

Direct Mail Portfolio

Full service charity and wafer seal labels from the pressure-sensitive industry leader

To address today's growing marketing mail opportunities and open up operational efficiencies, look to Avery Dennison. We have the products and service solutions you need to do both.

The good news: direct mail isn't dead

While first class mail is declining due to email and social media, marketing mail is on the upswing – and brands are noticing. With a 2018 predicted total market value of \$44 billion, more brands are including direct mail in their multichannel marketing strategies. Others are redefining the category by exploring the integration of intelligent labeling such as personal urls (PURLS), QR codes and near field communication (NFC) chips as well as virtual and augmented reality.



Product Information

Portfolio Characteristics

- Reliable adherence to a range of substrates
- Weather- and temperature-resistant
- Charity labels offer excellent print quality for processes from flexo to digital

Portfolio Applications

- Promotional address labels frequently sent by non-profit companies to spur donations
- Wafer seals for direct mail applications including promotional letters, circulars, coupon envelopes, postcards and self mailers

The results tell the story. According to a Mail Shark blog on 2018 direct mail statistics:

- Direct mail household response rate is 9% (compared to 1% email, 1% paid search, 3% online display, 1% social media)
- People are 70% more likely to remember a business seen in print vs. online
- 56% of people feel print advertising is the most trust worthy form of marketing

Products and services to capitalize on the trend

From our newly launched translucent wafer seals and charity labels with improved throughput, to our product availability, low MOQs and fast shipping, Avery Dennison has what it takes to help you and your customers benefit from the growth in marketing mail.

	Spec#	Product Description
New!	54445	54# Semi-Gloss Laser FSC®/S5800/53#LF
	53057	54# Semi-Gloss Laser FSC®/S2501/53#LF
	53490	54# Semi-Gloss Laser FSC®/S2501/41#LF

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