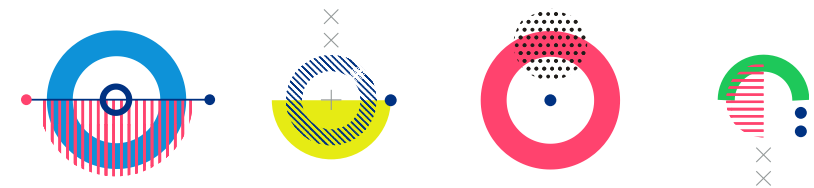
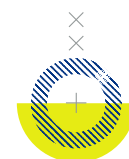
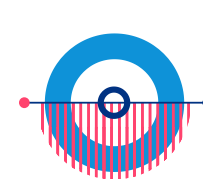


# DMAW Production Day 2025, Fulfillment

Joel F. Kaufman  
Senior Account Executive  
DCG ONE East

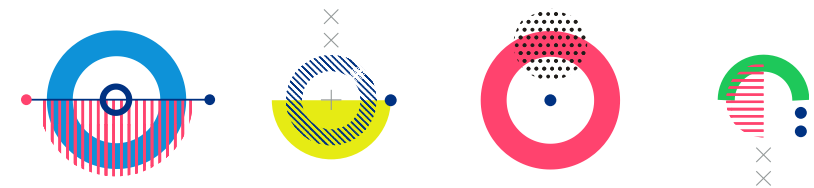


If you don't have a quiet task???



# Fulfillment Programs, Items to Consider

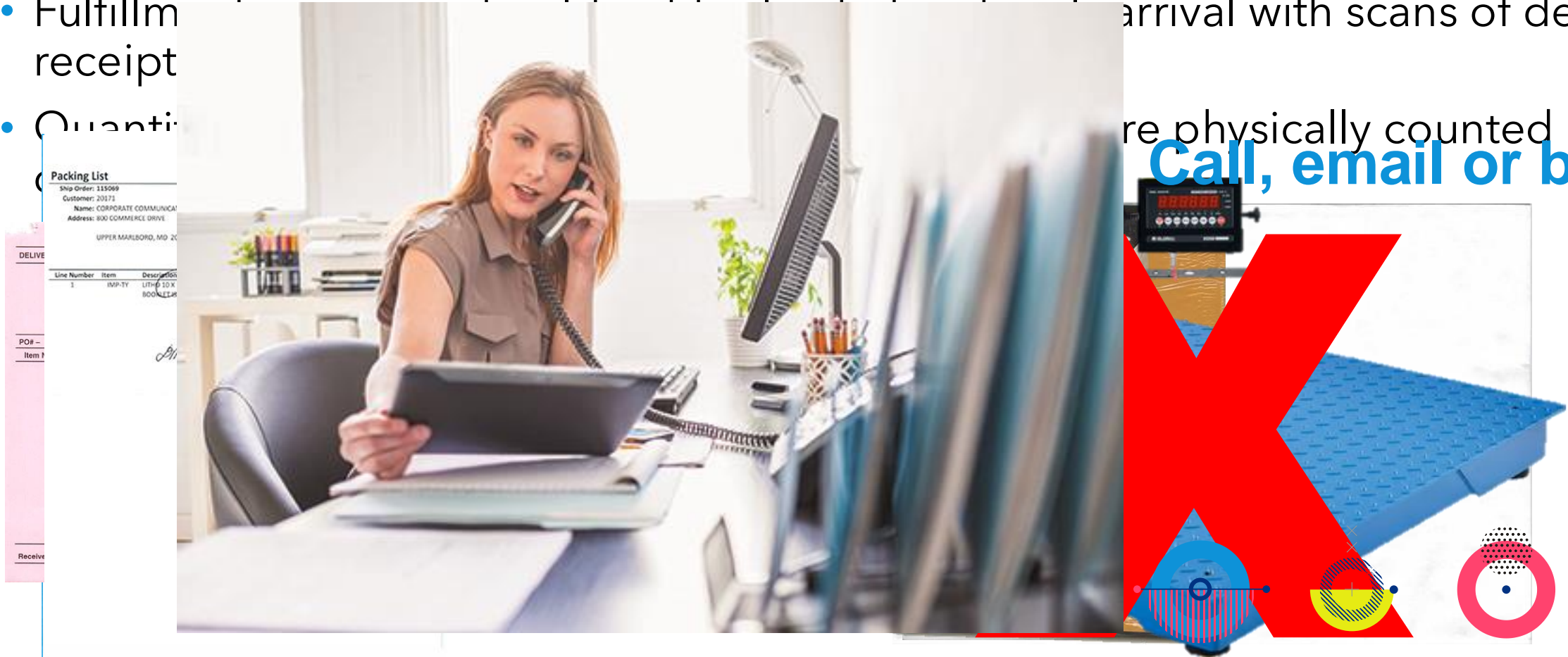
- Define all of the package components
- Is there any way this package can mail as a flat and not a parcel?
- Does your fulfillment company also print and/or supply promotional items?
- Does your fulfillment company have strategic and automated technological services?  
Ordering portals, storefronts, integrated ordering systems, CXP's?
- If a parcel, is it custom packaging or could standard cartons or padded mailers be used?
- What's the most cost-effective method for shipping the package?



