



# Help Your Mail Piece Stand Out From the Crowd



## AddressRight® Addressing System DA50S Series and DA70S Series Envelope Printers & Mail Management Software





# Make Your Mail Work Harder for Your Business

Whether you use mail to generate new sales, renew donors, retain customers or conduct special promotions, you have to make every piece of mail count. And that's not always easy, because each person on your list probably gets dozens of pieces of mail every week – all competing for attention. Creating mail that stands out is no longer just desirable, it is vital to the success of your business.

One way to stand out from the crowd and keep your mail working hard is to add a powerful addressing solution from Pitney Bowes. If your idea of mail working hard includes better-looking mail, improved results and cost savings, we can help.

*An AddressRight® solution can help you get the greatest return on your mailing investment.*

**Create more compelling envelopes.** Add personalized messages on the outside of your mail piece; include graphics and logos to help increase the probability of your mail being opened and read.

**Get your mail to the right person.** Update or eliminate bad addresses; avoid delays in delivery and the expense of returned mail.

**Save on increasing mailing costs.** Apply postal barcodes and take advantage of presort discounts.



## For Harder-Working Mail, Design a Harder-Working Envelope

*Print logos or high-impact graphics in brilliant color.*

*Print promotional messages simultaneously with the address.*

*Personalize messages on the envelope for additional interest and impact.*



PRESORTED FIRST CLASS

## Hardworking Mail Begins with a Complete Addressing Solution

Help your mail command the attention it needs. Choose from a wide range of fonts; apply logos and graphics to get exactly the look you want.

- > **Print almost anywhere on the envelope.** Using shuttle head technology, the DA50S Series and DA70S Series AddressRight® printers add flexibility to maximize your messaging opportunity.
- > **Handles almost anything.** Address envelopes, postcards, booklets, folded newsletters, flats, catalogs, and more.
- > **Easy to use.** Angled control panel provides helpful prompts in seven languages. Self-diagnostics includes a low ink warning to help prevent interrupted printing.
- > **Fits your available space.** AddressRight® printers are surprisingly small, fast and quiet.

Target customers with powerful, easy-to-use software that cleanses and updates your existing lists. Make full use of your customer data to create variable messages for specific segments or to print individual messages on the envelope.

- > Design the complete envelope on-screen with Envelope Designer™ software. Include logos, targeted messages and attention-getting graphics, everything your envelopes need for maximum impact and response.
- > Manage your mailing lists so you can target the right names and maintain list hygiene for optimum deliverability. PAVE™ presort capability lets you apply barcodes and take advantage of postal discounts.
- > Update your list using the latest USPS® National Change of Address™ (NCOA) information. Reduce the postage and printing costs and lost responses that result from out-of-date addresses.



Sample meter impression from DM™ Series Digital Mailing System.

Print barcodes that earn postal discounts and allow you to track mail through the postal system.



*Create mail that stands out, works hard and gets the response you need with a complete addressing system from Pitney Bowes.*



DA75S Envelope Printer shown with optional power stacker and dryer

## A Successful Mailing Doesn't Begin or End with Addressing Envelopes

Each Pitney Bowes AddressRight® DA Series printer works in tandem with our mail management software as a total solution. It cleanses your address list, ensures delivery to your target customer and takes advantage of presort discounts. And to make your mailing even easier, our Postage Discount Program (PDP) offers customers with smaller mail volumes the opportunity to reduce First-Class™ postage costs and improve delivery.

> AddressRight® envelope printers and mailing software can help you get the response your business needs.

### POSTAGE DISCOUNT PROGRAM

Save up to 9% on postage – take advantage of free pick-ups \*

- > Choose black-and-white or color printing for the strongest impact.
- > Straight-line paper path for consistent and reliable operation.
- > Built-in sensors keep your jobs running smoothly.
- > These printers are capable of handling a wide variety of envelope sizes, types of paper and mailing formats.



SERVICES	DA50S/DA55S		DA70S/DA75S	
Color and Graphics	<b>Black</b> (DA50S) (Horizontal x Vertical) 600 x 600 dpi 300 x 600 dpi 150 x 600 dpi	<b>Color</b> (DA55S) (Horizontal x Vertical) 600 x 300 dpi 300 x 300 dpi 150 x 300 dpi	<b>Black</b> (DA70S) (Horizontal x Vertical) 600 x 600 dpi 300 x 600 dpi 150 x 600 dpi	<b>Color</b> (DA75S) (Horizontal x Vertical) 600 x 300 dpi 300 x 300 dpi 150 x 300 dpi
Processing Speeds (#10 envelopes)	Up to 10,000 pieces per hour (3 lines, no barcode, in black)		Up to 14,000 pieces per hour (3 lines, no barcode, in black)	
Material Sizes	Automatically feeds materials from 3.5" x 5" to 12.75" x 13.5" and up to 1/8" thick		Automatically feeds materials from 3.5" x 5" to 15" x 15.5" and up to 1/4" thick	

Available from your authorized Pitney Bowes Dealer

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www.dakotamailing.com



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