



- Subscribe to Printing Impressions
- Subscribe to Free E-Newsletters
- Add to Favorites
- Add piworld.com Widget to Your Site

Imagine! Print Solutions Launches New Mailing Services

October 19, 2011

1 0 1 0

Text Size | Single Page | Print | Reprints

MINNEAPOLIS—Oct. 19, 2011—Imagine! is pleased to announce it has established itself as a USPS Business Class Mailer, effective immediately. This new capability, combined with the company's ability to produce a highly personalized printed product and its high-quality inkjet addressing and inserting, gives Imagine! significant mailing capabilities.

Imagine! not only can execute mailing programs, but has now set itself apart by helping customers market and test their mailing strategies. Its direction is to partner with customers on offers, creative design options and effective list purchases to drive response rates and increase customers' sales. This unique approach distinguishes Imagine! as the "go-to" company for print-to-mail programs.

"Our mailing capabilities have been well received by our customers," states company Founder and President Bob Lothenbach. "We have always added services that enable our customers to simplify their supply chain and produce their work under one roof, and will continue to do so. We had seen an increased need for a comprehensive solution, which included mailing. Mailing services complement Imagine!'s print services perfectly and enable a truly seamless workflow to our clients."

In addition to investing in equipment, Imagine! has hired several mailing specialists in senior management roles, account management, data services and operations to provide customers with the knowledge and expertise for each campaign to be a success. These new additions (with over a century of experience) will ensure that each project is executed flawlessly.

From a production standpoint, Imagine! has purchased MCS Eagle UV inkjet equipment to lead its mailing department. The Eagle is capable of addressing 4.25" of copy at up to 30,000 per hour on many different substrates. In addition, the firm has purchased peripheral inserting equipment and a host of software solutions to prepare postage statements and sort lists effectively. Imagine! now has one of the most complete printing, diecutting and gluing capabilities of any printer providing these services.

About Imagine!

[Imagine! Print Solutions](#) has more than 750 employees and celebrated its 23rd anniversary in April, 2011. Imagine! is a \$157 million company serving seven national print segments: point-of-purchase, packaging, UV print, commercial, flexography, digital and screen print. Imagine! sets the pace in its core markets for service, capacity, flexibility and on-time delivery. Imagine!'s capabilities and services include: temporary and permanent display design; folding carton design; electronic pre-press; one- to seven-color sheetfed and UV printing; one- to 10-color flexography; complete finishing and carton converting; kitting and fulfillment and fully integrated eCommerce services—including on-line product ordering, inventory reporting and job tracking tools.

Source: Imagine!

advertisement

RECENT ACTIVITY:

Everyone	Me	Friends
Recent user activity on Printing Impressions:		
	David Leskusky : Shared Your Loan has Been Assigned to Special Assets...What Now? : "Yo..."	3 hours ago
	CanonKelly : Commented on Shut Your Mouth! : "I suspect, as salespeople, most of you..."	10 hours ago
	aspireforbill : Commented on Shut Your Mouth! : "I suspect, as salespeople, most of you..."	12 hours ago
	aspireforbill : Commented on Crazy Good, Bad Customer Service : "I was in Best Buy rece..."	12 hours ago
	aspireforbill :	

advertisement

COMPANIES MENTIONED:

► [Imagine! Print Solutions](#)

+ 1 f 0 Tweet 1 in Leave a comment 0 1 ! 0

COMMENTS

Post a new comment

Login ... - Or - Guest

MOST | **Commented** | **E-mailed** | **Viewed**

[Crazy Good, Bad Customer Service](#)

[Shut Your Mouth!](#)

[Color Your World](#)

[Quad/Graphics to Close Two Printing Plants](#)

[Hannaford & Dumas Now Running the Biggest Ryobi Press in the States](#)

advertisement

RICOH



SUBSCRIBE TO TODAY on 



Receive our FREE Daily e-newsletter:

E-mail

First Name

Last Name

Company

Title

Privacy Policy

MORE SUGGESTED CONTENT:

- [Standard Finishing Deploys Postpress, Mailroom Solutions at Printing Facilities](#)
- [Imagine! Print Solutions Adds Second Wide-format Printer](#)

advertisement

advertisement

INDUSTRY CENTERS:

Binding & Finishing	Press Accessories
Business Management	Productivity/Process Improvement
Color/Quality Control	Sales & Marketing
Computer-to-plate	Sheetfed Offset Printing
Consumables	Sustainability
Digital Printing	UV Offset Printing
Direct Imaging Presses	Web Offset Printing
Fulfillment	Wide-format Printing
Mailing/Postal	Workflow/Web-to-Print
Material Handling	

advertisement

Ready For Real Business **xerox** 

Xerox Production Solutions automates your production process –
so you can focus on producing more jobs every day.

[Learn more](#)



[Editorial Staff](#) | [Editorial Calendar](#) | [Order a Reprint](#) | [List Rental](#) | [Advertising Info](#) | [Site Map](#)

Printing Impressions is a publication of North American Publishing Company (NAPCO)

Target Marketing Group

Printing Impressions Group

Promotional Products

Consumer Technology

Publications & Resources

Retail Online Integration
Book Business
DirectMarketingIQ
eM+C
FundRaising Success
Publishing Executive
Target Marketing
Events
Gold Ink Awards & Banquet
InterACT! Conference
Publishing Business Conference & Expo

Publications

Printing Impressions
packagePRINTING
Print Professional
In-plant Graphics
TeleRead
Printing's Best Blogs
Events
Gold Ink Awards & Banquet
InterACT! Conference

Online Services

Product Search
Promo Inbox
eCatalog Express
E-mail Newsletters
Promo Marketing Headlines
Promo Marketing Threads
Distributor Publications
Promo Marketing
Promo Marketing Buyer's Guide
Target Marketing
Print Professional
End-Buyer Catalogs
Essential Promotions
Best Sellers
Gift Guide

Custom Retailer

Dealerscope
Photo Reporter
Home Furnishings Business
HD Living
HTSA Quarterly
Today in CE
Electronic Lifestyles
CES Pre-Show Planner
CES Directory
CES Show Guide
Appletell
E-Gear
Gadgetell
Gamertell
HomeTechtell
Your Digital Life