



Andrews

Capabilities Overview

DIRECT MAIL | PRINT | DATA MANAGEMENT | FULFILLMENT | CREATIVE SERVICES

Your message, printed
and delivered faster
and more affordably
than ever

Welcome to Andrews

Since 1985, Andrews has established itself as trusted print, mail and postal experts, committed to continuously finding new and innovative ways to ensure our customers' messages get delivered directly into the hands of their audience efficiently, cost-effectively, and with impact



Andrews Snapshot

Founded in 1985

Located in Enfield, CT

Certified
woman-owned
business



Andrews Sustainability

Andrews recycles over 260,000 lbs. of paper annually

Recently underwent a building energy audit resulting in an annual CO₂ reduction of over 166,000 lbs

Andrews Cybersecurity

Andrews ensures all information shared meets the highest cybersecurity standards to serve the government, health care, banking, utilities, and financial services sectors:

- PHI security compliant
- HIPAA and GLBA compliant
- Medicare Fraud Waste and Abuse trained
- SOC 2 TYPE II security certified
- Disaster Recovery/Business Continuity Plan in place as required to service HIPAA healthcare and government projects



Andrews Qualifications

Federal LEVEL 3 approved with the Government Publishing Office for print, direct mail, signage, and graphic design

On The State of Connecticut Contract for Marketing, Media, and Public Relations 2020-2024



LEVEL 3



Offering a wide-range of marketing and communication services, including:

DIRECT MAIL



PRINT



DATA MANAGEMENT



FULFILLMENT



CREATIVE SERVICES



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DIRECT MAIL





Direct Mail: The Andrews Approach

At Andrews, we approach direct mail marketing differently. Our experts work with you to develop the best strategies and execution, ensuring your message ends up in front of the right audience—on time and on budget



