



Direct Mail Case Study

Tsugami/IMG LaserSwiss launch

The Morris Group wanted to quickly generate sales for a new machine



The landscape offered challenges and opportunities

- Could identify a tight list of people who might be interested in the machine's unique ability to combine laser cutting with Swiss machining
- Sales would depend on getting prospects to see a live demo
- Just two months till the industry's leading trade show (IMTS)
- Crowded media environment



Sinkora Swim created a dimensional mailing that demanded attention and drove people to signup for demos



Mailing box with 1st Class postage & personalized label

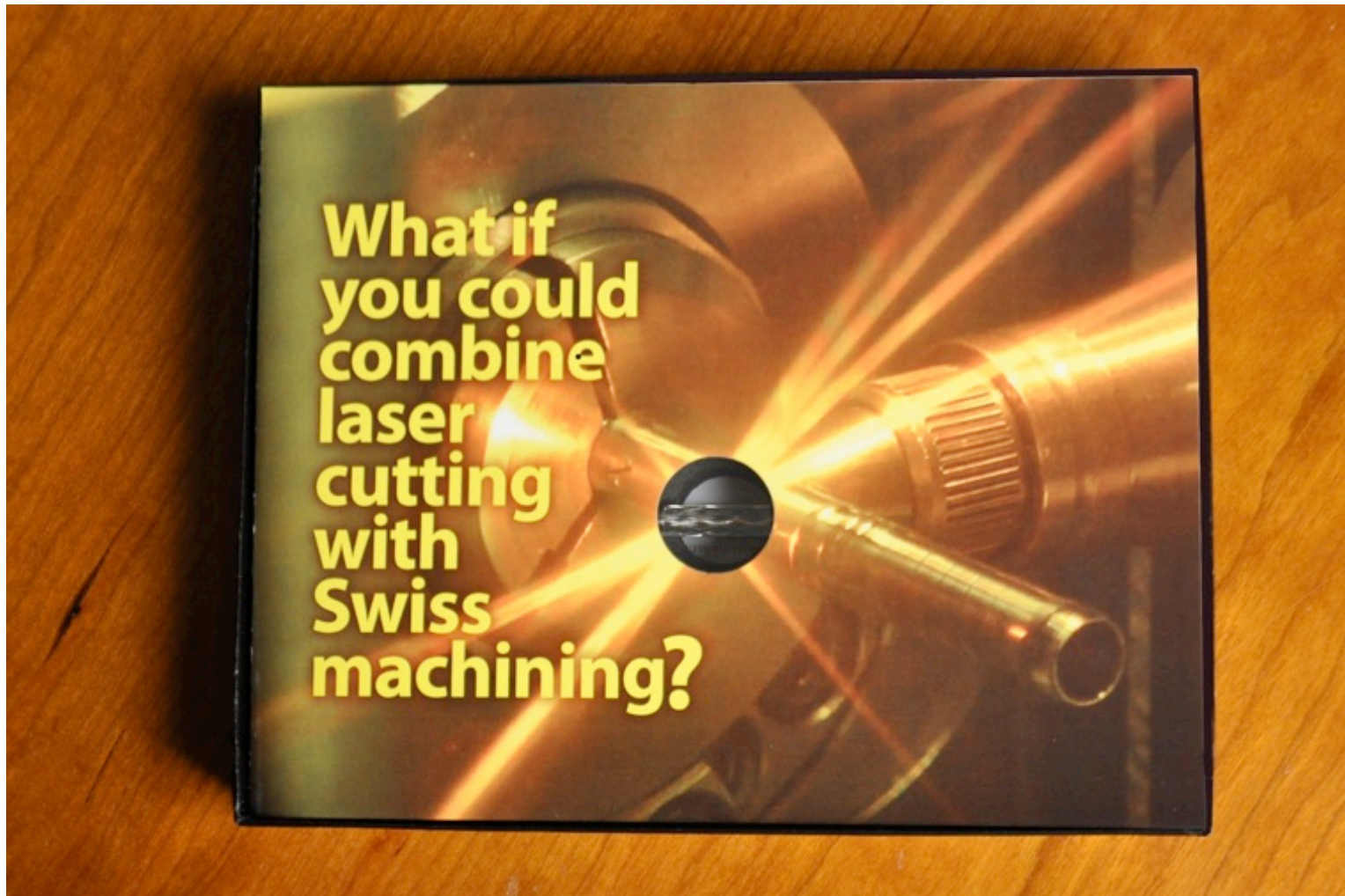


Gift box inside



Opening box revealed invitation

A die cut hole revealed a multi-feature sample part made on the machine



Opening further revealed exciting reasons to see the machine, the sample part in full, and a branded laser pointer/presentation remote



The invitation offered the option of calling directly to schedule a demo or visiting a web page where a video introduced the machine and encouraged signups

What does **combining laser & Swiss machining on one machine** do for you?

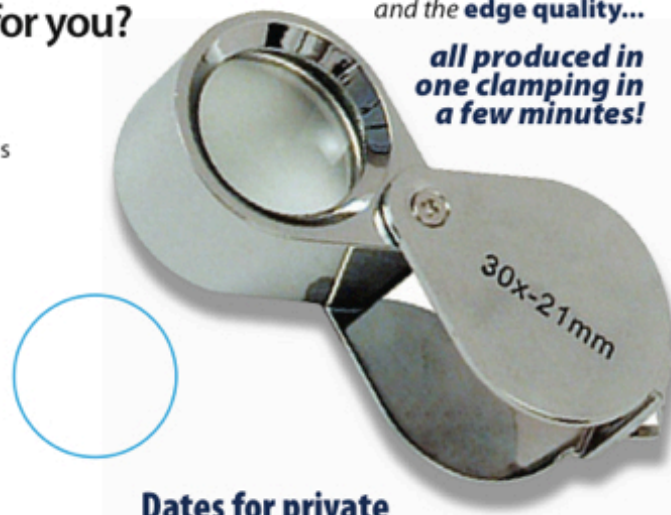
- **Triple your throughput - or more**
- on thin-walled parts - by eliminating multiple setups and deburring operations
- **Reduce your manpower needs** by producing finished parts from automatically fed tubing
- **Free your design options** and eliminate manufacturing constraints. Use whatever mix of methods produces **the features you want at the fastest times**
- **Free up floor space** for other smart investments

It all adds up to **higher quality product at higher profit**. See a video and learn more at www.remsales.com/laser.

Then free some time in your calendar to see it in person!

Check out the enclosed sample part and note the **diversity of features** and the **edge quality...**

all produced in one clamping in a few minutes!



Dates for private demos are limited.

Call or visit our website TODAY!

TSUGAMI
Rem Sales, LLC

www.remsales.com/laser • (860) 372-2704

The results?

- Within three weeks the number of video views was double the number of packages mailed
- Demo slots filled through autumn
- Sales exceeded expectations

