



## Direct Mail Polywrapping Facility - Overview and Plant List

- full service direct marketing
- graphic design & artwork
- fulfilment & postal cost management
- print broking services
- advertising & media buying
- database management & analysis

## Background

**Wodehouse Direct** offer a comprehensive range of polywrapping and envelope enclosing services in the North West of England and are also a Royal Mail Accredited Mailing House.

Situated in Stockport with operations in Liverpool, we have a wealth of direct mail experience and have invested in the very best equipment and personnel to ensure an unflinching commitment to customer satisfaction.

Responsiveness, reliability and ability to meet deadlines are the hallmarks of a good direct mailing partner. These will make a major contribution to the success of your direct mail campaign. Whatever the volume or complexity of your mail piece, Wodehouse Direct have the equipment and resources to help you achieve results.

No surprise then that our organisation has built up and maintained a well-earned reputation in the direct mail field and the longevity of our relationship with some of the most demanding players in the market is testimony to the quality of our service.

We have the capacity, should demand dictate, to handle over two million polywrapped mailings per week and up to one million envelope enclosed mailings per week from one of the UK's largest dedicated centres - a 40,000 square foot facility.

### The services we offer to our clients include

- Polywrapping / Polybagging with Inkjet System
- Offline Inkjet System
- Bio Degradable Polywrap
- Envelope Enclosing
- Royal Mail Sortation
- Downstream Access services Secured Mail/TNT/DHL and UK Mail
- Data Cleansing
- Continuous and Sheet Laser printing
- Folding
- Hand Processing tailored to requirements i.e. Matching/Gluing/Affixing/Enclosing
- Storage Facilities at a 40,000 sq foot unit

In addition, we can advise on the best method of postage for your campaigns and negotiate the best deal for your mailings with Downstream Access companies or Royal Mail.

As a company we are aware of our responsibility to the environment. We can offer a more environmentally friendly option with bio or oxo-degradable polywrap, recycled paper and envelopes.

## Plant List

### > Poly-wrapping:

- 4 Buhrs MTRs
- Up to 8 stations
- 1 Buhrs EMT - 6 stations
- 2 Domino Jet Array in-line Inkjet system
- 3 Gimick (CD/DVD) Stream Feeders

### > Data Processing:

- Database management
- Address cleaning
- De-duplicating
- Suppression
- Royal Mail Sortation / TNT Sortation / DHL Sortation / UKMail Sortation  
Secured Mail Sortation

### > Laser Personalisation:

- 2 OCE Pagestream 145s continuous laser printers
- 1 Xerox DP350 continuous laser printer
- Hunkler Unwind / Dalren Unwind / Orion Unwind
- 9 HP 8150 cut sheet laser printers

### > Paper Enclosing:

- Bell + Howell high speed enclosing
- 3 lines - Up to 6 stations

### > Paper Finishing:

- 5 BOWE 310 Guillotines
- 2 Spedo 2100 Guillotines
- 1 MBO B123 - Belt fed folder
- 1 MBCAS 52 - Pile fed folder
- 1 UFO - Pile fed folder

### > Manual Enclosing:

- Manual handfill department to enclose non-machinable packs





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