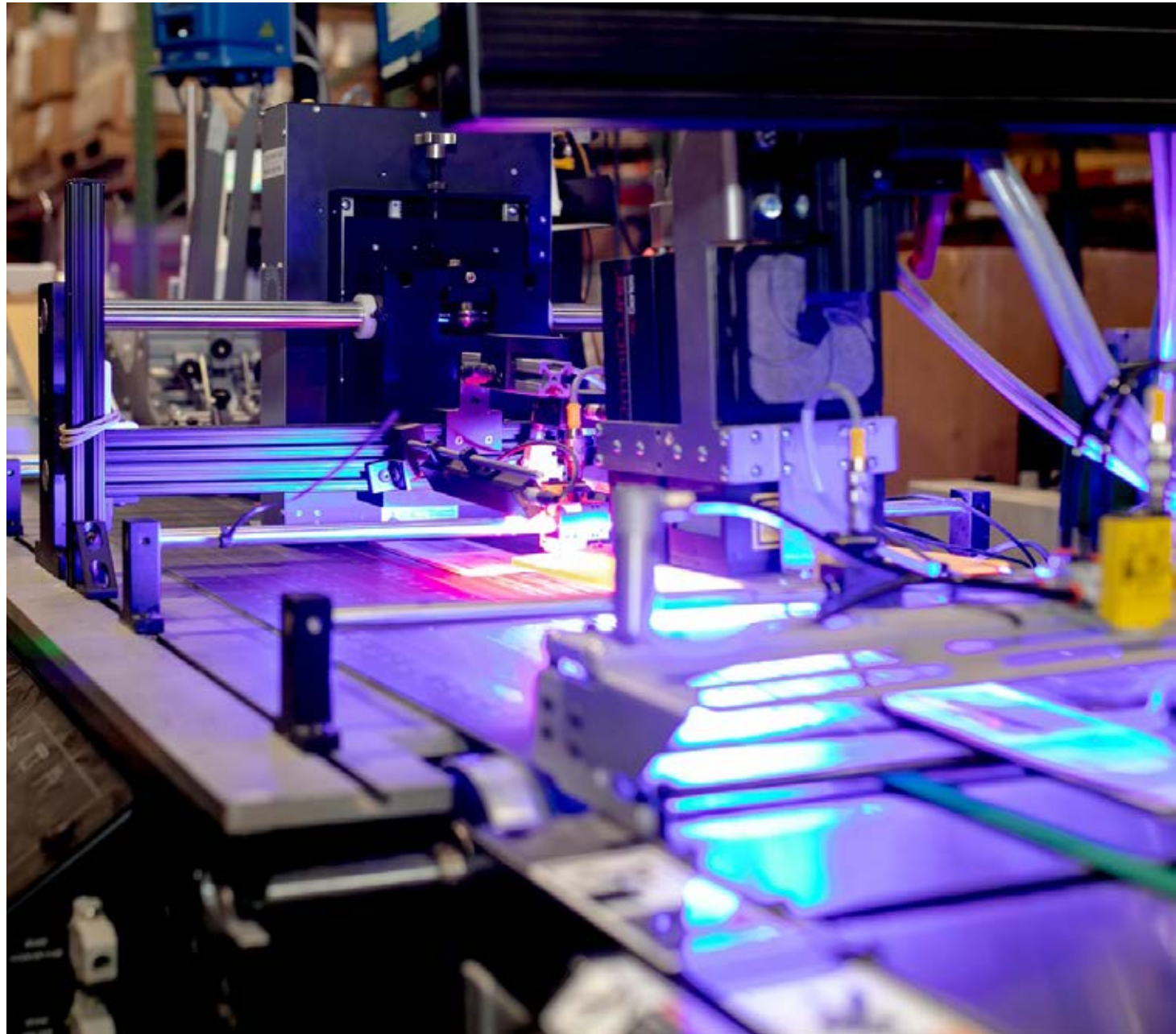


Direct Mail: The Andrews Approach

Decades of experience + latest technology ensures efficient and accurate mailings

Continuous quality control implemented from project initiation through the delivery to your customer

Latest technology for auditing, matching, and shipping, coupled with “read and print” technologies to ensure on-time deliveries





Direct Mail:

Postage Optimization

Advanced technologies and data analytics utilized to minimize postage costs, while maximizing reach and impact

Optimization process takes into account variables such as mailing lists, geographic targeting, postage rates, and delivery timelines

Analyzation of these variables offers the ability to identify cost-efficient postage options and distribution methods, resulting in significant savings





Direct Mail:

Variable Printing

Each piece of printed material is tailored with unique content — personalized messages, images and offers based on recipient data

Demographics, purchasing history, and preferences leveraged to transform traditional direct mail into targeted and relevant communication tools

Personalization captures recipient's attention and increases likelihood of engagement and conversion





Direct Mail:

Bindery + Lettershop

Integration of bindery and lettershop capabilities streamlines workflow for faster turnaround and cost-effective processing

Equipment includes “Tip” card machine, slit merge, and match mail



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PRINT



Print:

The Andrews Approach

Andrews utilizes a wide range of equipment — from continuous-form printing to sheet-fed systems — to meet the demands of your project and with consideration to your budget





Print:

