
ROMAX

Reboot your business



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How to cut through to home workers



With most people spending the vast majority of their days at home, being able to get a piece of mail or a door drop directly into the hand is a big advantage for any brand, particularly at a time when marketing is dominated by TV and online. Offering something physical that communicates an appropriate message can be a powerful way to build a brand or ensure loyalty. For charities whose donation levels have been hit hard by the virus, direct mail offers valuable levels of engagement and ROI.

Done well, direct mail has the power to stop people in their tracks, grab their attention and compel them to take action. The physical nature of the medium also means that it's likely to stay around in the home for longer – 17 days according to the Royal Mail study 'The Private Life of Mail'.

However, since paper and card are very physical mediums, they have come under the spotlight, with concerns expressed about whether people can catch coronavirus simply by touching. So, we have researched the facts relating to Covid-19 transmission through paper surfaces.

The facts

Research and guidance from the world's leading health organisations, including the World Health Organisation (WHO), The Journal of Hospital Infection, and the National Institute of Allergy and Infectious Diseases, suggests that the risk relating to Covid-19 transmission from surfaces is relatively low. According to the World Health Organisation, "The likelihood of an infected person contaminating commercial goods is low and the risk of catching the virus that causes COVID-19 from a package that has been moved, travelled, and exposed to different conditions and temperate is also low."

The most referenced scientific research on the subject of surface rate of infection is from the National Institutes of Health (NIH), Centers for Disease Control (CDC), UCLA, and Princeton University, which studied how stable the coronavirus was on different surfaces. It found that of plastic, stainless steel and cardboard, the virus lasted the longest on plastic (up to 72 hours) and the shortest on cardboard (up to 24 hours). That time is shortened when the surface is exposed to air, with the virus becoming less and less potent the more it's exposed. The printing process will also decrease the potency of any virus.

Ahead of the curve

In any crisis, marketing is usually the first budget to be slashed, but marketing experts agree that continuing to communicate with customers during a crisis is vital for brands, keeping them front-of-mind for consumers that will want normal life to resume as quickly as possible once this situation is over.

"The best time to market to people is when others are not," said Robin Sumner, Managing Director of communications company Romax. "After the initial panic subsides and the society accepts the 'new normal', then trade will return swiftly. Those that have continued to promote during that time will be ahead of the curve."

The information for this article was sourced from Two Sides.



Make a confident return to direct mail



To help companies return to using direct mail as a marketing channel, Royal Mail has launched their 'Open For Business' initiative to support businesses during these challenging times. Romax is successfully helping organisations to access these savings.

Although you may not be considering marketing at the moment, 92% of consumers think that advertising should continue, however, brands should be focusing on three key points: what they're doing to help during the pandemic, how they are changing due to the current situation, and ensuring that they're not carrying out exploitative actions.

Why is direct mail a good marketing channel?

Direct mail is a very powerful marketing tool, as 33% of people will carry out a commercial action after receiving messaging from a company via the post. This could include making a purchase, planning to buy something, or going online for more information. In addition to this, you can be confident that your mailing will be seen by those you send it to, as direct mail receives exceptionally high engagement rates, and this is true across all sectors.

Perhaps now more than ever, providing your customers with critical information is key, as it's important that you let them know how your company has changed and the ways in which you're supporting the local community. You can even reward loyal customers with coupons that can be used either now or when things return to normal, sending them the message that they're still very important to you.

How can the direct mail initiative help my business?

The new 'Open For Business' initiative enables companies to send out mailings and receive a discount via postage credits of up to 5p per item. These credits can be redeemed against any future mailings in the following 12 months, saving your business money. .

Which mailings are supported by the initiative?

There are a number of mailings that can be accepted under the Open For Business initiative, and we can help you to determine the messaging that's right for you. Possible options include



* Terms and conditions apply. Please refer to full eligibility list

How can I access this initiative?

Simply contact us to discuss your mailing plans, and we can get you set up and ready to receive those all important mailing credits. Plus, we'll ensure that this fits in seamlessly with your ongoing customer communications.

E: hello@romax.co.uk T: 020 8293 8550

We are here to support you with our Covid-19 Reboot Stimulus Packages

Rebooting activity

We know the journey from the economic cliff edge to firmer ground, will happen in stages. So how do you start planning when you have no defined timelines from the Government and there is understandable nervousness about how your market will respond? Simple...You look for the certainties! You can start laying your own promotional groundwork NOW. Take advantage of our reduced fees as part of our Covid Reboot Stimulus Packages.

Most business aren't sure when they can relaunch their businesses, so we are now providing a flexible reboot. From June our client incentive offers have been created to help you when you need it most.

