

PERSONALIZED 3D MAIL

Cut through the direct mail clutter and reach ALL your customers!



WHAT IS PERSONALIZED 3D MAIL?

Think boxes, packages, lumpy mail, anything that doesn't fit into a typical stack—custom packages filled with branded gifts. Add a personalized touch by incorporating your recipient's name right into the full color artwork on the mailer. Insert personalized messages, coupon codes, anything to make the individual feel special and valued.

BENEFITS OF PERSONALIZED 3D MAIL

- Highly increased ROI compared to traditional mailings
- Generate referrals and regain lost clients
- Personalization GREATLY increases response rates
- Customers are much less likely to discard something with their name on it!

TOP REASONS TO USE PERSONALIZED 3D MAIL

IT'S CREATIVE

Your customer needs to know you are creative. They want to team up with someone who doesn't just put a widget on their desk. Anyone can do that. They want someone whose services and products stand out from the crowd.

IT'S EFFECTIVE

3D mail doesn't get lost in a stack of bills and postcards. In fact, it doesn't fit into a stack at all. It stays separate, stands out, and ensures your recipient will see it. Add their name in unique ways—even making it look like part of a photograph—and you have their attention. It's pretty much guaranteed that they will open the package and see what you have to say.

IT BUILDS RELATIONSHIPS

You're competing for precious mindshare. Your customer gets catalogs, emails, and calls every day from YOUR COMPETITORS! Unique and creative 3D mail helps keep your customer relationships solid.

IT MULTIPLIES SALES

3D Mail showcases the products and services you provide. Use it as a product teaser to turn prospects into loyal clients. They'll be so impressed with your mailing that they may even ask how you can create a mailing for them!

THE FLAT TUBE

Unique shape perfect for thin products

Shown with optional direct mail area



FRONT
(shown with Personalization)

Starts at
\$1.04r
Price for package only, inserts and options priced separately

- Full **COLOR** sealed paper tube great for Smashlights® and Inkbends™
- 3 stock lengths: 6.5", 9", 12"; custom lengths available (call for details)
- Full color digital print on front and back
- Package sealed on both ends with clear tabs
- Optional perforated edge available for easy opening
- Production Time: 10 working days after art approval



Mail Ready Version



PERSONALIZATION PRICING

\$0.44v per item + \$48v setup

- Personalize any text in product and packaging
- Optional image personalization using our special stock images

Personalization not available on third-party products.
Run charge applies separately to each item personalized.
Setup charge covers package and any inserted product.



DIRECT MAIL PRICING

\$0.32v per piece + postage (call for current rates)

- Direct Mail service includes:
- Address verification and sorting
 - Printing of addresses
 - Application of postage
 - Delivery to the post office



www.bencil.com/packaging

UPIC: Bencil ASI: 39850
PPPC: 20141101 SAGE: 55133

2016
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THE POWER PACK™

A clever way to showcase your brand

with Super Croc™



with Super Gator®



with Baby Bend™



with Inkbend Standard™



Starts at
\$0.78r
Price for package only, inserts
and options priced separately

- Full **COLOR** printed card and product enclosed in a clear cello bag
- Perfect for Inkbends™, Gator Clips®, and Shapelights®
- Full color digital print on front and back
- Completed package sealed in a clear cello bag
- Production Time: 10 working days after art approval



Power Pack™ Mini available for smaller products



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THE FOLDOVER CARD

Economical and eye-catching



FRONT

BACK
Mailing info on
back right side



Optional printing
on inside

Starts at
\$0.81_r
Price for package only, inserts
and options priced separately

- Full **COLOR** digital print on outside (inside printing optional)
- Multiple product insert options available
- Completed package wrapped in clear, resealable cello bag
- Production Time: 10 working days after art approval



Variety of product insert options



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THE CRYSTAL BOX

Showcase our Smashlights® in this striking package



Starts at
\$1.27r
Price for package only, inserts
and options priced separately

- Full **COLOR** printed insert encased with the Smashlight® Glow™ or Lightning Volt™
- Flexible plastic box protects product
- Product is clearly visible from any angle
- Full color digital print on all 4 sides
- Package sealed on both ends with clear tabs
- If sending via USPS, this package must be placed in an outer mailing box. Call for details.
- Production Time: 10 working days after art approval



Protective corrugated box required when sending via Direct Mail (color may vary)



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DIRECT MAIL PRICING

\$0.32v per piece + \$1.18r per corrugated mailing box + postage (call for current rates)

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THE POSTCARD BOX

3D Mail that can't be missed



BACK
Mailing info on
back right side

FRONT
(shown with
Personalization)

Protective foam fitted
for each product

Starts at
\$5.51^r
Price for package only, inserts
and options priced separately

- Full **COLOR** sleeve wrapped around product encased in protective foam
- Many stock box sizes and product insert options available
- Custom sizes available; call for details
- Full Color Digital Printing on all 4 sides of sleeve
- Completed package sealed with shrink-wrap
- Production Time: 7 working days after art approval



Multiple box sizes and product insert options



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THE POSTCARD BOX PLUS

Premium presentation for your premium brand



FRONT
(shown with Personalization)

BACK
Mailing info on back right side

Product showcased in protective foam and custom cutout

Starts at
\$6.74r
Price for package only, inserts and options priced separately

- Full **COLOR** sleeve wrapped around foam encased product
- Front flap folds open to reveal product
- Many stock box sizes and product insert options available
- Custom sizes available; call for details
- Full Color Digital Printing on all sides of sleeve (inside and outside)
- Completed package sealed with shrink-wrap
- Production Time: 7 working days after art approval



Multiple product insert options available



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THE PROMO CRATE

Ultimate versatility—holds many products and inserts



Product packaged in crinkled paper

FRONT
(shown with Personalization)

Starts at
\$5.09r
Price for package only, inserts and options priced separately

- Full **COLOR** printed sleeve wrapped around corrugated box with crinkle paper lining
- Many stock box sizes and product insert options available
- Custom sizes available; call for details
- Full color digital print on all 4 sides
- Package sealed with durable shrink wrap
- Production Time: 7 working days after art approval



Full color printing on all sides



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