



J.M. Perrone Co., Inc. Leads Cutting Edge with Addition of iGen3 Xerox Color Press and Personalized Direct Marketing

Addition of iGen3 Xerox Color Press means expanded capacity to combine personalized direct mail pieces with user-specific emails and web pages, promising increased ROI for Perrone's clients.

Hingham, MA, August 06, 2008 --(PR.com)-- J.M. Perrone Co., Inc. (<http://www.jmpdm.com>) announces service and equipment additions to their successful direct marketing menu following the recent private equity deal closed in early July. Enhancements include full-service, variable-data, print and electronic interactive marketing made possible by the purchase of a new iGen3 Xerox Color Press. New capacity to combine personalized direct mail pieces, with user-specific emails and web pages, promises increased ROI for Perrone's clients.

“It's the only media that can target your audience specifically,” said C.J. Floros, CEO at Perrone, speaking about pairing customized direct mail with personal URLs (or PURLS). Of the newly purchased, million-dollar, iGen3 Xerox Color Press, Floros explained, “Each piece can be uniquely targeted to the recipient; the quality rivals that of a traditional press. The end product is unique and relevant and results in increased response rates and ROI to our client's marketing budgets.”

Before the acquisition, Perrone closed-in on cornering the variable data market within the non-profit, higher education niche. With the infusion from this acquisition, the pursuit of this market is full-on. “We will continue to develop the top-notch team that has established Perrone as a leader in the marketplace since it's beginning,” Floros announced. “On a weekly basis, we're traveling around the country providing campaign strategy and consulting services to higher-ed, non-profit organizations,” he continued.

Clients benefiting from Perrone's creative and strategic expertise include University of Miami, Elder Hostel, Candela Laser, Brown University, Work'n Gear, and Blue Cross Blue Shield.

J.M. Perrone Co., Inc. is a leading provider of integrated direct marketing solutions. Since 1981, the company has consistently delivered results-oriented services for higher education, nonprofit, and a wide variety of companies in the private sector. Perrone's growth is directly attributable to the success of their clients.

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