Why are we doing this?

Romax has always seen our client relationships as partnerships. Covid 19 has created a dramatic 'sea change' across the globe so it is not business as usual. Romax remains a well-structured reliable and solid business, depending on the long-term success of our clients. We want to work in tandem with you to incentivise trade.



Lower pricing in the long-term is unsustainable, but we hope that our genuine offer of financial support will help you stimulate your own activity.

Romax is reducing charges to help you Reboot your revenue through customer communications.

- 15% off your previous print, fulfilment and data charges.
- FREE access to Royal Mail's Advertising Mail incentive scheme - managed by Romax.
- Extension of agreed credit terms from 30 days to 60 days
- 15% off Email Communications: (Includes Data processing and Distribution)
- 20% off new website integration, systems and communication platform development fees

T&Cs:

These offers apply to new bookings that will complete or despatch between June 2020 and 31st August 2020 and cannot be retrospectively applied to services supplied. (Extended to 31st October 2020 for public venues including theatres, museums and visitor attractions.)

For the avoidance of doubt, these discounts will be automatically applied at quote stage to ALL projects due despatch between the above dates.

Projects despatched after the agreed offer end date may – subject to further agreement – not be viable for these savings.

Postage and non-listed services are excluded from the offer.

Credit terms will revert to previous arrangements on work despatched after the last date of the offer period.



Resource Centre

update



The Romax Resource Centre, our encrypted GDPR compliant, secure transfer and approval portal, has been updated and here is your sneak preview of the improvements.

We have been working really hard with SMXI (our sister company) to roll out a few upgrades. This has improved the workflow making it easier for our clients to send data securely, check, comment on and approve proofs.

Improved features include:

Drag and Drop - we really like this feature!

Now you can drag and drop files into the browser saving you a lot of time when uploading files to the Resource Centre. The Romax team are very happy with this too!

New filter functionality

Show just those files awaiting approval.

Comments

One great addition is to allow formatted comments when amending or approving proofs. This allows bold, italic, underline, headline/titles, bullets, numbering and highlighting. Now there is no need to send separate explanatory emails saving you time.

Icons for action

You'll find these self-explanatory and are easy to navigate so you can see what you need with just one click. We're all familiar with icons, social media uses them all the time, they make finding what you need intuitive.

Sneak a peek!

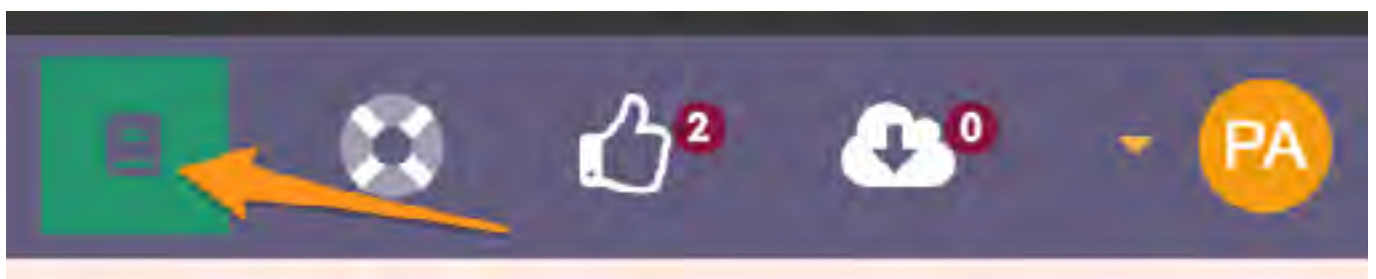
When you click on a file to download, you can preview it to ensure it's the right one displaying the file in a popup before you download it.

One step approval

No need to download, review and then go back to the portal to enter approval (or reviews for amendment). Now the 'step through' button allows you to look at each document, alongside all the relevant information and approve or reject in situ.

SFTP Folders - For workflow processes

We can now create SFTP folders for specific Resource Centre folders if you need to upload data as an automated function, creating proofs that can be sent directly for approval.



Could you be part of our Green Agenda?



As you probably know by now, Romax is on a mission to make a positive impact on climate change. We can't change the world overnight, but everything we can do, we are doing.

- This isn't a new focus for us, but it's interesting to see the massive difference that being in lockdown has generated.
- Pollution has dropped dramatically with fewer vehicles on the road.
- The wildlife is flourishing - and the humans who share this diverse planet have noticed and enjoyed hearing the birds sing and observing the wild animals flourishing.

