



Print/lettershop case study

Our client is an international marketing agency providing loyalty communication and acquisition programmes to global brands.

Typical projects range from 50,000 to 3 million items mailed throughout EMEA regions. MHI provide a full end to end service from data formatting/cleansing/presorting, envelope supply and overprint, through print and personalisation of letterhead/ carrier sheet, insertion into both envelope and poly including cross matching of multiple inserts before final presentation and dispatch for final posting.

We work closely with our client to advise of the optimum mail piece based on each individual destination and frequently run variable pack types within a single campaign to achieve a net budget saving.

Projects can have a relatively short lead time and by keeping each component of the mailing “in house” MHI are able to effectively react to within and control the process in terms of fulfilment, routing and distribution.

“MHI consistently demonstrate an expert knowledge of both international post and mail production services. Their ability to understand how these elements can effectively fit together within a given market has had a positive impact on our business.” – Client Services Director.

Contact MHI:-

+44 (0) 117 9776655

Sales@mh-international.com

www.mh-international.com