# APACHE
## Superior Printing Ltd.

## Turn to Apache for complete direct mail programs.

DIRECT MAIL, A MARKETING MEDIUM WITH REACH, VALUE AND MEASUREMENT.

# ▶ APACHE SUPERIOR PRINTING

Apache Superior Printing has been helping companies solve printing challenges since 1963.
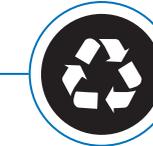
| 1963 | PRESENT |
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THE COMPANY'S SKILLED TEAM OF PRINTING AND BINDERY CRAFTSPEOPLE, PRE-PRESS AND DIGITAL PRINT EXPERTS, PRINT ADVISORS AND DIRECT MAIL CONSULTANTS PROVIDES OUTSTANDING SERVICE AND ATTENTION.

CONTACT OUR PRINTING EXPERTS TO DISCUSS THE ADVANTAGES OF A DIRECT MAIL PROGRAM.

# APACHE SUPERIOR PRINTING DIRECT MAIL

| CANADA POST EXPERT PARTNER | RESPECTING THE ENVIRONMENT AND YOUR AUDIENCE | HELPING YOU MAIL SMARTER | WORKING TO BUILD A MEASURABLE PRINTING INVESTMENT |
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# ▶ INTRO

Apache Superior Printing has managed and executed direct mail programs for decades. Today, savvy marketers are using the medium to build awareness for their products and services; stimulate traffic to showrooms, sales centres and retail locations; and connect with new audiences and demographic profiles. The medium of direct mail is an effective marketing tactic as email 'inboxes' get overrun with messages and offers. With Apache Superior Printing on your side, your marketing team can leverage the advantages of 'print and post.'

**APACHE SUPERIOR PRINTING, PROUD TO BE A CANADA POST EXPERT**

In fact, we are only one of two Expert Partners in Calgary and area. Apache Superior Printing understands the medium of direct mail and we have intricate industry knowledge gained from working closely with Canada Post on a daily basis. Canada Post rules and regulations can change regularly; Apache is there to ensure client direct mail programs meet these regulations and are ready for execution in the market.

**WITH APACHE, YOU CAN MAIL SMARTER**

Successful direct mail programs have many moving parts. Geographic areas and traffic numbers; household incomes; pricing scenarios for addressed and unaddressed admail; paper stock weights and their pricing implications; sorting and bundling; envelope realities; list acquisition and cleaning; and many more factors require attention and consideration to ensure your program meets its intended target, budget and timeline. An Apache Advisor can lead the way for smart mailing programs that respect the environment and the time of your audience. Apache is also well-versed in Anti Spam Legislation and how this Legislation affects list and database compilation.

**DIRECT MAIL, MARKETING THAT CAN BE MEASURED**

Effective direct mail marketing can evaluate Return on Investment (ROI). Direct mail can be tracked through web analytics packages or through 'counters' in your sales centre or retail location. This data can be used to provide even more targeting on future direct mail programs. Get your marketing program moving in a smart direction with direct mail from Apache.

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