – and the capability – to address every detail.

#### Database Management

Before you print anything, you'll want to be reassured that your database is clean, up-to-date and accurate. Using specialist data processing software, our experienced staff can de duplicate data to eliminate multiple mailings to the same address or contact; merge and purge data from several databases into one master database; select by postcode to increase the response of your mailings; and maintain the value of your database by handling and reprocessing returns.

#### A5-SRA3 Laser Personalisation

Once your data is accurate, the personalisation itself needs to be fast, efficient and trouble-free. With the capability to personalise everything from letterheads to carrier sheets, response cards to postcards and envelopes, KJS can handle almost any task you can think of.

#### High quality printing

The last element is the most important to your customers: QUALITY. Our comprehensive range of laser and inkjet equipment includes the Heidelberg Digimaster 9110, capable of simplex/duplex laserprinting onto printed and unprinted stock up to A3 in size, and versatile enough to laser onto paperweights up to 200gsm. This alone can handle up to 110 pages per minute, while our high speed inkjet systems are capable of outputting up to 20,000 items per hour.



#### Data processing & management

- Database management
- Deduplication
- Postcode selection
- Mailsort & presstream

#### Laser printing

- *A5-A3 laser personalisation*
- *Simplex or duplex*
- *Single or multi-pages*

For further information on the many personalisation options available to you with KJS please call us on 0845 308 2007



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### Giving you dozens more options

What happens if you want the quality that you expect from high volume sheet-fed litho printing but you don't have the volume to justify the cost? Or you want to personalise a letter, postcard or leaflet, with lots of detail like updated figures or even different images? You turn to the digital printing service from KJS. Powered by the world-leading Xerox DocuColor 7000 Digital Colour Press, it gives you more options to talk to more customers in more ways than ever before.



### Guaranteed Quality

With the Xerox DocuColor system, digital printing has come of age. Its cutting-edge technology produces crisp, clear text and vivid, true-to-life colours that can be justifiably compared to the quality of offset presses.

### Variable Data Printing

Digital printing offers the option of including any amount of variable data on virtually any piece, whether it's true one-to-one marketing, transactional statements or personalised fulfilment, you can make any communication personal to each and every recipient.

It is not just content that can be personalised to specific people – it is images and graphics too. Data-driven charts, personal colour images, customer-specific marketing messages can all be included quickly and easily to increase interest – and raise response.

**Financial communications** can be enhanced with personalised offers, pie-charts and graphics.

**Education communications** can be highlighted and elaborated for particular potential students.

**Healthcare communications** can be truly tailored to individuals based on past history.

**Retail communications** can be customised for each customer with individual catalogues.

**Manufacturing communications** can cater for different product models in one print run.

- Guaranteed quality with crisp text and vivid colours
- Fast turn-around on short-runs
- Variable data printing that varies both text and images
- Makes truly individual communications to customers possible

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### Answering all your printing needs

While many of our clients take full advantage of our print-to-mail service, others have found that our standard printing service offers just as many advantages. Suitable for many jobs including business stationery, newsletters, leaflets and corporate brochures, the accent is on high quality, fast turnaround, cost-effective printing.

#### Environmentally accredited Printer

We are one of only a handful of printing companies in the UK to have attained both FSC (Forestry Stewardship Council) and PEFC (Programme for the Endorsement of Forestry Certification) accreditations. KJS stocks a range of the most popular grades of paper from bond through to gloss art and silk all FSC and PEFC graded. Using FSC and PEFC Papers for your printing is an effective way to demonstrate your commitment to sustainability. Many of our clients are increasingly specifying FSC and PEFC Papers as their pledge to a greener world.

#### One to Five Colour Litho Printing

For large and small companies alike, a key concern when having a brochure or leaflet printed is that the quality of the print matches the quality of the product or service promoted. With KJS, quality is assured with highly trained printers and high-specification sheet-fed litho printing. Because the facilities are in-house, we also have the flexibility to adapt and react swiftly to any requirements, however urgent.

#### Print Stock Control

Storage can be an issue for most people, particularly if you want to print a whole year's stock of stationery or brochures at one time. Our print management service gives you more room to manoeuvre. We can print, store and supply whatever you need and provide a top-up service when your stocks run low.

#### Print Management

In order to meet special print requirements, we have extensive print-finishing resources in-house. If you need a special or unique service, we have also established relationships with a range of suppliers who, like us, understand the importance of quality and deadlines in today's competitive market place. With the added advantage that we take care of managing the whole print process, you gain the best of both worlds from one source.

- Environmentally Accredited FSC and PEFC
- 1-5 Colour litho print
- Envelope printing standard & bespoke sizes
- Digital Colour Printing
- Variable data and graphic colour printing
- High Speed Laser printing



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## Adding the finishing touches

Once the printing is over and the personalisation complete, that's not the end of the story. Mailpacks need to be collated, matched and pieces enclosed. Magazines or brochures need to be polywrapped. Bespoke envelopes need to be produced. In every instance, at every stage, KJS has the experience and knowledge to provide the service you need when you need it.

