

# CASE STUDY



## Glue Dots® Help Give Direct Mailer a Little Pop



Providing complete printing, post-press, and fulfillment services under one roof allows print companies to save their clients money while increasing their revenue. Needing to produce a complex, variable-image direct mail piece for a large communications company, an East Coast print company was in search of an adhesive solution that would allow them to meet their clients' needs for a quick and cost-effective solution, and they quickly discovered Glue Dots adhesive solutions.

### The Problem

**Project requires precision, speed, cost-effectiveness, and brand integrity.**

Working to produce the elaborate mailer for their client, the printer quickly discovered that the post-press assembly of the mailer proved to be the sticking point for the project. The direct mailer featured a 3D pop-up element, which required spot-gluing in three very specific locations. The project needed a quick, cost-effective adhesive solution that could provide the right results while maintaining the client's brand integrity.

### The Solution

**Standard Glue Dots® and the EconoDot® make short work of the project.**

Working with the printer, Glue Dots and a local distributor presented standard High Tack, Low Profile Glue Dots and the EconoDot dispenser, which were incorporated into the printer's post-press process. The auto-advancing EconoDot allowed workers to quickly and accurately place the Glue Dots onto the pop-up tabs, which ensured a swift and precise completion of the mailer design.

In addition, the client requested clear wafer seals to secure the mailer for postal delivery. Glue Dots suggested using Medium Tack, Low Profile Dots as a quick alternative to close the mailer. Replacing the wafer seals preserved the mailers creative design and brand integrity, while meeting USPS regulations.

### The Resolution

**Mailer makes an impact and the printer delivers the client's vision.**

Glue Dots provided a cost-effective, single sourced solution that increased efficiency and preserved the customer's brand integrity and provided the printer an opportunity to grow their business, by ensuring they could provide their client's printing, post-press, and fulfillment services in one location.



## Key Takeaways

- Glue Dots' adhesives provided the right solution for assembling and shipping the mailer.
- When combined with the EconoDot benchtop dispenser, Glue Dots' adhesives were a quick, cost-effective solution, which allowed the printer to complete the project on time.
- Using Glue Dots adhesive solutions, the printer was able to provide turnkey solutions for their clients.

