

# Swift SOLUTIONS

Spring 2008

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Hello [First Name]. Welcome to the inaugural issue of *Swift Solutions*, the newest communications resource from Swift Printing & Communications. Our newsletter was developed as a platform to communicate with our customers and provide helpful information on how you can utilize the expertise of our team, coupled with the latest print technology and services, to produce more effective print/communications pieces and campaigns.

*Swift Solutions* will be published quarterly, with our next issue scheduled for July. Each issue will include a variety of topics, such as:

- Tips on developing effective communications and/or print products/campaigns
- One “*Swift Solutions Success Story*” – a case study highlighting a specific customer print and/or communications success story
- Overview of new products and services
- Special promotions
- Updates on our founder, current owner and family, or employees
- Educational information on print industry terms, technology or products

*We hope you enjoy reading Swift Solutions and find it of value.*

## *Swift* PRINTING & COMMUNICATIONS – Past & Present ✦

As we work with our customers day-to-day, we find that some of you are not aware of all that Swift offers. This is one of the key reasons we decided to publish this newsletter. Throughout this issue and those to follow, we will provide you with information on the full range of services and products that Swift offers. And, we will start by giving you an overview of where Swift came from and who we are today:

Swift Printing & Communications has been proudly serving companies/organizations in West Michigan and throughout the country for over a half a century. The company was founded in 1950 by Walter D. Gutowski, Sr. and his wife, Lorraine. In 1984, Walt Sr.’s only son, Walter Gutowski, Jr., joined Swift and co-managed the company with his father. Today, Walt Jr. is sole owner, although he continues to include his dad in many aspects of managing the business. Walt Sr. continues to work at Swift, running presses and inspiring the entire Swift team with his amazing work ethic and unweildng commitment to our customers and employees.

Swift is devoted to three main tenets, which govern everything we do:

1. Content, well cared-for employees.
2. Outstanding, solution-oriented service, which includes providing products to our customers on their time schedule; as Walt Jr. often says, “That’s why it says Swift on the door!”
3. Being a leader in technology.

Swift can provide you with a host of products to help communicate your company/organization’s story, market, manage, track and label your products/services, promote special events, and communicate with employees and vendors, and we can meet almost any other need you have in reference to printing. Furthermore, we are not simply order takers – we offer a management team and design/marketing team who can assist with your company’s communications needs. Do you need to create a specific look or image, set or reach goals, improve your branding, prepare for a corporate/special event or create a new form or communications piece? Or do you have a need we haven’t even thought of yet? The Swift team can help.

Today we offer a full range of products and services including:

- marketing & communications expertise
- variable/one-to-one technology
- design, layout, typesetting and pre-press services
- offset, digital and letterpress printing
- comprehensive finishing services
- data management; mailing & fulfillment services
- promotional products

# Swift SOLUTIONS

## SUCCESS STORY #1

**Customer:** Dwelling Place

**Industry/Market:** Non-Profit

**Opportunity:** Dwelling Place is a non-profit organization dedicated to improving the lives of people by creating quality affordable housing, providing essential support services and serving as a catalyst for neighborhood revitalization. They own and manage nearly 1,000 apartments and homes in 21 housing communities throughout West Michigan, and provide critical support services to some 350 residents facing the enormous challenges surrounding homelessness. Each year, Dwelling Place runs its Annual Appeal Campaign, raising funds critical to their ability to continue and to expand services to those in need.

As in many years past, in 2007, Dwelling Place worked with Swift Printing & Communications to develop its annual appeal mailing. Traditionally, Dwelling Place mailed an appeal letter in a standard business envelope, along with a response card and response envelope (four print items), and they found good results. In recent years though, as with many non-profits, challenges with the U.S. economy adversely impacted donations overall. And, as a related "side effect", they found that some recipients recognized the letter mailing as a donation request and often didn't even open the envelope.

As a result, Dwelling Place needed a better solution for its annual appeal mailing – a solution to differentiate their appeal mailing from other donation requests, get the recipients' attention, and effectively provide information about Dwelling Place, to encourage their audience to select Dwelling Place as one of their charitable contribution choices.

