

Direct Mail Services



Los papeles, pasta, pulpas y cartones reciclados.
Apto para uso doméstico.
Evitar los fuego, chispa, materiales calientes ni agua.
Evitar los golpes y rasguños.



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A&O is Sydney's most responsive mailhouse providing comprehensive printing and mailing solutions.

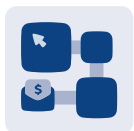
Our mailing services help you reach your customers or leads at the best possible market rates whilst enjoying the dependability and professionalism of the Australia Post service.

Whatever format you want to print, and whether you intend to send 50 articles or 5 million, A&O can provide you with a fully managed print and mail production service to take the stress out of your next campaign.



DIRECT MAIL

When you want to send personalised promotional mail or formal correspondence to your recipient database, A&O's bulk mail services have you covered. We securely handle your data, print your post, prepare the mail, and lodge the postage on your behalf. Bulk mail is highly effective for sending marketing or promotional correspondence as well as general information.



TRANSACTIONAL MAIL

Transactional mail allows you to post statements to customers, such as invoices or appointment reminders. We receive your recipient data regularly via bulk file exchange or real-time API integration so that we can prepare and post your mail. Depending on your ERP software, we can process PDF files or structured data, ensuring that each recipient gets the exact pages plus any additional inserts they need.



UNADDRESSED MAIL

Our unaddressed mailing services help your marketing team reach out to new customers whose name or address are not already in your database. Our team can help you target your desired audience according to the geographical areas, residential/business property type and local demographic data. We print, prepare and lodge your mail with Australia Post for maximum reliability and engagement.



PARCELS

When you want to make a lasting impression with a marketing promotion or need to get your product in front of your consumers en masse, our handline fulfilment team can prepare any custom assembly and packing work needed to get your packages or lumpy mail out on time and with the best presentation possible.

Our direct mail services

Being an accredited Australia Post Bulk Mail Partner means that we're a highly skilled provider when it comes to tackling all forms of addressed and unaddressed mail in-house, handling large quantities of marketing or transactional pieces with multiple inserts.

We pride ourselves on eliminating the stress and frustration caused by missed deadlines and inaccurate direct mail. Our team is primed to work collaboratively with you to provide the fulfilment and mailing production you need to get your mail out accurately and on time.





PRINTING

If it fits in an envelope, we can print it! Our offset, digital and web printing services mean that you get the quality and scale of a commercial printing company along with direct mail production all under one roof.



PERSONALISATION

Our document programming capabilities can produce any mail-merged documents including letters, invoices and statements from a source spreadsheet, API integration or a combination of data sources.



FOLDING & INSERTING

Our state-of-the-art mail processing machinery can intelligently add additional inserts along with your main article so that each customer receives a tailored experience.



PLASTIC WRAP

We can wrap your printed items in plastic with a flysheet for low-cost preparation of brochures, magazines and loose marketing collateral.



ENVELOPE SUPPLY & PRINTING

We can source a wide range of window and plain face envelopes and print your branding in colour or monochrome, as well as the required post marks and return address.



LODgement

We can lodge your mail either on our own account or your current Australia Post account. We ensure that the mail is priced at the best possible bulk mail rate, including tray sorting addressed mail and bundling unaddressed mail.



PRE-SORTING & BARCODING

Our tray labelling and DPID barcoding ensures that you get the best possible postage rate from Australia Post.



HANDLINE OPERATIONS

For customised items such as sample mail or promotional items, our handline team can provide manual assembly and bundling services.

The A&O advantage

We'll get you the best rate with Australia Post

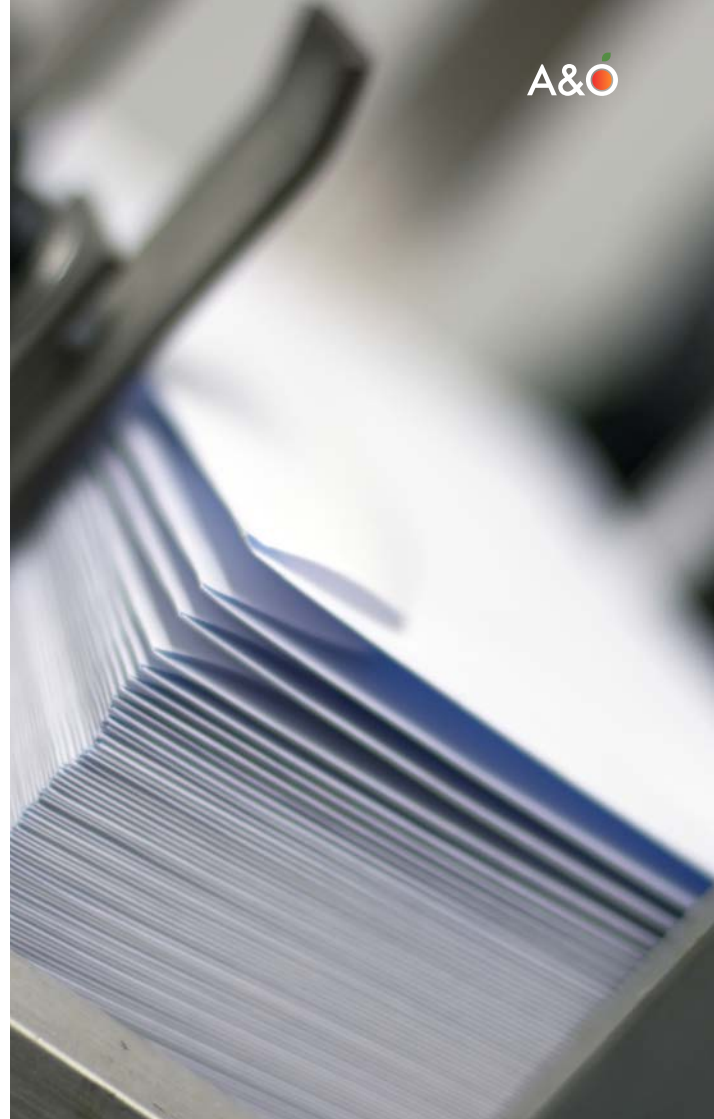
As a Bulk Mail Partner, we follow best practices to send your mail, and we're exceptionally well-versed in Australia Post bulk mailing standards and getting the best rate for your mail.

