

## 10 Questions You Absolutely Need to Ask Any Mailing Company

- 1) ***How long have you been in business?*** Kirk has been in business since 1952. In that time we have mailed over 750 million pieces of mail for our clients. Times have changed, and so has Kirk. We will be here for our clients when they really need us.
- 2) ***Do you have in-house offset printing capabilities?*** Kirk has a full service printing department located right in our building. This saves clients time because we coordinate every aspect of the production process, it saves money, it helps eliminate errors and it is more environmentally friendly because your printing does not have to be shipped to the mailing house. Most of our clients also appreciate the fact that they do not have to manage multiple vendors.
- 3) ***Can you give me references?*** Everyone will give you references, but it's the depth and variety of completed projects that you want to see. And if the company can give you that, here are the questions you should ask:
  - How smooth was the process from beginning to end?
  - Did they reduce your costs through postal efficiencies?
  - Did they follow up with you *after* the job was done?
  - Did they *exceed* your expectations?
- 4) ***Do you run 24 hours a day?*** Kirk runs around the clock as needed to insure on time delivery of our clients' projects. We back that up with onsite service from our vendors to insure all equipment is running at peak performance. Add to that our redundancy in all critical processes, and it boils down to one simple thing – NO EXCUSES.
- 5) ***Do you have a Client Care Team?*** Kirk has a dedicated team of industry professionals with over 60 years of combined experience to manage your project. When you deal with Kirk, you not only have your dedicated Account Director handling your jobs, you have the entire Client Care Team at your service. You never have to wait for an answer to your question.
- 6) ***What sets you apart in the industry? (if they can't answer this one, look out)*** Kirk has many industry leading innovations and capabilities, including:
  - Ability to handle complex transactional mailings with precision and accuracy. Our intelligent inserting equipment insures efficient, accurate processing and proves it with audit reports and exit verification scanning.

- 50,000 square foot custom built facility with ample warehouse storage for client material.
  - Best in class security, including digital video camera system, biometric hand print readers for staff, keypad controlled access points and full perimeter security. Add to that our state of the art digital security platform and you have an airtight security blanket protecting your valuable data and materials.
  - Ability to manipulate mass streams of PDF files by decomposing them (extract data, perform address correction and postal sortation, add text and graphics, add OMR marks for inserting integrity and add data driven marketing messages) and then recompose the PDF stream. All this is done with complete accuracy and data integrity.
  - Dual platform digital print facility with 12 x 18 size machines as well as 14 x 17 machines. This allows us to run legal size forms 2-up for cost savings to our clients.
- 7) ***To which industry and professional organizations does your company belong?*** Kirk is an active member of the BCAIM (British Columbia Association of Integrated Marketers), BCPIA (British Columbia Printing & Imaging Association, MFSA (Mailing & Fulfillment Services Association) and the BBB (Better Business Bureau)
- 8) ***How strong is your relationship with Canada Post?*** Obviously, any mailing company should have a good relationship with Canada Post, but at Kirk, we go to extraordinary lengths to nurture that relationship on your behalf. We have ex Canada Post employees with decades of experience on our team – on *YOUR* team.
- 9) ***Do you have in-house design and creative services?*** Kirk has staff trained and experienced in creative design and graphic arts to assist you in seeing your concepts become reality. We also work very closely with freelance providers of copy writing, complex design and artwork, website programming and marketing segmentation. We will see your project literally from start to finish.
- 10) ***Can you handle extremely complex data projects?*** Kirk has over half a dozen highly trained and experienced programmers that can handle the most complex of projects. Each of our programmers specializes in one or two specific disciplines, but all are fully cross trained. Whether it's database programming, HTML or PDF, don't trust your data to just anyone!