



*Pick your market  
PPD get you noticed*



PPD is the number one provider of leaflet and brochure distribution and display services in Scotland. We can help ensure your promotional print works for you, through the planning and delivery of highly effective marketing campaigns.

*Maximum flexibility in the choice of display sites and geographical coverage.*

Many of PPD's display sites are exclusive, and most feature PPD's eye-catching 'Bags of Info' branded display units, to give maximum visibility and exposure to your promotional material.

**Promotional Print Distributors Ltd**

Kilda Way, North Muirton Ind. Estate, Perth PH1 3XS  
Tel 01738 633322 Fax 01738 621177  
Email [info@ppd-pinpoint.co.uk](mailto:info@ppd-pinpoint.co.uk)  
[www.ppd-pinpoint.co.uk](http://www.ppd-pinpoint.co.uk)



*PPD - getting you  
noticed in the  
Education Community*

*New Service -  
Bags of Info  
for Students*

"Bags of Info for Students"  
service within selected  
universities and colleges  
throughout Scotland



# Marketing services for the education sector

'Tailored solutions for individual university and college requirements'.

*At PPD we have been getting our clients noticed since 1992*

PPD specialises in planning and managing print-based direct marketing campaigns, specifically tailored to each client's business objectives, target markets, budgets and timescales. We operate from a 20,000 square foot modern warehouse and office complex, centrally located in Perth.

We are professional, experienced, efficient and friendly, and offer a range of services for the education sector in Scotland to help get your university or college noticed in an increasingly competitive marketplace.

*Our core services for the education market include:*

- Storage of a range of material including prospectuses, alumni magazines, newsletters and annual reports, at our national distribution centre in Perth.
- Undergraduate and postgraduate prospectus distribution using your own database or ours.
- Cost effective mailings of alumni/membership magazines, newsletters and other promotional material.
- Database and mailing list management.
- On-demand fulfilment of bulk mailings or individual client orders.
- Collation of delegate and information packs for conferences and events in the education sector.
- A leaflet display service for students and staff in universities and colleges throughout Scotland.

## Storage Services

We store print and other promotional material safely and securely at our modern 20,000 square foot national distribution centre in Perth. All stock deliveries and despatches are tracked to point of delivery, and up to date and accurate stock reports – including an on-line option – are available on a continuous basis.

## Prospectus Distribution, Direct Mail and Fulfilment

PPD offers a comprehensive prospectus distribution, direct mail and fulfilment service, tailored to your university or college's specific requirements. We undertake mailings of all kinds to client-owned or PPD-generated databases, including envelope, polylope, shrinkwrapping and boxed packaging, laser copying and mail-merging covering letters, and all elements of collation and insertion.

Our fulfilment service includes the full range of Royal Mail services – Mailsort, Reply Paid and Post Paid franking, response handling and campaign fulfilment, and database creation (QAS and AFD), data input, and/or existing database management.

We can also handle and fulfil responses generated from your campaign, including telephone and coupon response handling, as well as cash handling for saleable items.

## Database and Mailing List Management

We clean and maintain existing contact databases, or develop new, bespoke databases tailored to your target markets, for prospectus distribution, direct mail or leafleting campaigns. Using up-to-the minute database management software, this specialist service can be utilised by clients as a 'stand alone' service or as part of an integrated promotional campaign.

Our database management software is a full-featured, advanced system designed to make your mailing operation more productive and effective. Superior features include file management, data exchange, address quality control, and postal mail sorting with label and envelope designer.

## New Service - Bags of Info for Students

We are in the process of developing a "Bags of Info for Students" service within selected universities and colleges throughout Scotland. We are installing and servicing purpose made display units at key on-campus sites which will be used to display a wide range of information and promotional literature likely to be of interest to students and staff. Contact us now for more information!

## Pick, Pack and Despatch

We provide on-demand fulfilment of bulk mailings or individual customer orders direct from our warehouse using our unique pick, pack and despatch management system with online stock control. All carrier deliveries are fully tracked and include a proof of delivery service.

We offer competitive delivery rates anywhere in the UK and Ireland, and a fully comprehensive overseas delivery service, including exhibition destinations, with all documentation and tracking included.

Consumption analysis reports can be provided, broken down by site and date, to enable better targeting of your material.

## Conference and Event Services

Our experienced team can contribute to the efficient running of a conference or event at your university or college. We provide a full delegate pack fulfilment service, including design and print of folders to your specification, collation of information and promotional material, insertion into delegate and information packs, and delivery to venues in the UK and overseas.

*PPD – exclusive supplier of G8 delegate and media packs!*

*PPD was recently awarded the contract to provide 5,000 delegate and media packs to the G8 Summit at Gleneagles.*

## Leaflet Distribution and Display Service

PPD is the number one provider of leaflet and brochure distribution and display services in Scotland. With a network of over 5,000 display sites across the country - many targeted specifically at the Scottish resident market - if you're looking to promote your university or college, or specific courses, to potential students our leaflet display service is for you!

We can provide maximum flexibility in the choice of display sites and geographic coverage. Many of our highest footfall sites are exclusive to PPD, and most feature PPD's eye-catching 'Bags of Info' branded display, giving maximum visibility and exposure to your promotional material.

We focus exclusively on the most popular display sites that provide the greatest footfall and, therefore, offer the best prospects for converting business for our customers. All of our display sites are serviced regularly according to demand, ensuring continuity of display at the times you need it most.

## What do I do now?

To find out more about our tailored solutions to your business requirements, simply tick the services that interest you, and return the form in an envelope to us at the address below. Our staff will then contact you to discuss your needs further. Alternatively, you can telephone us on 08700 705 705, or email [info@ppd-pinpoint.co.uk](mailto:info@ppd-pinpoint.co.uk), or complete the enquiry form on our website [www.ppd-pinpoint.co.uk](http://www.ppd-pinpoint.co.uk)

- Prospectus Storage/Distribution/ Direct Mail/Fulfilment
- Database and Mailing List Management
- Pick, Pack and Despatch
- Conference and Event Services
- Leaflet Display Service

After you've ticked the services that interest you, please fill in your contact details, cut out form and insert in envelope and then send to PPD at the address below – no stamp required.

Name
Position
Company
Address
Postcode
Email
Telephone

**Promotional Print Distributors Ltd**  
**FREEPOST TY464**  
**Perth PH1 3BR**