

# CAPABILITY STATEMENT

where ideas fuel results



## CAPABILITY STATEMENT

Andrew Associates, Inc. is a full-service direct marketing and advertising company located in Enfield, Connecticut, servicing local, regional and national customers. Founded in 1985, we are a privately held, family-owned business with 57 employees and revenues in excess of \$8 million. Andrew Associates produces over 50 million pieces of mail per year for more than 100 clients, including Fortune 100 and 500 companies, regional retail chains, and national nonprofit organizations. The company's 45,000-square-foot facility is located at 6 Pearson Way, Enfield, Connecticut. Andrew Associates is WBENC, SOMWBA and State of Connecticut Minority certified.

Andrew Associates has extensive experience working with education, financial, health care, and nonprofit organizations in the development and execution of secure, multichannel, and customized direct mail and e-mail campaigns. A strong focus has been using technology to develop customized programs that adhere to compliance regulations while maximizing cost savings. Andrew Associates can also provide design, copywriting, and web/e-mail marketing.

## CORE COMPETENCIES

At Andrew we work with schools, financial service, insurance, and health care companies.

We are a secure facility, GLBA compliant and hold the following credentials:

- All employees are trained in HIPAA and GLBA data security and Medicare fraud and abuse
- Approved for SOC type 1 audit
- Undergoing a shared assessment AUP Audit
- Passed on-site assessment from PricewaterhouseCoopers in 2014 for Information Privacy and Security Testing
- Since 2010 Andrew Associates has maintained compliance with a yearly on-site Information privacy and security assessment performed by PricewaterhouseCoopers



## CLIENTS WE WORK WITH:

Amherst College  
Bay Path University  
Mount Holyoke College  
University of Connecticut  
University of Massachusetts  
Western New England University

The company offers a full suite of direct marketing and creative services, all under one roof, at our facility in Connecticut, including:

### DATA

Data analytics  
Database management  
Postal presorting  
CASS and NCOA

### FULFILLMENT

Pick and pack  
Kitting  
Literature fulfillment  
Inventory management

### LETTERSHOP

Addressing and inserting  
Video auditing, including sequence verification and database comparison to ensure privacy of protected information  
Video matching and read-and-print systems  
Complete bindery services  
On-site USPS detached mail unit

### CREATIVE SERVICES

Strategy  
Design  
Copywriting  
Digital marketing  
Web design  
E-mail and social media

### DIGITAL PRINT

Secure print facility  
Static and variable B/W and color with the capacity to produce over 500,000 images daily  
UV coating  
Managed print services

## DIFFERENTIATORS

Andrew Associates, a WBENC, GLBA and HIPAA compliant company, has over 30 years of experience working with insurance companies and health care. At Andrew, we partner with these leaders to create and streamline complicated variable, direct mail and e-mail programs to maximize efficiency, security and cost savings for our clients. Andrew Associates has further distinguished itself by providing a full suite of direct marketing, creative, and production services, all under one roof, at our facility in Enfield, Connecticut.

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