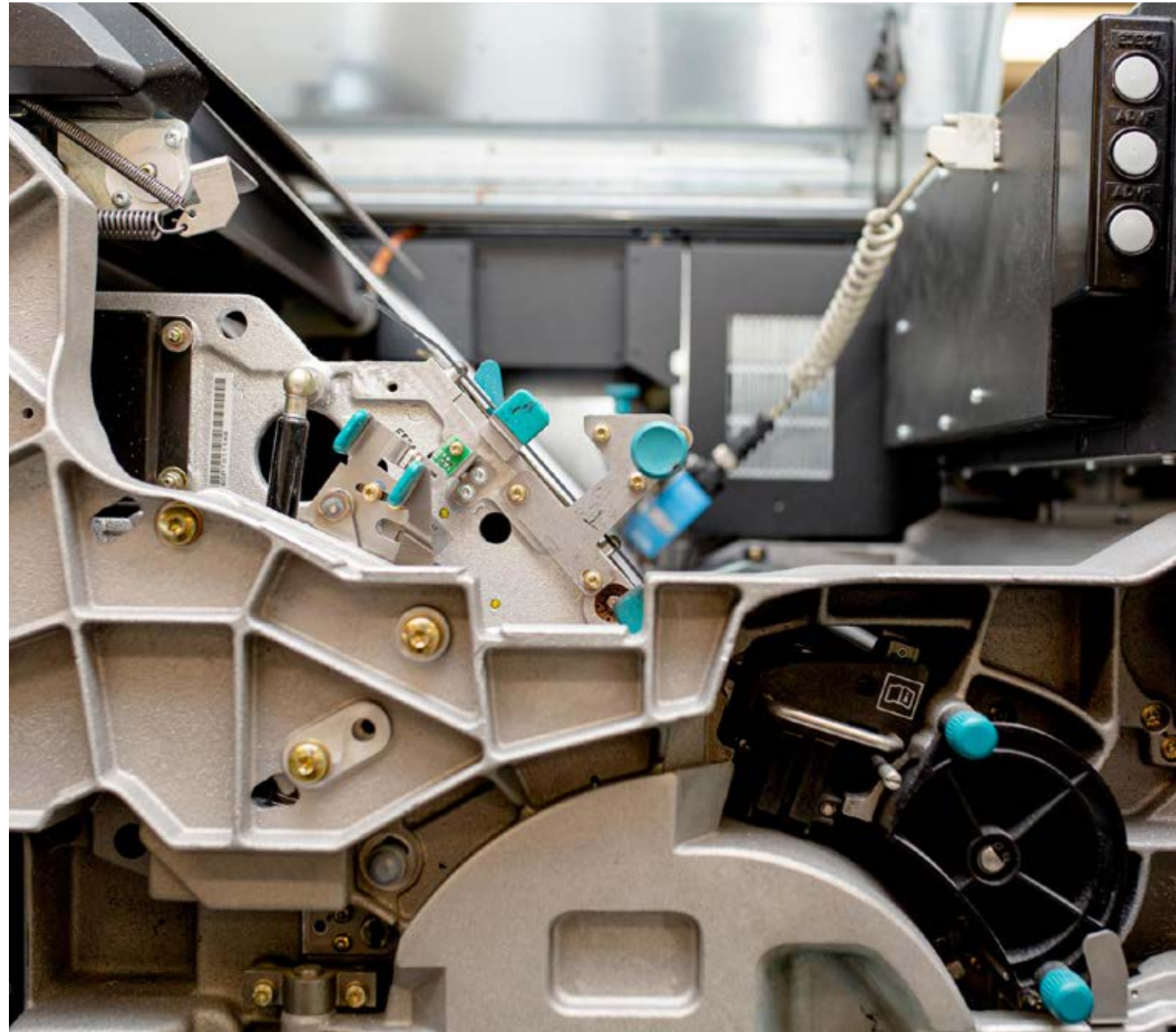
Full Range of Printing Capabilities

Multiple sheet-fed platforms for low- to mid-volume black & white imaging

Sheet-fed inkjet press for full color variable printing at a lower cost point

Canon ImagePress digital printers offer off-set quality at a substantially lower cost and shorter timeframe

Multiple continuous laser lines produce over 60,000 images per hour, for high-volumes and fast turnaround





Print: High Volume Printing Capabilities

Andrews' high-volume printing and mailing infrastructure is a strategic asset for any company that needs to reach a vast audience

Ability to facilitate the quick production of large quantities, while also offering cost-effective printing solutions





Print: Digital Variable Printing

Integration of variable data allows for the customization of each printed piece with unique content, tailored to individual recipients

Enhances engagement with customers on a personal level — leads to higher response rates and increased effectiveness





Print:

Equipment, Software + Technology

MAILING SERVICES

- Variable Data and Imaging
- Inkjetting
- Inserting
- Tabbing
- Metering
- Live Stamping
- Video Matching and Auditing
- BMEU Onsite
- Direct Entry Drop Shipping

