

MBi DIRECT MAIL

BETTER • FASTER • CHEAPER • EASIER



YOUR SINGLE-SOURCE SOLUTION FOR DIRECT MAIL



WELCOME TO MBI DIRECT MAIL

MBI creates and produces every imaginable size and shape letter, postcard, flyer, self-mailer and specialty mailer. Our unique designs, along with a wide variety of paper styles and envelopes, full color offset printing and full color digital printing, result in mailers that stand out in every mailbox. Add MBI's industry-leading 24-hour production turnaround and it's no wonder we are the preferred choice for direct mail. We look forward to showing you the MBI difference.

Meet Jim Grogan

Jim founded MBI in February 1989 after a successful career in the auto industry. His creative, results-driven style led the company through years of growth and expansion to become one of the strongest, fastest growing sources of direct mail today. Jim's vision of bringing all the facets of production under one roof has given MBI a unique edge which has contributed to its success as the Home of the 24-Hour Turnaround. His focus on keeping MBI in step with current industry trends positions MBI well, for now and the future.

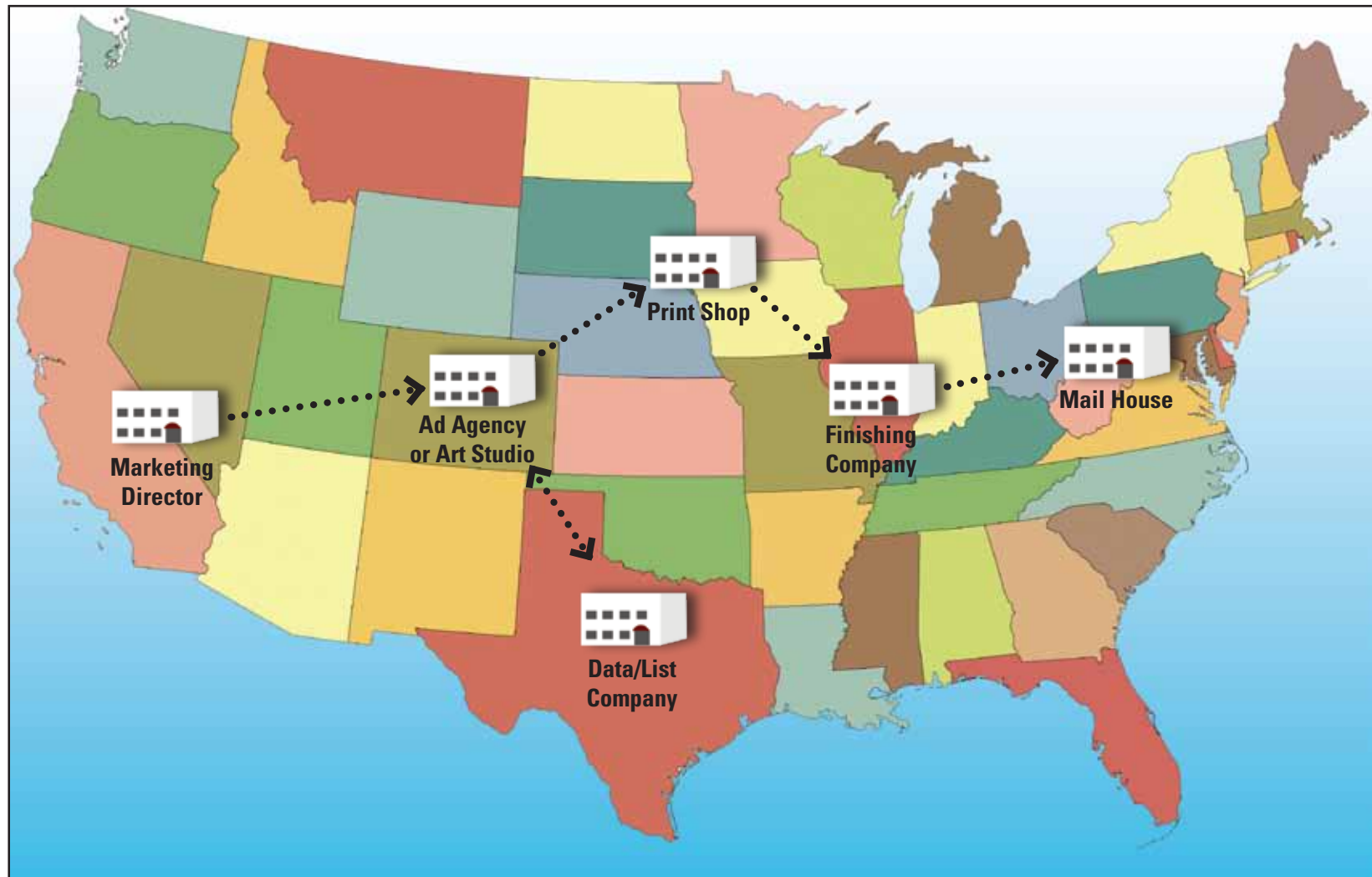


GO TO THE TOP! To learn more about MBI, call 1-800-359-4780 and ask for Jim Grogan or send an email to jgrogan@mbidirectmail.com.

When we say we're a "one-stop shop" we really mean it!

There's no need to go all over the map...

Many businesses are accustomed to dealing with several service providers to complete their direct mail projects, involving extra time and a number of job orders and invoices.



...MBI is literally all under one roof.

This means we can coordinate your entire project with optimal time and efficiency.

Plates are made in-house and taken directly to the press operators on duty. **Production Department** capabilities also include personalized laser, diecutting, foiling and stitching. The mail room assures your project drops into the postal system on time.