# Receiving Fulfillment Materials

- Inventory management system
- Supply advance notification of pending arrivals with identification information
- Fulfillment receipt with identification information and arrival with scans of delivery
- Quantities are physically counted and

**Call, email or both!**



Packing List

Ship Order: 111099  
Customer: 20171  
Name: CORPORATE COMMUNICA  
Address: 800 COMMERCE DRIVE  
UPPER MARLBORO, MD 20750

Line Number	Item	Description
1	IMP-TY	LITHO 10 X BOOKLETS

PO# -  
Item #

Receive



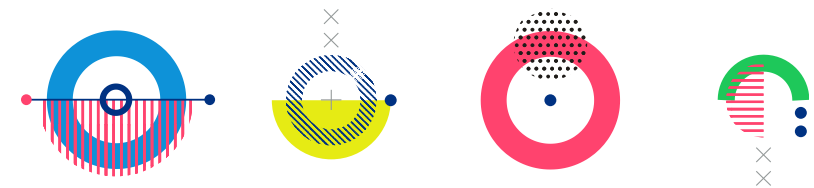
# Warehousing Materials

- The paper crunch and paper stockpiling is affecting warehouse availability, especially now with expected tariffs hitting.
- Printers will be purchasing more stock for future needs well in advance
- Higher volumes of client supplied materials need to be stored creating a capacity strain
- Need to recycle obsolete inventory and request suppliers to hold onto forward thinking purchased inventory
- Setup automatic alerts for low inventory counts



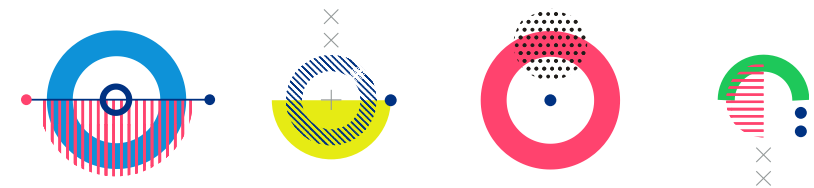
# Fulfillment Project Types

- On-going programs (via portal or regular periodic supplied batches)
- On-going direct mail packages
- Single campaign projects

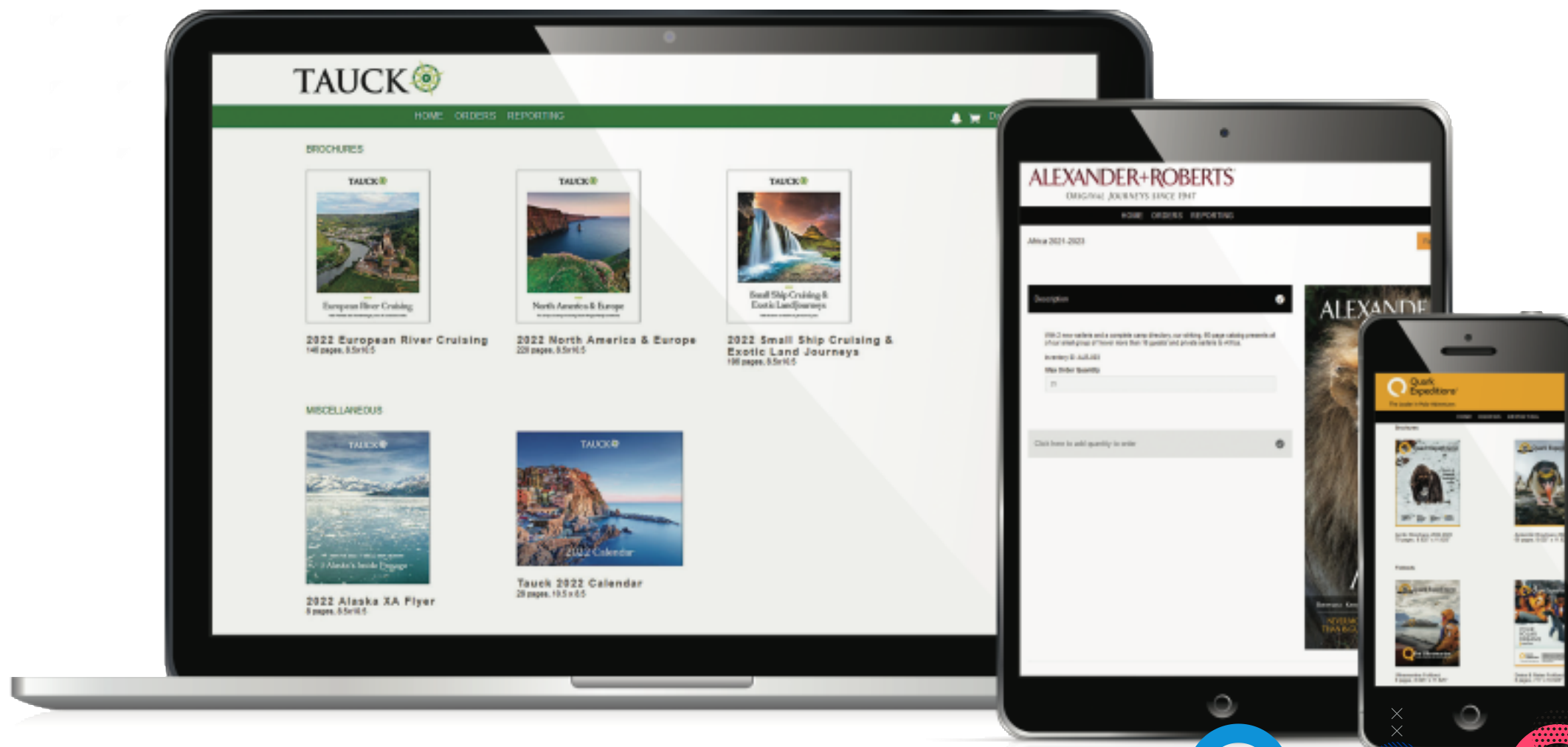


# Custom Print, Direct Mail via Portal

- Business cards and specific marketing collateral can be ordered via portal
- Fully personalized on-going direct mail programs
  - Smaller mailings can be streamlined, no matter how many different mailings or users
  - Local affiliates and chapters can have the power of the headquarter's marketing efforts
  - Content, graphics and message can be controlled or give local folks creative freedom
  - Event invitations, fundraising mailings, local outreach mailings and surveys
- Mailing lists can be uploaded and postage prepaid through the portal
- Content can be changed to keep pace with a fast-changing environment
- Analytics of the portal can be managed by provider and client alike



