
ROMAX



Welcome to the future

Welcome to the Future of
Managed Communications

Three useful tips
to remember

Our
community

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Romax - A history of time.

Romax started as a start-up business with a £5000 investment in 1997. By 1998 Romax had opened its first business unit in Brockley, Southeast London. Later, in 2003 the team moved to new premises in Greenwich.

Since 2003, Romax has achieved ISO 9001, ISO 14001 and ISO27001.

Moved from supplying purely mailing house services to full cross-media data driven communication provision.

We now work with over 200 organisations from all over the world.

Earlier this year Romax purchased 50% of software development company Systematic Marketing, refreshed its brand and repositioned it to properly reflect its Data-Driven Customer Communication Services.

We help you think smarter to build more meaningful relationships.

1997

ROMAX
MARKETING & DISTRIBUTION LTD



2000

Romax
Marketing & Distribution Ltd



2005

ROMAX



2013

ROMAX™



2019

ROMAX



Welcome to the Future of Managed Communications

Exciting new changes mean there's now much more we can do to help you communicate with your current and prospective customers more effectively. Your customers' key buying motivations haven't changed though, they're still looking for value, quality and efficiency, but now more than ever. They want communication that is simple and easy to receive and act on. Working with Romax, our clients draw on over 20 years of experience in the communication business to drive success in any data-driven communication.

Our multi-platform communication solutions are now servicing multi-national insurance companies, including Generali Insurance, and world-leading automotive manufacturer Mercedes Benz. We innovate and improve to stay ahead of the game and make sure that our clients receive the best available service in the market.

Technology changes fast, and we are leading membership communication management with innovative and environmentally sound ways, using alternatives that impact less on the environment but still has an impact with the recipient.

New Partners – Systematic Marketing – Bespoke Software Development

We are very happy to announce that in April this year, Romax acquired 50% of Systematic Marketing. (SMXI), a software development company that specialises in high end CRM and CMS solutions both for the commercial and non-profit sectors. Clients range from the charity sector to FTSE100 companies. For an overview please visit www.smxi.com/Our-Clients.

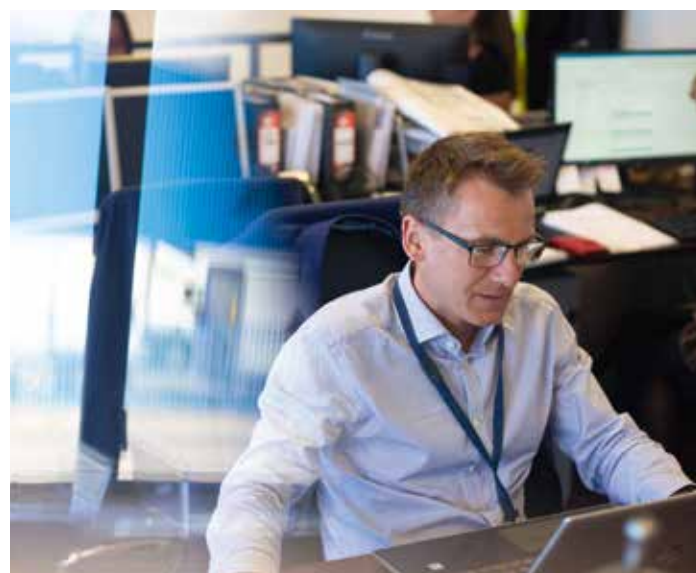
With the SMXI team now integrated into the wider business, we are able to produce bespoke software solutions. This incorporates your data, communication and marketing plans by taking a holistic, single customer view approach, resulting in a seamless product and service.

We're also pleased that our cutting-edge technology partnerships allow us to produce brilliant hand-written communications, or amazing 3D lenticular images, providing unique ways of creating impact in your communication with fantastic ROI.

Ever advancing, we're able to target your campaigns and projects with laser-like precision, delivering exactly the right message to the right people at the right time using the right platform.

Effective and joined-up communications

We will continue to add additional value. We'll also help you use data more intelligently, producing more effective, joined-up customer communications. With our help you'll make the most of your customer interactions, maximising efficiencies to build trusted relationships that last. We have a wealth of experience and knowledge, and we want to share it with you.



Get in touch now to find out more about how we can help your business grow by getting the most out of your customer journey and marketing campaigns. Email us at Hello@romax.co.uk or call 020 8293 8550.

A photograph of two men in a print shop. They are both wearing light blue shirts and glasses, smiling as they look at a large printed sheet of paper. In the background, there are shelves filled with boxes and a computer monitor. The text 'Three useful Tips to remember' is overlaid on the left side of the image.

Three useful Tips to remember

One

Don't forget bleed!

Many designers are focussed towards online only communications. Artwork that is to work across multiple platforms and media requires different output. Artwork for print must be supplied with 'bleed'. Images that print beyond the edge of the page must 'overlap' the edge of the final size of the print. You should add 3mm of artwork bleed on all edges. Files without bleed may result in white lines around the edge when trimmed down.

Two

Prevent blur in images.

Similar to tip 1, print also requires a higher density of colour when viewed on paper than when viewed on device screens. Designers for web tend to utilise low resolution images to help the 'loading speed and data file size'. To prevent poor image quality when printing, a minimum of 300 DPI image is required. DPI is the amount of ink dots per inch. Lower resolution compromises image quality and may result in pixilation (where the pixels [tiny squares or dots that make up the image] are apparent when printed). Please note that opening a 72 DPI image in Photoshop and simply increasing the DPI to 300 will not improve the quality of the image. We recommend having 600 DPI for the best results.

