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## FOR IMMEDIATE RELEASE

### **The TOTAL Mailing System listens to customers, invests in technology and equipment**

*Long term strategy pays off for customers in economic downturn*

**West Deptford, NJ** – The TOTAL Mailing System (TTMS, Inc.) continues to move forward with tactical equipment enhancements to provide production solutions for their clients.

Investing in technology and equipment has been a long-term strategy for TTMS, according to President Bob Powell. “Over the last few years, we’ve made a conscious effort to invest selectively in technology and equipment upgrades that would support our customers’ needs for more effective, efficient production of their marketing campaigns.

“We began our quest into the new digital print arena in 2005, with the acquisition of state of the art Xerox technology such as the iGen 3 Digital Production Press, in preparation for the new millennium’s rapidly changing direct marketing world.

“We also saw the need for additional upgrades, including bindery systems such as saddle stitch, shrink-wrap and glue applications, as well as read-and-print, camera match and output verification scanning systems. This equipment helps us to maximize the production efficiencies gained through use of our iGen3, as well as our full range of laser and inkjet personalization options.”

The economic downturn of 2007/2008 led TTMS to change their new business development focus from one of acquiring new customers to one of retention and expansion of business from their existing customer base. “As the marketing industry

The TOTAL Mailing System listens to customers, invests in technology and equipment (continued)

places priority on loyalty and retention programs, so must we,” says Jim Capanna, Director of New Business Development. “We have always been a customer-driven company, but this took on a whole new meaning over the past 18 months as we began to understand the impact of the economy and the fact that we really needed to listen to our clients more than ever before. We needed to place ourselves in their shoes and feel their pain so that we could better understand how we could help their own bottom lines.

“As the industry turned toward higher profile, multi channel and targeted programs with smaller mail volumes, we saw the need for digital print (including variable color), supported by supplemental bindery/production systems.

“Especially in light of recent and upcoming formatting changes required by the Postal Service, our customers are rethinking their packages. We see them moving toward more efficient “all in one” type approaches, in order to achieve high impact with improved ROI. They know that they can count on us as a partner to help them find the best production solution for their marketing needs.

“We’ve been doing that for 25 years for customers in the greater Philadelphia/Delaware Valley area and around the country,” says Capanna. “We see no reason to stop now.”

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*The Total Mailing System (TTMS) has continued to "PUSH THE ENVELOPE" in Direct Marketing/Mail Fulfillment Production Solutions to deliver the TOTAL Experience for over 25 years. A full-service provider, their niche is to offer a flexible scheduling environment providing data and document management for direct marketing/ mailing production. TTMS offers multiple options for 1 to1 communications and personalization with four-color laser variable, digital print on-demand capabilities, sheet fed and continuous form lasering, and significant inkjet capacity. They also offer mailing lists, data conversion/hygiene, CASS-certified postal discount processing and lettershop/fulfillment services.*

Partnering with our customers, providing production solutions  
– that’s the **TOTAL** Experience!

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