

## FOR IMMEDIATE RELEASE

October 2015

### **ALCOM receives "2015 Mailer of the Year Award" From the Southeastern Postal Customer Council.**

ALCOM, Harleysville, Pennsylvania was recognized for outstanding achievement in the 2015 Mailer of the year program. The Announcement was made October 8<sup>th</sup> and the award was presented by Chu Falling Star, District Manager – Philadelphia Metro District and Joshua Colin, VP Area Operations – Eastern Area at the National PCC Day & Eastern Area Industry Focus Group. The USPS awards one company a year in each Postal Customer Council.

Alcom recognizes that today's sophisticated marketers understand that personalization can increase response rates for direct mail campaigns. Variable digital printing enables Alcom to produce high-quality, variable printing solutions that deliver targeted, personalized, relevant messaging to their customer's consumers and prospects in both color as well as black and white...all with trackable results.

Alcom is a full service marketing/communications company with a wide variety of solutions to help navigate today's tech-driven world. Alcom offers their clients an integrated suite of print and technology based products and services including: variable digital print, web-to-print online storefront programs, integrated purl marketing campaigns, sheet-fed printing, cold-set web printing, large format printing, email marketing, social media marketing, in-house US Postal mailing services and custom packaging and fulfillment.

Alcom's Integrated Direct Mail Campaigns:

- Target consumers by location, product interests, purchasing behaviors, and market demographics
- Create personalized pieces with relevant content and offers
- Include Variable Text and Images to create an experience
- Provide Trackable and measureable results, capturing conversions and hand-raisers
- Provide reporting engines to analyze and strategically plan your next touch including other means of follow up communication
- Alcom offers their clients significant postal savings methods through the combined use of presorting, commingling, SCF & NDC entry.

"Through Alcom's continued efforts this year in partnership with both the Southeastern PCC and United States Postal Service, Alcom was recognized for our efforts to promote direct mail as well as our growth and utilization of direct mail. We were thanked for partnering with and providing feedback to the USPS, Business Services Network, and our support of the Southeastern PCC, congratulations to all our team members who made this possible." says Dean Croly, Assistant to the President of Alcom.

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