



**The Hennegan Company**

Imaging & Mailing Capabilities

Capturing the attention of consumers today is getting more challenging everyday. An innovative and accurate mail piece, combined with personalization and customization goes a long way towards securing strong response rates.



We have successfully incorporated digital personalization technology at The Hennegan Company to help you achieve maximum response in direct mail projects and satisfy an increasingly sophisticated market.

To complement the best presses in the world, we have added the finest inline personalization system. We offer effective imaging solutions that serve a variety of applications ranging from addressing, variable messaging, to direct mail products.



These capabilities allow you to speak to your market, on a one-to-one basis. We do a variety of pieces including postcards, folded self-mailers, perfect bound books, envelopes, and stitched books. We also can tab or wafer seal and sort inline.

## **Programming and List Services**

The Hennegan Company offers you an experienced and creative programming department. Our group is experienced in all elements of data preparation including: postal regulations, formatting, and list processing services. We maximize your data to offer you the best USPS discounts that exist. We offer:

CASS Certification	Data Entry
Postnet Coding	NCOA
PAVE Certified	FASTforward
Merge/Purge – DeDupe	List acquisition
Genderizing	Planet Coding
Demographic sort	Sheet Imaging
Output to Inkjet labels	BMC/SCF Entry
Nths/Selects	



## **Inkjetting and Imaging Services**

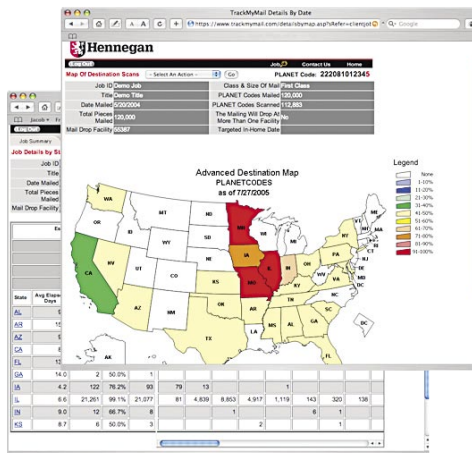
Speak to your market, on a one-to-one basis, using high resolution inkjet technology imaging, at resolutions of up to 600 x 1200 dpi. We offer you Variable Data Printing, Fixed Data Printing, Variable Fonts, Graphics, Numbering, Barcoding, Postnet, Planet, EAN, 3 of 9, UPC and 2 of 5. We offer inline imaging on stitched products, and Inside/Outside Imaging also.

Enjoy perfect logo, halftone, and barcode reproduction. We offer an unlimited selection of fonts with deep, rich blacks. Benefit from our large head capacity with multiple configurations that will always fit the technical demands of your unique job requirements.



## Mailing Services and Mail Tracking

At The Hennegan Company, we offer state-of-the-art equipment and processes to ensure your project meets all applicable Postal Regulations – the first time. Mailing services include: postcard to tabloid size capabilities, palletization, wafer-sealing, daily BMC/SCF entry, custom entry load plans, daily on-site mail verification, mailpiece design approval, local permits.



Our sophisticated Internet based mail tracking service offers the opportunity to track mailings throughout the country using the USPS PLANET code confirm technology. There is no better way to accurately predict in-home arrivals across the nation.

**The Hennegan Company**  
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**Florence, Kentucky 41042**  
**859.282.3600**



**[www.hennegan.com](http://www.hennegan.com)**

We offer you our well-known creativity, our state-of-the-art equipment, our formidable experience, and our world-class commitment to deliver a personalized direct mailing package that is managed under one roof.



*On time, on budget, and on target.*