# Custom Print, Direct Mail via Portal





# Trupanion // A Turnkey Marketing Partnership

## BACKSTORY

Trupanion is a Seattle-based pet insurance provider that offers and administers dog and cat insurance throughout North America. They are one of the fastest growing players in the pet medical insurance space and known for their great coverage and excellent customer service.

Like many brands today, they have a fairly complex business that serves both B2C and B2B channels and manage a very wide range of content and key touch points throughout the sales and customer experience. This includes supporting territory and sales managers, activities with veterinary clinics, and of course, the end customers: the passionate pet owners.

## OUR PARTNERSHIP

Trupanion has been a customer of DCG ONE for 5+ years and one that has embraced our model as a single source partner for many of their marketing and communications materials.

Trupanion has hundreds of branded assets and assorted content needed by 1000s of people all the time. The task of creating, managing, and delivering this array of content in the mail, online, and in physical locations is daunting for any marketing and communications team.

A relationship that began with a single project has evolved over the years to where DCG ONE is an integral extension of their team.

# Our Work

In a given month, we are **printing, managing** and **fulfilling** calendars, window clings for clinics, product brochures, flyers, event invitations, posters, note pads, table tents and booklets that support the Trupanion product within associated veterinary clinics.

We work with Trupanion marketing on **DM campaigns** for breeder programs, shelter programs and assist with onsite materials for Kennel Dog Shows & Cattery Cat Shows as well as Veterinary Trade Shows.

Our **branded merchandise** team creates, sources and produces Trupanion branded blankets, buttons, pens, coffee mugs, totes, apparel, water bottles, wristbands, holiday gifts and a slew of pet-centric items like water bowls, toys, heat-alert cards, bandanas and frisbees (to name a few!).

Our **creative team** supports their internal team for event promotions, landing pages, design and copy support as needed.





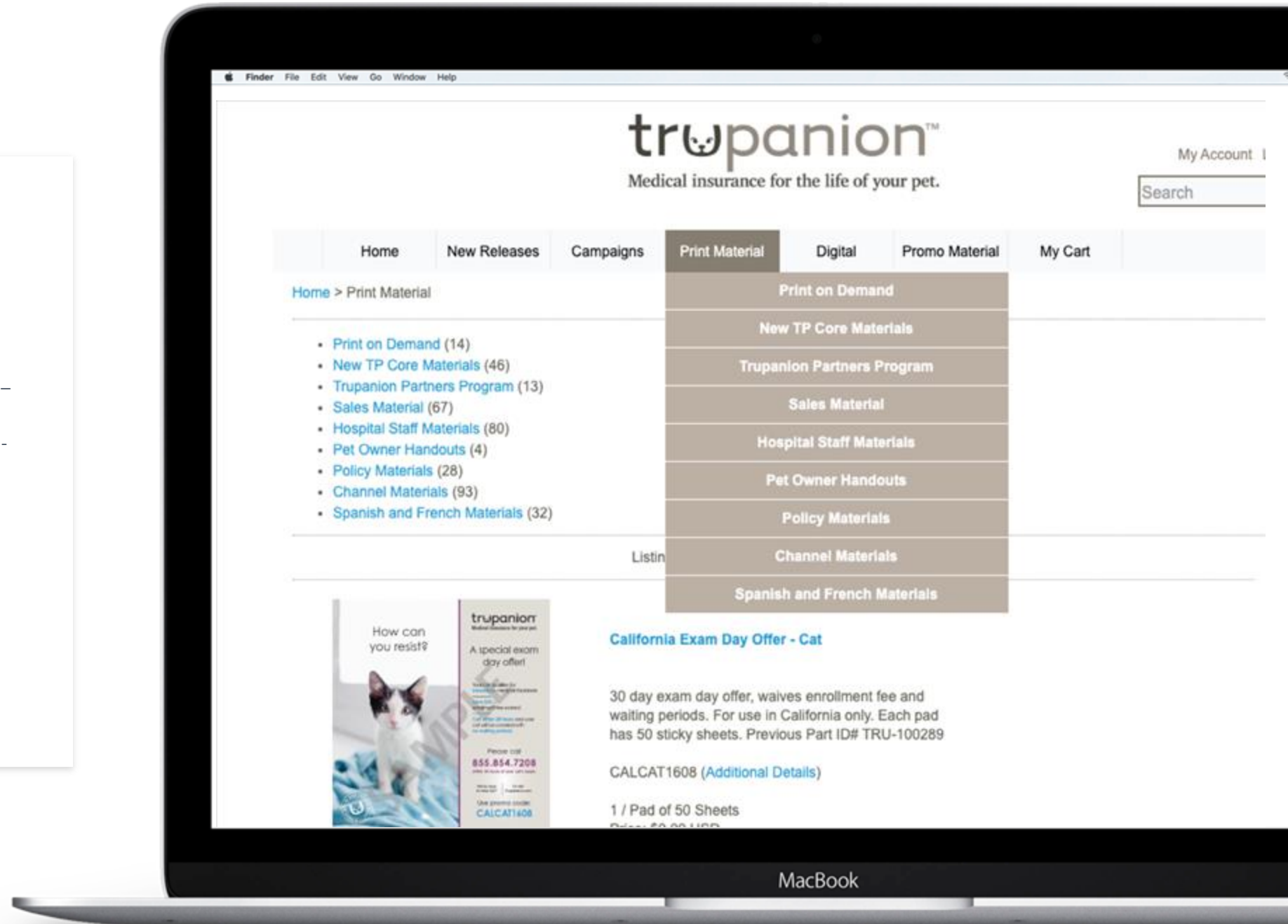
# Program Optimization

Print and merchandise materials reside in a secure online portal managed by the DCG ONE account team and accessed by Trupanion's territory partners and associates, Trupanion employees, and Trupanion Program Administrators

