



## The Flex DVD!



The Flex DVD-5 Disc (4.7GB) is the latest technology in the DVD manufacturing sector. The single layer format has the same capacity of a DVD-5 (4.7GB), but is half the thickness of a standard DVD. This new disc format is literally "flexible". Designed, engineered, and tested. This new format is ideal for any disc based direct mail application due to its resilience to breakage, shattering, and cracking. All discs are inspected for defects and measurements are taken from samples to ensure that the high quality standards are maintained.

### MAILING & POSTAGE:

The flexible nature of the disc allows this item to move through sorting machinery at U.S. Postal Service sort facilities. The fact that the disc will "flex" and is thinner than a standard disc allows a direct mail piece using this item to be classified as "Standard Mail – Easy Non automation or Flats". Postage is therefore cheaper as there is no "special handling" necessary. It weighs only 8 grams!

### BREAKAGE:

In recent years, many disc-based direct mail campaigns experienced a relatively high percentage of "breakage in transit" as digital marketing professionals relied on various carriers to deliver these items to the doors of businesses and consumers. Packaging systems were created to minimize the amount of discs damaged in transit, however, in all mail or express delivery applications - results were still unacceptable. Flex DVD eliminates breakage in transit by providing a flexible, resilient disc product that will almost NEVER crack, break, or become damaged making their way through the high speed conveyors and rollers in the United States Post Office's automated mailing centers- ideal for direct mail, magazines or packaged applications.

### PLAYABILITY:

While the Flex DVD format represents a brand new disc format, the disc plays and performs exactly like its counterpart, the DVD-5. It functions and plays at optimal levels in all players on the market today. From set top DVD players, to HD-DVD players, to DVD drives, maximum playability levels have been reached and these levels are absolutely no different than the standard DVD-5 discs on the market today.

### THE ENVIRONMENT:

As corporations and organizations in the U.S.A. become more and more conscious of their impact on the environment, the Flex DVD is clearly a more "green" disc replication solution for the environment. The molding technology uses half the plastic & chemicals that a standard DVD-5 normally uses and no bonder making it 100% recyclable. Over time, the benefits to the environment from a pollution and recycling standpoint are truly significant factors. This makes the Flex DVD the most environmentally friendly Disc on the market today. This is further enhanced by the fact it does not require the use of non-biodegradable bonder.

Call us or send us an email at [info@gmpdvd.com](mailto:info@gmpdvd.com) to place an order or for a free sample of this exceptional DVD marketing tool!

