



The Ins & Outs of Mail Shop

Shannon Sittler, Senior Sourcing Manager
Production Solutions
April 11, 2024

Stages in Mail Shop Production

- Pre-Production – Scheduling, Bidding & Awarding
- Art Release
- Delivery of Outside Materials
- Data Processing
- Imaging
- Bindery & Finishing
- Affixing
- Insertion
- Postal Logistics



Pre-Production: Scheduling

Setting scheduling expectations from the onset of a project is key!

- Client expectations
- Mail shop capabilities



Pre-Production: Bidding & Awarding

- Bidding for print and mail shop typically occur simultaneously
- Provide detailed specs and mail shop instructions for accurate pricing
- Choose best partner and award a work order to reserve pricing and schedule



Art Release

As soon as art files are available, they should be shared with printers and mail shop!

Mail shops can take this time to start setting up for imaging and identify potential trouble areas.

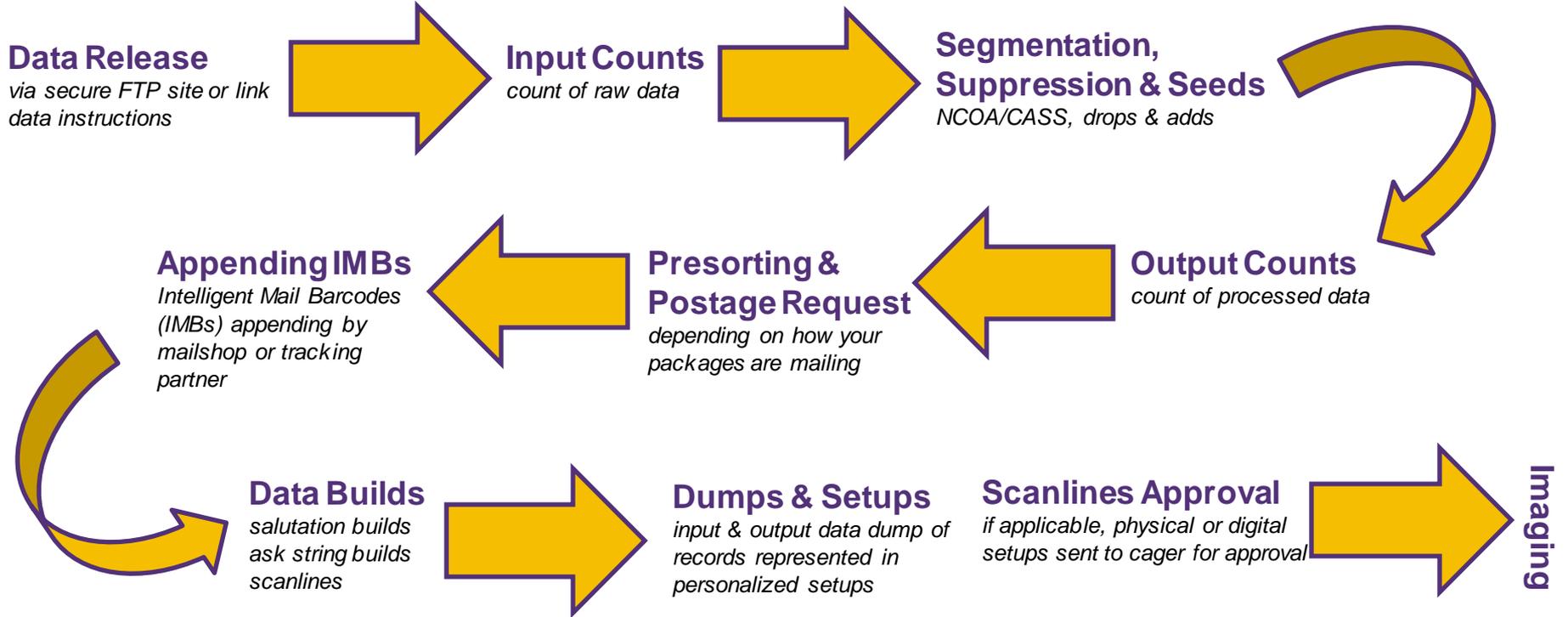


Delivery of Outside Materials

Print components are delivered to the mail shop and are QC'd upon arrival.