All in, there are 100s of users on a weekly basis – this is a highly effective solution for any dealer network with regional sales people needing high-impact field support.

Additional program features are:

- Inventory Management
- Storage and Warehousing
- On-demand Print and Production
- Fulfillment
- Shipping and Tracking
- Reporting

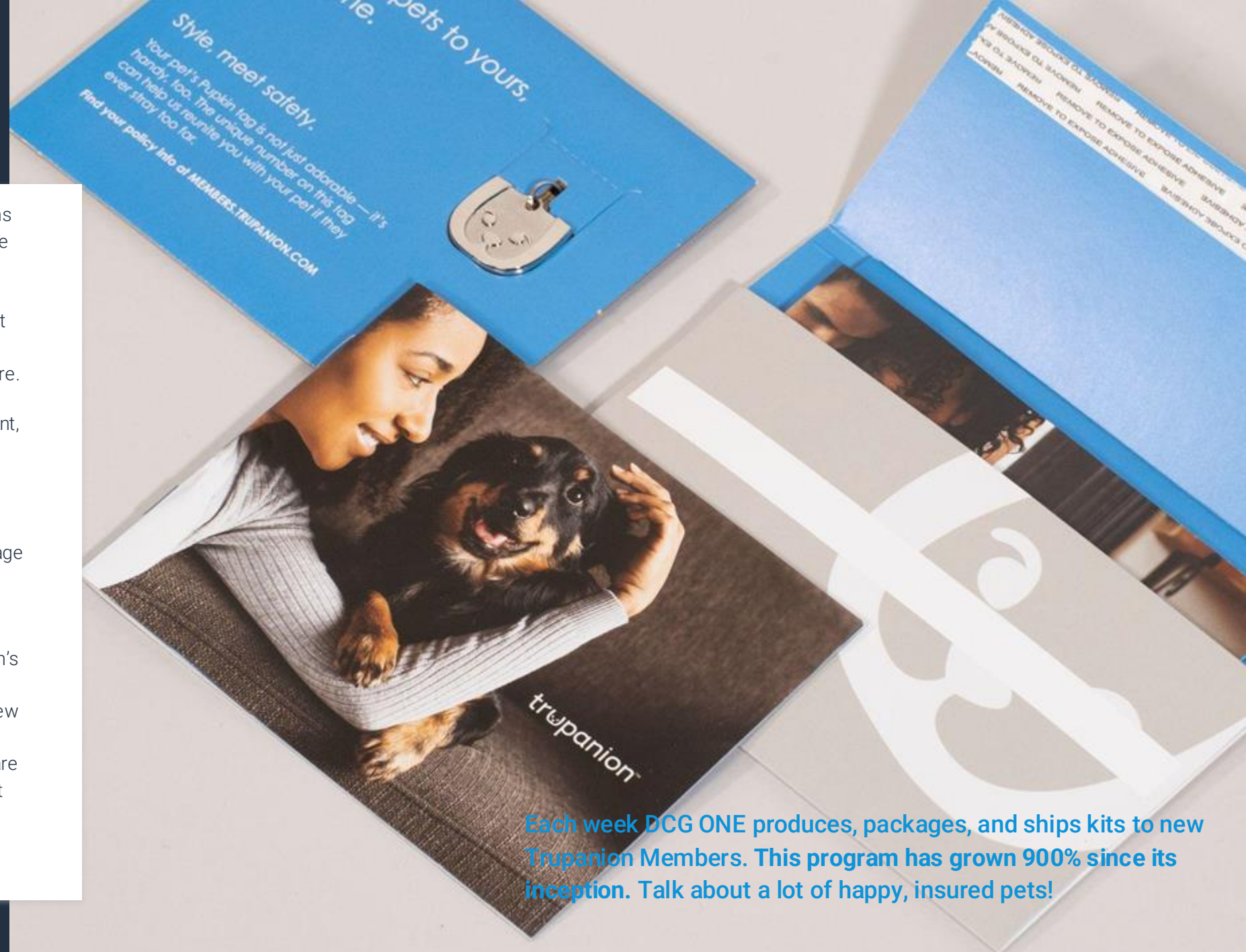


# Welcome Kits

One of our favorite and most impactful solutions was drastically improving timing and experience around new member's Welcome Kits. When a new pet is insured or a new member signs up, Trupanion's goal is to send them a Welcome Kit as soon as possible. These include a serialized *Pupkin tag* for their pet and an overview brochure.

The old model was manually intensive, inefficient, expensive to maintain and costly to mail. Most critically, delays meant lost customers.

Our solution was to have our structural engineering team reimagine the entire kit package resulting in a simplified kit that delivers a personalized and impactful welcome to the member. Our technology team developed a custom API solution to integrate with Trupanion's customer system to DCG ONE's fulfillment, mailing system to allow for real-time push of new customer information and a return trip of new customer pet ID information so both systems are in sync to help the Trupanion customer support the customer in real-time.



