

Trying to match a personalized statement, letter or card to a personalized envelope can be challenging and risky! Intelligent inserting is a solution and can dramatically reduce your risk of mismatched inserts. Using an intelligent insert allows for multiple pieces to be computer matched and inserted into a personalized envelope. We all know personalization increases brand recognition and response rates, while providing marketers an opportunity to target their audience and create dynamic mail pieces with exceptional results.

In fact, according to a DMA data report, response rates increase about 300% when personalized pieces are utilized.*

Our machine, the DS-1200 G4i Folder Inserter, allows us to:

- Immediately identify mismatches and get the run back on track to perfectly assembled.
- Reduces set-up time from hours to seconds.
- Guarantee the right documents are inserted into the correct envelope for secure mailing by using Intelligent Mail Operating System (IMOS) and Automated Insertion Management System (AIMS).
- Read any type of coding including optical mark, optical character and 1D or 2D barcodes.
- Have document visibility at every movement through the machine with its automatic camera and allows the operator to have document visibility at every movement through the machine.
- Generate a report that confirms the correct person got inserted the right personalized mail piece. We will not distribute if the report is not at an accuracy of 100%.



*Source: DMA (Data & Marketing Association)

MINIMUM AND MAXIMUM SIZES OF POSTAL CLASSIFICATION



LETTER SIZE: LETTER OR LETTER SIZE BOUND BOOKLETS

Size: Max 6-1/8" x 11-1/2", Min: 3 1/2" x 5"
Shapes: Rectangular / Aspect Ratio: Length/Height = 1.3 to 2.5
Thickness: Max: .25", Min: .007 (.009 if over 4-1/4" x 6")



LETTER SIZE: FOLDED/UNSTITCHED SELF MAILERS

Size: Max 6" x 10.5", Min: 3 1/2" x 5"
Shapes: Rectangular / Aspect Ratio: Length/Height = 1.3 to 2.5
*Thickness: Max: .25", Min: .007 (.009 if over 4-1/4" x 6")



FLATS: LETTER OR SELF MAILERS

Size: Max 12" x 15", Min: 6- 1/8" x 11- 1/2"
Shapes: Rectangular & Squares
Thickness: Max: .75", Min: .25"



POSTCARDS

Size: Max 4-1/4" x 6", Min: 3 1/2" x 5"
Shapes: Rectangular / Aspect Ratio: Length/Height = 1.3 to 2.5
Thickness: Max: .016" (per side), Min: .007 (per side)

**Double postcards qualify for postcard rates, only if the other half is a business reply.*

**70lb text min for 1oz mailpiece; 80lb text over 1oz up to 3oz*