

Introducing Bulk Mailer 5

BULK MAILER 5
HASLER Edition

Powerfully advanced mailing software

Bulk Mailer 5 breaks new ground in mail list management software. It is a full-featured, powerfully advanced system that will make your mailing operation much more productive. Its superior mailing features cover file management, data exchange, address quality, postal presorting and an unmatched label and envelope designer. This landmark graphical environment features wizard-based processes, templates and 'Live Links' to the Internet.



Unsurpassed mail preparation

Bulk Mailer is a full-featured, remarkably productive mailing software package:

- **PAVE™ Certified** – Includes advanced support for First-Class Mail®, Periodicals and Standard Mail™, including all reports and postage statements.
- **CASS Certified™** – Address Correction cleans, standardizes and adds missing ZIP + 4® data, along with the USPS® Form 3553.
- **Real-Time* NCOALink™** – Gives you Change-of-Address data BEFORE you mail, in real-time via the Internet.
- **Extraordinary Data Exchange** – Provides easy and powerful importing – and it even copies and pastes between MS Excel®!
- **Duplication Search** – Offers a variety of de duping options to ensure the best results.
- **Job Builder** – This time-saver comes with the Professional Edition.
- **Address Printer Support** – Model-specific features are built-in, giving you the most from your high-speed address printer.
- **Optional Add-Ons** – Choose among DPV™, Package Services sorts, Mixed-Weights sorts, Palletization, Geocode, International data sets and more.

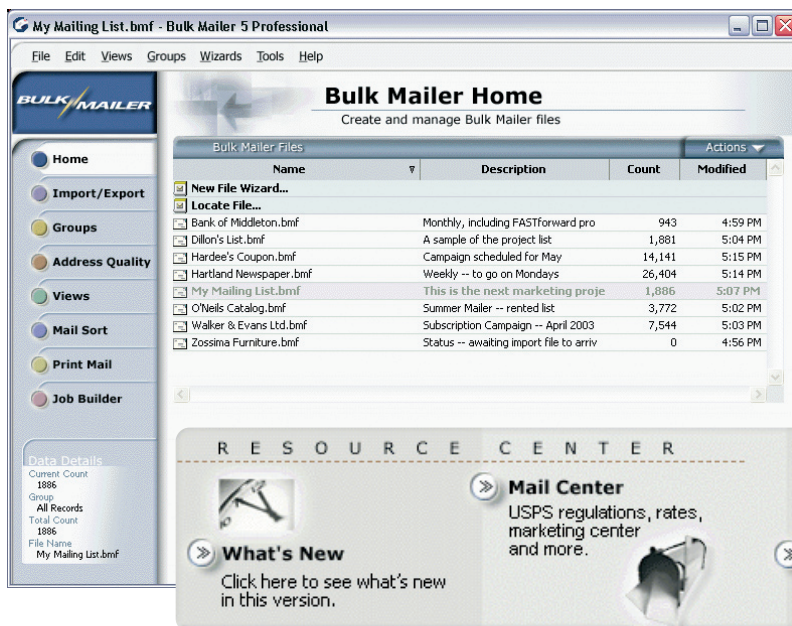


BULK MAILER 5 SYSTEM REQUIREMENTS:

Bulk Mailer 5 will work on any computer running Windows 2000, XP or newer operating systems.

A minimum 256 MB of RAM is required, and 512 MB is highly recommended.

* NCOALink database is updated weekly.
NCOALink processing is performed in batch mode with a minimum of 100 unique names and addresses.



Bulk Mailer 5 features a landmark graphical environment.

Modern, state-of-the-art interface

Bulk Mailer 5 brings a revolutionary design to the mailing industry.

- **Advanced graphics** – Makes unlocking the power of Bulk Mailer 5 easy.
- **Wizard-based processes** – Makes complicated tasks error-free.
- **Template architecture** – Allows you to save frequently used tasks as reusable templates, saving time.
- **Graphical label designer** – Full graphics, barcoding and mail preparation capability within a cutting-edge designer.

'Live Links' to keep you current & informed

Bulk Mailer 5 is never static – it is designed for the Internet age.

- **Live updates** – Bulk Mailer 5 will check via the Internet for new versions and update you automatically.
- **Dynamic Resource Center** – Help and mailing industry information are just a click away.
- **Links to Satori Software** – Send us your feedback through the use of email and Web site links built into the software.

