

The WordTech Group

Don't
use the
J&@K
word!

A sly grin spreads across the face of the man operating the shiny new UV based variable data imaging machine. "Four letter word, ends in K... but starts with a J. Yeah, we don't say that word around here," says Donovan Price, who has been with The WordTech Group since 1992. When summer rolls around, Price will be celebrating his 27th year with the Pottstown-based, family-owned business. While that counts as serious longevity, you may be surprised to know that he isn't the longest tenured employee at WordTech. In fact, of the 17 full time staff employed at the company, they count nearly half with over a decade of service.

"That's the kind of loyalty you can't buy... and it's why our customers stay with us year after year," says Greg Ohanesian who, along with his brother Ben, own the company.

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The WordTech Group

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Greg Ohanesian (left) and Ben Ohanesian

For the team at WordTech, they try not to call it "Junk" mail and instead encourage "direct mail" or "marketing mail" both internally and with their customers. "Direct Mail drives traffic and increases revenue. It's that simple. If "junk" gets more people to know who I am, and to do more business with my company, then sign me up for more "junk," Greg said.

Nearly 40 years after their parents founded the business, the Ohanesian brothers are moving WordTech into previously uncharted territory. "It used to be that one million pieces of mail processed in a month was an incredible feat for us... now it's just called a bad month," says Ben Ohanesian. Gaining a reputation as the direct mail industry's version of the Property Brothers, Ben and Greg Ohanesian are looking at 2019 as a breakthrough year for WordTech.

"We really focused on customer success and making sure what we were sending out in the mail was effective. Anyone can send out mailings, but we work individually with our customers to understand their end goal, and how they will measure success. Every company is different, and every mailing needs to reflect that," says Ben Ohanesian.

It's no secret that direct mail marketing is still going strong in 2019. Once thought to be a relic of the past, as the 21st century ushered in new mediums in digital advertising, email marketing chief among them — marketing and advertising direct mail still boasts an average response rate that is several times higher than most digital forms of advertising.



Ben Ohanesian (left) and Greg Ohanesian

All of these points highlight why Ben Ohanesian, and the team at WordTech, prefer not to use the "J" word. "Marketers are smart people — they understand that consumers are going to sort through their mail every day, and while sorting what they want versus what they trash or recycle, they are looking at your message. How many hundreds of emails never even reach your normal inbox because they are caught in a junk or spam filter?" Ben asks.

For additional information about the range of services offered by The WordTech Group, please call: 610.326.7200 and visit www.wordtechinc.com.