

HOW TO WOW!

The Amazing Power of Print Embellishments

From Printing Prep
To Doorstep:
Outsourced Marketing
Makes Sense

Privacy and
Sustainability Shape
Print Personalization

- Buyers Prefer Local Brands
- Printed Catalogs Jumpstart Sales
- Consumers Regularly Unsubscribe from Emails

From Print Pr To Doorstep

Why outsourcing marketing distribution makes sense

As a business owner or marketing professional, you've likely experienced the challenge of managing printed materials. You must coordinate storage, track inventory, and ship materials to multiple locations. This is where marketing fulfillment services become invaluable.



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What Is Marketing Fulfillment?

Marketing fulfillment is a comprehensive service that manages the entire lifecycle of your materials after they leave the press. Rather than having boxes of brochures delivered to your office, for example, you store them in our secure warehouse and we handle the distribution. When you need materials mailed or delivered, you simply place an order. We handle the rest.



What Are the Benefits?

There are many benefits to using fulfillment services:

- **Reduced Storage Headaches:** Your materials are warehoused professionally, freeing up valuable office space for your team and operations.
- **Time Savings:** Every hour your staff spends packing and shipping is an hour not spent on strategic work. We handle these tasks so your team can focus on what matters most.
- **Better Inventory Management:** You can track inventory levels in real time through online interfaces, receive low-stock alerts, and avoid running out of critical materials.
- **Cost Efficiency:** Reduce labor costs, minimize waste, and benefit from bulk shipping rates.
- **Faster Distribution:** Experience the benefits of our established carrier relationships and optimized processes for quick, reliable delivery.

Who Needs Fulfillment Services?

Who benefits from fulfillment services?

Multi-location retailers for one. Fulfillment allows you to store print materials in our secure warehouse, then we pick and ship customized packages directly to

each store location, no corporate sorting required.

Sales teams benefit, too. You place orders through our secure ordering portal, request materials as needed, and shipments arrive at your office or directly to client locations within days.

Franchise networks provide dealers with approved materials catalogs, ensuring brand consistency while dealers receive materials quickly without the franchisor becoming a distribution center.

Exhibit at trade shows? Have materials assembled and shipped directly to convention centers, then forwarded to the next event. Easy!

How Do I Get Started?

Ready to explore fulfillment for your business? Talk to us about your storage needs, ordering processes, and inventory tracking. Let us transform how you handle marketing materials, giving you more time for strategy and the peace of mind that materials will reach the right place at the right time.

The WOW Factor!

The power of print embellishments: What the data say

With fewer printed pieces in buyers' mailboxes, it's easier than ever to get noticed. But your competitors are taking advantage of increased mailbox visibility, too. How do you ensure that your direct mailer is the first one recipients pick up? The one they spend the most time with? By using print embellishments.

Print embellishments, including metallic foils, raised coatings, and embossing, turn a high-quality piece into truly "Wow!" As consumers ourselves, we intuitively understand this. We love to pick up these pieces, hold them, and engage with them. But does this engagement translate into sales? A new study says yes.

A Real-World Test with Real Results

The study was conducted by the Foil & Specialty Effects Association (FSEA), which worked with a local company, Charlie's Car Wash, to create two versions of the same postcard. The cards, which offered a free car wash, were mailed to 7,500 households near a new location.

Half received standard four-color printed postcards. The other half received postcards enhanced with raised textured coatings and gold metallic embellishments. Both groups received identical offers and messaging. The only difference between the two was the embellishment.

STANDARD PRINTING vs. EMBELLISHED PRINTING DIRECT MAIL CAMPAIGNS

	Responded	Did Not Respond	Total
Print Only	480	3270	3750
Embellished	631	3119	3750
Total	1111	6389	7500

Foil & Specialty Effects Association (FSEA)

The results? The embellished postcards achieved a 16.8% response rate compared to just 12.8% for the plain versions. That's a 31% improvement in performance from adding tactile and visual enhancements.

Why Embellishments Work

This study confirms what research into consumer behavior already tells us: people respond emotionally to tactile experiences. When recipients can feel the raised texture or see metallic accents catch the light, it creates an immediate sensory connection that plain printing simply can't match.

In an era in which consumers are bombarded with digital messages, a beautifully embellished printed piece creates impact.

What This Means for Your Marketing

If you're planning direct mail campaigns, consider the ROI of embellishments. In this study, an additional 151 people responded to the embellished version. That's 151 potential customers who might have ignored a plain postcard.

The upfront cost of embellishments is typically modest, but the performance lift can be substantial. Whether you're promoting grand openings, special offers, or high-value services, these tools can help ensure your message doesn't just arrive. It gets acted upon.

The numbers tell the story.

When More Turns to Less

40% of consumers unsubscribe from brand emails and texts at least once weekly.



Source: YouGov

Keeping it Local

23% of consumers prefer to shop with small or local brands over large enterprise brands.



Source: Scayle

Personal Preference

How privacy and sustainability are reshaping print personalization

Increasing the power of your print marketing with personalization? Then you likely have seen a shift in how personalization works. What was once a race for maximum data collection and mass output has evolved into something more nuanced: a careful balance between relevance, data responsibility, and environmental stewardship.

Rory, check out our golf sale!



Kayla, we've got our 2026 boards!



The New Rules of Engagement

Print personalization isn't just about adding a recipient's name to a mailer anymore. Today's campaigns leverage sophisticated data analytics to create truly customized experiences, from variable imagery to tailored messaging.

An outdoor retailer, for example, might feature hiking gear for mountain enthusiasts in Colorado, while showcasing beach equipment for coastal customers. Each piece is printed on demand and tailored based on factors such as purchase history and stated preferences.

But this capability comes with heightened expectations, too. Consumers expect marketers to do this in a way that is responsible. The result is campaigns that prioritize quality over quantity, use better-qualified audiences, and incorporate sustainable practices.

Responsibility as the Baseline

"Responsible personalization" is now the gold standard. For brands, this means strict adherence to privacy regulations, transparent data practices, and minimal environmental impact. Brands that master this balance don't just avoid legal pitfalls.

Simon, what's your next adventure?



They build trust that translates directly into customer loyalty and stronger response rates.

The bottom line benefits are compelling, as well. Digital and print-on-demand workflows have dramatically reduced overruns, waste, and excess inventory. Businesses can now produce exactly what they need, when they need it, without sacrificing the personal touch that makes print so effective.

Businesses are learning that sustainability is good business, too. Recycled substrates, eco-friendly inks, certified papers, and carbon-neutral shipping have moved from niche offerings to mainstream customer expectations. Lighter packaging and intelligent design choices further reduce environmental footprints while maintaining impact.

The Strategic Advantage

Personalization is changing, and it's changing for the better. The most successful marketers won't be those with the biggest budgets or the most data. They'll be the ones creating campaigns that are more focused and more trustworthy.

In the end, effective personalization isn't just about knowing your customers. It's about proving you deserve the trust they've placed in you.



The Adventure Coalition



The Adventure Coalition



The Adventure Coalition

Welcome to the latest issue of *Goodway Profit*. This newsletter is designed to provide you with information that will keep your 1:1 print campaigns cutting-edge and profitable.

Leverage data to create personalized, relevant, direct mail offers to everyone in your customer database.



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Love What You See?

70% of consumers see printed catalogs as a good start to their shopping experiences.

Source: Harris/Quad

