

Unity demonstrates hybrid mail in action

June 2009

Unity, a joint venture between IT consultancy firm Haigh Consultancy Services and integrated direct marketing and multi-channel customer communications provider GI Direct, will be hosting an Open Day on Thursday July 16th in Leicester to demonstrate hybrid mail – central production of traditional mail consolidated from any desktop.

The event will provide businesses with the opportunity to learn more about Hybrid Mail and how it can help them to change the way they send mail. In the current recessionary environment, many companies will be re-considering their office spend and would benefit from major savings and efficiency gains if they switched their traditional mail sending activities to Unity.

Unity offers a simple, cost effective solution to consolidate traditional mail from any desktop application and acts as a printer driver, allowing companies to send their post via the Internet directly to the Unity production facility in Leicester. Here the mail is digitally printed, folded and stuffed into envelopes and then sorted, before being transported 'down stream' to Royal Mail.

The Unity Open Day will allow attendees to:

- Understand how the system works
- Tour the Unity facility and receive a personal demonstration of the system on the day
- View the Archive and Retrieval system and view and track their documents - including who it was sent by and when - and download reports
- Learn more about the benefits including increased employee productivity and improved brand integrity

Unity will be holding three further Open Day's later in the year on 3 September, 15 October and 19 November.

To register, please visit www.unityhybridmail.com/opendays or call 0116 232 1711.

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About GI Direct

GI Direct is one of the largest direct mail production houses in the UK, providing customer focussed solutions to a wide range of industries including financial services, charity and not-for-profit, mail-order, public sector and retail.

With 170 highly skilled people on a 170,000 sq. ft. site, GI Direct provides some of the most innovative and dynamic mail solutions available today... and tomorrow, supported by leading-edge technology. Our in-house manufacturing capabilities include digital, continuous and inline scitex personalisation. GI Direct can control every part of the production process, from concept to design and pre-press through to printing, enclosing and fulfilment.

For more information, please visit www.gi-solutionsgroup.com or www.creativeformats.com

