



Shanahan Direct Marketing Ltd



Full Mailing Service

Who are Shanahan Direct Marketing?

- Shanahan Direct Marketing Ltd is a Magazine and Mailing Fulfilment Company
- Operating State-of-the-Art Mailing Equipment
- Based in a purpose built production facility in Bray, Co Wicklow. Shanahan Direct has 8,000 sq ft of production space
- The Team:
- Managing Director- Caroline Shanahan
- Production Director- Michael Shanahan
- Production Manager- Rafal Rydak
- Quality Supervisor- Mary McDonnell
- 16 X Machine Operatives/Packers
- 1 X Account Manager- Lorraine Lawlor
- 1 Financial Personnel- Suzanne Shanahan
- 1 Administration/Customer Care- Sheila Boland





What we do?

- Shanahan Direct are a Full Mailing Service Company
- Providing Customer Consumer Communications and 'Business-to-Business' Direct Marketing
- To our clients -Irish magazine publishers, newspapers, printing companies, agencies and to both the private & public sector.



Services Provided

- Database Set-up & Design
- Subscriptions Management
- Mail Merge Lasering and Printing
- High Speed Envelope Insertion
- High Speed Polythene Packing
- Postaim & Periodical Pre-Sort
- Hand Finishing
- Distribution



Database Cleaning & Preparation

- Database Management
- Checking for Duplicates
- Correcting Casing and Spelling
- Splitting Addresses
- Adding Salutation Fields
- Full Preparations for Mail Merge
- Validation and Updating of Addresses
- List Brokering



Printing Mail Merge Personalisation & Business Printing

- Mid Range- High Speed Quality HP & Canon Laser printers
- Ink-jet Addressing on-Line-Directly to Envelope or Product
- Print Capacity 100,000 Sheets per Shift.
- Full Folding & Guillotining on Site



Letter Fulfilment & Envelope Supply

- Full Secure Bar-coding & OCR Technology
- 6 Insertion Feeders
- Multiple Page Documents
- Variable/Intelligent Insert Selection
- Web Based – Machine Interaction for Clients
- Full Range of Envelopes Supplies and overprinting



High Speed Magazine Packing

- 2 High Speed Polywrap Lines
- Short & Long Run Print Runs
- 8 Insert Feeders on Line from A6 to A3 sizes
- Special Inserts to Page & Stick-ins- CD etc
- Full Range of Polythene & Metallised Film Supplied



Post Preparation

- Bagging & Tagging for Periodical Newspaper Mailings
- Post-aim and DM Mailings
- Press-Stream Royal Mail
- Volume Discount Service
- Providers- An Post, Royal Mail, DHL Global Mail, Hand Delivery Services.
- Bulk Distribution



Subscriptions Management

- Integrated information management on readers officers, subscriptions
- Updating and keeping lists clean
- Response handling
- Address validations

Personalised ID Cards

- Conference ID's XL and Small
- VIP Tickets
- Staff ID Cards
- Personalised Lanyards





Shanahan Direct Marketing Ltd

www.discountmail.ie

'You've got mail - we've got discount'



What will you gain from using Shanahan Direct?

- A Cost Effective Business Supplier
- Our Experience
- A Quality Driven- Service