March 2009 Vol 2, Issue 3

PS Insider

Production Solutions has solidified exclusive partnerships to offer you unique products and formats!

We have formed an exclusive and strategic alliance with SacPak to offer a unique package (backpack, large tote, or even a lunch bag) that can be mailed as an upfront or even a backend premium. This product is also friendly to the environment, made with recycled material, is reusable, recyclable, and eliminates the waste of normal envelopes! To learn more about this cutting-edge idea, watch this video!

PS partners with Hallmark!
Want your greeting cards to stand out in the mail? Brand them exclusively Hallmark! PS has formed an alliance with Hallmark so that their brand and logo can be printed on the back of each card!

PS & Grayhair partner to track all mailpieces!
Imagine knowing exactly when your mail is delivered so you can follow up immediately with timely phone calls and e-mails. Or being able to track return mail, instantly measure response rates, and monitor Production Solutions' ability to deliver on our promise of fast delivery!

Now you can do all this and more from your desktop computer with MailTrak! You'll know when your mail is sent, when it arrives, when to trigger multi-channel marketing efforts, and when "the check is in the mail." Moreover, PS will soon be able to provide enhanced services (now in the development stage) such as text messaging and email alerts to your donors (and yourself), notifying them that your mail is waiting in their mailbox!

Join the ranks of companies like Visa, Capital One, and American Express, and ride the wave of the future!

Production Solutions is the 1st to offer 1st Class Commingling!
We can commingle your commercial & non-profit mail, and PS has just finalized discounted 1st Class mail rates that will offer its clients the best postal rates in the industry! Stay tuned for details and savings!

If you have any questions, or would like samples of these formats, contact PS Director of Product Development Cheryl Keedy at cherylk@psmail.com

What is it? The PS March Trivia Question

What is this device called and how is it used?

The first person to e-mail the correct answer to Patrick McVean at PMcVean@psmail.com will win a restaurant gift card.

Hint: It is commonly used for calendars, magazines, and catalogs.

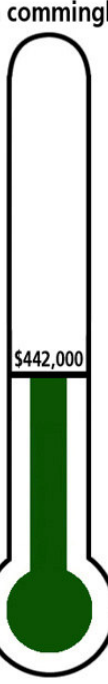
In This Issue

Strategic Alliances
What Is It? PS Trivia!
Get To Know the Staff

Quick Links

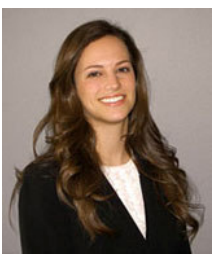
Production Solutions
SacPak Video
USPS
RIBBS

Cumulative client savings since January 2009 from commingling



PS to host a suite at 2009 Bridge Conference

Get To Know the PS Staff



Rebecca Shapalis
Production Director

Tenure at PS: 4 ½ Years

Education: Graduate of James Madison University

Favorite Restaurants: Faccia Luna, Co Co. Sala, Sushi Zen, and basically any other establishment that serves sushi

Favorite Movies: *Heart and Souls, Across the Universe, Slumdog Millionaire, The Boondock Saints, Empire Records, Zoolander*

Must Tivo TV: *Lost, Grey's Anatomy, Intervention, The Hills, The City, How I Met Your Mother, SNL, Scrubs, The Soup, Brothers & Sisters*

Favorite Music: I like everything, but I especially like Rilo Kiley, Taking Back Sunday, Coldplay, Ray LaMontagne, Sara Bareilles, anything 80s, MGMT, Taylor Swift, Mother Mother, and so much more!

Leisure Interests: Spontaneous dance parties, running (in any weather condition!), grilling out, and spending time with close friends & family especially my two younger sisters when they are home from school.

Thank you again for choosing Production Solutions as a partner for your direct marketing needs!