



Case Study

Client

Retail Customer

Quantity Mailed

100,000

Product

Snack Bars

Mailing
Bi-Weekly

Savings Per pc.
\$3.17

Program Length
One Year

Total Savings
\$317,000

Client Testimonial:

“Our partnership with Meredith-Webb has been transformative. Their expertise in designing mailing formats that are both cost-effective and compliant with postal regulations has allowed us to reallocate funds to other areas of our business, driving growth and enhancing our market presence.”

— Satisfied Client

Campaign Details

Background:

Meredith-Webb, a leader in offset printing and direct mail campaigns, was approached by a client facing high shipping costs. The client, a producer of snack bars, was distributing their products using USPS parcel rates.

Challenge:

The client presented Meredith-Webb with the challenge to reduce mailing costs without compromising the quality and effectiveness of the mailings.

Solution:

Meredith-Webb's team of experts analyzed the client's needs and USPS regulations to design an innovative flat mailer. This new format not only protected the snack bars during transit but also qualified for a much lower USPS postage rate.



Meredith-Webb Printing Company, Inc.