



A Question of ... Cost Saving



Cost Savings

With postage being the major cost of any mailing, it's vital that your strike rate is high.

By mailing in a stylish, captivating, colourful design envelope that shouts **“open me first”** you can **increase your response rate by up to 40%**, therefore getting your money's worth. At the end of the day it's the hit rate that counts.

Remember, **an envelope costs a fraction of the price of a stamp**. Isn't it worth making sure your mailing rises to the top of the pile?

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A Question of ... Quality



Distinction and Quality

How many times has a beautiful brochure been let down by the envelope it arrives in?

Why spend over £2.00 on each brochure **for it to be put in a brown envelope** costing mere 2p when for an extra 10p, a quality envelope can be used that reflects the true worth of the enclosed literature.

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A Question of ... Intrigue



Colourful Captivation

How often have you banished to the bin, unopened, uninspiring mail that shouts 'junk mail'?

Coloured and stylish envelopes will arouse **curiosity and interest.**

Humans are inquisitive by nature and though we cannot ensure a sale from your mailing, we can guarantee that it will be opened.

After all what is the point of direct mail if it is not opened?

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A Question of ... The Environment



The Environment

What message do your envelopes portray to your target audience?

Does the envelope truly reflect your **environmental credentials**?

Is it in keeping with what you tell your customers as to your concern for the environment?