Your **Personal Account Manager** will handle your projects from start to completion. You will experience regular communication, with a rapid response to any modifications or corrections.

The **Production Manager** is aware of your project as soon as your account manager enters your job into the system. From that point forward he tracks it, scheduling it for press time and finishing well in advance.



After discussing your criteria with you, your account manager will talk with the **Data Department** and initiate the development of a clean, effective mailing list for you.

Our graphic artists in the **Creative Services Department** can design your piece from the ground up, or work from an idea you already have. We will also process press-ready art that you submit.

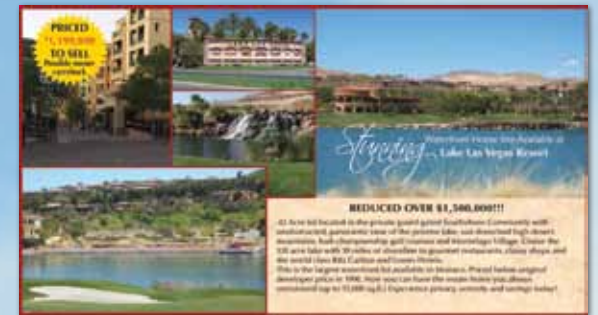
You will always speak with a real person. With your **First Contact**, you are assigned a personal account manager.

Because we control every aspect of your job, it gives us the opportunity to complete your project **better, faster and cheaper**. And it makes *your* job much **easier**, too.

Some Examples Of Our Most Popular Design Styles



4" x 6" 4/4 Postcard



6" x 11" 4/4 Postcard



6" x 9" 4/4 Postcard



Oversized 8.5" x 11" 4/4 Postcard



8.5" x 11" glue/perf Self-Mailer



8.5" x 11" half-fold Self-Mailer



Specialty Mailers



For Direct Mail pieces that truly stand out, you can't beat the uniqueness and quality of MBI's custom creative designs.

8.5" x 14" 3-panel Self-Mailer

11" x 17" 3-panel fold Self-Mailer

Booklets & Brochures

Envelope Mailers





BETTER

- Ideas • Creative Design
- Personalized Customer Service
- Dependability • Results

Better employees are the strength and foundation of MBI. We are a well-rounded, talented group who have learned the advantages of teamwork. Many personnel have worked at MBI for over ten years, resulting in a knowledgeable, reliable staff working together to respond to your direct mail needs.

We have a better production procedure, with a proprietary quality control program developed in-house. Projects are monitored at all phases of production, and each department remains informed and adaptive.

At MBI we can offer you a better idea. We think outside the box, and will help you stand out from your competition. We produce well designed, quality products in a very short period of time at an economical price. Our focus on quality, speed, economy *and* dependability is truly unique in the direct mail industry.

Expect better results with our award-winning creativity, and a better ROI through increased traffic, resulting in higher revenues and increased bottom line profits. Our goal is to meet and EXCEED your expectations.



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MBI's commitment to quality, dependability and value, along with your first-rate staff, is why I've been a customer for 10+ years. Thanks for all you do.

Ken Del Re
DMI
Chicago, IL

*Thanks to everyone at MBI!
We've been with you for ten years now,
and you've never let us down. Thanks
for getting our jobs out on time and
looking great. Keep up the good work!*

*Paul Thomason
Auto Review Publications
Ponte Vedra, FL*

I still wonder how in the world you guys pulled off my impossible request, but you did! You guys received my final approval on artwork seven days before our Private Sale. SEVEN DAYS! You told me it would be at my postal distribution center the next day and my customers would have it the Monday before our sale. It was, and they did. The artwork was so attractive for this mailer we are still receiving attention for it. Very good return on our investment. We appreciate you and all the staff that made this possible.

Michelle Laws
Laws Abbey Flooring Center
Jonesboro, AR

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FASTER

CREATIVE DESIGN • DATA PROCESSING • PRODUCTION

When MBI started its direct mail business in 1989 mail projects typically took weeks to produce because the design, data, printer and mail shop were all separate business entities. Coordinating the project was a difficult and lengthy task. It became apparent that having all the processes under one roof would improve efficiency, lower costs, increase dependability and facilitate speed of production. Today we are a leading provider of dependable and fast direct mail production. In January 2009 we moved to our state-of-the-art new facility and can produce virtually any mail product in the marketplace today.

24-HOUR PRODUCTION TURNAROUND From your sign-off to completion in just 24 hours.





CHEAPER



- LOWER PRICES • NO EXTRA CHARGES • NO HIDDEN FEES

We never sacrifice quality or speed for better pricing: all our processes are fully integrated in one location, from the initial contact by phone or computer to the delivery into the postal system. This saves us money, from overhead costs to hourly wages. We pass the savings along to our customers. Our pricing is calculated as a single unit, simple and highly competitive. There are no hidden fees or extra charges.

**This simulation of our popular scratch-off design reveals
Your Introductory Discount!**



Call 1-800-359-4780 to Get Started!

Easier.

World-class customer service

means interacting with a professional staff who really understand the intricacies of direct mail production.

You can relax as they guide your project through every facet of data, design, print, production and deadlines, all with just one job order and one invoice.



Easy - Contact us by calling 1-800-359-4780 or by sending an email to sales@mbidirectmail.com. Email us some samples of your current direct mail, or ask us to make arrangements for a pre-paid package you can use to send your samples , and we'll send you back a quote within 24 hours!

MBI PRODUCTION AREA



MBi
DIRECT MAIL

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