Each week DCG ONE produces, packages, and ships kits to new Trupanion Members. This program has grown 900% since its inception. Talk about a lot of happy, insured pets!



# Results

From ongoing program support, to special campaigns and ad hoc project work, our partnership with Trupanion grows each year leveraging our complete solution offering:

- Digital & Offset Printing
- Wide-format Production
- Packaging
- Strategic Services
- Branded Merchandise
- Creative Agency

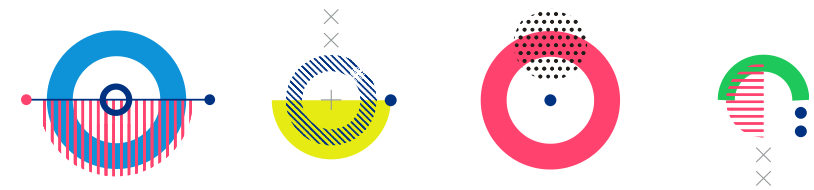
...All of this supported by a dedicated account services team that provides reporting and analytics, tracks to established SLAs, and engages in daily communication to ensure everything we do meets and exceeds expectations.





# Single Campaign Fulfillment Projects

- High End Donor packages
- Product Launches



# Single Campaign Projects

- High End Donor packages
- 4-way match

3-way internal match



# Product Launch

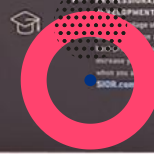
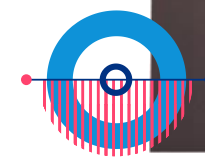
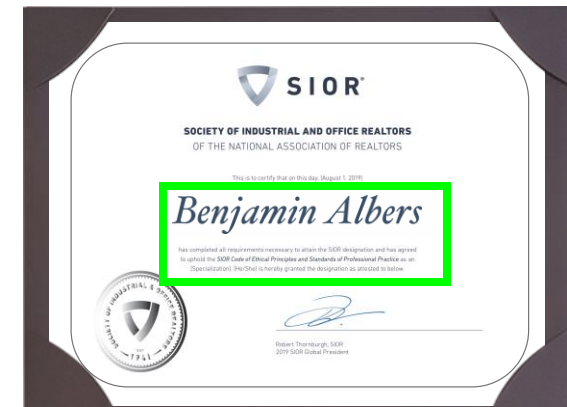
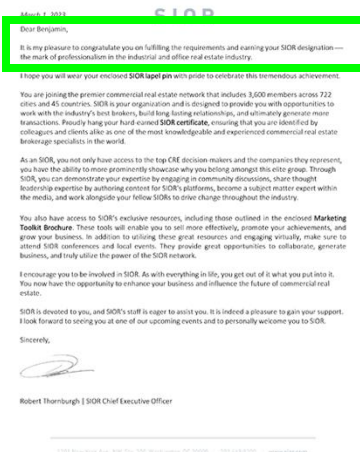
- Pick and pack
- Shipout kits UPS Innovations





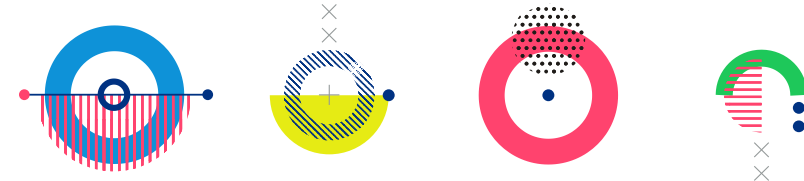
# On-Going Direct Mail Programs

- Monthly new member kits with 3-way match
- Static materials kept in inventory
- Batched data provided

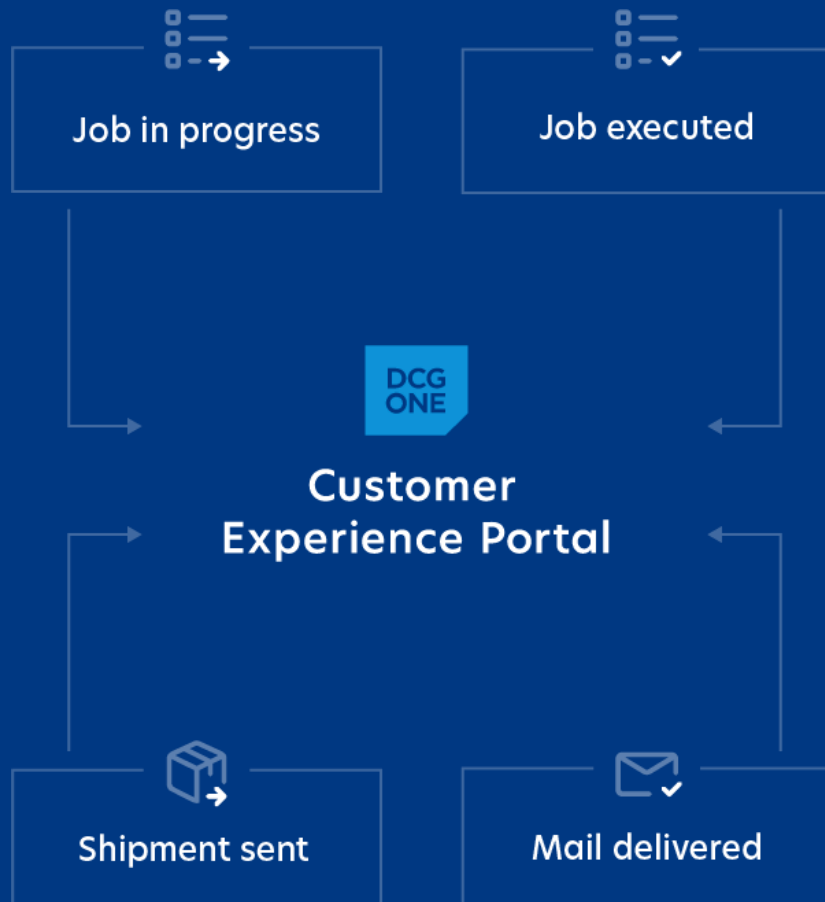


# Customer Experience Portal (CXP)

- We've completed beta testing and went live March 6, 2025
- Extremely powerful portal enabling clients to view real time data
- Hooked directly into UPS, Fedex for packages and the USPS via our MID# for direct mail campaigns
- Creates total transparency for you with a few clicks to view your project not only through our facilities, but through its journey externally through being transported/mailed







