

ROMAX



*It's the season
for giving...*

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Three useful tips

to reduce your postage costs



One

Keep data clean. You need 95% correct PAF (Postcode Address File) rate to achieve maximum mail discounts.



Two

When designing your mailing piece, ensure no open edges. Use an A5 postcard or letter in envelope to benefit for Mailmark discounts. We are here to advise you.



Three

Review your overseas postal carrier. Royal Mail are contracted to ensure all returns come back to the UK address printed on the packs, unlike any other overseas postal provider

Romax accesses over 40 postal contracts worldwide so have a global solution for whatever your postal solution needs.

Spirit of Christmas

Giving

It's the season for giving...

This year instead of giving Christmas cards or gifts to our clients, we have chosen to support a local charity with a view to supporting so many of those people who are in need of food or have been affected as a result of the Corona Virus pandemic.

Greenwich Foodbank - The Trussell Trust

Greenwich foodbank is there to provide emergency food and support for anyone in the community who really needs it- so is a life line for a lot of people. No one should have to face going hungry. Greenwich Foodbank is part of a nationwide network of foodbanks that is supported by the Trussell Trust, working to combat poverty and hunger across the UK.

Romax will give a monetary donation to the charity but we also thought it would be an even better idea if everyone got involved by donating long - life food items as well.

So we had a large box placed in the reception area at Romax accessible for everyone to place food donations in.



Covid-19 Back to Business Incentives now available

Did you know Romax can help you with the following Royal Mail incentives

The application window for Quarter 4 of Royal Mail's Covid-19 Back to Business Incentives is now open. The extended segment of these incentives will run from 28 December 2020 to 27 March 2021 (inclusive).

Covid-19 Back to Business and Back to Business Extra incentives are relevant for all sectors, and look to help customers boost their trading activity during these difficult and uncertain times, reaching deeper into their customer base or prospect file to drive additional sales, or increasing the frequency with which their brand is exposed to consumers:

Back to Business - an incentive for customers able to post a minimum of 50,000 incremental mail items quartering the promotional period; and

Back to Business Extra - targeted at larger posting customers that can commit to sending a minimum of 2.5 million incremental mail items per quarter in return for an even more favourable postage credit rate.

Contact Romax today, to explore if there may be an opportunity to benefit from the Covid-19 Back to Business Incentive.



A Colour Envelope Printing Service That Meets Your Needs

Print On Demand Envelopes add flexibility to your mailing. Full colour, cost effective and flexible. Driven by your variable data, our process allows us to dramatically improve your direct mail's impact. Turn the envelope from merely a carrier of your mailing to become the start of the campaign's message.



Romax can meet your "short run", "on demand" or long-run envelope print requirements.

Our colour envelope printers allow variable data & imagery to be printed in high quality full colour. Edge to edge print on C5 and DL sizes. A small border is required for C4.

You can now produce variable envelope print based on your customer's profile and purchasing history, to produce highly targeted direct mail communications.

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Back Office Outsourcing; will organisations need post and print rooms on site in the future?



Why is back office outsourcing being revisited by organisations?

There is no doubt that even after there is a cure for Covid 19, there may be a shift away from the dependence of the central office for many organisations, and the inevitable redundancy of the back office that supports the front office will need revisiting.

The reduction in volume of physical print and mail towards electronic only communications means that to employ, fund and locate office-based print facilities, mail and enclosing kit, becomes increasingly costly and an overhead that can be easily outsourced.

Despite the move to electronic communications, there will always be the need whether through client preference, GDPR compliance or legal requirement, for physical printed documents to be produced and mailed. Why not look at consolidating your decreasing daily mail volume with other businesses through an external supplier?

Across the country there are professional mailing facilities that offer secure and vetted document print and mail services, who can provide back office outsourcing; this may be through hybrid mail solutions, or as direct client service contracts.

Facility managers in corporate and office locations will need to find alternative solutions that work with the blend of home and flexible office working solutions, so that no matter where the location of the employee is, they will have access to high quality, brand secure, same day print and postal services that ensure that businesses continue to communicate with their clients in timely ways.

Consumers will not continue to tolerate organisations that are unable to implement communication solutions that do not return to pre-covid levels quickly despite home working being 'accepted'. Covid aside, we know that a tipping point has arrived – ahead of predicted timescales – that makes remote working and blended office working here to stay.

Now is the time for businesses to plan their future requirements, to restructure the back office and speak to the experts in data driven print and mail production.

For a comprehensive list of Mailing Houses you can contact the Strategic Mailing Partnership or speak with us here at Romax.

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Romax has achieved full Carbon Balanced status.

We are proud to be listed among only a handful who have achieved this accreditation. That covers not just the paper but our manufacturing process too.

Now, for every tonne of carbon dioxide produced, the World Land Trust will reserve forests that will never be depleted while preserving the natural habitat for trees and animals.

Carbon Balanced Print is the highest statement of integrity and credibility for the end user and providers of paper-based communications. The carbon impacts of the whole production of a printed item has been estimated and balanced (offset).



