

FOR IMMEDIATE RELEASE

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Headline – 21 words (23 words max)

New technology puts a fresh twist on an old favorite: *Even today, customers like to receive greeting cards by 'snail mail'*

Summary – 25 words (200 characters recommended, about 30 words; 500 characters max)

When has anyone ever received a greeting card in the mail and not opened it? Personalized messaging can add big impact to this “old-fashioned” direct-mail option.

Bloomington, Illinois (July 9, 2010) — In this age of instantaneous e-communications, the idea of mailing greeting cards may seem so 20th century. Even in a largely digital world, however, a personal touch can help build trust and enhance business.

Progressive Impressions International (Pii) breathes new life into the “old-fashioned” greeting card with business-specific milestones and industry-leading personalization capabilities that incorporate each recipient’s name within the graphic image. Businesses can also personalize the message and add their contact information to the cards.

This product development was driven by a simple fact: Everyone likes to get personal mail. In fact, 90 percent of Americans say they look forward to receiving personal letters and greeting cards, according to the Greeting Card Association. A personalized greeting card conveys value and warmth. It provides a tactile experience that can be relived time after time — rather than deleted and forgotten like an e-mail.

Personalized greeting cards are appropriate for a variety of occasions, from the special to the everyday. Pii has developed a line of cards that highlights milestones in customer relationships, such as win-back of a lost customer. The package includes other opportunities to use high-touch greeting cards with specific messaging:

- Welcome a new customer
- Thank a current customer for providing a referral
- Remind a customer about policy renewal
- Request an appointment or policy review
- Apologize for an oversight or error
- Ask a customer to update his or her personal information

Here's an added benefit: Nearly two-thirds of people feel inspired to reply when receiving a card. So greeting cards can be used to initiate two-way communication — especially when a card includes the sender's contact information or a business reply card (BRC).

Stand out from the competition

Greeting cards offer a personal touch that customers will appreciate. With so many options available, the communications format should always be appropriate to the message and target audience. Sometimes, an e-mail may be best. However, if competitors are shifting even the most important touchpoints to e-formats, staying in contact the old-fashioned way can help businesses stand out from the crowd.

To learn more about Pii's personalized greeting cards, other direct mail programs and online ordering system Conductor, contact Ron Drenning, Vice President, Sales and Marketing, at 800.883.1156 or rdrenning@whatevertakes.com.

(Bonus facts)

A Short History of Greeting Cards

- The custom of sending greeting cards can be traced back to the ancient Chinese, who exchanged messages of goodwill to celebrate the new year.
- Early Egyptians conveyed greetings on papyrus scrolls.
- The first published Christmas card appeared in London in 1842.
- German immigrant Louis Prang began the U.S. greeting card industry in 1856.

About Pii:

Established in 1993, Pii is a marketing firm with expertise in personalization and targeted campaigns. More than half of all Pii clients are in the Fortune 500, including seven of the top 10 insurance companies in the United States. Pii's flagship product is Conductor, a Web-based system that enables users to choose, personalize and send marketing campaigns to selected prospects and customers. Print products include newsletters, greeting cards and all forms of direct mail. Pii has headquarters and production facilities in Bloomington, Illinois, with additional offices in Pompano Beach, Florida.