

Do you and your company fit at Harty?

Developing Effective Print and Promotion Strategies

Speed, agility and cost control are critical factors in today's marketplace, which is causing many organizations to seek more effective methods of managing the complex supply-chain process required for high-volume print and promotion fulfillment programs. Companies that provide extensive marketing literature, business communications and promotions to large national sales forces, employees, dealers, distributors and retail outlets -- or direct to the consumer -- are examples of organizations requiring robust solutions from Harty.

Market-specific Examples Include:

Managed healthcare insurers that must respond to open enrollment periods with extensive literature kits within a short time period. The need for lead generation and customer education direct mail is an ongoing requirement.

Financial services companies that mail required documentation to purchasers of mutual funds, annuities and other securities. There are opportunities for compliance, marcom and direct mail.

Wireless telecommunications providers that support a nationwide network of retail outlets with marketing materials for programs that change rapidly in a highly competitive environment.

Technology companies, including hardware and software manufacturers that produce product kits containing literature and technical documentation.

Pharmaceutical manufacturers that supply national sales organizations whose members number several thousand with prescription drug literature and promotion for doctors.

Other product manufacturers that provide documentation or required consumer information with their products, or support large dealer or distributor organizations with catalogs and promotional literature.

Fortune 500 Human Resource departments **that supply employee benefit information.**