

# List Firms Are Using Zap Terminals For Speedy Purchase Order Transfer

By Jerrold Ballinger

A new electronic machine for speedy transmission of list purchase orders and other correspondence has been introduced to direct marketing firms and is showing quick acceptance.

The first Federal Express Zap terminal was installed in March in the offices of Names & Addresses, Inc., Northbrook, IL. Since then, another 10 direct marketing firms have followed suit, mainly through the efforts of Jerry Foote, president of Names & Addresses.

The terminal offers machine-to-machine service where available, and service from machine to the Federal Express office nearest to the recipient not having a machine. Federal Express will provide two-hour overnight delivery.

"This offers the possibility of economical, speedy electronic transmission of documents to those firms we contact regularly," Foote said. "The greater the number of our firms that install these machines, the more valuable the service will be, of course," he said.

"Not only can these mailings be used to transmit list rental orders, but the cost per transmission is low enough to transmit letters, order revisions, merge-purge reports, etc.," Foote pointed out.

However, Foote said, when first approached in January, "I was having difficulty envisioning why we needed a terminal as most of our rush orders were going via Federal's overnight letter service. Then, suddenly, a light came on! What if we could talk to our suppliers Zap terminal to Zap terminal?"

Foote sent out a personalized mailing in late January to 60 brokers and managers of all sizes with information about the machine. Federal paid for the postage and supplied the brochures. Approximately one-third responded

tomers as the number of firms with the terminal increases," he explained.

In addition to Names & Addresses, terminals have already been installed in Action List Service, Inc., Hackensack, NJ; Atlantic List Co., Washington, DC; The Mail Marketing/Guild Co., Haworth, NJ; Ed Burnett Consultants, Inc., Englewood, NJ; Walter Karl/Qualified Lists Corp., Armonk, NY; Rubin Response Services, Inc., Rolling Meadows, IL; American Gift House, Inc., Las Vegas, NV; Direct Mail Specialists, Ocean Springs, MS; Names in the Mail, Inc., Dallas, and Foster & Gallagher, Peoria, IL.

At least six more direct marketing firms have the installation of Zap terminals "under serious consideration," according to Foote.

Dick Mitchell, president of Qualified Lists, expressed satisfaction with the service. "We're keeping it. That should indicate we find it of value," he declared. He noted speed and quality as two of its assets.

John Manuele, assistant vice president-finance, Walter Karl/Qualified Lists, pointed out that the machine belonged to Federal Express and there was no leasing charge as with Qwip. In addition, there were no telephone line charges, "which can be quite high for a six- to seven-minute transmission to California during the day," he added.

He also noted that there was no need for anyone to man the machine, which also brought about a saving.

Manuele stated that the transmitted copy is always excellent. "We have about the best Xerox there is and the copy transmitted over the Zap machine is even better," he declared.

Alex Phillips, president of Action List Service also affirmed these advantages. "Sometimes the copies are so bad on our Qwip transmissions that we have to send them a second time. There are no such problems with a Zap trans-

them," he said.

"Any firm that did 25 or more transactions a month calling for a quick reception would find the machines invaluable," according to Phillips.

After a three-month trial period in which they are charged by the number of transmissions, there will be a \$200-a-month minimum fee under the current contracts for Action List Service and Walter Karl/Qualified Lists.

The early entries received a special introductory price, according to Dean A. DeBiase, Federal Express' senior manager for district sales, Chicago.

Federal has introduced a second Zap machine and raised the monthly rental fees, "but cut the prices on the price per page to 25 cents. It had been 95 cents," he said.

The rental prices for one machine is either \$525 per month or \$395 per month, depending on which model is chosen. The higher priced one has faster transmission and the machine can send and receive at the same time. The less expensive one transmits at a slower pace and offers both sending and receiving, but not at the same time, DeBiase explained.

All transmissions are printed on plain bond paper, it was noted.

In addition, as of September, Federal has introduced for Zap customers an overnight Zap-ground delivery rate of \$5 plus 25 cents per page. "Our regular price for overnight delivery goes as high as \$14, depending on the customer," he noted.

The same-day, two-hour service is priced at \$10 and 25 cents a page and will remain at that figure, DeBiase added.

When more than one machine is rented by a company, the price per month for each is less, he said. "Even if you mix the types of machines you use, the lesser price is applied," he said.

For the more-expensive machine, for