

## FINANCIAL

Our client is an international leader in the provision of animal management software, RFID microchip identification, database related services for companion animals, and pet health insurance operating in North America and the United Kingdom.

**Project Description** Insurance Renewal Program - mailing sent to insurance owners whose insurance policies are due for renewal

**Benefits** LM was able to provide the client with a seamless solution using intelligent insertion technology; in addition to the cost savings realized in production, we were able to keep postage costs down by keeping the number of production files to a minimum.

**Problems & Solutions** To create a flawless production flow to ensure accuracy of information and reduce postage costs. We offered the client a solution through the use of intelligent insertion, barcoding technology and in-line folding, matching and inserting.

LM created a 2-D barcode which was imaged on each of the variable forms - this was the key to streamlining the production process and ensuring accuracy during the production process.

**Production Specifications** Each client received a package containing 5 or 6 different personalized variable forms. Through the use of our variable imaging technology, we produced 2 output files only (one for 5-page packages and one for 6-page packages) which reduced postage costs dramatically. Then, through the use of 2-D barcode technology and intelligent insertion, letters were folded & inserted in-line, then mailed.

## Creative

