



3D DIRECT MAIL CREATES AWARENESS & LEADS

Cable USA needed to communicate that its IntegraFlame CIC cable products were superior to the competition's Mineral Insulated cable. The competitor's cable requires solid conduit with special mineral-based insulation - translation: higher product and installation cost. IntegraFlame unique feature is its flexibility - no conduit required!

We used a simple 4-page, 5.50" x 8.50" folder with a flexible rubber pen along with an illustration of the product tied into a bow. The copy explains the features and benefits of IntegraFlame and invites the reader to call or write for more information. The 3D mailer was mailed in a bright blue foil bubble envelope to a highly targeted list. 250 pieces were mailed and the campaign generated 163 responses and 49 requests for quotes.

So, next time you're looking for a unique promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.

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