

== CASE STUDY ==

# AMERICAN TRAILER & STORAGE

## TRANSPORTATION AND STORAGE CONTAINER COMPANY

== CLIENT ==

Transportation  
and storage  
container company.

American Trailer & Storage has been meeting the transportation and storage container needs of customers throughout the Midwest for more than a decade. They specialize in portable onsite storage container rental, semi-trailer sales, and storage unit sales. American Trailer & Storage serves a variety of commercial customers, including retail, construction, schools, warehousing and the transportation and distribution industries.

== PROBLEM ==

Finding a single direct  
mail provider for all  
of their needs.

American Trailer & Storage was using several different companies for their various marketing and print projects. During an effort to organize their marketing, they received a direct mail piece from Mail Print and were impressed with the quality. They had been searching for a company that could meet all of their needs – from printing stationery to implementing their direct mail campaign. When they contacted Mail Print, they found a company that could supply all of the services they were looking for.

== SOLUTION ==

A cost effective direct  
mail and email campaign.

First contacted about producing and mailing a monthly newsletter, Mail Print went on to develop a cost effective direct mail and email campaign for the company. They also assisted American Trailer & Storage with creating a more targeted mailing campaign that has allowed them to provide the best service to potential and existing customers.

American Trailer & Storage has benefited by having one company handle all marketing efforts, and by working with representatives who provide great customer service and keep them on schedule.

== RESULTS ==

Continuous  
success from their  
Mail Print projects.

American Trailer & Storage spends time after the completion of each project examining results to find out what worked and what didn't. Mail Print continues to assist them with ideas on ways to improve results along the way. They have seen positive results from each project they have coordinated with Mail Print.

