



# 3-DM

# What is 3-DM?

3-DM is an innovative new concept to enhance the impact of your direct mail.

The latest printing technology allows the creation of postcards with a 3-D effect of unique depth and clarity.

Originated in the US, 3-DM is now available in the UK exclusively through TNT Post.



An amazing 3-D image on the front (viewing on screen or in conventional 2-D printed format does not even begin to show the real effect)...

... with plenty of room for your pitch and personalisation to the rear.

## What are the benefits of 3-DM?

Seeing is believing!

Your 3-DM postcard delivers unrivalled wow factor when it arrives in the post.

- High-impact, attention-grabbing postcards that immediately engage the recipient
- Retention power and memorability – plus a massive pass-it-on factor of ‘how do they do that?’
- High quality finish to support your brand values
- Unique cut-through and stand-out with potential to drive response and boost ROI

## How can 3-DM be used?

- Choice of A5 or A6 postcard formats – bespoke sizes on request
- Minimum order quantity : 8000
- All 3-DM postcards are processed using the TNT Post Premier service.

## Who to contact

3-DM is the latest in a series of innovations from TNT Post to help your mail work harder. For information about 3-DM or our full portfolio of products and service, please talk to your TNT Post Account Manager.

Alternatively, call Client Services on

**01628 816 768**

