

# REFORMATTING FOR IMPROVED CYCLE-TIME AND A BETTER PRODUCT

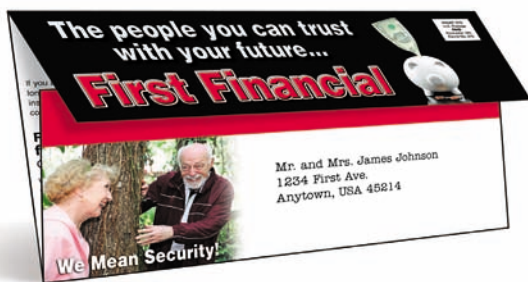
One of Schmidt's values is continuous improvement, therefore we are always seeking ways to drive down costs and cycle-time for our customers. The following is an example of how we were able to significantly shorten the cycle-time of a solo direct mail program for one of our customers.

In an effort to reduce the cycle-time for New Maturity Direct's self mailer program while maintaining costs, Schmidt Account Developer, Jenny Pratt-Kaufman presented publisher Bob Moses with a new format.

In the past, New Maturity Direct used a unique, three-panel self-mailer that Bob devised. The piece had a die cut window that allowed the mailing address to serve as pre-populated information for the business reply card as well. This two-function address makes it easier for consumers to respond to the offers and easier for New Maturity Direct's Lead Fulfillment Center to process their clients' leads.



To reduce cycle-time and enhance the product, Jenny suggested changing the format to a larger three-panel piece with an invitation fold that eliminated the die cut, while still using the two-function address. Doing this enabled Schmidt to produce the piece entirely at the Byron location therefore reducing the cycle time by several days.



Bob said, "Increasing the size of the piece has given our clients more "real estate" in which to promote their products and services. The larger size enables them to use larger font sizes making it easier for senior recipients to read and therefore respond."

Bob went on to say, "Advertisers such as Wells Fargo Home Mortgage and Hoveround have continued to experience success with the new format. We're delighted to have the extra time for our creative process and list management services."

Schmidt can often reduce cycle-time and/or costs when customers are open to modifying an existing format or trying something completely new. Modifications can be simple size adjustments as small as one-eighth of an inch or, as in the case of New Maturity, revamping the format. Contact Schmidt to find out how reformatting your marketing piece can impact your cycle-time and bottom line.

## *About New Maturity*

New Maturity Direct is a leading supplier of direct marketing services for businesses targeting older consumers throughout the U.S. Their services begin with custom design and continue through lead fulfillment services. Schmidt has the privilege of partnering with them to produce and mail their direct marketing products.

Based in Denver, Colorado, New Maturity Direct publishes a cooperative direct mail package three times a year that reaches more than 4 million seniors between the ages of 62 and 82. They also offer a monthly solo direct mail program that drives additional lead generation and sales opportunities for their clients.