

**Our Company
Is a Proud Member of**



| resource | knowledge | workmanship |

**Here's Why This
Should Matter To You**

MFSA Helps Our Company Serve You Better

They say you can tell a great deal about someone by the company they keep

This is just as true in the business world

Being a member of the Mailing & Fulfillment Service Association says your current or potential business partner wants to deliver you the best possible service at a competitive price.

What Is MFSA?

MFSA is the trade association for the companies which provide mailing, fulfillment and other direct marketing services. Founded in 1920, MFSA helps its members share best practices, learn about new technologies, operate their businesses efficiently, and stay abreast of the myriad rules and regulations issued by the U.S. Postal Service, parcel delivery providers and other organizations.

Put another way, MFSA helps its members become better so that they can serve you better.

How Does MFSA Help Its Members Succeed?

By ensuring they stay on top of changing rules and regulations. The rates and regulations of the U.S. Postal Service and other carriers change frequently. Through the Internet, instant faxes and timely publications, MFSA provides news and analysis about these changes, making sure its members are the first to know when they occur. Armed with this information, MFSA members make sure your communications are delivered correctly and in the most cost-effective fashion.

By keeping them at the crest of the technology curve. Advances in equipment, software and hardware can create an overwhelming array of technology choices. MFSA's educational conferences, trade shows and information exchanges help members sort through the maze and make sound choices. This ensures that their technology investments make them more efficient—and that your communications are prepared faster, smarter and cheaper.

By helping them solve business problems. Every company faces challenges that are tough to unravel. MFSA members don't have to find the answers all alone. They can use MFSA's one-to-one consulting services or turn to a nationwide network of colleagues—all connected to one another electronically. These tools let them quickly find solutions and ensure that their problem doesn't become yours.

By establishing standards of conduct and operation. MFSA members agree to abide by a code of ethics when they join the association. Plus, they have access to written industry trade customs that clearly describe their business practices. You get a square deal and fewer misunderstandings when you deal with MFSA members.

Should You Partner with an MFSA Member for Mailing and Fulfillment?

Without a doubt.

To be sure, there are many factors you should consider when selecting a partner to provide mailing or fulfillment services. But an excellent place to start is to find out whether the company is a member of MFSA. If they are, you can be confident you're working with someone who has your best interests in mind.

Presented by the Mailing & Fulfillment Service Association, a national trade association serving companies providing third-party mailing and fulfillment services. For more information about MFSA, call 1-800-333-6272, or visit MFSA's website: www.MFSAnet.org