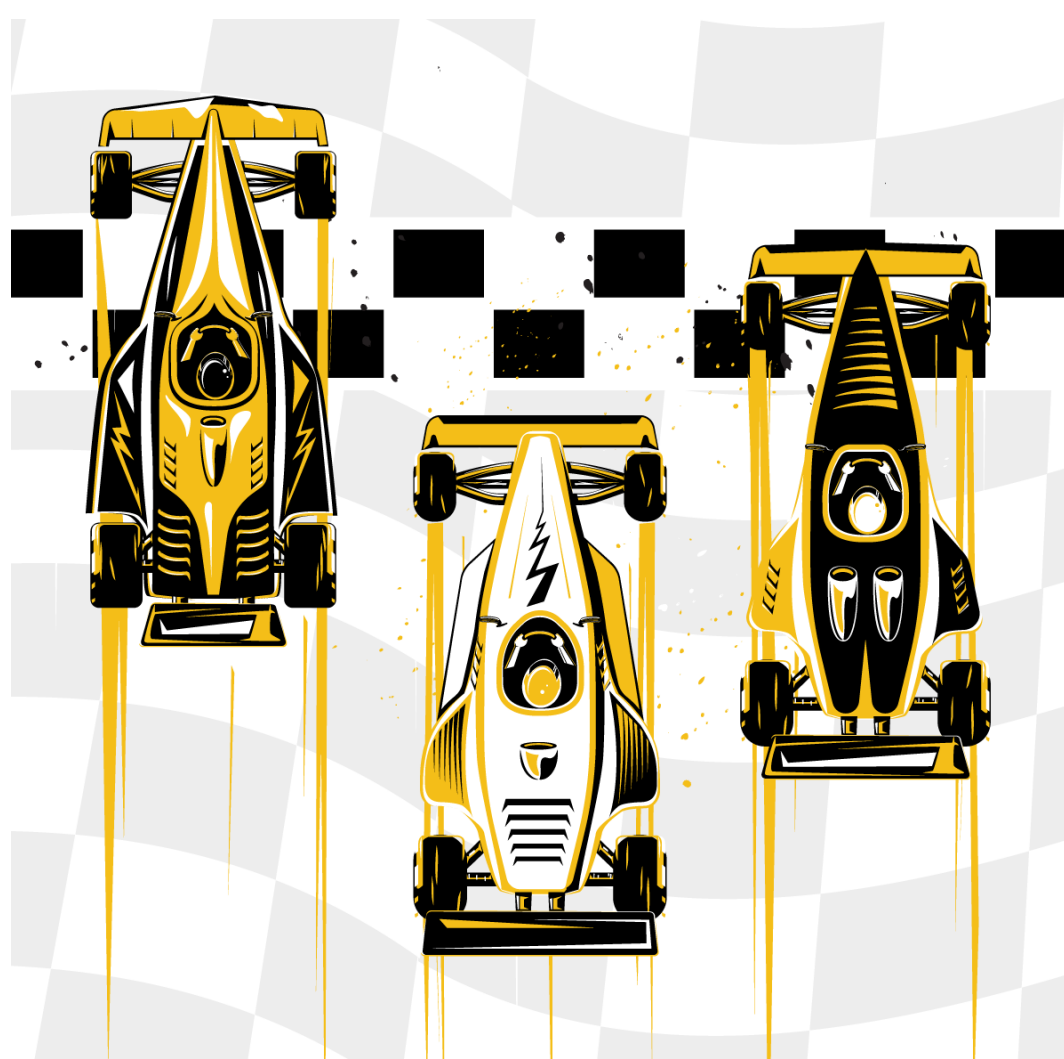




Innovation at Full Speed

Reduce Budget, Increase Efficiency, Drive Results

September 16, 2025



Welcome

Your Presenters



Michelle Johnston

Senior Manager of
Strategic Development



Meredith Piemme

Strategic Partnerships Director

- This session is recorded, recording and presentation link will be sent out shortly after the webinar.
- Ask questions in the chat and we will answer them as we go.
- Our goal = 45 min presentation leaving time for additional questions.
- See a poll? PARTICIPATE (please)

Setting the Scene: The Race We're In

Mailers face rising costs, shorter timelines, and tighter budgets.

Success depends on speed, agility, and precision—just like a race team.

Purpose of this webinar: Give you real, usable strategies to gain an edge.



**"If everything
seems under
control, you're not
going fast enough."**

– Mario Andretti

Your Direct Mail Program as a Formula One Team

Every role contributes to winning performance.

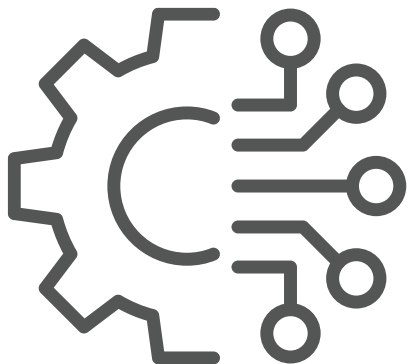
Tiny improvements = big gains over time.

It's about consistent alignment throughout technology, process, and people.



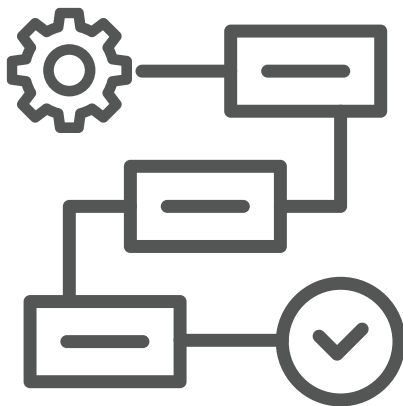
Our Three Innovation Lanes

Lane 1



**Technology That
Unlocks Agility**

Lane 2



**Rethinking the
Way You Work**

Lane 3



**Continuous
Improvement**



Lane 1: Technology That Unlocks Agility

- Digital Print: Personalization at scale, faster turnarounds, reduced waste.
Digital + Automation
- QR codes, more than scan to donate; delivering content, collecting first party data, smart rules, engagement, conversion and even revenue tracking.
- AI-Driven Tools

Tech is your turbo boost —
when applied with purpose.



Lane 2: Rethinking the Way You Work

Who and What Are In Your Pit Crew?

Examples:

- Production Plus* – Partner handles proofing, logistics, and vendor management so your team focuses on strategy.
**2,000+ hours/year saved by single client*
- Partners that talk to each other and work together



Lane 3: Continuous Improvement



Small Adjustments = Big Wins

- USPS Promotions Management – **\$3.9M** saved in 2024!
- Postal Logistics Optimization
- USPS Structural changes – offset – address hygiene, JIT, etc.

Excellence is a never-ending process.



Bringing It All Together

A winning strategy uses all 3 lanes

- Technology That Unlocks Agility
- Rethinking the Way you Work
- Continuous Improvement

Combining these creates a powerful competitive advantage, enabling your organization to reduce costs, increase efficiency, and drive measurable results in your direct mail efforts.





Thank You

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ProductionSolutions.com

Upcoming – next up at the end of October, we will host another webinar to talk about what's in the mail, formats and what is trending...



Ready to accelerate your direct mail program? Let's talk.

productionsolutions.com/production-audit

