



Advanced Image Direct – Fullerton, CA



Member Overview

Advanced Image Direct is the premier West Coast production environment for many Fortune 500 companies across the United States. AID has positioned itself as a market leader by deploying and integrating the latest imaging equipment and personalization solutions available to enhance our customers' critical direct mail needs, continually striving for ways to enhance ROI while expediting direct mail processes to ensure timely deliverables with our proven production methodologies.

- » Our Fullerton location includes the following:
- » 100-million piece monthly printing capacity
- » Web & sheet-fed presses with Inline Personalization
- » Secure Biometric Access
- » On-Site USPS Postal Personnel

We are currently printing and processing so much mail that the United States Postal Service has opened a dedicated facility, staffed with their employees, inside our location. Not to toot our own horn too much, but yes, in this industry, we are the 800 pound gorilla.

Inline Finishing – WITH Personalization = Messages That Get Attention

Advanced Image Direct's web based, in-line finishing system is unique to the West Coast. Complex personalization is achieved with its Kodak Versamark (formerly known as Scitex) 16-head inkjet imaging platform which supports high speed personalization on the front end – and

delivering completely finished direct mail packages on the other end, with folding, gluing, trimming and die-cutting in between, enabling marketers to produce highly personalized packages and get their product or offer to market quicker. AID worked with custom equipment manufacturers and a host of other vendors to design an inline system that meets the demand of our clients looking for unique and comprehensive self-contained direct mail packages that are highly personalized and produced completely inline effectively and economically, while reducing cycle times.

Member Value Proposition

Equipment and Experience – Keys to Your Success

Our valuable market expertise and experience helps us to deliver the best "out-of-the-box" production solutions for existing formats while always providing a fresh look at new approaches in the best interest of our diverse client base. Some of these areas of expertise include:

- » Print, Production and Project Management
- » Business Process Improvement
- » Productivity Enhancement
- » Technology Assessment and Implementation
- » Financial, Technical and Commercial Market Experience
- » Multiple Platforms for Personalization
- » Web Based Project Management Disciplines
- » Direct Mail Guidelines and Design
- » Logistics, Support and Warehouse Management

Member Leadership

- » Perry Wilson – Vice President, Sales – perry@advancedimagedirect.com

Member Contact Information

Advanced Image Direct

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