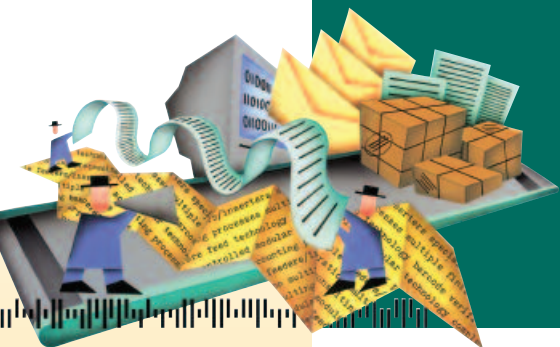


THE ADVANTAGE

A Quarterly Newsletter of Barton & Cooney LLC

Volume I, No. 3 | Fall/Winter 2007



Barton & Cooney Receives Approvals from Food and Drug Administration (FDA) and American Institute of Baking (AIB)

In order to meet a growing demand to handle large volume mailing projects for the pharmaceutical, consumer products and food industries, Barton & Cooney earned approvals from the Food and Drug Administration (FDA) and the American Institute of Baking (AIB).

In making the announcement, Pat Doyle, president of Barton & Cooney, says, "The FDA and AIB approvals will allow the company to greatly expand its packaging and fulfillment operations which were recently relocated to a new 30,000 sq. ft. production facility at 205 Hedding Road in Bordentown, NJ. Barton & Cooney has added an array of new equipment and technology to handle a full range of packaging and fulfillment projects involving consumer products, packaged food items and over-the-counter pharmaceutical products.

"We can accommodate everything from shrink wrapping, poly-bagging and cartoning to bandoleering and labeling for a wide range of products," Doyle explains. "We additionally have the capability to combine coupons and literature with samples and sort them into zip code sequence. We time and coordinate separate literature and coupon mailings to coincide with the mailing for the samples. "The new approvals

substantiate Barton & Cooney as a serious competitor in consumer product packaging and mailing."

The FDA focuses its approval requirements around product safety, operation policies and procedures and cleanliness. The AIB evaluates and rates based on adequacy of food safety, operational methods and personnel practices, maintenance for food safety and cleaning practices. Barton & Cooney

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A specially-designed electronic scale monitors and verifies weights of individual samples as they roll through the addressing and shrink wrapping process at the new Bordentown production facility.



Production workers at Barton & Cooney's new 30,000 sq. ft. packaging and fulfillment facility arrange cartons for chocolate samples prior to addressing and shrink wrapping.

Technical Services Delivers a Huge Benefit for B&C Clients

Strategically located within the confines of its state-of-the-art specialty printing and mailing center is Barton & Cooney's innovative and highly creative technical services department.

This department possesses the specialized software tools and brain trust to develop customized printing and mailing solutions for a broad spectrum of clients in business, government, utilities and non-profit segments of its market.

"We are innovative, imaginative and creative in delivering a unique capability to custom design and



implement these highly technical solutions," says Dennis Cramer, director of technical services for the company. "Our programs embrace the collection and ordering of data, reformatting data and the creation

Director of Technical Support Services Dennis Cramer and Programmer Analyst Zlata Seferovic review a new software application prior to going online. Cramer's department possesses the specialized tools to develop customized software for high volume printing and mailing solutions for a broad spectrum of sophisticated clients in business, government, utilities and non-profit segments of the market.

of design and layouts for printing and mailing all types of documents." Once the custom software system is created to accommodate appropriate data and formatted

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Look Into Reducing Your Costs by Outsourcing



*Tony Ruggiero
Director of Sales*

In the last quarterly newsletter I wrote a short article on saving postage by merely taking a flat piece of mail and turning it into a letter size piece in order to get the cheaper postage rate. This idea, if feasible for your requirement, is a simple one to understand. There are many other cost savings that may not be as simple to see

or comprehend, but may be an important savings strategy for your company. One of these has to do with "outsourcing" some or all of the mail or mail related functions in your company. Moving routine functions out of your facility to a full service provider like Barton & Cooney can add up in savings in equipment, maintenance, labor, materials (paper and envelopes) and postage expense. Outsourcing can also mean that functions are guaranteed to be done on a timely basis, which can enhance service to your customer, reduce customer complaints or even increase your cash flow. Barton & Cooney can control all your functions quickly and efficiently, as they have been doing for the past 38 years.

