

TARGET ADVANTAGE

MAIL SERVICES & DIGITAL PRINTING - YOUR DIRECT MARKETING SOURCE

Target Advantage offers a full range of integrated direct marketing services, from list acquisition to fulfillment. Our expertise in marketing, specialized equipment and proven technologies and processes help you target the right audience, at the right time, at the right price.

Our state-of-the-art technology together with the industry's best people deliver a wide range of mail preparation and digital services.

You need proactive and innovative solutions to your program challenges and Target Advantage has solutions. We can handle any size of project you have at a level of excellence beyond industry standards!

WORLD-CLASS SERVICE

- Service is the cornerstone of our success. You have our commitment to world class service, and the confidence that we will do everything we can to ensure your program's success. Our goal is not only to meet, but also to exceed your expectations.

QUALITY ASSURANCE

- At Target Advantage quality means, aligning strategy, structure, people and processes to achieve operational and service excellence. We are committed to continually evolving our business processes to meet your ongoing needs.

SECURITY

- With the advent of more detailed mailings comes a need for more detailed data, which may contain personal or financial information. Target takes security very seriously, that is why all downloads are now encrypted and secured by VeriSign*. Data is managed on the most advanced network servers which are constantly backed up to mirrored drives.

* VeriSign was recognized with the 2008 SC Magazine Excellence Award as Best Security Company of the Year; VeriSign helps companies and consumers all over the world engage in communications and commerce with confidence.

TARGET ADVANTAGE SERVICES

DATA-PROCESSING MANAGEMENT

- File Conversion & Standardization
- Data Hygiene
- Address Verification & Correction
- Custom Software Solutions
- Duplication Identification
- List Acquisition
- List Merging/Suppression
- Database Design and Management
- National Change of Address
- Canadian & US Sortation
- Canada Post Delivery Services

DOCUMENT IMAGING

- Laser Personalization (both Black and Full Colour up to 12.5 x 19, full duplex)
- High Speed Duplication
- Invoices & Statements
- Custom Sizes & Stocks

LETTERSHOP

- Automated Inserting
(1 to 6 components, up to 9 x 12 OS envelopes)
- In-Line Folding (Scoring, Perforating & Slitting)
- Laser Quality Inkjet Addressing (Includes Standard Black & Spot Colours)
- Live Stamping
- Automated Match Mailing using OMR & Barcode Scanning to ensure that each envelope contains exactly what it's supposed to contain
- Intelligent Transactional Inserting allowing specific inserts based on OMR or Barcodes provided
- Automated In-line Tabbing & Labeling
- Postal Sortation
- Canadian & US Mailing Permits
- Bundling, Strapping, Cutting
- Collating
- Manual Assembly

WAREHOUSING & DISTRIBUTION

- Storage
- Inventory Control
- Order Fulfillment & Processing
- Pick & Pack & Assembly
- Custom Packaging
- Domestic & International Distribution

TARGET ADVANTAGE EQUIPMENT LIST

INSERTER

- Mail Star 400· 6 Station Inserter with OMR & Barcode Scanning & Folder
- Pitney Bowes D1950· Folder Inserter with OMR & Barcode Scanning
- Bell & Howell 6 station Master Mailer Inserter
- Bell & Howell 6 station Imperial 6x 9 Inserter with conveyor

INKJET

- Kirk Rudy Inkjet Addressing System with 18 Foot Conveyer
- KR 880 Drying System
- Buskro Inkjet System
- Kirk Rudy Tab Master 535

DIGITAL

- Konica Bizhub Pro C6500 Colour
- Xerox Workstation 90 with Saddle Stitcher & Finisher
- Kyocera KM3035 Digital
- Kyocera FS9520DN with Corner Stitcher Digital
- Secure· Download With Verisign Security Certificate
- Windows Advance Server with 1 Tera Byte of downloadable Storage
- Various Software (InDesign Suite, Adobe PDF Professional Creo Darwin, I Address)
- Management & Estimating System

SHOP EQUIPMENT

- 2 - 20 x 26 Folders with Right Angle Attachment
- Forklift
- Duplo Automatic 20" Cutter
- Strappers
- Industrial Paper · Shredder
- Challenge Hydraulic Paper Drill