DATA SERVICES & VARIABLE DATA SOFTWARE

- National Change of Address
- Licensee
- List Rental, including specialty files
- Merge/Purge
- Genderizing
- Data Profiling & Modeling
- CASS Certification
- BCC
- Personator
- Stylist
- Objectif Lune Suite - Planet Press/Image
- MindFire - PURL/GURL
- XMPie

PRINT SERVICES

- Digital Black/White and full color
- Print-on-Demand (POD)
- Variable Image/Data Print
- Offset printing, 2nd tier

ASSEMBLY SERVICES

- Hand Assembly/Kitting
- Literature Collation
- Shrink-Wrap & Poly-Bagging
- Bagging, Custom Packaging & Labeling
- Binder Assembly
- Hand Gluing & Labeling
- Folding & Trimming
- Affixing Promotional Stickers
- Fugitive Glue

DIGITAL PRINTING EQUIPMENT

- Canon V1350 Image Press with booklet maker
- Canon Image Press C910 with booklet maker
- Fiery Rip with spot on PMS match (2)
- OCE VP6000 Titan
- Canon Varioprint 140 (2)
- MCS K146C color inkjet printer with booklet maker
- OCE VS7650 Duplex Continuous Laser (2)

INKJET EQUIPMENT

- MCS Eagle Flexprint 4.25" print (2)
- MCS Eagle Flexprint 4.25" + Falcon HP 2"
- Kirk Rudy Net Jet (1)
- Kirk Rudy Net Jet – inline (5)
- MCS Osprey UV 2.5" (2) with Read Print

INSERTING EQUIPMENT

- Bell & Howell BH 2000 (6 station)
- Bell & Howell Pinnacle high speed (6 station) (7) 6x9 (4) with Read Print
- Lake Image Systems Vision Intelligent Matching (10)
- GBR Intelligent Accumulator/Folder (2)
- B+H 9x12 Master Mailer
- Mailcrafters 9.5 x 12 - 6 Station with book feed
- Mailcrafters 10 x 14 - 6 Station with book feed

AFFIXING EQUIPMENT

- Kirk Rudy 535 affixer/tabber (5)
- Straight Shooter SA-5 with Read Print Osprey (2)
- Bustero BK730 Affixed Tabber (1)
- KR527 Label Affixer (1)

METERING & STAMPING EQUIPMENT

- Kirk Rudy stamp affixer (7)
- Pitney Bowes R750 Meter (2)
- Pitney Connect & 3000 Meter (2)

BINDERY

- MBO right angle folder (3)
- Spiral Binding
- J&D Shrink Wrap machine
- ACME Champion Wire Stitcher Single Head
- Morgana Autocreater
- Rosback Score/Perf
- Hot Malt Glue 2 Head (2)
- Hot Malt Glue 3 Head (2)
- Polar 78 - 30" Cutter
- Prism 27" Cutter
- KR219RSF Plow Fold
- Micro Perforation
- Scoring
- Slit-Nest & Fold
- Pinfed Tecnau/MB Roll to Fold (2)
- Continuous Form Slit/Merge
- Pinfed Tecnau Roll to Stack

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DATA MANAGEMENT



Data Management: Precision Targeting

Rather than employing a one-size-fits-all approach, precision targeting ensures that your message reaches the right people at the right time

By analyzing demographic information, purchasing behavior, and past interactions, your campaign can be tailored to specific audience segments





Data Management: Variable Data Printing

Data makes it possible to personalize direct mail on a mass scale

Andrews leverages customer data to address recipients by name, customize offers based on preferences, and include personalized images or messages





Data Management: Testing + Optimization

Ability to conduct A/B testing on variables such as messaging, design, offers and call to action

By analyzing results, you can make data-informed decisions, fine-tuning your campaign for optimal performance





Data Management: Measurable ROI

Data-driven direct mail campaigns give you the ability to measure and track ROI with precision

Implementation of tracking mechanisms like unique URLs, QR codes and personalized promo codes allow for the ability to attribute conversions right to the direct mail campaign



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FULFILLMENT





Fulfillment: The Andrews Approach

Flexibility to store your materials or products securely, while enabling stakeholders the ability to order online or utilize print-on-demand services