**The Swift Solution:** Utilizing the expertise and creativity of our Marketing & Design team and the benefits of Swift's digital and variable data technology, we developed an all-inclusive, full-color business reply mailer customized with each recipient's individual data. By "all-inclusive" we mean that the message

(previously the letter), the response card and the return envelope were all one piece – a single self-mailer – also eliminating the need for a mailing envelope. Additionally, we incorporated a format with built-in Incentive Labels and printed the subject and date of Dwelling Place's upcoming events on each label; this provided the recipient with an attractive and easy-to-apply calendar reminder of these events.

### Benefits for the customer:

- Swift's variable data technology allowed us to personalize each piece in five places; this included having the recipient's name, address, etc. pre-printed on their response card and response envelope, shortening the time/effort they would have to take to complete their donation information.
- Our Variable Data technology and expertise allowed Swift to imprint recipient addresses at the time of printing, eliminating the extra step, time, and cost of imprinting addresses afterward.
- This all-inclusive format allowed us to integrate what was previously four printed pieces into one, and it eliminated the need and cost to match and stuff various contents of the project.
- Incorporating all needs into one piece versus four, coupled by the resulting elimination of processes, allowed us to offer Dwelling Place a more visually appealing, full-color mailer with much greater value.

**Results:** As you can see, there were many value-added benefits to Swift's solution for this Dwelling Place campaign. However, if it did not improve results, we would not have fully met our goal. **The final outcome of our combined efforts resulted in an increase in the number/percentage of responses, AND, more importantly, resulted in an increase in the total dollars raised!**

If you would like to talk with us about how Swift Printing & Communications can help [Company Name] utilize the latest printing technology and produce more effective print pieces and campaigns, please contact us at (616) 459-4263.



Loveliest

## Stamps Increasing by One Cent to 42¢ on May 12

### Forever Stamp Will Still Get Your Letter Delivered

In February, the United States Postal Service announced that as of May 12, 2008 the price for a one-ounce First-Class stamp will increase from 41 to 42 cents. The standard postcard stamp will increase also, from 26 to 27 cents.

This change will affect the cost of postage on bulk/direct mail campaigns as well; actual postage costs will depend on the size and shape of your piece, the quantity being mailed and the quality of your list. *Swift Printing & Communications will continue to obtain the greatest Postal Rate Discount possible on all mailings we manage for our customers.*

Forever Stamps, which were developed to ease the transition during price changes like this, can be purchased for 41 cents up until May 11. On May 12

and beyond, the Forever Stamps increase to 42 cents. The

Postal Service announced that they have sold 5 billion Forever Stamps since the launch in April '07 and they plan to have an additional 5 billion in stock to meet the expected demand before the May '08 price change.

Swift can handle any or all aspects of your company's direct mail projects. Call us for more details.

## "One is the Loneliest Number That You'll Ever Do!"

Do you recall the famous seventies song by Three Dog Night that has the refrain "One is the loneliest number"? Well, when it comes to marketing, communications and printing, the accurate phrase is "One is the loveliest number!", because the most effective direct marketing is to an audience of one. You have a much better chance of selling your product or service if you speak to each customer and prospect as an individual rather than as part of a mass audience or a member of a targeted segment/group. The big question, though, is what is the best way to really deliver on the promise of one-to-one communication?

That is where Swift Printing & Communications comes in! Our team includes experts in marketing, communications, variable data programming and digital printing (among many others) who can help you utilize the benefits of variable data printing and true one-to-one, direct marketing.

You may think that this type of marketing is just for large companies with large marketing/advertising budgets, but that is not the case. Companies of any size can benefit from one-to-one communication and at a reasonable cost. In each issue of *Swift Solutions*, we will focus on how VDP (Variable Data Printing) and one-to-one marketing, as well as digital printing in general, can help maximize the effectiveness of your marketing, create new value-added benefits from your printed pieces, and in many cases, improve your Return On Investment (ROI).

Read this month's "Swift Solutions Success Story" (on page 2) to see how our team of experts utilized the benefits of Digital Printing Technology and Variable Data Printing to help Dwelling Place improve the results of their Annual Appeal Campaign.

