



A monthly e-Gram from Harty

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The Harty Press sharpens focus with FSC certification

The Harty Press, Inc. in New Haven, Conn., continues to demonstrate its commitment to environmentally responsible business practices by earning a five-year certification agreement from the SmartWood Program of the Rainforest Alliance and Forest Stewardship Council (FSC.) Harty's clients may now choose to use FSC-certified paper and the FSC logo on their printed product to exercise their choice to use forest-friendly paper.



Harty has been reducing its carbon footprint by recycling its waste paper, cardboard and aluminum plates. In April 2006, Harty worked with the United Illuminating Company to upgrade 100 percent of its lighting to new energy-efficient bulbs. Harty received a certificate for "Community and Environmental Leadership" from UI for its participation. The company was an early adopter of using soy-based inks and alcohol-free dampening solutions.

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Does Your Data Need a Checkup?

When it comes to utilizing 1:1 marketing, one of the major concerns we often hear from our customers is that they don't own enough data. Another issue is that they *do* own enough data, but that the data is not centralized, is incomplete or is inaccurate. In other words, their data is just plain bad.

What if you fall into the latter category? What can you do?

The first step is to wrap your arms around the problem. This often involves contacting a specialist who can analyze your data. While this sounds daunting, it's really no different than taking your car to a mechanic, who hooks up the car to a machine that analyzes the electronics and spits out a report that tells you where the problems are.

Data-mining specialists do much the same thing. They run your data through a process called a "data audit" that helps you understand just how good or bad your data is and what you need to fix.

Let's look at an example. Boire Filler Group, a data-mining specialist, recently gave a presentation at the 2008 Graphic Arts Technical Foundation Variable Data Printing Conference that profiled its experience with a Canadian retailer. The retailer had plenty of data and wanted to use that data to produce 1:1 print marketing. The problem was that the data was geared for finance and accounting, not for marketing.

So Boire Filler ran a data audit that included frequency distribution reports for each variable in the retailer's database. One of the most glaring challenges that came to light was that the retailer had addresses for only 50% of its customers. The company did, however, have phone numbers. The solution? Boire Filler contacted a list house that maps phone numbers to names and addresses and appended the database with the missing information.

In another example, Boire Filler found that each one of the retailer's stores was gathering customer data in isolation. Each customer might have two, three, even five different customer IDs—one for each store in which they shopped. Once again, telephone numbers came to the rescue. Boire Filler used each customer's telephone number as a common point of contact to consolidate the data into a single marketing database.

As in these examples, seemingly overwhelming problems often have simple solutions. Just like taking your car to the mechanic, a basic diagnostic test is often half the battle. So if you think your data needs a checkup, don't panic. Let us coordinate the project so that you get just the solution you need.

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