

PRINT, DIRECT MAIL AND FULFILMENT SERVICES

For marketing, operations and procurement teams looking to simplify campaigns, reduce costs and improve performance through fully integrated print, mail and fulfilment



 **Pinnacle**
complete office solutions

What are Print, Direct Mail and Fulfilment Services and why do they matter?

Print, Direct Mail and Fulfilment Services provide a complete solution for producing, personalising and delivering physical communications to customers.

Many organisations struggle with disconnected suppliers, inconsistent quality and limited visibility across campaigns.

A fully integrated approach improves efficiency, reduces operational complexity and delivers measurable engagement across physical and digital channels.

The challenges facing modern organisations

Managing print, mail and fulfilment has become increasingly complex as customer expectations, compliance requirements and campaign demands continue to grow.

01.

Fragmented supplier networks

Multiple vendors across print, mailing and fulfilment create inefficiencies, delays and inconsistent quality.

02.

Rising campaign and postage costs

Without optimisation, businesses overspend on formats, materials and distribution.

03.

Limited visibility and performance tracking

Organisations struggle to measure campaign effectiveness or connect mail activity to digital outcomes.

04.

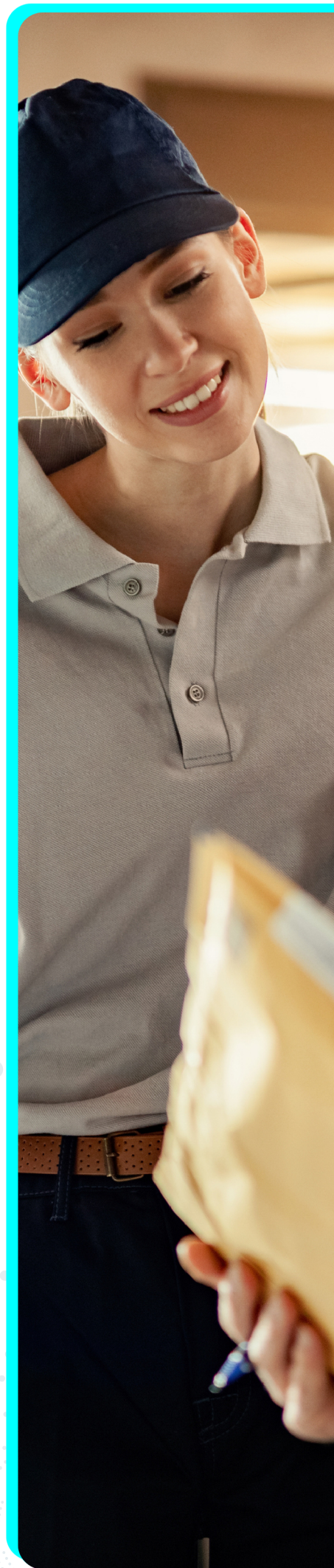
Compliance and data security risks

Handling customer data across multiple providers increases GDPR and operational risk.

05.

Pressure to deliver sustainable communications

Procurement teams must balance environmental responsibility with cost and performance.



A smarter approach to print, mail and fulfilment

At Workplace Solutions Group, we deliver a fully integrated, end-to-end solution that connects data, print, fulfilment and delivery into one streamlined process.

This approach transforms traditional direct mail into a measurable, efficient and scalable channel that supports both customer engagement and operational performance.

Our approach focuses on

Security and resilience built into every stage

Customer data is securely managed, processed and delivered through compliant, controlled workflows.

Complete visibility and cost optimisation

Campaigns are designed with efficiency in mind, including postage modelling, format optimisation and client-led performance tracking.

A foundation for digital integration and future growth

Every campaign can incorporate client-led QR codes, personalised URLs and tracking tools, connecting physical mail to measurable online actions.

Key Benefits

Simplify campaign delivery with a single partner

Managing print, direct mail, and fulfilment through a single provider removes operational complexity, reduces delays, and improves consistency. This approach allows teams to focus on strategy rather than supplier management, improving efficiency and campaign execution.

Reduce costs through smarter production and postage

Optimised formats, materials and postage strategies help reduce unnecessary spend while maintaining quality. This approach ensures campaigns remain cost-effective without compromising impact or delivery performance.

Drive measurable engagement and response

Personalised direct mail combined with digital tracking tools such as QR codes and personalised URLs enables clear visibility into customer behaviour. This approach helps organisations understand performance and improve future campaigns.





FREQUENTLY ASKED QUESTIONS

What are Print, Direct Mail and Fulfilment Services?

Print, Direct Mail and Fulfilment Services combine the production, personalisation and delivery of physical communications into one managed solution. This approach enables organisations to execute campaigns more efficiently while improving quality, consistency and operational control.

How do Direct Mail services reduce costs?

Direct Mail services reduce costs through format optimisation, postage modelling and efficient production processes. This approach ensures campaigns are delivered using the most cost-effective methods while maintaining quality and performance.

Are Direct Mail and Fulfilment Services secure?

Direct Mail and Fulfilment Services are designed to securely manage customer data through controlled processes, compliant workflows and secure handling procedures. This approach helps organisations meet GDPR requirements and reduce operational risk.

How do these services support hybrid marketing?

Print and Direct Mail services support hybrid marketing by integrating physical communications with digital channels using QR codes, personalised URLs and trackable calls to action. This approach enables organisations to connect offline engagement with measurable online behaviour.

What is included in a full-service solution?

A full-service solution includes data processing, personalisation, print production, enclosing, fulfilment, postage optimisation and delivery. This approach provides a single, streamlined service that reduces complexity and improves campaign efficiency.

Can these services support future automation and optimisation?

Print, Direct Mail and Fulfilment Services provide a foundation for automation by integrating data, workflows, and tracking into a single system. This approach enables continuous improvement, better targeting and more efficient campaign execution over time.

01.

Discover

Assess current print environment, usage and risks

02.

Design

Create a tailored solution aligned to business needs

03.

Deliver

Implement and continuously improve performance using data and insight

WHO ARE WE

Pinnacle is a Managed Digital Workplace Partner that helps organisations modernise how they work. We bring together print, IT, cybersecurity, AV, cloud and workflow solutions into one connected ecosystem, making it easier to manage technology, reduce complexity and improve performance.

With decades of experience and a strong focus on long-term relationships, we support businesses in creating secure, efficient and sustainable workplaces where people can work with confidence and consistency every day.

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