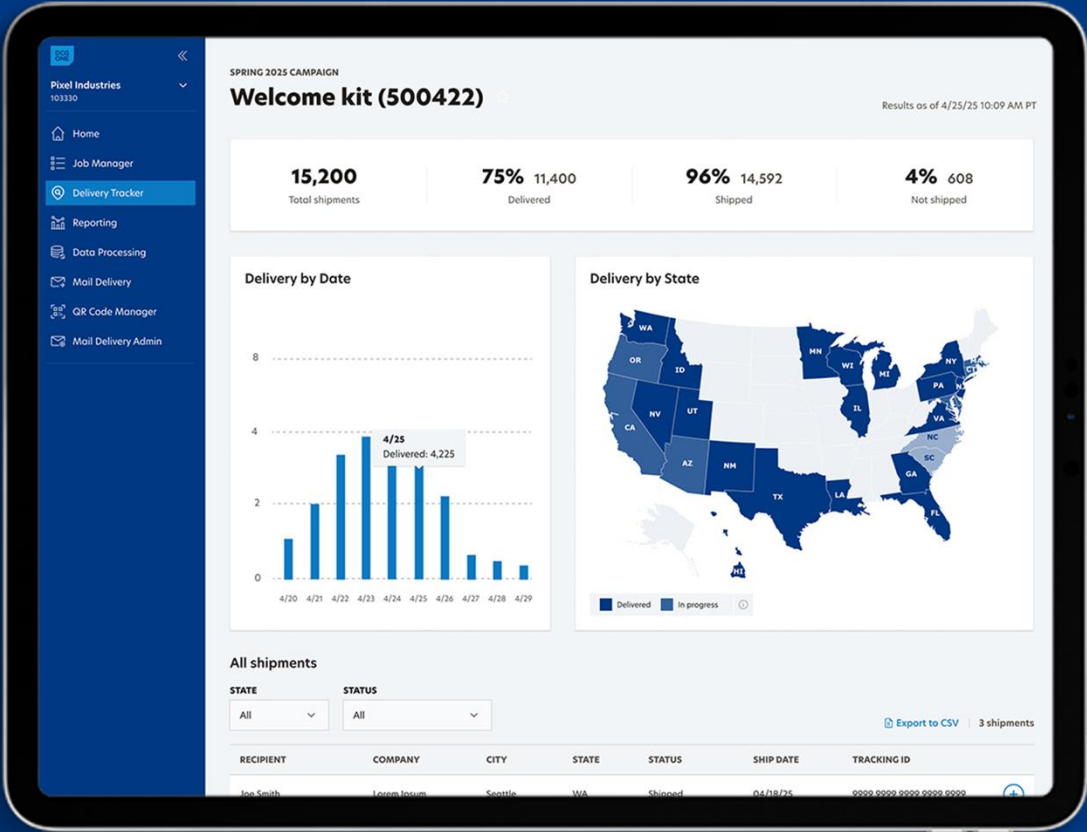
# What is the Customer Experience Portal?

Our Customer Experience Portal (CXP) brings together the systems we use to execute and optimize your projects so we can streamline communication and give you enhanced invisibility into how your projects/campaigns are moving through production (and the wider world).



