

MI4P CASE STUDY:



Minute Print It, Inc.

Coffee Break
Direct Mail for Printers



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THE CHALLENGE

Connection is key to selling printing. Minute Print It, Inc. wanted a way to create that consistent connection with their customers while at the same time providing hope and inspiration.

THE SOLUTION (As told by Minute Print It, Inc.)

Coffee Break | Direct Mail for Printers

In 1995, Minute Print It, Inc. heard about the monthly direct mail solution from Marketing Ideas For Printers in a publication, and they've been using it to connect with their prospects and customers ever since. Here's what they love about **Coffee Break**:

Coffee Break Gets Noticed. "Our customers take note, and will even contact us directly, when time has gotten away from us and we didn't get **Coffee Break** printed to insert in their statement. We've even rushed to get some printed to put them on the counters and get them to our customers."

Coffee Break Keeps Things Light. "We love that **Coffee Break** is unique. The content is developed specific to our industry and is kept light and basic in the thought process."

Coffee Break Offers Variety. "With **Coffee Break**, there's always something new. The on-this-date information and other noted happenings on the calendar make you look to find different historic dates in **Coffee Break**."

✓ CLIENT BACKGROUND

"Where Your Image is Our Business" - Located in Lebanon, Indiana, Minute Print It, Inc. is on a mission to help businesses look their best through print. Established in the early 1980s, Minute Print It, Inc. has been providing extraordinary value, super-friendly service, and convenience for almost 40 years!

<http://www.minuteprint.com/>

✓ CLIENT QUOTE

"We hoped to lighten the outlook and help promote a brighter future to come. The **Coffee Break** newsletter from Marketing Ideas For Printers helps promote that hope with the jokes and sometimes juvenile outlooks that take you back to a simpler time in our lives."