The most common reason companies give for not outsourcing are the loss of control and that they can do it cheaper themselves. As far as control is concerned, Barton & Cooney wants to be treated as an extension of your company, with a working relationship being dictated and supervised by you. Customer service communications on the status of your work are provided and continually updated. We are trained to act on your behalf and act like a member of your staff. You will always be in control... Barton & Cooney simply performs the work and reports to you.

Internal costs, on the other hand, are typically understated. Two areas where companies underestimate their costs are in labor, where they fail to include costs that may not be charged directly to their department budget. Costs like all of the fringe benefits ... vacations, sick pay, workers comp, recruiting, social security tax, medical insurance, bonus pay, must always be included when determining your labor costs really. The second area is occupancy costs. Items like space, utilities and furniture can be routinely forgotten when looking at internal costs.

Barton & Cooney provides mailing services to a large number of customers. We can do everything from metering and mailing to housing and maintaining your data base. We can also act as a "backup" facility for your mail function and can provide Disaster Recovery for you as needed.

Barton and Cooney can offer your company more services that are not mail related. We offer printing, both offset and digital, with color, and variable data if desired. We can package, distribute and warehouse any products you may be offering your customers.

In short, we can help your bottom line look better while saving you expense. Also, we can assist by enhancing your customer's relationship with your company.

We have the staff to help you understand your costs and develop the plan for an orderly conversion from internal to an outsourced provider. We work with small, medium and some very large companies and we are able to be of great service to all of them.

TransPromo Leaps into the Limelight

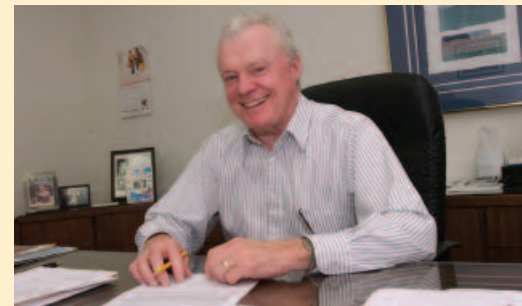
TransPromo, the blending of promotional messages into transactional documents, is rapidly gaining interest from marketers in a myriad of industries.

In recent months specialty mailers such as Barton & Cooney have been challenged with postal changes, a shifting marketplace and new technologies all leading to an environment in which more and more transaction documents are being used to generate sales and long-term business relationships.

"The net result of this emerging trend is an increased use of more attractive, easier to comprehend statements that encourage behavioral changes and purchasing," states Ed Shannon, vice president of sales and marketing. "Companies, non-profits, utilities and government agencies are starting to realize the value of the communications in creating on-going customer dialogs that

also directly promote products and services. They are always looking for ways to leverage their investments to make statements, letters, notices and other transactional documents more cost-effective by delivering an integrated customer communication which blends a transactional document with a marketing message. "One of the great advantages of TransPromo is that this type of document is a must read which helps marketers cut through the clutter of messages being cast at customers," notes Shannon. "One document that is always opened and read is a statement."

Recent research suggests that consumers continue to have a high preference for direct mailing largely due to the fact that hard copy communications are not very intrusive and are easily handled. In one study, a majority of respondents expressed preference for



Vice President of Sales and Marketing Ed Shannon reviews some TransPromo documents recently produced by Barton & Cooney. More and more companies are using the TransPromo concept to leverage their printing and mailing expenditures.

highly personalized direct mail with messages and offers that reflect their needs and interests. In return for their patronage consumers expect a level of intimacy similar to times past when business was more friendly and hands-on. TransPromo communications offer an opportunity to utilize technology to generate information that is of a high interest to the recipient.



From the President



In our last issue of *The Advantage* I brought you news about our new 30,000 sq. ft. production facility in Bordentown, NJ. And once again I have the opportunity to bring you something exciting from Barton & Cooney.

Our company recently was granted approvals from the Food and Drug Administration and the American Institute of Baking. What this means to you is more capabilities and services to accommodate your project requirements.

We are now able to handle special high volume mailing projects within segments of the pharmaceutical, consumer products and food industries where we are experiencing rapid growth. We've also added new state-of-the-art equipment and technology at our new Bordentown production facility to coincide with this added demand.

With our new approvals, new production facility, equipment and technology we are a great resource for specialized mailings for consumer products, packaged food

items and over the counter pharmaceuticals. Our unique capabilities also enable us to handle mailings which combine coupons and literature with product samples, CASS certify them with DVP Validation and order them into zip code sequence.

