

# Plastic Mailer

Our plastic mailer is an exciting new way to promote a company, product or service. With high quality commercial print and a rigid 20 or 30 mil layered plastic material, this mailer is sure to stand out among all of the other direct mail. The detachable CR-80 card is a retainable piece that will continue to promote a company many months after the mailer is received. With this unique design, the response rate is sure to be higher and the life expectancy longer.

We also support you and your customer with full mailing fulfillment. Addressing, personalization and variable print are done in-line for efficiency. CASS certification, presort and NCOA presort help ensure precision and accuracy with the mailing. With this mail piece, we handle everything so your customer can sit back and take care of their customers.

## Applications

- Membership card mailer
- Product promotion
- Calendar promotion
- Service contact card mailer
- School fundraiser mailer
- Emergency notification card
- Insurance cards
- Store moving notifications
- Warranty cards
- Referral cards

## Features

- Durable 20 or 30 mil layered plastic material
- Thick laminate over print
- In-line addressing and variable imaging/barcoding
- High quality commercial print
- Quantities of 200 up to a million +

## Markets

- Service companies
- Casinos
- Retailers
- Non-profit organization
- Schools/Universities
- Alumni associations
- Hotels
- Hospitals/Clinics
- Restaurants
- Spas
- Manufacturers
- Clubs
- Automotive dealers
- Insurance agencies
- Real estate agents
- Trade show companies

## Benefits

- Durable plastic card withstands the wear and tear of postal equipment
- Unique design will stand out in the mail
- Detachable card extends the life expectancy of the mailer
- Variable graphics / barcoding allow for a 1 to 1 marketing promotion
- Detachable card can be used as a tracking device
- Complete fulfillment on mailer
- Quick turn times
- Bold marketing approach
- Our customers have experienced more than double the response on plastic mailers vs. paper mailers

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## Plastic Mailer Options

1 Up Card w/ Keytag 5 1/2" x 4"

2 Up 5 1/2" x 4"

1 Up 8 7/16" x 3 1/2"

2 Up 8 1/2" x 3 7/8"

1 Up 5 1/2" x 4"

Go to [www.wardkraft.com](http://www.wardkraft.com) to view more die configurations that Ward/Kraft offers.