We'll help you overcome any hurdles

Direct Mail campaigns have multiple moving parts: preparing data, designing your artwork, programming templates, handling returns, and capturing responses. Our team have the experience and expertise to help you understand and organise any part of the process.

We're rarely beaten on price, never on quality

Direct mail is one of the most powerful and effective ways to promote your business although it's not the cheapest. We believe that by moving more production facilities under one roof, we can cut the costs of your campaign to improve the ROI without compromising on quality.





Reduce your overheads

Equipment, stock and production staff can all add up to a high per-unit cost for sending essential and promotional mail, especially as volumes decrease in favour of digital touchpoints.

Improve postal rates

Outsourcing your direct mail to an experience provider gives you peace of mind that your mail qualifies for the best Australia Post rates.

Build seamless mail experiences

Our automation specialists can save you time preparing bulk exports and create delightful personal experiences with variable data, conditional imagery and intelligent inserts.

Short run projects/campaigns

In an era of remote working, shared workspaces and distributed workforces, outsourcing mail reduces the need to dedicate office space for processing mail.

Variable Data Printing

Personal communication should be so much more than a greeting by name.

Have you considered combining multiple streams of your valuable, hard-earned data to create a unique direct mail experience?



customers.xls

Combining data streams

A&O is able to use state-of-the-art software to map data streams to direct mail templates with unwavering reliability.



kotara-graph.jpg



agents.json



Using intelligence to increase send rates

Before printing an address, we check the customer data on file against the national home movers and death registers. Removing mail that is not likely to reach its target reduces waste and allows our clients to update their customer data.



Dear **Melanie**,

Did you know that the average price for a 3 bedroom house in Kotara is currently \$ 1,870,000 ?



For a free, no-obligation valuation of your property, contact me today.



Matthew Simpson
Your local agent

Ray White Newcastle

Works with A&O to deliver highly personalised direct mail campaigns that engage customers who may be in-market to sell their home, whilst connecting them to a local real estate agent.

Getting the best rate for your mail

Promo Post

Promo post offers leading postal rates for high quantities of promotional addressed mail. We manage the address validation, barcoding and sorting required that qualifies your campaign for a lower postal rate.

Charity Mail

If you are a registered charity you can secure a reduced rate with Australia Post for your outgoing mail. Your charity will normally have its own Australia Post account which we can use to lodge mail on your behalf. If you need to apply for a charity number, our team can help you get the correct paperwork completed.

Unaddressed Mail

Australia Post's unaddressed mail services ensures total peace of mind that your promotion will reach the intended audience. It is delivered with the regular post, meaning that there is a higher engagement rate than regular 'junk' mail; sticking out of the letterboxes. As well as helping you with location targeting, we also provide the printing and bundling services needed to get your campaign running.

Pre-Sort

For everyday commercial volumes of non-promotional addressed letters there is also a price reduction for clean, barcoded and sorted mail. Our team provides all the sorting and barcoding so your mail enjoys a lower cost per item.

Print Post

If you are sending 2 or more editions of a publication per year, our team can help with packing and mailing with Australia Post Print Post. We secure your editions with plastic wrap or envelopes, and print the personalised addressed flysheet. Print Post permits publications weighing up to 1kg, making it especially helpful for heavier items.

Tracked Mail

High volumes of registered tracked mail requires special barcoding and data feeds to provide you with the audit trail you need to prove that your mail has been delivered to the intended recipient. A&O provides the special programming required to make sure that the 2D datamatrix barcodes, customer address data and sequence numbers all match up to the correct recipient.



Printing capabilities and formats

An engaging mail campaign isn't complete without high-quality commercial printing. A&O is able to provide different commercial printing solutions to suit any small format your campaign requires:



Digital Printing

Our commercial high-volume laser printers create exceptional quality documents and cater for any personalisation requirements such as letters, envelopes and flyers with localised data or variable images.