Also, by shifting packaging and fulfillment operations to Bordentown, we have increased production capacities and flexibility in our transactions and direct mail services at our Burlington headquarters. This ultimately means better overall service for all our customers. These are exciting and dynamic times at Barton & Cooney and I'm proud and enthusiastic about our company and its continued success and growth. Meanwhile, I look forward to working with you and your organization and hope you find the latest Barton and Cooney Advantage informative and enjoyable. All of us at Barton & Cooney would like to wish you and yours a very Happy and Healthy Holiday Season. Talk to you soon.

Pat Doyle | *President*

Executive Spotlight

Jim Whittle | *Digital Print Manager*

Jim Whittle has been with Barton & Cooney for 11 years. He is currently responsible for the day-to-day operations of the company's Digital Printing Department. It's a 7-day, 24-hour a day operation.

Jim explains that over the span of one year his department will process more than 100-million images using state-of-the-art equipment and systems. "My overall responsibility embraces verification of document quality and quantities in both the transactional

and direct mail environments," says Jim.

The department now features new Xerox Docuprint™ 180MX Enterprise Printing and HiLite Color Systems, as well as new Konica Minolta bizhub 1050e Digital Imaging Systems and OCE

continuous form printers. "With our new equipment and systems we possess the

capability to react to a client's on-demand requests for high volume with fast turnarounds, precise registration and complete accuracy," states Jim.

Their applications are ideal to color enhance bills, statements, invoices, collection notices, letters, CRM documents, technical manuals, direct mail pieces, booklets, pamphlets, election poll books and election street lists.

Prior to joining Barton & Cooney he was the supervisor of micrographics for Anacomp of Cherry Hill, New Jersey.

high-volume printing for its direct mail and transactional environments.

Prior to joining Barton & Cooney, he worked for Cigna Insurance in its warehouse operations in Bristol, PA. He has an associate's degree in fine arts from Bucks County Community College and bachelor's of fine arts degree from Temple University's Tyler School of Art. Part of his studies at Tyler included a semester in Rome, Italy.



Employee Spotlight

Doug Filler | *Technical Operator*

Doug Filler came to Barton & Cooney some 13 years ago and was originally employed in its warehousing and inventory operations.

However, shortly thereafter he was promoted to the firm's Digital Printing Department where he's been ever since. Doug is currently a technical operator for the department's sophisticated equipment and systems used to support



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Barton & Cooney Receives Approvals *(Continued from front)*

received a superior rating in an AIB audit conducted in late August. This is the highest rating. The company is classified as a secondary packager handling food already in packaging. The recently added Bordentown facility serves as a redundant data processing center serving as a disaster recovery center. "By moving the packaging and fulfillment operation to its new location, we now have greater flexibility and increased production capabilities at our Burlington operations center to meet the growth requirements in our transactional and direct mail business," Doyle states.

Barton & Cooney, now in its 38th year, is one of the largest mailers in the Northeast, but also services customers throughout the United States. The company offers and provides a full range of highly specialized mailing services embracing information technology, transaction processing, printing, direct

mail, packaging and fulfillment and warehouse storage. It serves a broad spectrum of businesses including banking and credit unions, insurance, collection, billing, consumer products and over-the-counter pharmaceuticals, publishing, media, telecommunications, utilities, non-profit organizations and direct marketers.

Employees at Barton & Cooney load the addressing and shrink wrapping machine with product sample cartons at its new packaging and fulfillment facility in Bordentown, NJ.



Technical Services *(Continued from front)*

documents, the actual production is completed within Barton & Cooney's high-volume Digital Printing Department. The company has recently upgraded its equipment and software technology to deliver greater flexibility and more speed in meeting its time parameters.

In addition, the overall high-volume printing and mailing solution also makes provision for addressing with CASS certification with Delivery Point Validation, zip code sequencing and mailing.

Cramer also notes that the software solutions feature the ability to target specific documents and mailing inserts to individuals. "It is this customization of high-volume printing and mailings solutions that truly differentiates us from other printers and mailers creating a huge advantage to our clients."

Cramer notes that in innovating and creating a new solution, he works closely with the client and their graphics people. "We employ a conglomerate of traditional software tools including, COBOL, C Sharp, C++, GMC PrintNet™ and Solimar. Then based on a series of guidelines and parameters from a client, we create and design a solution that is not only unique, but provides stabilization, flexibility and economies of scale.

Cramer also divulges that Barton & Cooney is in the final stages of developing a solution for a state governmental agency which requires the continuous preparation, printing and mailing of some 41 individual documents. "This software system has been designed to accommodate data on a continuous basis."



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Barton & Cooney, LLC

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