## We can print almost anything!

Below is a list of items Swift Printing & Communications can print for you. If you are in need of something you don't see on the list, contact us... it is likely we can take care of whatever you need.

absentee cards  
address stamps  
advertisements  
albums  
announcements  
applications  
appointment cards  
auction booklets  
auction paddles  
badges  
ballots  
banners & signs  
binders  
bio cards  
booklets  
bookmarks  
brochures  
bulletins  
bumper stickers  
business cards  
Business Reply Mailers (BRM)  
buttons  
calendars  
campaign signs  
carbonless forms  
catalogs  
cd covers  
certificates  
checks

cling-free labels  
coasters  
contract books  
contracts  
coupons  
date stamps  
decals  
diplomas  
direct mail postcards  
directional signs  
directories  
donation envelopes  
door hangers  
encounter forms  
envelopes (all sizes & formats)  
fax forms  
flyers  
folder labels  
folders  
forms  
funeral programs/cards  
general-purpose stamps  
graduation announcements  
handbooks  
holiday cards  
inserts  
instruction manuals  
invitations  
invoices

journals  
labels  
laminated cards  
laser checks  
letterhead/stationery  
letters  
literature  
magnetic signs  
magnets  
mailers  
mailing labels  
manila folders  
manuals  
manuscripts  
map cards  
maps  
menus  
message pads  
multi-part carbonless forms  
name badges/name tags  
napkins  
NCR forms  
newsletters  
note cards  
note pads  
open house items  
palm cards  
phone message pads

plastic i.d. cards  
pleading paper  
pledge forms  
pocket folders  
postcards  
posters  
post-it notes/pads  
prescription (Rx) pads  
presentations  
press kits  
product labels  
programs  
promotional items  
purchase orders  
raffle tickets  
reply cards  
report cards  
response cards  
resumes  
return address labels  
rubber stamps  
Rx pads  
sales sheets  
save the date cards  
scorecards

second sheets  
self-inking stamps  
shipping tags  
signature stamps  
signs & banners  
statements  
static cling labels  
stationery  
stickers  
surveys  
tabs  
tags  
thank you cards  
trade show displays  
transcripts  
vinyl banners  
vinyl labels  
voting slates  
water bottle labels  
wedding invitations  
window decals  
work orders  
yard signs

## Swift Gives Back To Our Community

Swift Printing & Communications has an active community relations and corporate/charitable giving program. We believe it is our obligation to support the communities in which we live and work. This philosophy and commitment was initiated by our company's founder, Walter Gutowski Sr., and has been carried on by Walt Gutowski Jr., his parents and family, and our employees.

Additionally, we believe that healthy communities are vital to the well being of society and the overall economy, providing an environment that promotes growth and innovation and helps attract exceptional talent. So, we have made it a priority to help build our community into a safe and prosperous place.

One of the latest examples of this commitment is Walt Jr.'s recent election to the Grand Rapids City Commission. Walt's four-year term as 1st Ward City Commissioner began this past January. So, he is now in a position to have a positive impact on the development and health of Grand Rapids and the West Side.

## The Main Event

Walt would like to thank all those who supported his campaign and who contributed to his success being elected to the City Commission. In celebration of his first four months on the job "fighting" and working hard for the hard working people of the 1st Ward and all the good people of Grand Rapids, Walt's committee is hosting "The Main Event":



**Friday, May 9, 2008**

**The Landing in the Radisson Hotel**

**270 Ann Street NW (Ann Street at the River)**

**5:30 – 7:30 p.m.**

**Featuring Live Jazz by "The Bridge Street Horns"**

The cost to attend will be \$25 per couple, which includes Sully's famous all-you-can-eat menu (\$5 of each couples ticket will be donated to GR Box/MLK Boxing Gym). There are also opportunities to sponsor the event with a \$100 donation (sponsors receive recognition in the event program and one complimentary couples ticket).

If you are interested in attending and/or being a sponsor, please email Kathy at [kathy@swiftprinting.com](mailto:kathy@swiftprinting.com) or you can reach her by phone at (616) 988-3593.

## Have you been to our web site lately?

The Swift Printing & Communications web site – at [www.swiftprinting.com](http://www.swiftprinting.com) – has been updated to provide additional information and tools to aid our customers in working with Swift. You can place a new order, reorder a job we have already printed, request an estimate, or upload artwork/print files quickly and easily. We also offer information on our products and services, and tips and "Solutions" to make your printing and communications projects run smoothly and produce positive results.

Visit us @ [www.swiftprinting.com](http://www.swiftprinting.com) \*.

\*We add more features and information to our site regularly, so visit often.

## Questions or comments?

Log on to [www.swiftprinting.com](http://www.swiftprinting.com) and click on "**Swift Solutions**" to send us any questions or comments that you have on our services, company or newsletter. We welcome your input.

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