

Personalised membership, card mailings . . .

. . . it's all in the details

What they do

East of England Co-op launched a new member card and decided to use their annual dividend mailer to issue new cards to existing members.



What we did

Precision printed new membership cards to mail out to all current members as well as new members that join throughout the year. We sourced and supplied a new membership card with detachable key fob as well as printed and personalised the Dividend Booklet. We then matched the member card to the dividend brochure, applying the membership card with glue dots and deployed the lot in printed envelopes.