

== CASE STUDY ==

== CLIENT ==

Global not-for-profit professional association.

== PROBLEM ==

Providing members with quality materials in a timely manner.

== SOLUTION ==

Manuals and stationary printed by a reliable source.

== RESULTS ==

Development of a "customer for life" relationship.

# IAAP

## NOT-FOR-PROFIT ASSOCIATION

The International Association of Administrative Professionals (IAAP®) is a not-for-profit professional association with approximately 40,000 members and affiliates and nearly 600 chapters worldwide. IAAP works in partnership with employers to promote professional excellence by providing information, education and training to administrative professionals through educational programs and publications.

With divisions, chapters and test centers worldwide, IAAP needed to partner with a reliable publishing company for order fulfillment and distribution. It was important that "exam file in a box" materials arrived on time to ensure successful testing. They also needed a printer that could provide large quantities of stationery items on a consistent basis.

IAAP partnered with Mail Print in 1989 to print test manuals as well as stationery materials. What they found was print and mailing services with a quick turn time and consistently exceptional quality. Two times a year since, Mail Print produces and distributes certification exam booklets to test centers worldwide. IAAP and Mail Print have also developed a relationship where needs are anticipated and fulfilled quickly and easily.

With Mail Print, IAAP found quicker and more reliable service than they had experienced with previous vendors. They had no need to worry about getting the job done right and delivered on time.

