
State of the Industry

DMAW Production Day

April 27, 2022

We Are HERE



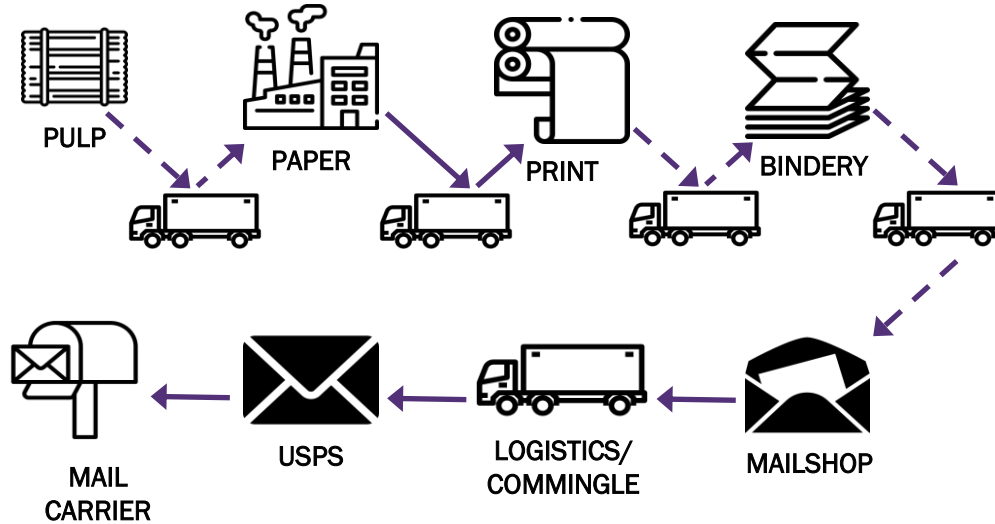
Direct Mail INDUSTRY

It's ALL interconnected

- Inflation/Global Economy
- Labor
- Materials
- Paper
- Suppliers
- International Shipping
- Freight/Logistics
- USPS



Direct Mail PRODUCTION



- Manufacturing (2)
- Estimating (1-3)
- Prepress (1)
- Operators (5-7)
- Programming (1)
- Customer Service (1-3)
- Freight prep (2-6)
- Dock workers (4)
- Drivers (4-8)

21-35 PEOPLE INVOLVED

What NOW?

