



The Optimizer™ Mailing Diagnostic

Fineline Printing Group has officially launched its new service, the Optimizer™ mailing diagnostic. The service is a proprietary method that Fineline uses to strategically critique a mailing campaign. It shows our customers how they can reduce costs, increase open rates, and clean-up their mailing lists for postage savings.

What does this mean for you?

The Optimizer service will show you ways to save money or improve the effectiveness of your direct mail campaign. It will show you how to:

- Reduce costs
- Save time
- Reduce postage expense
- Boost deliverability
- Increase open rates
- Clean up your lists
- Eliminate wastes
- Promote eco-friendly practices

What do you get?

You will get a concise two page report with our expert recommendations.

How much will this cost you?

Nothing. This is free to Fineline customers through **June 30, 2010**.

How much time will it require on your end?

One hour or less.

How will this affect your services from Fineline?

This is optional to Fineline customers. If you are interested, contact us at 317-872-4490 or info@FinelinePrintingGroup.com.



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WE WILL NOT ASK FOR YOUR BUSINESS UNTIL WE CAN IMPROVE IT.