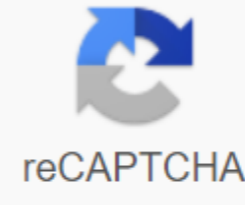




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Follow the latest daily buzz with buzzFeed Daily Newsletter! 1 August 1998 3 min. Read the opinions expressed by entrepreneurs of depositors are their own. We all enjoy opening gift boxes during the holidays. Wouldn't it be even more fun to suddenly get a box in the mail in April or August? This is the premise for the growing use of dimensional mailboxes - those boxes and envelopes with an enticing surprise inside. One of the biggest drawbacks of regular direct mail is that often, recipients simply give up parts like garbage mail. Dimensional parts of the mail, on the other hand, almost always get open, said Emily Soell, vice chairman of Chicago and New York-based DraftWorldwide, an advertising agency specializing in direct marketing. The child in all of us reacts by receiving a box with the expectation that there is a gift or something special inside, explains Soell, who adds that there are four reasons for using measuring mail, all designed to stimulate an increased response level: 1. Send a gift. One foodie food magazine sends a free cookbook to subscribers a few weeks before requesting an extension. This creates goodwill and increases the pace of renewal. 2. Send a sample. Many companies send new product samples to customers they know are frequent users of their product lines. 3. To break through the mess. Soell cites as an example an advertising email once sent by the city of Memphis for meetings and convention planners. It consisted of a hand-held box wrapped in wrinkled brown paper, which was handwritten: We found your wallet in Memphis. Inside was a real wallet and a message Next time, why not come with it? In the wallet were mock-ups of credit cards for accommodation and dining room, with lists of hotels and restaurants on the back. The letter in the box explained why Memphis was the most cost-effective city to hold the meeting. 4. To make a point. One express delivery company sent a box filled with what looked like shredded money, with a teaser printed on a box that read Our records showing that money means nothing to you. Inside, the company included an offer to send one package for free. Dimensional mailboxes are more expensive, so choose a reasonable number of your best prospects and carefully qualify them before mailing. You can hire an advertising agency, freelance creative talent, or create your own sized mailbox by working directly with a packaging company such as All Packaging Company Inc. in Kansas City, Missouri. The president of All Packaging, Elliott Goldstein, constantly uses measuring mailboxes to promote his firm and received responses of up to 23 percent - significantly higher, an average of 1 to 3 percent of regular direct mail responses. Getting a snippet of dimensional mail is just more compelling, says Goldstein: I dare you not open it. Contact sources sources , 633 Third Ave., New York, NY 10017, (212) 692-4000. The standard plastic DVD case is 7.5 inches long, 5.3 inches wide and 0.5 inches thick. The thin DVD cases measure 7.2 inches long, 5.1 inches wide and 0.4 inches thick. The Blu-ray cases are 5.8 inches long, 5 inches wide and 0.6 inches thick. These cases are made of plastic and can be solid or transparent. The history of DVD CasesIndation DVD as a form of optical media led to the need for storage options. Plastic products manufacturer Amaray accepted the challenge and developed the first DVD case in 1995. The company continued to innovate the product with clips designed to hold literature like film credits, song songs and booklets related to the content on the disc. The Anatomy DVD CaseAlthough there are some differences between the producers, all DVD cases perform the same function: dvd storage and protection. Design elements include a storage space for literature and a hub drive to keep the DVD securely in place. Cases designed for DVD sets have multiple hubs to accommodate all the discs they need to hold. The label can be printed and placed behind a plastic sleeve on the outside of the lid or printed directly on the case. CD Cases vs. DVD CasesDVDs and CDs are physically the same size, so it seems reasonable to think that they can share the same cases. However, there is an important difference in their design. The DVD is essentially two discs merging together. This makes the DVD more fragile when removing it from the case. The Lock Hub inside the DVD case is designed to make it easier to remove the drive without damaging it. Using a precious case designed for a CD increases the likelihood of damage to the disk during regular use. DVD storage SolutionsIndividuals with an extensive DVD collection have several options for storing and displaying their DVDs. One option is to place them on a shelf with a spiked face like a book in a library. This makes them easy to understand, especially if they are arranged in alphabetical order or grouped by genre. They also fit inside drawers with spikes up so they are easy to read at first sight. Those who don't have walls of space to dedicate their DVD library should look for other solutions. They may have to remove them from the original cases and store them in the disk file. Other options include storage of drives and file drawers. As you care for DVDs with proper care and processing, DVDs can last for years. In addition to storing discs in DVD-specific cases, it is important to pick them up, hold and clean them in a way that doesn't damage the information stored on them. When cleaning discs, users should use the fabric without or compressed air to remove dust, and they must keep the drives around the edge or in the center of the hold. Keep DVDs under direct heat and intense light. Light. Light.

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