

Company Overview

Redi-Mail Direct Marketing is a results-driven marketing solutions company. Redi-Mail's extensive in-house capabilities provide clients with a wide range of direct marketing services including: mail and fulfillment, multi-channel marketing, digital imaging and printing, email lists and deployment, fax broadcasting, data and specialty list services, website development and hosting. Redi-Mail operates an in-house postal facility and is also a VAWD® certified pharmaceutical sample fulfillment facility. The company processes more than five million pieces of mail per week in compliance with USPS Total Quality Management initiatives and all quality systems are GMP and GAMP 5 certified.

Headquarters - Fairfield, New Jersey

Facilities - Over 170,000 square feet of production space DEA and VAWD® certified for pharmaceutical sample fulfillment

Employees - 350

Financial - Privately owned

CEO - Thomas R. Buckley

Sample Client List

Agency	Financial	Pharma	Commercial / Other
CommonHealth	AIG	Bayer	AC Nielson
DDB&O	Bank of New York	Boehringer Ingelheim	BMW
G2 Direct & Digital	Harris Direct	Endo	Covenant House
Healthworld	Liberty Mutual	Genzyme	Memorial Sloan Kettering
KPR	Oppenheimer	Merck	Myron Manufacturing
McCann	Prudential	Schering Plough	NY Bar Association
Ogilvy	UBS Financial Services	Wyeth	Prudent Publishing
Saatchi & Saatchi	Wells Fargo		Weekly Reader
Sudler/Hennessey			Xerox
Torre Lazur			

Solutions

Mail & Fulfillment

Redi-Mail has the infrastructure and in-house capabilities to produce both large and small volumes of personalized mail and specialty packages. As a certified U.S. Postal facility, Redi-Mail provides postal processing such as NCOA, CASS Certification™ and Intelligent Mail® Barcode. Redi-Mail also offers comprehensive lettershop services including the latest in gathering, sorting and inserting technologies.

Redi-Mail Multi-ChannelSM

Redi-Mail Multi-Channel enables highly personalized communications using a variety of delivery channels such as email, direct mail, personalized web pages, mobile messaging, web feeds and call centers. Redi-Mail employs seasoned professionals and utilizes in-house platforms to manage data requirements, campaign management and metrics for all multi-channel programs.

Email Marketing

Redi-Mail has the right combination of experience and technology to ensure efficient and cost-effective email campaign execution. Email marketing capabilities include: campaign strategy, in-house email address lists, database management, campaign deployment, reporting and analytics.

Digital Imaging & Variable Data Printing

Redi-Mail operates state-of-the-art digital and laser equipment to accommodate a variety of print and imaging needs. From addressing and Magnetic Ink Character Recognition (MICR) to digital variable data printing, Redi-Mail is at the forefront of digital and variable data technology.

Pharmaceutical Sample Fulfillment

Redi-Mail Direct Marketing provides pharmaceutical manufacturers, distributors and field sales with one of the industry's leading regulatory compliant, sample inventory and fulfillment facilities. Redi-Mail's facility is validly licensed, climate controlled and employs the proper security precautions and best practices for the safe distribution of prescription drugs.

Data Services

Redi-Mail offers a variety of services to enhance the value of a company's data. Data services include; in-house list services, database management, data entry, standardization, cleansing and database hosting. Redi-Mail through its sister company Redi-Data is a preferred licensee of several prestigious healthcare databases including the American Medical Association (AMA), American Dental Association (ADA), American Osteopathic Association (AOA) and American Society of Health-System Pharmacists (ASHP). Redi-Data is also a leading provider of consumer, business and specialty data including email, financial and lifestyle information.

Redi-Mail is a Redi-Direct Marketing company. Redi-Direct Marketing, Inc. was founded in 1990 to help companies fully leverage the intelligence in their most valuable asset: customer and prospect data. Redi-Direct Marketing's family of companies provide CRM software, decision-support systems, list and data management services, relationship marketing solutions, multi-channel marketing campaign management, mail and fulfillment, digital printing, email deployment, web development and hosting. By working with Redi-Direct Marketing, companies streamline vendor management while gaining access to a broad array of tailored solutions that enable them to generate and nurture sales leads.