

LITHOGRAPHIC COMMUNICATIONS



Industry: Publishing/Mailing

Chicagoland Printing and Mailing Specialist Relies on Melissa Data

“Exceptional service and careful accuracy are the cornerstones of our partnership with Melissa Data.”

-Mark Leska, Sales Manager, Lithographic Communications, LLC

Lithographic Communications, founded in 1988, is based in Munster, Indiana. Growing from a small base of one and two color presses and older mailing technology, today Lithographic prints both sheet-fed and web offset, and is heavily invested in digital variable data printing (VDP). They also use state-of-the-art mailing equipment for ink jet addressing and envelope inserting. All the new technology needed to produce a client's successful direct mail campaign—all under one roof.

Partnering with data specialist Deborah Renfro, Lithographic counts on Melissa Data's expertise in all aspects of mailing data

“Lithographic Communications relies on Melissa Data to process our customer's furnished mail lists through NCOA to update addresses and to help eliminate undeliverable-as-addressed (UAA) mail for our customers,” says Mark Leska, sales manager at Lithographic Communications.

“They quote a 24-hour turnaround on data services; however, we often enjoy turnarounds measured in just hours. Exceptional service and careful accuracy are the cornerstones of our partnership with Deborah and Melissa Data.”

Lithographic Communications produces printed collateral and direct mail products of all types, with exceptional strengths in postcard mailers, self mailers, newsletters, and letter campaigns. They serve many of the nation's top companies with strong ties to the gaming and financial publishing industries. Trending the strong growth of Chicagoland and Northwest Indiana, Lithographic continues to expand. They currently mail 75 percent of their printed output and mailed over 80 million pieces in 2007 alone.

LITHOGRAPHIC COMMUNICATIONS, LLC

Challenge:

Process furnished mailing lists through NCOA^{Link}® to update addresses and help eliminate UAA mail.

Solution:

NCOA^{Link} Address Update Service

Benefits:

- Reduce undeliverable mail by providing the most current address data
- Lower postage, printing and mail preparation costs
- Meet USPS® requirements for First-Class Mail® discounts
- Assure mail pieces reach the right audience
- Create faster and more effective marketing campaigns