Bulk Mailer 5 is a breakthrough in mail list management. Inside you will find an incredible array of features – in an amazingly modern package.



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Views

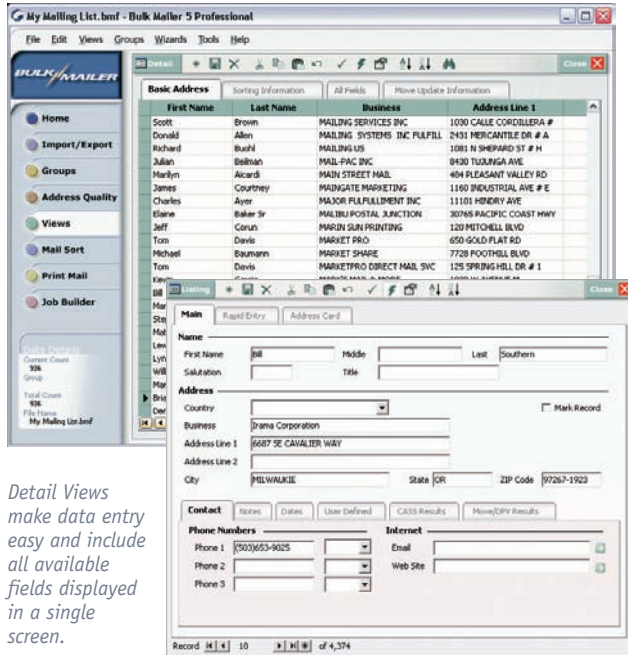
View your records in List (spreadsheet) or Detail (card) formats

Whether you prefer a spreadsheet look or address card look, Bulk Mailer 5 brings your list to focus. Use List Views to see your entire mailing list all at once. You can even re-sort or cut, copy and paste groups of records from this view. Use the Detail Views to work in a one record, one screen format – handy for data entry.

List Views work like spreadsheets.

- **Displays entire list** – You are able to see your entire mailing list, regardless of size.
- **Easy data manipulation** – You can sort, find or replace easily in this format.
- **Build custom List Views** – The View Wizard allows you to specify which fields and field order you wish to display.
- **Copy & Paste with MS Excel** – You can simply copy and paste records (cells) from one application to the other!

List Views allow you to see all of your address records in one screen.



Detail Views make data entry easy and include all available fields displayed in a single screen.

Detail Views are like address cards

- **Designed for data entry** – The Detail View makes individual record entry easy and intuitive.
- **Rapid Entry format** – One Detail View is specifically designed for rapid data entry.
- **Easy, organized access to all fields** – All the extra Bulk Mailer 5 fields are presented in an easy-to-access, organized way.

Address Quality

Increased quality, increased results

Address Quality is the process of making sure you are using the best data for mailing. Address Correction will clean and validate your list using the latest USPS®-certified postal data. Move Update checks your list against the USPS change-of-address database, updating your records with new address information. Duplication Search will find duplicate entries, allowing you to delete the unwanted records.

CASS Certified™ Address Correction.

- **Standardizes address data** – Spellings, abbreviations, city names and ZIP™ Codes are all corrected.
- **Adds postal data elements** – Nine-digit ZIP Codes, Line-of-Travel data, Carrier Route number, delivery points and other items are added.
- **Qualifies mail for lowest rates** – CASS™ processing qualifies your mailings for the lowest possible postage rates.
- **Prints Form 3553** – Each CASS Certified™ process includes a facsimile of the USPS Form 3553.
- **Optional DPV™** – DPV validates down to the delivery point level, improving your address quality results.

Move Updating, using NCOALink™ data

- **Change-of-address updates via the Internet** – Use a built-in capability to update your addresses in real-time*, using the latest USPS NCOALink data.
- **Updates your list before you mail** – By getting your change-of-address information before you mail, you save on wasted postage, brochures and opportunities.
- **Meets USPS ACS requirements** – NCOALink meets the USPS First-Class Mail® presort requirement for processing your list with an approved address update tool.



Duplication Search and Elimination

- **Multiple search options** – You can choose among many search methods and combinations of fields. Using more than one method ensures better results.
- **Saves Money** – Removing duplicates saves on wasted postage, brochures and lost opportunities.
- **Avoids embarrassment** – Sending multiple pieces to the same recipient is embarrassing.



