



The way we put it all together sets us apart.



## WHAT WE DO



### Data Management

We know the value of data and the importance of keeping it safe and secure. We are SSAE 16 certified and HIPAA compliant, so your clients never have to worry about their data being compromised. We pride ourselves on building complex databases that produce results. Better targeting to the right customers, better personalized messaging, better postal discounting, better reporting, better security. That's what we do.



### Digital Printing

Effective digital printing leverages a well-conceived data source and creates a one to one marketing message that strikes the nerve of a reader. The right creative message can get lost if the quality of the printed piece is lacking. We have a cadre of Canon, Océ, Xerox and IBM sheetfed and web digital devices that will deliver top quality for any job.



### Offset Printing and Full Bindery

The need for speed is important. But so is quality and value. Use our horsepower to handle the entire direct mail production cycle from imposition to mailing, while maintaining excellent quality control throughout. Our offset printing services include everything from 40" Man Roland perfectors to half size five and two color Sakurais and Halm jet envelope presses.



### Addressing & Inserting

We are fully equipped to place an address on a mailing piece of almost any design, including spraying ink onto paper, plastic or

polybags utilizing any of a host of True Type fonts, so that your stylistic tendencies can flow from the enclosure or self-mailer to the address block as well.

Our inserting machinery, equipped with read and print technology, is perfect for matching personalized enclosures to the envelopes that carries them 100% of the time. No more mismatches.



### Hand Assembly

For those one-of-a-kind projects that require a more personal touch. Our professional assemblers know that these pieces are going to your top clients and have to be perfect every time. The unusual gets noticed and so feel free to design the unusual. We'll put it together for you.



### Mailing Services and Intelligent Mail Tracking

We've taken the guesswork out of the mail process with the utilization of in-house postal acceptance and the Intelligent Mail Barcode. These innovations enable us to track your project as it travels through the postal system and provide an electronic tracking report to help you coordinate other marketing efforts with the mail.



### Packaging

We know that presentation is as important as the message inside and you're working hard to stand out from the competition. Our FDA certified packaging division can help you customize the best way to showcase your product and ensure it's delivered on time and in good condition.



**One stop shop**  
**HIPAA Compliant**  
**FDA Approved**  
**SSAE16 Certified**

## OUR WORK



### Retail Brand Development

In the retail industry, it's all about reaching the right customers with the right offer giving them reasons to buy. We specialize in understanding your brand. Combining the right message with the perfect medium to help you communicate and track your message to your target audience. Our clients are the best-known retail brands in the country. Saks Fifth Avenue, Sephora, Barneys, Louis Vuitton, Benefits, Ferragamo are just some of the luxury brands we help track and report in home receipt of those marketing messages.



### Financial Services, Insurance and Real Estate

We understand the importance of data security and execution accuracy when marketing to financial, insurance or real estate sectors. The tools we maintain ensure all confidential information passes securely, automatically and quickly to the intended recipients behind a secure firewall. Our SSAE 16 certification and audit processes demonstrate our continued commitment to staying compliant. Some of our successful campaigns include bank branch openings, rebranding initiatives and statement mailings for insurance customers.



### Healthcare

To provide effective health care messaging, you must be HIPAA compliant and also focused on the patient experience. Compassionate and well timed messaging is important and demonstrates a medical facility's interest in its patients' well-being, even after discharge. The same is true of potential or past donors – communicating often ensures they feel good about their gift pattern and may even consider enhancing it.



### NonProfits

Few entities achieve higher value from direct mail than nonprofit organizations. Acquiring new members or finding new sources of gift revenue is best achieved by using a well-designed and targeted direct mail campaign. Century Direct counts among our clients some of the largest and best known entertainment, theater and art organizations in the City of New York and elsewhere. Religious institutions get their appeals out employing our one-stop shop. Donations, solicited via direct mail campaigns executed by Century Direct, are used to feed thousands of people in the Tri-State Region. Local and national museums employ us to execute giving and communications campaigns, keeping history alive.



### Wellness and Beauty

Packaging is critical in the wellness and beauty industry. Our mission is to make your projects, concepts, designs, and products come to the marketplace as a total complete, individual package within the time and monetary framework that you would expect from your best suppliers. Century Direct is your turnkey solution to providing packaging, mailing, fulfillment, warehousing and inventory tracking in an FDA audited facility. Our expert team partners with numerous wellness and beauty brands that supply vitamins, aromatics, and creams as well as many other products to provide solutions to market in-store or online.



### Research Reports & Surveys

Gathering market intelligence is critical for today's competitive business advantage. Our team puts together personalized survey packages which result in higher response rates and better usable information. We're experts on the placement of images and text to produce organic results. Plus, clients are able to follow up with recipients in a timely way by using our state-of-the-art Tracking Technology.



### Political Campaigns

Today's campaign world is constantly changing and political advertising is essential to a win in the polls. We're experienced in working with agencies that specialize in political messaging and can help walk you through the entire process – determining the most efficient and effective manner to produce and distribute your campaign message to the targeted audience at just the right time.



### Union Communications

We are union. Century Direct has had a collective bargaining agreement in place with the United Auto Workers since the 1940's. Need PAC mailings done? Need membership cards printed and delivered to your members? Need your collective bargaining agreement reproduced and distributed to your members and employers? Want to help your favorite candidates make their way into office using persuasive messaging? We do all of these things in-house for some of the largest unions in New York. And they all proudly display a legitimate union bug that is widely recognized.