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# ROMAX

# Responsible Communication

Providing best advice for growth and sustainability

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Three useful tips to remember

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# Three useful tips

## to maximise your marketing mail

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### One

#### Grab their attention!

Create a headline that makes people need to read what comes next. It's worth investing time in trying a few headlines out before you settle on the one that will engage your reader best.

**Our tip:** get a sheet of paper and write every possible headline down that you can think of - don't judge or hold back. Keep it handy and jot any new ideas down until you have a long list. Then you can review them and you'll spot the words that work best.



### Two

#### Be sparing with information.

Just because you have space, don't be tempted to jam in lots of written content. White space makes your piece look more attractive, so only include the information that's essential to get the reader to take action.

Bigger fonts are easier to read, tiny fonts just look busy - another reason to choose what you include very carefully.

What does your reader really need to know?



### Three

#### Now what?

Make sure you are clear about what you want the reader to do when they've read your marketing piece. Do you want them to pick up the phone and call you, visit your website, send an email, attend an event?

Your call to action needs to be clear - and don't be tempted to provide lots of options - tell the reader what you want them to do and provide the information to enable them to do it.

# Saving the Planet

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Sir David Attenborough, put the damage human beings are doing to the planet in the spotlight with his shocking revelation about what plastic is doing to our oceans; but it's not only plastic that's damaging our environment.

Nobody wants to add to the problem deliberately and much of the damage is done by people just not thinking about the effects of their actions. At Romax we have a long history of being environmentally conscious. Our aim is to recycle, reuse and do our bit towards saving our environment wherever possible.



## Recycling strategies

Apart from the glass, metal and plastic which our local council takes away to recycle, our paper recycling is sorted:

- Our contractor takes away our paper and cardboard to recycle.
- All our paperwork that contains sensitive data as secured waste is taken for offsite shredding and is then recycled.
- In addition all the waste from our printers - including cartridges, parts, spares - are recycled by Xerox.

**If it can be recycled, it is!**

In addition, all the paper we use both in-house and for clients is sustainably sourced, without compromising on quality.

## Saving energy

With limited world supplies of fossil fuels, we have ensured every member of our team is conscious of the energy we use. Although we need to use energy to run our machines, if you visit our premises, you'll see people turning lights off as they leave a room and checking the heating isn't on when it doesn't need to be. We don't need to work in a hothouse!

When we leave at the end of the day all the computers are turned off and the production machines and printers are all shut down for the night.

## Reducing our carbon footprint



We're big fans of using local suppliers, not just to support our nearby community but because it reduces lorries travelling any further than they need to. At least a third of our team walk or cycle to work and we are more likely to jump on public transport to get to meetings instead of taking a car.

When your company's environmental policy includes using environmentally conscious suppliers, we can tick that box - not just with words, but with actions too.

# Making the complex simple

It's easy to look at your internal processes and decide that they're just too complicated to automate. But you might be surprised at what is possible, even complicated mailings with a number of variable elements.

## Case study

Metfriendly provide financial products and services to the police service. One of their challenges was to process complicated financial information into statements for members. Given the variety of member services, variable documents that needed to be included and the need for security of information, this had been done manually in-house.

Romax tackled the problem with extensive knowledge of data-driven personalised print, mail fulfilment and postage discounts. We then put our technical team

on the case and they created a program that allowed a variable statement print run.

With sophisticated software and state-of-the-art print and enclosing equipment, each pack had a specific barcode to tell the machines which statement sheets and additional documents needed to be enclosed.

In addition to this a lower cost postage service, combined with tracking to confirm delivery was used. Postage costs were reduced while efficiency went up.

## Results!

- Metfriendly's members get exactly what they need - whether that's 4 pages or 13 pages.
- Metfriendly pay virtually half of what they used to in postage.

Members receive relevant information on associated products and services that result in additional sales. So instead of being a cost, this mailout actually generates revenue.

## What did Metfriendly think?

"With hindsight it seems rather silly that we persevered for so many years folding, stuffing and posting these statements ourselves!"

David Hurcomb, IT Manager

"Just wanted to add my thanks."

Ben Grainger - CEO



# Can we help save you time and money?

Every activity in your company uses either physical resources, human intervention and, of course, time. However, there are many things that are time-consuming (and often not very exciting for your staff to do). These cost money and often use resources unnecessarily.

