

Bindable Solution with Unique Printing Capabilities

SAGA Advertising & Marketing has been providing marketing services to a variety of clients since 1972. They offer their specialties in a range of areas from Web and video, to identity development and literature, and focus on providing a look that is refreshingly distinguished at a price that is more competitive than most firms or agencies.

One of their loyal clients, *Victory Magazine*, for whom they have provided logo development and direct mail design, was in need of something new. The project required the ability to bind a DVD into their magazine, while incorporating perforation so that a portion could be mailed back in as a rebate or used as a coupon. “The piece was inserted into the magazine as a bind-in DVD holder and a coupon rebate tear-off on the opposite side,” said Emily Nemecek, Art Director for SAGA.

SAGA chose Univenture’s Saddle-Stitch Bind-In Sleeve, made from paper and polypropylene. “It was a perfect fit for the desired look and kept the DVD safe inside the magazine,” said Nemecek. What set Univenture apart from other options available was “the ability to print and use perforation with the piece” noted Nemecek. This helped ensure the effectiveness of the marketing campaign.

“The look was perfect. The team at Univenture wanted to please and really worked to get the custom printing of the best quality possible.”

“The customers loved it!” remarked Emily Nemecek, Art Director for SAGA Advertising & Marketing.



SAGA



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Success Story

Univenture has been designing and manufacturing media packaging for leading companies in the entertainment, software and publishing industries since 1988. The dedication of the Univenture team and superior quality of Univenture products has resulted in numerous industry awards for its innovation, commitment to customers and sales growth.

Globally anticipating customer needs, Univenture has sales and manufacturing operations in Marysville, Ohio; Reno, Nevada; Dublin, Ireland and the Dongguan province of China. For more information on Univenture, visit www.univenture.com.

For more information on SAGA and to view their portfolio, visit www.sagamarketing.com.