Large-scale production or small-batch orders, the Andrews system ensures efficiency and reliability





Fulfillment: Hand Assembly

Hand-assembly services allow your business to ship more unique and personalized items that resonate with recipients

Customization and creativity allows for product samples, limited-edition items, or intricate packaging designs that are challenging for automated systems





Fulfillment:

Print, Store, Ship, and
Track

Ability to print and store materials
reduces production costs and
allows for shipping on demand

Guaranteed swift and reliable
distribution by optimizing routes
and minimizing costs

Robust tracking systems in place
to provide real-time visibility into
the journey of each marketing
material



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CREATIVE SERVICES

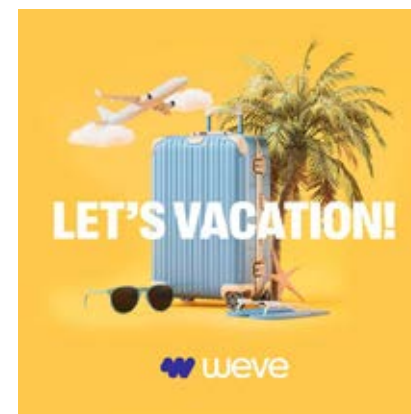
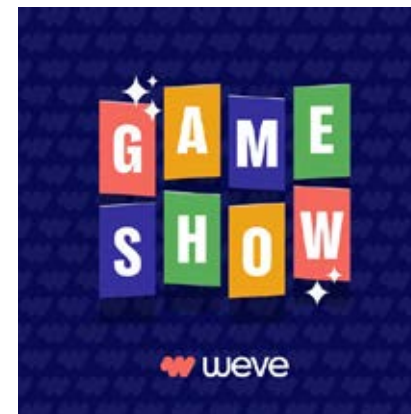
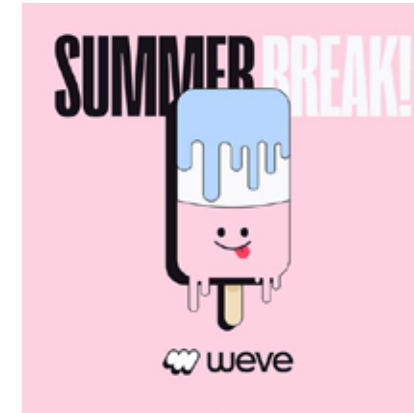




Creative Services: The Andrews Approach

Our award-winning creative agency, located within Andrews, specializes in a wide range of marketing and advertising services, including:

- Strategic Brand Design & Development
- Graphic Design & Layout
- Copywriting & Editing
- Collateral & Direct Mail Design
- Print Advertising
- Television & Radio Commercial Development
- Digital & Social Media Marketing





Creative Services: Strategic Brand Design & Development

We excel in creating cohesive brand experiences across various touch points such as logo design, visual identity systems, packaging, or digital platforms

Combination of creativity, strategic planning, and technical expertise breathes life into brands, ensuring they stand out in a crowded market place





Creative Services: Graphic Design & Layout

Eye-catching advertisements,
engaging social media graphics,
sleek and intuitive website
interfaces — we bring ideas to life
with precision and flair

Deep understanding of design
principles elevates brands through
compelling visuals that leave a
lasting impression

**THE
RISE
OF THE
NEW
ECONOMY
IS BEING
LED BY
WOMEN.**

For far too long there has been an
absence of women and people of
color holding leadership positions
in business, leaving a void of
mentors and pathways to success.

Since 1999, the Women's
Business Center has been that
mentor—helping underserved
populations start and grow their
own enterprises.

The good news is, things are
changing quickly and glass
ceilings are cracking wide open.

It's time to carve out your place in
this brave new world. We're here
to guide you along every phase of
your business development and
connect you with the resources
that will make a difference in the
success you achieve.

