

Client: University Of Toronto

Project Description

Low-Martin was awarded a Direct Mail program for University Of Toronto. Program consists of custom envelope, blind embossed acceptance certificate carrier and variable acceptance letter with translucent sheet.

Problems & Solutions

The initial data upload was prepped and inducted into the mail, the Lowe-Martin seed copies received had some significant marking on the certificates that was traced back to CPC's machine sorting process. U of T was notified of the issue and confirmed the marking when they received their seed copies. This issue was unacceptable to the University as the certificate had to be in pristine condition since this is a formal, University of Toronto certificate that should present as ready to frame.

The project DM /Sales /PPS team met to review the samples and implemented a plan to correct the issue:

- An initial call was made to CPC to request that they not machine sort the program to avoid the marking, they declined.
- Following the decision by CPC, Lowe-Martin then proceeded to apply a separate UV coating to the inside of the folder to seal the ink from any further marking. Initial drops indicated that this had resolved the issue, but the marking re appeared after 2 small drops were completed.
- Following further review and testing by the DM/Sales/PPS team, LM introduced a solution that added a translucent sheet to be folded and the certificate would be inserted into the sheet, then into the folder.

This solution was very well received by Enrolment Services who thought that not only did it resolve the issue well, but added a touch of elegance to the end product. This latest data upload included some family members of Senior University Leadership and Alumni who commented back to Enrolment Services on the extremely high end quality of the certificates they received.

Process

Variable Data is uploaded bi weekly, the certificate is populated with student name, course selected and faculty signatures, inserted into the folder which is inserted into the envelope and mailed.

Production Specifications

Envelope
Quantity: 60.000
2/0 + AQ
Print and convert

Carrier
Quantity: 60.000
1/1 + AQ
Blind embossed
die cut

Acceptance certificate + translucent sheet
Quantity: 60.000 variable
4/0