Offset Printing

For larger volumes of non-personalised high quality printed collateral such as flyers, brochures and letterheads, we offer offset printing services at highly competitive prices.



Web Printing

For mass-produced print runs such as magazines and catalogues, we offer high-speed web printing solutions.

Formats include:

- ✓ Envelopes
- ✓ Flyers
- ✓ Letters
- ✓ Postcards
- ✓ Flysheets
- ✓ Brochures
- ✓ Pamphlets
- ✓ Newsletters
- ✓ Magazines
- ✓ Appointment cards
- ✓ Packaging

Agency Services

Do you specialise in print design, but invariably need to navigate the complexities of direct mail for a key account? Or provide marketing and advertising strategy and want to partner with a firm to fulfil the production?

As well as providing our services to Australian and international organisations directly, A&O is also entrusted by agencies to provide the best possible print, mail and fulfilment services to their clients.

As a white label partner, we understand that agencies require complete loyalty, a high degree of professionalism, and accurate pricing at the outset of a job so that they can adequately forecast costs and charge the client accordingly.

Clients who choose A&O as their White Label supplier can expect us to put them first in everything we do. We make every effort to understand your workflow and stress points, and continually take on board your feedback to deliver the service that leaves you confident in all aspects of the job.



Automations and integrations

You have automated emails and digital touchpoints integrated with your everyday operational and marketing efforts. Why not regular mail?

For invoices, statements and unique marketing ideas, our team can integrate with your chosen ERP, CRM or other software to post regular mail on your behalf when you need us to, without the time-intensive tasks of bulk exporting, editing and mail merging your recipient data.

Our guiding principle is to offer the most advanced and customer-centred direct marketing solutions of any mail house in Australia. Because the more that automation and programming plays a part in our service offering, the less stress and resources you need to invest in order to achieve the desired results in your direct mail campaigns.

As well as providing strategic planning and design thinking to get to the root of a challenge, we continually research industry best-practice, class-leading tools and emerging trends to innovate.



Our customers are saying:

“They responded very efficiently and diligently to an urgent need before the end-of-year break and were always very pleasant and professional to deal with.”



“This was my first direct mail campaign that I directly managed and Lina and the team made the process super easy and the campaign was a pleasurable trouble free element of the overall campaign.”



“Very fast and helped us get everything printed and sent out in record time, will definitely use them again!”



“Thanks to Lina and the team for doing such a fantastic job on printing and lodging our letters, especially with a short turnaround. This is the second time I’ve used them and they have been wonderful so far! Lina is a great communicator and very accommodating.”



“Lina and the Team at A&O in Brookvale never fail to exceed my expectations. They provide an excellent service. They helped me figure out the best option for my Flyers and requirements, always assisting me with a variety of options to suit my budget and the final product always looks amazing! Quick turnaround, friendly service and the quality is great too.”



Our Team

We pride ourselves on A&O being a safe pair of hands when it comes to each and every brief we take on. Across our team of industry experts, you can rest assured that you will have the experience needed to complete your project successfully.



Gareth Thomas

MANAGING DIRECTOR

With over 20 years of experience in fulfilment and direct mail projects marketing, Gareth has worked with leading brands such as Adobe, Nextdoor, BMW, Max Mara, YSL and Google.



Lina Halim

PRODUCTION DIRECTOR

Lina has 15 years experience in handline fulfilment and mailing campaigns. She has overseen time-critical projects for Bauer Media, Hermes, Australian Geographic and many other household names.



Bruno Biguetti

CUSTOMER SUCCESS

Bruno has worked in the most demanding customer service environments for over 10 years and is focused on ensuring that you receive the highest professionalism and communications.



Oli Askew

BUSINESS ANALYST & AUTOMATION SPECIALIST

Oli has over 8 years experience working with creative and development teams to design, develop and deliver business-critical software applications.



Hendro

PRODUCTION ASSISTANT

Hendro brings his superpowers of production to every job. He is a technical tour de force; capable of whatever is necessary to solve a problem and save a deadline.

Get started

Give us a call or visit our website to get started on your next mailing project.

1 BRIEF

Any great campaign starts with a concise brief, which usually includes the type of mail, format, how many and the due date.

Our team can help you prepare any part of the brief either via email or a quick zoom meeting to cover off all of the details that make your campaign a success.

2 QUOTE

We'll send you an inclusive quote to complete your project. Usually, we are able to get a quote back to you same-day after receiving your brief so that you can make a decision in time to hit your deadlines.

If your artwork and data are in progress or ready to use, it would be helpful to share them with us for quoting.

3 ARTWORK

We receive your artwork and program it into our mail production software so that it is ready for mail merging.

For addressed media such as letters, flyers and postcards, our team can provide Adobe Illustrator, InDesign or Acrobat PDF files to place your artwork.

4 DATA

If your mail is addressed or personalised, supplying data and any other data sources or assets for mail merging is a vital step.

We provide cloud fileshare facilities with enterprise-grade security protocols, and our Cybersecurity policies are available to review upon request.





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