Three

Help reduce waste.

Maximising paper usage will save money and resources. Our maximum digital sheet size is 364x660mm with the printable area being 358x654mm which includes space for bleed and crop marks. If you create your artwork bearing our sheet size in mind, then you will benefit from cost reductions.

Standout from the Crowd – using technology to look ‘Old School’

How it Works



Write with ease.

Create and send handwritten note campaigns to all of your recipients at the same time.



Personalise your message.

Use mail merge variables to personalize your message based on the recipient.



Let us do the rest.

We handle the production and shipment of every order - postage and envelope included

In the age of digital noise, it's more difficult than ever to stand out and grab attention. Increasingly, customers are buying from companies that make them feel special. Our new handwriting service helps companies achieve better engagement rates using the power of the handwritten letter. Whether used for lead generation, customer re-engagement or customer loyalty, fully automating the handwriting process makes personalised outreach as easy as email.

The technology

The technology utilises artificial intelligence (which can learn anyone's handwriting, even yours!), colour-mimicking algorithms (which mimics the pen pressure of human handwriting) and advanced-printing technology to create handwritten letters which are indiscernible from human-written letters. As a result, the use of handwritten mass communication becomes truly scalable, flexible and affordable. Handwriting-learning technology mimics the nuances and inconsistencies of people's handwriting, recreating each character and letter uniquely and different from the last.

Based on research

After carrying out significant research into handwriting with a test group of over 600, this technology works to a level that makes it indiscernible from that written by an individual. Your address on the envelope in which this magazine was enclosed was created using this technology, so what do you think?

With over 100 pre-made handwriting styles, you can create a campaign of any size and send it out in the same week, or, integrate the technology with your Customer Relationship Management (CRM) or eCommerce tools to automate handwritten communication as part of your customer journey workflows. Contact us to get a quote today on your handwritten communications – hello@romax.co.uk or 020 8293 8550

Our community

£3652.40 fundraised

On 28 June a team of 9 Romax employees began walking 100km in 3 days for the Snowdonia challenge! The starting point was in the cosy Welsh town of Betws-y-Coed. We started the challenge on a positive note with an easy walk around a golf course, however, we were soon faced with steep forest hillsides, continuing to rise and fall punishingly throughout the 3 days. For all the participants, Snowdonia came as a great challenge, and although we all felt we were prepared, all of us suffered with blisters and stiff muscles. But it was all worthwhile when it comes to the money that we were able to fundraise for a fantastic charity like Porchlight. Through the Snowdonia challenge, we managed to raise £2950! Together with our previous One Week Without challenge, making a total of £3652.40 so far!



And this is not the end yet! It's all for a good cause, because sadly, the number of homeless are increasing. Last year, Porchlight found 834 people sleeping rough... five years ago that figure was just 148. We want to help Porchlight to be there for everyone that needs support. Porchlight not only helps homeless people to find shelter and food but also provides them with mental support and guides people in need through the whole journey on getting back on their feet. We are proud to support Porchlight!



Proud to support

On Saturday 15 June the festival atmosphere began. Pride Canterbury is a spectacular celebration of LGBT+ identity for the whole family set in the heart of Canterbury. A parade of up to 20,000 people came together to celebrate diversity, equality and progress. Romax is proud to support Pride Canterbury.



Chenyse Taylor

Job Role: Account Manager – Client Services

Age: 28

Length of Service: 3 Years

Key Role:

Working in client services, Chenyse's role is to make our customers' lives easier. Processing and organisation are paramount to ensure that critical client work is despatched on time. Reporting and communication are vital tasks that require an organised mind, a positive attitude and helpful approach in order to keep clients fully updated at all times.

Why is Chenyse a superhero?

Chenyse has the super ability to take the 'pressure' out of a client's often urgent requirements. In a highly complimentary way, Chenyse could be likened to the Cadbury's Caramel Rabbit. For those old enough to remember the harmonious, melodic and soothing voice of this iconic advertising cartoon character (and those not familiar – please google it, you'll then know what we mean). Her calm and polite attitude, combined with excellent manners, will soon put you at ease.

Why else does Chenyse stand out?

Chenyse is one of our resident experts on GDPR compliance. During the changeover from the previous data protection regulations, Chenyse volunteered to act as a researcher and internal champion to ensure that everyone in the business was up to speed and fully briefed on the regulations – No Mean Feat!

Special Power:

Chenyse has the ability to powerwalk and has adopted the nickname 'The Machine'.

What the Boss says:

Chenyse is a valued member of the client services team and can be relied on to get the job done ensuring that the client's needs are always at the forefront. Chenyse has a very positive impact on the team at Romax. Her effervescent personality (often displayed by her infectious smile and light-footed on the spot dancing when chatting) is often commented on by satisfied customers.

Organisations are wasting resources by not being smart enough with data.

Romax solves problems, always looking for better ways to do things, actively striving to deliver excellence.

T: +44 (0) 20 8293 8550
E: hello@romax.co.uk
W: www.romax.co.uk

Unit 2, City Cross Business Park
Salutation Road, Greenwich,
London, SE10 0AT