INTRODUCING

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Import / Export

Data exchange has never been easier

Bulk Mailer 5 is designed to share data, and because it's all based on an intuitive, wizard-based architecture, you will find importing or exporting to be remarkably easy. The added ability to save templates means that you can reuse custom settings, automating many of your recurring tasks.

Share a wide variety of data – with no hassles

- **Handles almost any format** – Files that can be imported into Bulk Mailer 5 include:
 - Comma delimited
 - Tab delimited
 - Fixed Length
 - dBase
 - MS Access
 - MS Excel
 - XML
- **Extended Excel support** – You can even copy & paste data between Excel and Bulk Mailer 5!
- **Friendly data previews** – Before importing, you can preview the data easily by record or by field.
- **Intelligent field mapping** – Point and click field mapping is intuitive and fast. It will even 'guess' first in many cases.



Groups

A modern query-builder – surprisingly easy to use

Use Bulk Mailer 5 to select subsets of records from your mailing list, using predefined Groups or those that you build yourself. When building your own, our Group Wizard makes defining, editing or saving your search and sort criteria straightforward and easy.

Select any group of addresses from within your list easily

- **Set criteria on any field** – Start by choosing a Field (e.g. "City"), add a Condition (e.g. "Equal to") and a Value (e.g. "Charleston").
- **Use more than one criteria** – Add additional Criteria to make more complex queries.
- **Define sort order** – The results of your Group can be displayed in a user-defined sorted order.
- **View the results** – Any Group can be chosen at any time, and it will instantly affect the open Bulk Mailer 5 file.
- **Comes with predefined Groups** – Predefined Groups include 'All corrected records', 'All uncorrected records', 'All Move Update records' and many more.
- **Radius Search** – With the geocode Add-on, you can filter by geographic area based upon the originating ZIP Code™.

Mail Sort

Full-featured, USPS® PAVE™ certified postal presorting

Bulk Mailer 5 will sort your mail for the lowest possible postal rates. It will print the barcoded sack and tray tags and all required USPS printed documentation you need to mail. Best of all, since the presort process is wizard-based, using it is easy for everyone, whether you are a novice mailer or seasoned expert.

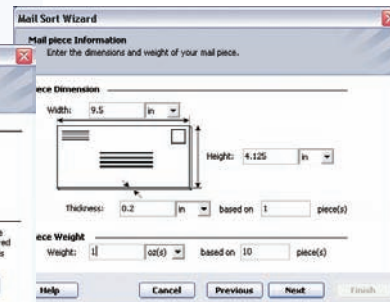
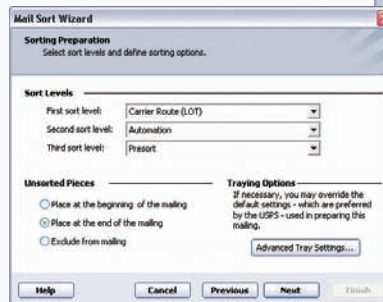


The Mail Sort Wizard features a series of step-by-step screens.

Complete postal sorting and reports

- **First-Class Mail®, Periodicals & Standard Mail™** – First-Class Mail, Periodicals and Standard Mail USPS PAVE certified sorts are included.
- **USPS documentation & reports** – Reports include required USPS standardized documentation and approved facsimiles of the postage statements (e.g. PS Form 3602, 3541, 3600).
- **Sack/Tray tags** – All sack or tray tags for your mailings are printed including barcodes on the tags.
- **Entry point discounts** – Support for SCF, BMC, ADC and DDU entry point discounts is included.

- **Advanced sort options** – Optional settings to control minimum or maximum pieces per container.
- **Handles multiple mailing permits** – You can add and save as many mailing permits as you like.
- **Optional Package Services, Mixed Weight & Palletization Sorts** – Bulk Mailer 5 offers these sorts as options.



