

## AboutUs

Established in 1962, Graphics & Mailing Service, Inc. began as a door to door circular and product sample distribution company. At that time, the USPS had yet to fully implement the modern 5 digit zip code and presorting requirements were 5 years away. Door to door solicitation was to be a thing of the past and a transforming USPS was focusing on the advantages of business and consumer presorted mail. With this insight our industry saw a need to fulfill in bulk mail preparation for clients to take advantage of presorted mail postage discounts and a new way to reach their target audience. We became an early member of The National Association of Advertising Distributors (NAAD), and began to compile resident address mailing lists across the nation. Our focus on becoming a bulk mail preparer had begun.

During the past four decades, NAAD and its members continue to be leaders in the compiling and management of a national resident database of more than 140 million addresses and demographic data. The USPS has implemented strict automation standards to increase efficiency in mail delivery and quality. Graphics & Mailing has become a full service direct mail bureau.

We now offer all inclusive direct mail solutions through a variety of technologies and programs: USPS certified address coding and presorting, mailing list hygiene, personalized variable data printing, full color and black and white, full lettershop services and, of course, mailing lists of all kinds. Our professional staff provides consulting and guidance to help our clients make the most of their direct mail. Whether we are mailing a newsletter, catalog or magazine, personalized marketing materials or newspapers, we believe in service, quality and efficiency. It is our mission to prove it to you.