

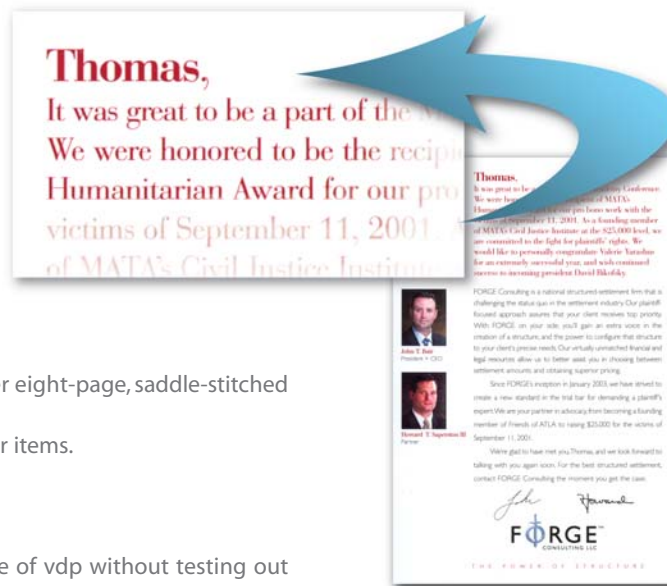


this structured settlement consulting firm uses digital printing in many ways, from its brochures and sell sheets to highly targeted direct mail campaigns.

forge consulting's clients and potential associates are high-profile personal injury attorneys, so its marketing materials demand a high-impact, attention-grabbing presentation.

since its inception in january 2003, forge has turned to bates jackson for much of its marketing collateral, due in large part to tight time frames. for example, we have received files from forge a mere 12 hours before having to deliver eight-page, saddle-stitched brochures, sell sheets, business cards and other items.

due to its ability to immediately see the value of vdp without testing out other technologies, forge has an instant edge on the competition. at the company's 2003 unveiling in maui, hawaii, its major competitors and their multi-million dollar marketing budgets were left reeling. forge announced itself with authority, and had the marketing materials to back it up.



these pieces spoke directly

to their recipient... this

demonstrated that they were

not just another vendor,

but a partner for the future.



forge's professional edge didn't end there. priding themselves on individual attention and avoiding impersonal form letters, forge's consultants captured specific data from the events they were attending and incorporated them in follow-up mailings. for instance, each full-color mailer sent out after a conference would be completely personalized, referencing the prospect's important cases and speaking to the issues involved. the mailers are always personalized to the individual, with a headshot and signature of a partner or representative of forge.

the forge brochures we created contained another first for their industry. once again, these pieces spoke directly to their recipient – in this case presidents of trial lawyer associations – thanking them for their leadership (and in certain cases, welcoming the incoming president). this demonstrated that they were not just another vendor, but a partner for the future.



We're glad to have met you, Thomas, and we look forward to talking with you again soon. For the best structured settlement, contact FORGE Consulting the moment you get the case.

*our lead-to-close ratio
is significantly greater
than before*

follow-up mailings and customized literature have become staples of forge's marketing plans, and there's no denying the results. forge's president and ceo john t. bair says, "our lead-to-close ratio is significantly greater than before."