

Sinclair
Computer Forms

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THE WAIT IS
FINALLY
OVER!



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Sinclair Computer Forms Inc.
51 Covington Street
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- Booklets
- Laser Sheets
- Flyers, Pads
- Cheques
- Continuous Forms
- Snap Sets
- Laser Forms
- Jumbo Rolls
- Variable Data
- Barcoding
- U.V. Printing
- Utility Statements
- Direct Mail Services
- Full Graphics Department
- ..and much more!

Sinclair Computer Forms is excited to
announce our newest product offering:

DIRECT MAIL SERVICES

Whether you are from the East Coast, the West Coast or anywhere in between, trust Sinclair to be your trade printer and mail service provider of choice. We look forward to providing you a hassle-free solution to sending receipts, invoices, letters, notices, reports, flyers, coupons and post cards to specific individuals and targeted audiences.

Phone: 1-800-263-4847 905-578-2922

Fax: 1-800-663-9023

www.sinclairforms.on.ca



Direct Mail Specification Sheet

Below is a list of our new equipment, and a detailed description of the capabilities of each piece, including minimum and maximum size allowances:

6 Station Inserter

- Minimum Insert Size: 5 1/2" x 3"
- Maximum Insert Size: 9" x 6"
- Maximum thickness of each insertion: 1/8"

Envelope Size Allowance

- Minimum Size: 6" x 3 1/4"
- Maximum Size: 9 1/2" x 6 1/4"
- Window, or Non-window envelopes available
- Maximum Package thickness including all inserts and outside envelope should not exceed 1/3".
- Open-end envelopes preferred

Tabbing Specification

Common use is for magazines or folded mailers. Tabbing machine can also be used to apply postage stamps for improved open rate. Can also be used to apply sticky notes, plastic cards and labels.

- We will supply circular clear tabs, 1" in diameter.
- Each piece can have up to 3 tabs applied.
- Minimum size of piece to be tabbed: 3" x 5"
- Maximum size of piece to be tabbed: 16" x 17"
- Maximum sheet thickness: 5/8"

Polybagger

- Maximum clear plastic bag size is 9.8"W x 14"L x 3/4"

Folder

- We can accept sheet sizes of 8 1/2" x 11", 8 1/2" x 14" and 11" x 17"
- Will create letter, half, z-fold, double parallel, and custom folds.
- Minimum sheet size to fold: 3" x 3 1/4"
- Maximum sheet size to fold: 11" x 17"
- Will accommodate forms from 16lb bond up to 70lb bristol

Envelope Ink Jet System

- Can spray up to 4 colour within a 1" band
- Can spray black only within a 2" band

Camera Verification System

New state-of-the-art equipment will ensure that a personalized piece is inserted into the correct personalized envelope.

Mail Lists

Canada Post Approved software will provide address accuracy, correction, and presortation which supports many database formats including Excel, Access, FoxPro, Dbase, and ODBC. Will provide postage-due calculation. We can supply you with a list of valid, corrected, and uncorrectable address with Canada Post Statement of Accuracy.

What is Direct Mail?

Mail is a personal, measurable and cost effective way to advertise, inform, raise funds, generate sales and more. We will provide a hassle-free method of sending receipts, invoices, letters, notices, reports and post cards to specific individuals and targeted audiences.



One of the most powerful marketing tools available today is direct mail. A recent study has shown that Canadians prefer to receive advertising by this method, rather than by telemarketers or email. Most are inclined to respond more positively to information when they have something they can actually see, feel, and view at their leisure.

Who can use this service and benefit from it?

Direct Mail Services are required by many industries including retail, government, health care, education, charities, automotive, travel and more! It is estimated that over 60% of our current print orders eventually enter into the mail circulation. Why not let us take care of that for you and your customers?

Canada recently introduced the 'Do Not Call Registry'. When our neighbours to the South introduced the same, they noticed a major shift from telemarketing use to direct mailing. Before this registry came into effect a few years ago, nearly \$2 billion US dollars were spent on telemarketing. Since then, close to 30% of that has been redirected into the US direct mail advertising market. It is forecasted that Canadian markets will also experience an increase in the use of this cost effective marketing tool.

What are the different Direct Mail Options that will be offered?

Addressed Admail

Pieces are personally addressed and delivered to a targeted audience.

Unaddressed Admail

An effective way to offer discounts and provide general information, which is delivered along specific mail routes.

Post Cards

One of the most easy and inexpensive methods available to promote and inform individuals.

A recent study showed that 67% of Canadians prefer to receive advertising by mail, rather than by telemarketers or email.

For more information regarding Direct Mail, and all of the impressive benefits, please visit Canada Post's Website, at www.canadapost.ca. We will also accept pre-printed material! Feel free to supply envelopes, or any specialty items. We can add postal indicia, personalization and more!

As always, we are here to help!

With this list, we hope to have answered many of your questions. Please be sure to call with your next Direct Mail Project. Together, we can help to ensure your customer's success!