# Customer Experience Portal

Rolling out DCG ONE's new all-in-one client platform



## Central access

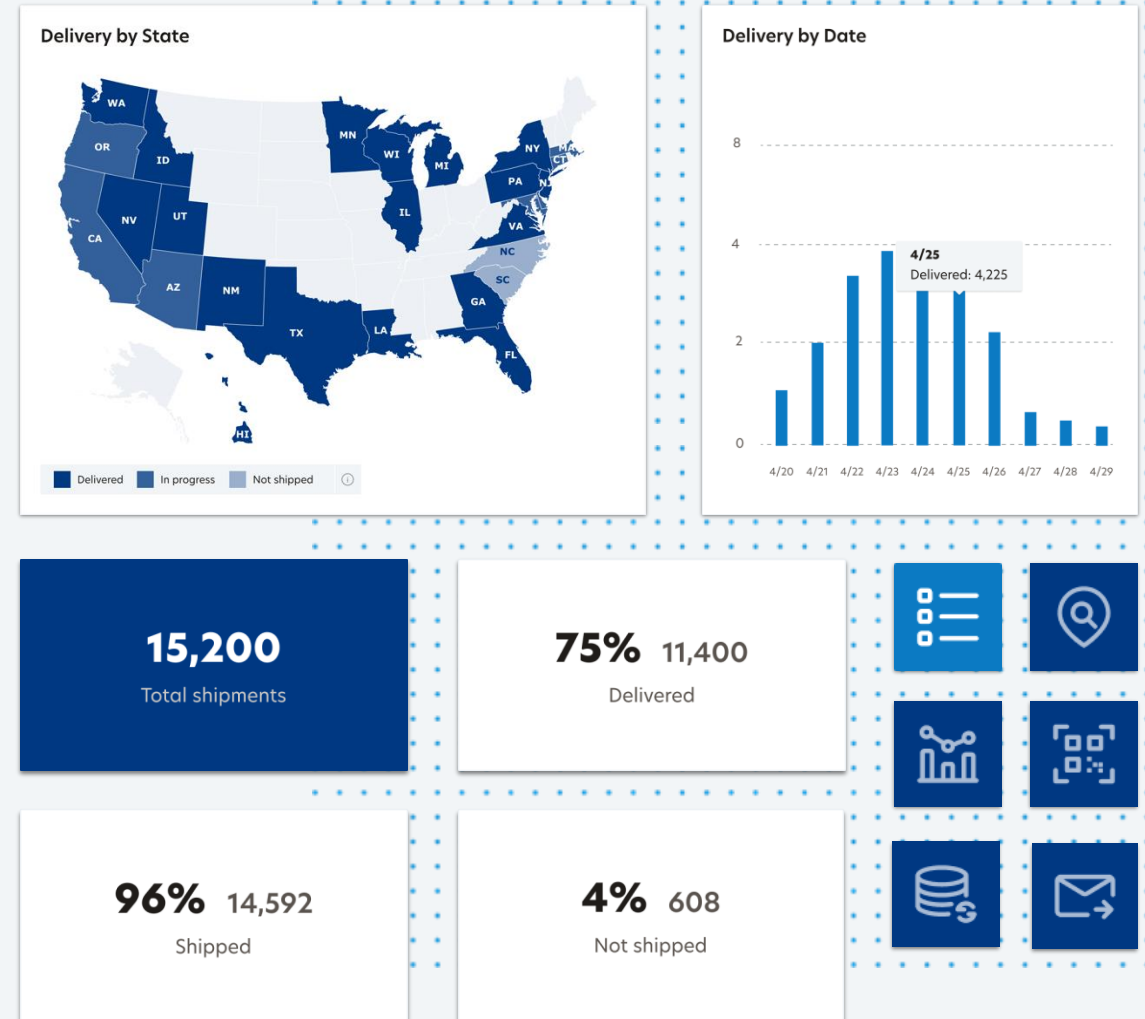
No more juggling logins and one-off emails—enjoy a self-serve window into your work with us.

## Improved performance

Get the tools, insights, and analysis you need to synchronize touchpoints and optimize ROI.

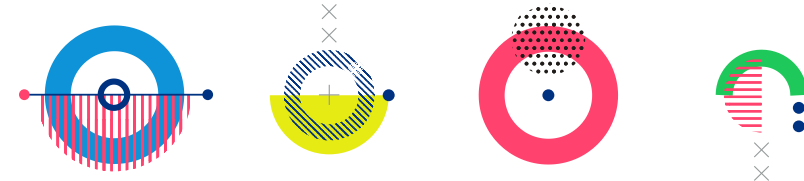
## Informed decisions

Back your marketing strategy and campaign roadmaps with key data, in the moment and long-term.



# Customer Experience Portal (CXP)

- You can instantly view packages delivered by state, region and other segments all the way down to 5-digit zip codes and carrier routes
- We provide CXP as a free service to all of our clients including matchback services
- Custom programming for more tailored client requests can be accommodated at an additional cost
- Check with your suppliers to see what CXP-type services they can provide



# Postage and Freight Considerations

- Any lumpy or dimensional packages will go out as some type of parcel
- USPS or UPS Innovations are less expensive than UPS or Fedex
  - USPS and UPS Innovations do offer tracking services, but not signature scanned
  - USPS Ground Advantage is another cost-effective option and offers tracking services, but not signature scanned
  - Quantity shipped and weight categories can be pricing differentiators
  - Most parcel services are zone-based pricing (use zone 5 for price estimates)
- Parcels require the IMpb barcode
- Different categories of pricing and service (parcel, parcel select, bound printed matter, lightweight parcels, etc)...check with your supplier.





