**printed.com Launches Innovative Direct Marketing Service**

*Mailshot Manager: direct marketing made easy for SMEs*

**22nd October 2012**, Rapidly expanding web shop [printed.com](http://www.printed.com) is today launching Mailshot Manager, a powerful new tool which makes targeting sales prospects via direct mail easier and more cost effective for businesses.

Mailshot Manager revolutionises direct mail by providing a comprehensive, and high-quality, online database which enables businesses to reach a highly targeted list of recipients, generated in seconds based on each company’s specific requirements. Suitable targets can be selected quickly from a broad cross-section of people and businesses, equating to more than 40 million potential new sales leads. Customers can then have their direct mail printed and delivered via the printed.com website meaning the entire process is managed by Mailshot Manager, saving time and money.

The new tool has been designed to accelerate business growth by providing easy access to a huge pool of targeted sales prospects. A fully-customised list can be created through various types of criteria such as turnover band, number of employees and location of the company. Search filters for individuals and households include gender, age, postcode, occupation and annual income.

**Nicholas Green, founder of printed.com, comments:** “Mailshot Manager is the ideal, cost-effective solution for businesses to reach their target customer through a simple, closed-loop system. It simplifies a potentially time-consuming and costly process and provides growing businesses with an unbeatable proposition which offers access to a wide breadth of sectors. We are committed to innovating within the print industry which is one of the key reasons we have developed this revolutionary tool.”

To read more about the impressive Mailshot Manager, visit [printed.com](http://www.printed.com)

**ENDS**

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**About Printed.com**

Nicholas Green, founder of rapidly expanding web shop [printed.com](http://www.printed.com) has a wealth of international business and sales experience in the digital and print industries, spanning almost 20 years.

Since rebranding in November 2011, printed.com has secured more than 80,000 jobs for their print, design and SME customers, and Nicholas aims to significantly increase this over the next few years by developing the company into an internationally recognised provider.