### Mailing

Whether mailing large or small volumes, using the latest mechanised CMC C6-C4 inserting or manual finishing and enclosing, KJS emphasises accuracy and quality in the mailing process. Specialists in mail-matching and multi-collation, we can handle all standard mailing sizes together with more unusual sizes such as 157mm square envelopes.

### Polywrapping

The ideal method for mailing magazine subscriptions, brochures, catalogues and newsletters, polywrapping is popular as well as economic. We can insert A5 or A4 pieces using clear or printed film and have additional insert stations and a page opening facility for specific inserting or inserting.

### Envelopes

Although the last link in the chain when preparing a mailing, envelopes are the first item the recipient sees. Hence, a quality envelope or overprinted envelope with an image or strapline combined can make all the difference by creating a more favourable first impression. We have a wide range of stock envelopes available that can be overprinted in one to four colours and can also produce specialist and bespoke sizes on demand..

### Enclosing & Fulfillment

*Multi-collation*

*Address matching*

### CMC C6-C4 envelope insertion

*Upto 14,000 per hour*

### Manual finishing & enclosing

- Polywrapping
- Envelope supply and overprinting

### Standard & bespoke sizes

*1-4 colour printing*



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### Fulfilling your customer's needs

When customers respond to a direct mail campaign, efficiency is crucial in starting and maintaining a profitable relationship with them. You need to be sure that you can handle such responses immediately, both in terms of capturing the data gained and delivering fulfilment material. KJS offers a range of fulfilment services that make the task easy as well as professional.



#### Handling Postal Responses

Our complete range of fulfilment facilities enables us to tailor our services to meet any specific need, from capturing response data to enhancing your database through to enclosing and despatching fulfilment material.

#### Post campaign fulfilment

Staying ahead in today's business market often requires the production of innovatively designed and produced fulfilment literature and other material. This will in many cases be a non-standard size requiring specially manufactured packaging and we can assist with the sourcing, manufacture and delivery of such items.

Together with our comprehensive storage facilities and pick 'n' pack and despatch capability, it means we can fulfil any requirement, however large or small.

Our computerised stock control system also gives you the flexibility to monitor stock information and be in complete control of your campaign.



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## DISTRIBUTION

### Delivering the goods

Perhaps the most important element of a direct mail campaign is distribution. To be fast and economic takes a detailed knowledge of distribution, consolidation and the various postal discounts available. With wide experience of numerous direct mail campaigns within the UK and overseas, KJS has the knowledge to deliver a premier service every time.

#### In the UK

In the UK, you can save up to 15% on postage costs by sorting items to meet Royal Mail Mailsort or Presstream standards. Over the last couple of years the postal market has opened up to other authorised licensed mail carriers, these can offer competitive rates which may be suitable for some of your items. We have strong relationships within these areas, so you can always be assured that you will get the best advice and the best costs available to you.

#### Overseas

For mailings beyond the UK, an efficient distribution service is even more important because direct mail will often be the only channel of communication with your customers and potential customers. We can select the best and most economic route of despatch for your consignments into Europe and the Rest of the World, by distribution through consolidators and various postal authorities, via direct injection into a specific country, or in the hands of reliable international couriers.

#### Postal Distribution UK

- *Mailsort*
- *Presstream*
- *Same day/next day*
- *Pallets/boxes*

#### Overseas

- *International consolidation*
  - *Country direct injection*
  - *International couriers*
  - *Bulk shipments*



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## TECHNICAL

### Technical Data

While the experience of the people at KJS is the main reason clients come to us – and come back to us – time and again, our knowledge has to be backed with the right kind of equipment and capabilities.

#### Print

Ryobi 525 HXX 5 colour + coater + infrared dryer  
1360 Multilith 2 colour  
1250 Multilith 1 colour x 2  
Schneider F 60 envelope feeder  
Halm Jet colour high speed envelope printing press  
Xerox DocuColor 7000 Digital Colour Press

#### Finishing

Morgana SRA2 folder with cross fold  
Morgana auto creaser and perf machine  
Morgana numbering and perfering machine  
Polar 90 guillotine  
Horizon 16 station suction collator with stich and trim  
Lihit drill  
3 x Comb and wire bound machines

#### Mailing

CMC Horizon 2000 automatic polythene wrapping line with 4 insert stations & Shuttle  
CMC Easy 6 station envelope inserting machine DL-C4  
CMC 250 6 station envelope inserting machine DL-C4  
2 x Pitney Bowes 5630 sealing and franking machines

#### Black and white Laser

Heidelberg Digimaster 9110 110pp/m  
Up to A3 and stock weights 200g  
Xerox 4127 with online booklet maker 125pp/m  
Up to SRA3 and stock weights 200g

#### Colour Laser

Xerox Docucolor 7000 70pp/m  
SRA3 and stock weights 350g  
Creo CXP8000 RIP

#### Inkjet

Rena DA630 with AF1500 Streamfeeder  
2 x Bryce 13k



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