# UPS MI DIFFERENT MAIL CLASSES

## 1 LB, ZONE 5 PRICE COMPARISONS

Standard Flats: \$5.99

Parcel Select Light Weight: \$5.38

Bound Printed Matter Parcel: \$3.17

Bound Printed Matter Flat: \$2.50

Parcel: \$8.17

Typically 300 mailpieces required, can be different mailings combined

Mail Class	Cost Center	Weight	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
STD Flats										
		1.0 ozs	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24
		2.0 ozs	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34
		3.0 ozs	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
		4.0 ozs	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69
		5.0 ozs	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88
		6.0 ozs	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11
		7.0 ozs	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30
		8.0 ozs	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49
		9.0 ozs	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68
		10.0 ozs	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85
		11.0 ozs	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03
		12.0 ozs	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24
		13.0 ozs	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36
		14.0 ozs	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75
		15.0 ozs	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88
		16.0 ozs	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99
PSLW										
		1.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		2.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		3.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		4.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		5.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		6.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		7.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		8.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		9.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		10.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		11.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		12.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		13.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
		14.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
		15.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
		16.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
BPM Parcels										
		1.0 lbs	\$2.85	\$2.85	\$3.00	\$3.08	\$3.17	\$3.30	\$3.46	\$3.61
		1.5 lbs	\$2.86	\$2.86	\$3.01	\$3.09	\$3.19	\$3.36	\$3.55	\$3.75
		2.0 lbs	\$2.89	\$2.89	\$3.13	\$3.26	\$3.40	\$3.60	\$3.85	\$4.10
		2.5 lbs	\$2.98	\$2.98	\$3.27	\$3.43	\$3.60	\$3.83	\$4.13	\$4.42
		3.0 lbs	\$3.11	\$3.11	\$3.44	\$3.63	\$3.83	\$4.10	\$4.44	\$4.79
		3.5 lbs	\$3.20	\$3.20	\$3.57	\$3.78	\$4.01	\$4.31	\$4.70	\$5.09
		4.0 lbs	\$3.29	\$3.29	\$3.70	\$3.93	\$4.18	\$4.51	\$4.94	\$5.37
		4.5 lbs	\$3.37	\$3.37	\$3.82	\$4.07	\$4.34	\$4.70	\$5.17	\$5.64
		5.0 lbs	\$3.52	\$3.52	\$4.01	\$4.29	\$4.59	\$4.99	\$5.51	\$6.02
		6.0 lbs	\$3.71	\$3.71	\$4.28	\$4.60	\$4.94	\$5.39	\$6.00	\$6.58
		7.0 lbs	\$3.95	\$3.95	\$4.61	\$4.98	\$5.37	\$5.89	\$6.58	\$7.26
		8.0 lbs	\$4.15	\$4.15	\$4.89	\$5.30	\$5.74	\$6.31	\$7.08	\$7.83
		9.0 lbs	\$4.44	\$4.44	\$5.27	\$5.73	\$6.22	\$6.86	\$7.72	\$8.56
		10.0 lbs	\$4.88	\$4.88	\$5.81	\$6.33	\$6.88	\$7.61	\$8.59	\$9.54
		11.0 lbs	\$5.02	\$5.02	\$6.02	\$6.57	\$7.17	\$7.94	\$8.99	\$10.01
		12.0 lbs	\$5.40	\$5.40	\$6.51	\$7.12	\$7.78	\$8.64	\$9.80	\$10.93
		13.0 lbs	\$5.42	\$5.42	\$6.56	\$7.20	\$7.88	\$8.76	\$9.96	\$11.13
		14.0 lbs	\$5.70	\$5.70	\$6.93	\$7.61	\$8.34	\$9.29	\$10.58	\$11.83
		15.0 lbs	\$5.92	\$5.92	\$7.22	\$7.94	\$8.72	\$9.72	\$11.09	\$12.41
BPM Flats										
		1.0 lbs	\$2.30	\$2.30	\$2.34	\$2.40	\$2.50	\$2.61	\$2.67	\$2.90
		1.5 lbs	\$2.31	\$2.31	\$2.35	\$2.41	\$2.51	\$2.62	\$2.68	\$2.91
		2.0 lbs	\$2.39	\$2.39	\$2.45	\$2.53	\$2.65	\$2.81	\$2.89	\$3.15
		2.5 lbs	\$2.54	\$2.54	\$2.58	\$2.68	\$2.83	\$3.03	\$3.13	\$3.49
		3.0 lbs	\$2.62	\$2.62	\$2.71	\$2.83	\$3.01	\$3.25	\$3.37	\$3.76
		3.5 lbs	\$2.77	\$2.77	\$2.84	\$2.98	\$3.19	\$3.47	\$3.61	\$4.11
		4.0 lbs	\$2.83	\$2.83	\$2.95	\$3.11	\$3.35	\$3.67	\$3.83	\$4.36
		4.5 lbs	\$2.97	\$2.97	\$3.07	\$3.25	\$3.52	\$3.88	\$4.06	\$4.70
		5.0 lbs	\$3.09	\$3.09	\$3.24	\$3.44	\$3.74	\$4.14	\$4.34	\$5.01
		6.0 lbs	\$3.29	\$3.29	\$3.47	\$3.71	\$4.07	\$4.55	\$4.79	\$5.59
		7.0 lbs	\$3.51	\$3.51	\$3.72	\$4.00	\$4.43	\$5.00	\$5.28	\$6.21
		8.0 lbs	\$3.71	\$3.71	\$3.95	\$4.27	\$4.76	\$5.41	\$5.73	\$6.79
		9.0 lbs	\$3.91	\$3.91	\$4.18	\$4.55	\$5.10	\$5.83	\$6.20	\$7.40
		10.0 lbs	\$4.17	\$4.17	\$4.47	\$4.88	\$5.50	\$6.32	\$6.73	\$8.06
		11.0 lbs	\$4.40	\$4.40	\$4.74	\$5.19	\$5.87	\$6.77	\$7.22	\$8.69
		12.0 lbs	\$4.60	\$4.60	\$4.97	\$5.46	\$6.20	\$7.18	\$7.67	\$9.27
		13.0 lbs	\$4.80	\$4.80	\$5.20	\$5.73	\$6.53	\$7.59	\$8.12	\$9.85
		14.0 lbs	\$5.00	\$5.00	\$5.43	\$6.00	\$6.86	\$8.01	\$8.58	\$10.44
		15.0 lbs	\$5.22	\$5.22	\$5.69	\$6.31	\$7.24	\$8.47	\$9.09	\$11.09
Parcels										
		1.0 lbs	\$7.44	\$7.44	\$7.77	\$7.98	\$8.17	\$8.30	\$8.43	\$8.65
		2.0 lbs	\$8.11	\$8.11	\$8.31	\$8.60	\$8.77	\$10.38	\$10.89	\$11.49
		3.0 lbs	\$8.33	\$8.33	\$8.73	\$9.09	\$9.95	\$12.53	\$13.84	\$16.06
		4.0 lbs	\$8.47	\$8.47	\$8.98	\$9.61	\$10.78	\$14.59	\$16.46	\$18.51

Don't stress creatively handling your 2025 campaigns



Any Questions???

