

Success Story: FlexDigital



TruckDirect Mail

Destination Entry Drop Shipping Logistics

Alabama's Largest Mailer Credits Strong Family Ties to Its Success

Destination Entry Drop-Ship Logistics has never been faster or more convenient!

Through the Truck Direct Mail online service, you can save up to 30% on postage and help ensure critical in-home dates are met.

Best of all - it's FREE !!!

Use the service for cost and time estimating all you like. You pay only for the transport of jobs you approve and submit.

FLEXDIGITAL
a division of MailSort-Birmingham

You only need a brief visit with Lisa Thompson, President and COO of FlexDigital, a division of MailSort, Birmingham, Alabama to realize how strong her family ties contribute to the firm's success. Her brother Alan is a V.P. and owner and her parents are also owners, making the firm not only the largest mailer but one of the largest women-owned businesses in the state. But while sharing the same last name can be problematic for some, the Thompson's combine their diverse talents to maximize productivity.

FlexDigital is a 25 year old, 7 million, full service lettershop where 90 employees offer everything from metering, folding & inserting to a presort bureau where 2 multi-line optical character readers do bar coding and presort. The firm's newest addition to their 35,000 sq. ft. floor is a variable digital printer. "It lets us do customized printing in 4-color with the variability to personalize each piece 'on the fly' allowing each clients unique customer characteristics to be reflected in the finished mailer," Thompson noted.

The firm has secured a solid customer base on their service offerings. But they've retained them because of their consistent reliability. "Our clients have a demanding set of guidelines which makes us accountable for achieving in-home dates. Direct Logistics and their Truck Direct Mail service really comes through," Thompson added. "Their on-line system and knowledge customer service rep are a great combination. It really works and I sure like those substantial entry-level discounts," she commented. Sheila Lucas, Lettershop Manager reiterated that the feedback provided by Direct Logistics makes life much easier for her with a high level of service and low trucking costs.

Direct Logistics, Inc. is an 11 year old 3rd party transportation logistics company specializing in timely distribution of direct mail promotions to postal facilities nationwide. They have moved over 4 billion mail pieces, saving clients over \$84 million in postage discounts. Truck Direct Mail, a service of Direct Logistics, provides lettershops, printers, ad agencies and others the ability to obtain postal discounts on destination drop shipments to BMC's and SCF's while insuring fast in-home dates.

FlexDigital...founded by a family entrepreneurial in spirit; always keeping the needs of their customers first. This same spirit is still seen today in the strong relationship between FlexDigital and Direct Logistics.

CREATE - SUBMIT - CONFIRM - DELIVER
SAVING IS REALLY THAT EASY!

Whatever the nature of your mailing, Truck Direct Mail lets you easily evaluate whether Destination Entry drop-shipping is right for you. For more details, contact Direct Logistics today.

For a risk-free trial of Truck Direct Mail,
visit us online today...
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