UNIVERSITY OF HARTFORD

“

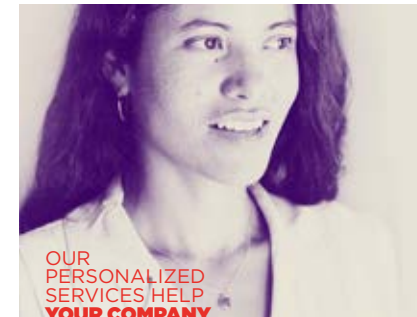
**THE WBC HAS HELPED MOLD ME
INTO THE PROFESSIONAL BUSINESS
WOMAN THAT I AM TODAY.”**

— BRIDGETTE MACK, OWNER,
BLESSINGS HAIR BOUTIQUE

**“I WORKED WITH AN ALL-STAR
TEAM WHO TOOK THE TIME TO
UNDERSTAND ME, MY BUSINESS, AND
MY PASSION FOR THE WORK I DO.”**

— PETRA-ANN BROWN, BROWN
FINANCIAL SOLUTIONS, LLC **”**

**THIS
WAY TO
SUCCESS**



**OUR
PERSONALIZED
SERVICES HELP
YOUR COMPANY
GROW, FROM
STARTUP TO
EXPANSION.**

We'll connect you with one
of our Small Business advisors
for a **free one-on-one meeting**
where you'll learn to:

- Access loans and grants
- Manage your finances
- Market your brand &
develop opportunities
- Develop a website or
social media campaign
- Write a business plan
- Access government
contracting

Women entrepreneurs also
benefit from our ongoing
**networking programs and
workshops!** Find out about:

- Small Business Technical
Assistance Program
- Women Entrepreneurs
Business Pitch
- Women's Business
Roundtable
- Women of Color in
Business Panel Series
- Power & Progress Business
Women's Symposium
- CT Business Matchmaker

WOMEN'S BUSINESS CENTER



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**WOMEN'S
BUSINESS
CENTER**

**WE HELP WOMEN
FROM DIVERSE
BACKGROUNDS AND
CULTURES ACHIEVE
ECONOMIC PROSPERITY
BY PROVIDING THE
GUIDANCE AND
RESOURCES THEY NEED
TO START AND GROW
SMALL BUSINESSES.**

Learn how we can work together.
hartford.edu/wbc





Creative Services: Copywriting & Editing

Specialize in tailoring messages that capture and inspire response through captivating taglines, persuasive ad copy, and engaging web site content

Rigorous editing process ensures accuracy, consistency, and adherence to brand guidelines

The Loomis Communities

“Everyone has a story to tell.”

Everyone is so friendly. I met someone the other day who grew up one block over from me – and we never met until now! There are so many interesting people from different backgrounds—and so many chances to make new friends,

discover old ones, and to continually exchange ideas and learn from each other. I wouldn't call myself a social butterfly, but here I have definitely felt more comfortable spreading my wings.

Betsy Belden
LOOMIS VILLAGE RESIDENT



* Social

You feel it the moment you step into any of The Loomis Communities—a warm and welcoming atmosphere, where if you like being social, it's there for the taking. New friendships are formed and old friends cherished, making it even more fun to participate and enjoy interesting programs alongside our diverse residents and team members.





Creative Services: Collateral & Direct Mail Design

From brochures and flyers to postcards and catalogs, our team crafts visually stunning materials that effectively communicate your brand message and offerings

Leverage creativity and strategic expertise to design direct mail pieces that grab attention and drive engagement





Creative Services: Print Advertising

Specialize in creating tailored print advertising solutions that align with your brand identity and resonate with target audiences

Innovative design techniques, compelling messaging, and strategic placement ensure maximum visibility and engagement for print campaigns





Creative Services: Television & Radio Commercial Development

Leverage the reach and influence of television and radio to help you achieve your marketing objectives and stand out in a competitive landscape

From crafting attention-grabbing scripts to producing high-quality audiovisual content, we combine creativity with strategic insight to deliver impactful messages



30 SECOND RADIO SCRIPT:

Narrator:

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem."

Customer:

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem dolores ipsum."





Creative Services: Digital & Social Media Marketing

Cutting-edge digital and social media marketing capabilities are tailored to help brands thrive

Leverage the latest tools and techniques to ensure brands stand out amidst digital noise





Andrews

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