



## Financial Services Client - Daily Debt Collection Notices

### Background

Propack was approached by a large financial services company, who had been mailing out a range of personalised debt collection notices at a rate of 15,000 per day (on average). Previously they had been printing and mailing these in a non-specific order, and weren't able to access improved postage rates.

They were not prepared to release their customer data to Propack, for data security reasons, instead Propack were supplied print-ready datamerged PDF pages, to be lasered onto supplied letterheads.

### Objective

Create a system to laser print and collate pre-datamerged PDF pages in a way that would deliver maximum Return on Investment (ROI) for the client whilst maintaining the security of their data.

### Overview

Propack's specialist data team were able to develop a method of sorting these print-ready files and applying a mailmark barcode. This allowed each batch to be mailsorted and as such be eligible for a much more favourable postage rate.

The company's saving has been considerable, on a year's mailing quantity of around 4m items.

