

## Direct Mail Lists Get A New Start

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DirectMailTools is a full-service direct marketing company that provides information [direct mailing lists](#) graphic design, printing, addressing, shipping and mailing. Many of the tools are designed for the do-it-yourself mailer that needs an affordable and easy solution. "Normally, direct mail marketers might have to engage two or three vendors in order to execute a campaign. They may have to talk to the list broker, the designers, the printing house, the mail specialist etc. Now, using DirectMailTools.com, they can have one point of contact throughout the entire process." said Kurt Johnson, CEO of Hammer Direct LLC. the parent company of DirectMailTools.com, PostcardBuilder.com and Printz.com. "We've been in the online print and design business for years and know what our customers want and need. DirectMailTools.com was a natural evolution for us. Our customers like the convenience and also enjoy the ability to tap into over 20 years of direct mail marketing experience." Mr. Johnson said. In addition, DirectMailTools has a team of Mailing Specialists that can help guide you through the process and consult on the best ways to turn mailings into sales. We are located in Minneapolis near the University of Minnesota. We specialize in high quality, fast delivery systems so that we can get your mailing from design to delivery in 1 to 2 days. Our direct mail list systems are online with counts and lists accessed within minutes. Direct Mail Experts On Call We have a team of graphic designers in-house that can produce custom graphics typically same-day. We also have both digital and traditional presses in-house so that once an order is approved the printing process begins within hours. Every day we deliver thousands of client mailings to the USPS bulk mail center just blocks away. HISTORY In July of 2002 partners Kurt Johnson and Phlayne Anderson gave notice and left their corporate jobs to start a new direct marketing business. The core vision was to provide affordable and turnkey mailings for small businesses; a service where you could easily create and mail as few as 1 postcard. The parent company of [DirectMailTools.com](#) is Hammer Direct, LLC. Today Hammer Direct has 20 employees supporting a number of websites including [DirectMailTools.com](#). The business continues to thrive despite The Great Recession with over 2,000 customers and over 10 million pieces of mail annually.