

## Client: Recipe Unlimited

**Project Description** Direct Mail - Promotional Cards

**Challenge** Client approached LM to produce a 4 panel brochure that will include 3 cards

**Benefits & Solutions** Lowe-Martin utilized its state-of-the-art specialty finishing equipment to provide a creative in-line solution. This allowed us to score, fold, tip and glue in one pass.

**Production Specifications**  
 Quantity: carrier - 387,500 of each 4 versions  
 Printing: 4/4, 80lb gloss cover  
 Finishing: Trim, tip pro-card to carrier, score, roll fold and close with glue dot

Quantity: pro-cards - 387,500 for each 4 versions  
 Printing: 4/4, 24pt card  
 Finishing: die cut and die perf (3 cards joined with perf)

**Process** The client approached Lowe-Martin with a challenge to produce a unique direct mail piece with exceptionally tight timelines. Our approach was very simple; using the latest state-of-the-art H-UV press technology, we delivered superior printing quality while eliminating the need for a coating. As a result, we were able to go directly from our press into our bindery, significantly reducing the time to market.

In our Specialty Finishing department, the scoring, tipping, folding and gluing was all accomplished in-line in one pass, at speeds of 7,800/hour providing an extraordinary time saving to meet the tight deadline.



tipped on pro-cards