Wizard-based set up & reusable templates

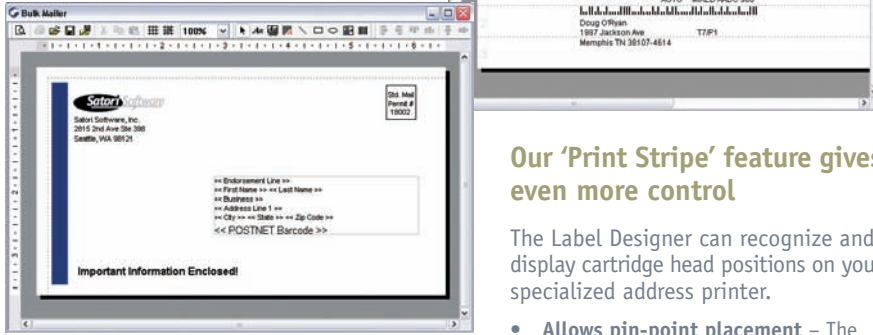
- **Makes it easy** – Complicated processes benefit most from the use of wizards.
- **Save templates** – Like other areas in Bulk Mailer 5, you can save your mail sort settings as reusable templates, saving time on recurring jobs.

Print Mail

State-of-the-art, graphical label & envelope designer

The Bulk Mailer 5 Label Designer is a technologically advanced engine that empowers you and your printer. It includes address-printing specific features such as barcoding, optional endorsement line, compressed fields and an intelligent address block. It also includes support for importing graphical objects such as images (like your logo), various drawing tools (such as lines, rectangles, circles) and colors.

When using a high-speed address printer, you can see the print stripes of each printer cartridge.



The Label Designer includes full graphics support.

Modern, first-class layout design tools

Unlike other packages, the Label Designer in Bulk Mailer 5 is in a class by itself.

- **Supports labels, envelopes and address printers** – When designing your formats, the Print Mail wizard supports labels, envelopes and address printers.
- **Intelligent address block** – Automatically manages formatting issues such as optional endorsement line, barcodes and empty field compression.
- **Edit and Preview modes** – You can switch back and forth from an Edit and Preview (all records) mode.
- **Field placement properties** – Includes optional settings such as print on only First, All or Last piece within a sort group.
- **Field format properties** – Includes options such as ALL CAPS.
- **Full-featured graphics** – Includes many tools and options. Great for logos, mailing permit and return addresses.
- **Plus much more** – Grids, package spacers, color and more.

Our 'Print Stripe' feature gives even more control

The Label Designer can recognize and display cartridge head positions on your specialized address printer.

- **Allows pin-point placement** – The Print Stripe capability makes it easy to locate your objects within the print zones of your address printer cartridges.
- **Supports most popular models** – Once you select your printer model, the Print Stripe feature is available for your template.

Built-in support for high-speed address printers.

You are even more productive when Bulk Mailer 5 is combined with a specialized, high-speed address printer

- **Direct impression printer support** – Bulk Mailer 5 is designed to support all popular models of high-speed printers including:
 - Accufast/Freehand
 - Astrojet
 - Bryce/Pitney
 - Datatech/Secap
 - Hasler
 - Neopost
 - RENA/FP
 - Plus others
- **Optional print file output** – For machines that require this, Bulk Mailer 5 can output your presorted list to a print file.

Job Builder

Combined tasks for automated processing

Job Builder, a feature of Bulk Mailer 5 Professional Edition, adds the capability to script a job with a sequence of tasks. The tasks are based upon templates that you have already built.

Build a Job based upon a series of tasks

- **Makes Job building easy** – The way the Job wizard is designed, building Jobs and saving templates is very easy.
- **Choose from many tasks** – Your Jobs can include an endless variety of tasks:
 - Choose or create file
 - Run Address Correction
 - Run Move Updating
 - Select Group
 - Search/remove duplicates
 - Sort records for mailing
 - Print labels/envelopes
 - Export data
- **Interactive options** – Each task can be individually selected to pause after completion.
- **Saves time** – Define the Job and walk away until it is finished.
- **Easy to edit** – Because it is wizard-based, you can open a Job template and easily make changes.

Standard/Professional

Bulk Mailer 5 Professional Edition:

Designed for large volume mailers, the Professional Edition has no record limit, includes Move Update*, Job Builder and the ability to add additional modules.

Bulk Mailer 5 Standard Edition:

Perfect for small to medium size organizations, the Standard Edition handles lists up to 5000 addresses, and the Move Update* is available as an Add-on.

HASLER

www.haslerinc.com

Hasler's network of independent dealers provides sales, service, and support throughout North America.

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*Move Update processing requires pre-purchased credits. Each record processed is equal to one credit. A minimum of 100 records is required.

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