Direct Mail The Channel for Today



Direct Mail has come to the fore as a key part of the marketing mix during the Covid pandemic and its importance is set to grow. As we continue to spend more time at home, its ability to reach and engage audiences, offers huge potential for marketers.

This is not just because mail provides tangibility in an increasingly saturated digital world. It's also because of its special place in people's hearts. In a time that can feel transient and fast-moving, printed mail communication literally offers something to hold on to.

Direct Mail, a Trusted and Valued Medium

As a trusted and valued medium, direct mail can drive behaviour both in terms of immediate response and the longer-term reinforcement of key messages. 50% of respondents to a recent Royal Mail survey * acknowledged the usefulness of mail – as a reminder to do something – whilst 85% reported paying as much or more attention to mail during lockdown.

A lot of us have had to spend a lot of time at home recently. It's forced us to re-evaluate; to focus on what's really important to us. We're back at home and the value of a home is back.

Establishing Routines

During lockdown, people like to find some kind of routine. Getting dressed for work (at least from the waist up), maintaining regular meal times and taking time to exercise have all helped people keep hold of reality. Direct Mail is part of this routine. People have their own rituals about processing their post, but our research has highlighted the widespread appreciation for the rhythm of the postie's arrival and the reassuring thump of the mail onto the floor.

Switching Off

Suddenly having to work, study and connect to people from home has compounded the intensity of the pandemic for many. And there is evidence that there has been a reaction against living our lives through a device, a trend that pre-dates the pandemic.

The research mentioned above also shows that while too many messages from computers and phones can feel invasive and stressful, physical mail is often welcomed into the home like a good friend.

What arrives on the doormat is also inherently trusted. It feels as though a person has thought about it and invested time, effort and money in getting their message across. "It must be worth reading" was a common sentiment among respondents.

Thinking Long-Term

It's often too easy to focus on the allure of short-term ROI and efficiency rather than the potential greater profit that could be achieved by focusing on longer-term effectiveness. But effectiveness is where direct mail can really deliver. Business decision makers from MarketReach's research recognise the value of using mail and intend to increase spend in the future.

Download the full report at:

<https://www.marketreach.co.uk/mail-matters-more-than-ever-s>

Award Winning

Romax

Romax has been named top global Advertising & Marketing agency in an official announcement from Clutch.

This year a new distinction, The Clutch 100 Award was created and Romax was a successful applicant. This award, part of Clutch's Global Leader Awards Program highlights the recipients of this award on a global scale, as exceptional suppliers.

The announcement made on November 30th 2020, meant a lot to all of the team at Romax and we would like to thank our customers for their support and praises that helped boost our chance of winning.

We are exceptionally proud of the work that we produce for our clients and many of these projects are highlighted on our case study page.

At Romax, we are an ambitious and nimble business confidently selling our expertise, forging ahead in our sector and enjoying growing together. We are inquisitive, open, progressive people who value honesty and want to build mutually beneficial and respectful relationships. We take time to recognise what each other brings and we know we are strong together.

Our annual customer survey consistently gives us a client rating of 4 or higher out of 5 for over 90% of our services. Working with blue chip clients across the automotive, retail, finance, charity and membership sectors, we will shortly be celebrating 25 years of service.

We hope to continue to be seen as the award winning Romax for many years to come!



Employee Focus:

Marlene Clarke

JOB ROLE: Production Manager

KEY ROLE:

To manage the smooth and efficient processes from print finishing, enclosing, fulfilment and despatch of all mailing work flowing through the business.

LENGTH OF SERVICE: 20 years

AGE: Ageless!



Why is Marlene a Super-Hero?

When Marvel are looking for their next blockbuster hero – then the incredible plate spinning Marlene will be a clear choice. Eyes on all things and insight into everything before it even happens is not a skill that can be learned but a super-hero power that you are born with.

SPECIAL POWER:

The ability to make the impossible actually happen. To genuinely alter time and space to make there appear to be more working hours in the day than there actually are. When a client deadline moves or a ‘more urgent than the already urgent job’ comes along, Marlene looks heavenward raises her eyes more than usual and says, “we’ll see!” Code for miracles do happen!

Why else does Marlene stand out?

Marlene has the recall memory of an encyclopaedia. Numbers, jobs contents and figures can be pulled out of Marlene’s memory bank at the drop of a hat. The job completed three weeks or three years ago can practically be recited faster than most superfast computers!

What the Boss says:

I have worked alongside Marlene for over 20 years. It is a rare day that sees Marlene phased by what is, by its very nature, a pressurised role managing multiple complex processes, a range of intricate equipment and a large team of individuals. Even when working under maximum duress Marlene appears controlled and manages a smile. Having her as part of our management team gives all of her colleagues, reassurance and by default provides our clients with a seamless service. Marlene and her team are the highly efficient cogs that make the Romax machine so efficient.

Brexit Update – No service interruption at Romax.



A little bit of positive news, as we enter the new year. Whether there is a deal or not, your services from Romax will not be affected.

Having investigated the potential impacts of Brexit, we can confidently state that we foresee no logistical or material supply that will affect our ability to continue providing our excellent value added services to all of our clients.

*We wish you a Merry Christmas
and a Happy New Year*



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