

"The GPS feature is **unique, and was well received** by customers.

They **specifically commented** that the **easy-to-read directions** were beneficial.

As a believer in direct marketing, the distinctive GPS feature, blended with the personalization of the invitation itself was a **positive way to reach existing and potential customers**. I would certainly encourage retailers to test their market with this product."

– Darryl Sherman, Owner  
Wilson Furniture



Event:	Spring Sale Event, 2007
Format:	8.5 x 14 Letter with coupon, 4/4 with Envelope
Company:	Wilson Furniture, Oshawa, Ontario, Canada
Industry:	Retail Furniture
Services Provided:	<b>Full-Service, Turn-Key Direct Mail Advertising</b>
	including Targeted Mailing List Acquisition, GPS Mail Door-To-Door Directions, Graphic Design, Copywriting, Printing Mailing
Mailing Size:	10,000

"I have found GPSMail works particularly well when you are trying to reach people that don't know you and may be a little further from your store." – Ed Sweeney, Owner, Florz Inc., NJ

FOR MORE INFORMATION

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