



NEFF Packaging Solutions

PACKAGING INNOVATIONS FOR BUILDING BRANDS

Introducing SafeMailer™
US Patent No. # 8590771

www.neffpackaging.com



Sampling Challenges

- Many do not conform to Postal Regulations DMM 601.1-8
- Expensive – mail at automated flat rate of .50 - \$1.00
- Product damage and leakage is common due to mailer design
- Sample is often obscured in mail piece
- Limited graphic space
- Same look as competition

Sampling Challenges

Carton mailers

- Expensive – mail at postage rate of .60 - \$1.25 depending on carton.
- Same look as competition



Introducing SafeMailer™

Finally, a sample mailer that meets postal regulations, mails at low cost, has a secure sample section, and a large billboard space for printing!

SafeMailer™ For Liquid Packets

- Meets Postal Regulations
- Inexpensive – mail at automated letter rate 25 cents
- Large Billboard Space – outside and inside printing opportunities
- Secure Sample Section
- Tipping on coupons
- Sustainable Package
- Picture Frame Presentation
- Patented Technology:
US Patent No. #8590771



SafeMailer™

A better sampler at less cost!

SafeMailer comes with big postage savings.

Most packets are mailed at 50 cents each. SafeMailer is sent at letter rate (.25 - .26) or discounted rates.

For one million samples, that's a postage savings of

\$250,000!!!



SafeMailer™

A better sampler at less cost!

SafeMailer is also a better mailer.

- Meets Postal Regulations – for low cost or letter rates
- Large Billboards – great space for printing
- Large Picture Frame Presentation
- Secure Sample Section
- Easy to Open!
- Peace of mind, as entire production is completed in-house for security, quality, flexibility, and speed. From prepress through to mailing, your mailer remains in our facility.





SafeMailer™ Cost Analysis

2,000,000 Production Run – Benchmark Pricing

SafeMailer vs. DTC = \$400,000 savings

SafeMailer vs. Carton = \$860,000 savings

SafeMailer™ Case Study

Challenge: A major consumer packaged goods company chose SafeMailer to help generate higher sample open rates and coupon usage rates to increase sales.

SafeMailer (selected based on focus group results) was mailed to 1.5 million consumers.

Program Results

- **SALES:** Sales increased 17%.
- **OPEN RATES:** SafeMailer was opened 5 times more (than previous promotions).
- **COUPON REDEMPTION:** Coupons redemptions were 3 times higher (than other similar promotions), and the highest in the history of the company.
- **POSTAL SAVINGS:** Over \$300,000 in postal savings were realized versus their prior sampling vehicle.

According to the Marketing Manager:

"This promotional project was the most successful in the history of our company."





SafeMailer™

To learn more about patented SafeMailer, please call us:

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