Technology has allowed many businesses (ours included) to operate with some of the team working virtually. We are looking at ways to optimise office/home working to:

- Ensure we provide excellent client service without interruption
- Focus on good mental health.
- Reduce our the carbon footprint by removing unnecessary journeys whilst maintaining safe, productive teamwork and client relations.
- Improve work efficiency.
- Give people a better work-life balance.

As part of our continued focus on the environment we have also:

- Achieved full Carbon Balanced status as a printer. We're proud to be listed among a handful who have achieved this accreditation. This covers not just the paper but our manufacturing process too.
- Successfully renewed our ISO14001 environmental accreditation.



- We have eradicated all polythene from our business, with the withdrawal of our polythene wrapping service, and can announce a successful transition of all clients to a more sustainable packaging product.

This is just our contribution - but we like to be an influencer too - so our challenge is to get as many of our clients and connections to take positive action in contributing to protect the environment.

What do you do towards becoming a zero waste, carbon neutral organisation? We'd love to share your success stories.

We welcome Gary Blackburne to the Senior Management Team!

Gary Blackburne has 23 years sales experience in the print and envelope market. He started his print and marketing career at Tompla in 1997 and remained in the envelope print industry working as the Southern Sales Director, working within envelope and packaging sectors until wishing to strengthen his knowledge with a new challenge, moving into a marketing communications sales role in 2019.

He joins us having gained valuable experience in our marketplace, bringing a depth of knowledge to help our customers at Romax.

Gary said, "I am very excited to be joining the Romax Team, a company I have known for over 22 years".

Robin Sumner MD said "Gary and I have worked together since I first established Romax. I bought my first printed envelopes from him and he was a huge help to me in the early days with his proactive help and guidance. Our clients will be well served by him and I am very pleased to have him on board as part of our Senior Management Team."



Gary Blackburne

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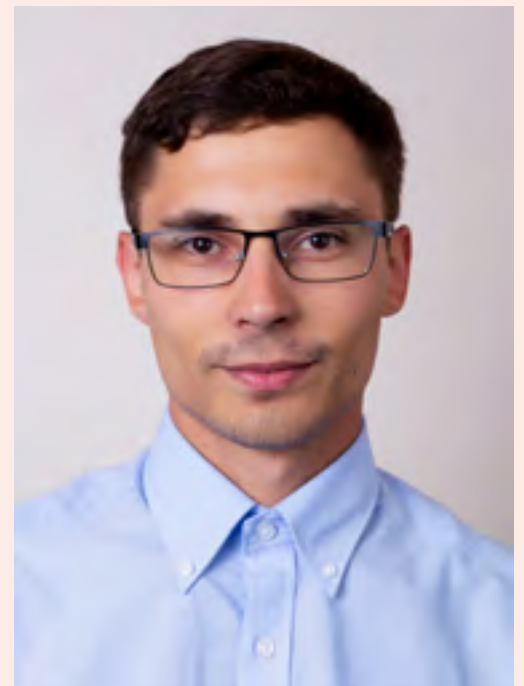
Employee Focus:

Gytis Karoblis

JOB ROLE: Digital Press Operator

KEY ROLE:

Gytis's main role is to work within the digital print department using our range of high quality colour iGen and mono presses to print personalised client communications including direct mail marketing. Gytis also helps alongside his team mates to run our range of membership card printers used in producing welcome packs and membership renewals for our clients.



LENGTH OF SERVICE: 1 year

AGE: 29

Why is Gytis a Super-Hero?

Gytis is a man of few words, but his actions speak volumes. From day one Gytis has demonstrated an ability to complete his work to the highest level and remain super-efficient. Even his colleagues respectfully call him 'the machine'. This is the highest accolade and as a result he is well respected and appreciated.

SPECIAL POWER: Any unique skill?

Gytis has the power of 'un-flap-ability'! He has a vital role in a print department that is often under pressure to produce the best quality in the shortest time to meet client deadlines. Gytis (although bear in mind he works in an air-conditioned room!) never breaks a sweat and always has a calm approach.

Why else does Gytis stand out?

Actions speak louder than words – from the minute Gytis was employed at Romax, he has had a very positive impact. Going about his work with energy and enthusiasm he is a positive influence keeping his workspace immaculate. He is also willing to help out, applying his skills to the finishing and production teams when they need an extra pair of hands.

What the Boss says:

We are very lucky to have Gytis on the team. All of our people are great, and Gytis is certainly a shining example. Although Gytis is a relative 'newbie', I am always reassured when I get a polite, but often silent nod accompanied by an 'almost' indiscernible smile from Gytis in response to my greeting whilst on my 'rounds'. I look forward to seeing his career progress over the coming years.

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.

To stay up to date with all Romax news, help and advice, please follow us on Twitter, LinkedIn, Facebook and Instagram.

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