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Colortree Marketing Resources launches Transformailer

*New product offers distributors opportunity to sell
short run cross media marketing campaigns*

Richmond, Va. - Colortree is expanding its product offering with the introduction of the Transformailer, a full-color, personalized letter package that transforms into a complete cross media marketing campaign. Available exclusively to the trade through Colortree Marketing Resources (CMR), the Transformailer offers print distributors and agencies the opportunity to sell high-quality direct mail and cross media marketing campaigns of 5,000 or fewer pieces.

A recent PSDA survey shows that distributors often sell postcards rather than letter packages because they believe managing a letter campaign, (letters, inserts, return reply cards or envelopes, inserting and mailing) is too difficult and time consuming. While postcards can be easier to manage, marketers know that for many offers they are not the best solution. It is a proven fact that for many types of offers a letter campaign will produce better results. Transformailer is a genuine letter package available in small quantities without the production hassle of traditional methods. It is turn-key, so now it is easy for distributors to sell letter packages as part of cross media marketing campaigns.

“Virtually any distributor or print broker who can sell a postcard can sell the Transformailer. It provides distributors with a manageable pathway from selling a product to a more consultative sale with lots of potential for value add,” said Ed Glaser, director of marketing, CRM. “With Transformailer, one click and it’s done,” continued Glaser. “Just upload art and a mailing list or use one of our templates and a mailing list, which can be purchased from us on-line at the time of order.”

CMR offers the following products and services:

- Campaign strategy
- Printing
- Graphic design and copywriting
- Lists and data management

- E-mails, Purls, landing pages and quick read (QR) codes
- Websites
- Mobile Web applications

“I went to Print Solutions ’09 looking for our company’s next million dollar opportunity,” said Chris Riffe, president, Innovative Management Solutions, Dallas, Texas. “I found it - Transformailer cross-media marketing campaigns from Colortree Marketing Resources.”

The Transformailer package is extremely versatile. Each can include one, two or three fully personalized 8-1/2 x 11 inserts plus a business reply envelope or reply card. Membership, gift or loyalty cards can also be enclosed. Eco-friendly, the Transformailer is made from high post-consumer content recycled paper and even “tree-free” papers made from alternative fibers and minerals. The patented one-sheet converting process is virtually waste free.

Colortree Marketing Resources is a part of Colortree, a Richmond based envelope manufacturer with more than twenty years of responsive and reliable service to the trade. For more information, visit www.CMRxMedia.com.

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