

MSI

AN INTRODUCTION

MSI has been in the mailing equipment and mailing services business for three generations, partnering with clients in their Direct Mail Marketing campaigns. We have helped advance the revolution in direct mail technology that now allows organizations to precisely target their customers. Our Mission Statement, "Passionately obsessed with our Customers' Success," embodies one of MSI's core principles: "Apply the highest standards of excellence to all aspects of customer service – design, print, and mailing services used in the production of all projects."

Please ask for our two companion brochures:

**MSI GUIDE TO
DIRECT MAIL MARKETING
ART, MATH, SCIENCE**

**MSI GUIDE TO
DIRECT MAIL MARKETING
VARIABLE DATA
PRINTING**

MSI

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MAILING SYSTEMS, INC.

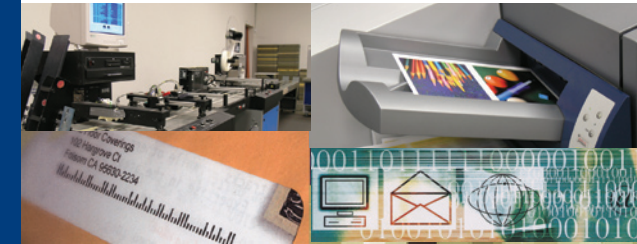
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MSI GUIDE TO DIRECT MAIL MARKETING

A ONE STOP SHOP



- ✓ STRATEGIC PLANNING
- ✓ GRAPHIC DESIGN
- ✓ PRINTING
- ✓ MAILING
- ✓ MULTI-CHANNEL MARKETING