## Data cleaning

For instance, when you have one or more lists of contacts that you send information to, we can:



- Remove duplicate contacts so people don't get two copies of direct mail campaigns
- Get deceased data removed so relatives won't receive mail for someone who has passed away
- Update customer contact information - so addresses are checked to ensure that mail goes to the latest address, not into the recycling at an old address.

This saves paper, saves postage and saves your company money.

## Reduce your postage costs

The cost of a stamp adds to the cost of every piece of direct mail. With Romax as your partner we can help to bring that cost down. If your mail isn't urgent we can resource economy mailing services or apply for Royal Mail incentives for bulk mailings to reduce your postage by as much as 50%.

We can also reduce your costs by sorting mail in-house so the chosen mailing service has less work to do - and you benefit from lower rates.

## Save your time



When direct mail items are returned - perhaps because the addressee has moved - it takes time to sort these out and amend your records. Romax can do all that for you collating the information and providing a list of amendments for your data input team.

You can also ask us about stock management to get better prices for bulk buying and saving on expensive last-minute impulse buys.

To further reduce both your time investment and overall costs you might consider an end-to-end service so everything is under one umbrella. It saves time, saves money and you'll benefit from our expert advice and experience when we can see the big picture and make suggestions to improve your campaigns.

If we can't do it, we know someone who can - and we know who will deliver top quality results.

# Our community

## Out on the tiles!

The weather is getting colder, nights are longer and most people want to get home from work and settle down on the sofa, snug and warm. When we wake up the worst we have to face is scraping the frost off the car or being careful not to slip on the way to catch the bus or train. But some people are out there all night, while we're safe and warm indoors.

We've taken on challenges for charity before and the charity we often support is Porchlight. They help the homeless to get back into society and they recently issued a challenge to local business people to sleep out for one night.

Our Managing Director, Robin Sumner volunteered to take part and, on 19th October, spent the night sleeping in his own cardboard shelter.

"Homelessness is increasing and it seems that, in the city, every doorstep has someone in 'residence'" said Robin.

Each volunteer had to build their own shelter out of cardboard, although bringing a tent was allowed. Robin built his own 'hut' out of cardboard and plastic bags.

"We were lucky enough there were people around all night to keep a watch over us and medical support, should it have been needed. There was even a coffee urn - almost a 5-star rough sleeping experience. Unfortunately the homeless don't have access to such luxuries."

There were 30 or so volunteers who slept out for the night - and between them they have raised nearly £18,000.



## It's Christmas!

The festive season is imminent and our presses are already printing off material for our clients' Christmas campaigns - greeting cards, promotions and gift packs.

So, with a little festive spirit in the office we decided to have our own fun competition - with some handy Amazon gift vouchers for the winners.

It's still all under wraps at the moment, but watch your email and mailbox to discover how you can enter.

**BIG HINT: It's tuneful!**





## Firuz Emin

Job Role: Warehouse & Production Supervisor

Age: 34

Length of Service: 14 Years

### Key Role:

Along with a fellow supervisor, Firuz oversees the warehouse, print finishing and mail fulfilment teams. His responsibilities include keeping workflows smooth and efficient, ensuring that all quality and security checks are made, and schedules met. So that Romax remains a safe and enjoyable place of work.

### Why is Firuz a Super-Hero?

If Firuz was to be compared to a super-hero, it would be Octopus Man, or Plate Spinning Champion of the world. His ability to be in three places at once, to help oversee a job, instruct a team member or when necessary operate a machine all whilst overseeing other operations and warehouse operatives, means he may well be likened to an X Man!

### SPECIAL POWER: Any unique skill?

Firuz has the enviable Special Power to know all of the local food outlets within a 5-mile radius of Romax, the daily special and to have an instant ability to know that restaurant's 'deal of the day'!

### Why else does Firuz stand out?

Firuz always seems to have a smile on his face, his amiable and approachable personality makes him a well-liked individual, a person that others recognise as hard-working and deserving of his role.

### What the Boss says:

Firuz has been an invaluable member of the team since he started out with Romax as a young man. It is hard to imagine the company without his presence, to say he is like a bit of the furniture would be doing him a huge disservice. In the time Firuz has worked at Romax, he has developed his skills, worked hard to achieve a degree in management and now acts as an integral part of the operational management team. Keep up the great work Firuz!

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.

