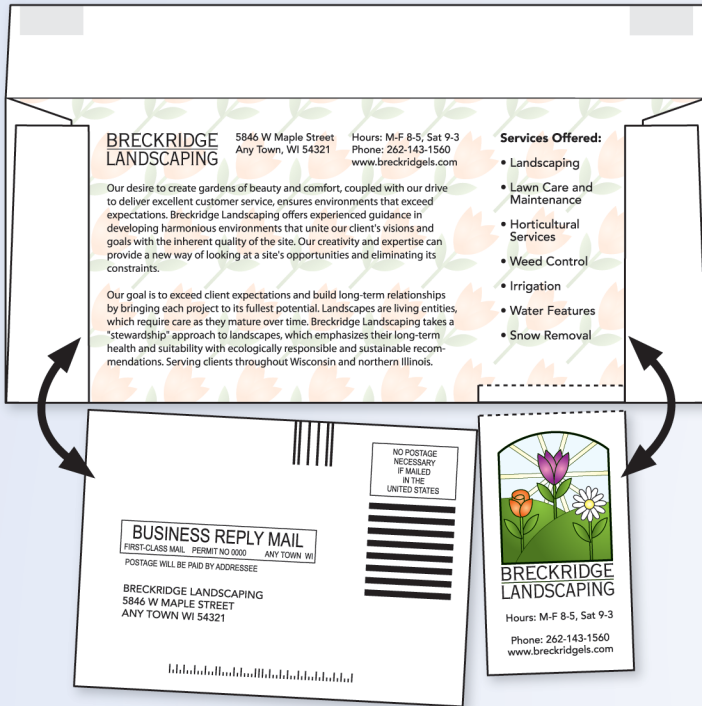


Help Your Customers Get Attention!

Here's a new interactive idea to help – Your customers will achieve better results with this new Convertible Mailer™.



- The Convertible Mailer™ is an envelope, postcard and business card all in one.
- Use the smaller two-sided tear-off piece as a valuable coupon, event pass or business card.
- Use the reply postcard to request more information, sign up for an event, or enter a contest.
- Personalized variable data will increase interaction and drive important calls-to-action.
- Help your customers eliminate inserts and fulfillment costs.
- Uses up to 35% less paper and saves money.
- Return postcard saves 16¢ in postage as the reply vehicle.
- More parts, more reminders, better results.
- Available in No 10, 6 x 9 booklets and 6 x 9 1/2 booklets.



Convertible Mailer™ is produced under the license of 7R Communications Patents Pending, All Rights Reserved.