- Envelopes
- Generic & Personalized Forms
- Labels, Notepads, Magnets, Premiums

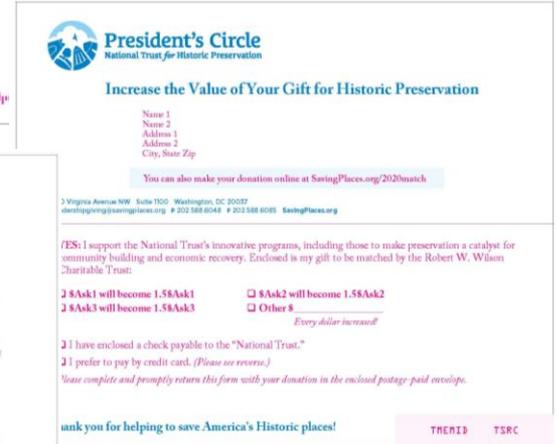
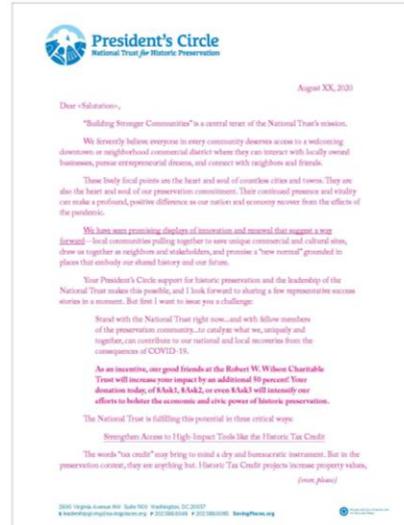
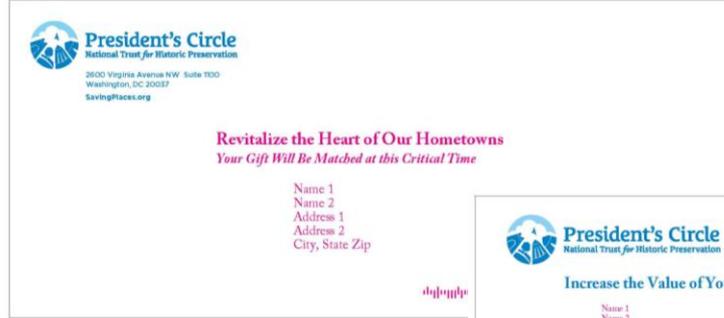
Data Processing



Reviewing Setups

A sample of records are used to populate setups to show what the final personalization will look like to a donor.

- Pre-Print vs. FPO Copy
- Comparing against data dumps
- Comparing against art
 - Content
 - Placement
 - Page / paragraph breaks
 - Versions





Imaging

Once dumps & setups are approved, imaging takes place to personalize a mailing!

- Cutsheet vs. Continuous
- Simplex vs. Duplex
- Envelopes
- Specialty Items



Bindery & Finishing

After imaging, the now personalized print components go through bindery & finishing.

- Trimming
- Folding

**Keeping personalized components in order is KEY!*



Affixing

In addition to stamps, there are a ton of other items that can be machine-affixed to a mail piece!

- Post-It Notes
- Generic or personalized labels
- Membership Cards
- Multi-Stamps

**Some mailshops can hand-affix too!*



Insertion

An insertion proof will be created and provided for approval, including all generic and personalized components in the mail package, in their inserted order. Once approved, the mailing is inserted!

A live proof, if required, is a live sample pulled from the mail that has already been inserted. It will be scanned or shipped for approval.



Postal Logistics

Once a project has been inserted, sealed and staged for mail, the logistics are arranged to get the mail into the mail stream!

- Local Entry
- Commingle
- Dropship
- And more!

Common Mail Shop Production Oversights

- Lack of communication
- Incomplete specs / instructions
- Missed deadlines for art / data
- Last minute changes / requests
- Rushed approvals
- Improper format for delivered materials

*How to make the impossible possible – and
get your mailing out in just a few days!*

Good, Fast, Cheap – You Get 2!



Good, Fast, Cheap – You Get 2!

- Good & Fast
 - Urgent Grams
 - Acknowledgement Programs
 - Higher cost for quality and speed
- Fast & Cheap
 - Postcards
 - Less complexity for speed and low cost
- Good & Cheap
 - Planning, planning, planning
 - Longer production time for quality and low cost



Thank you!

Shannon Sittler, Senior Sourcing Manager
Production Solutions

703-734-4463

ssittler@psmail.com

