

[Archives](#)
[DM Yellow Pages](#)
[List Directory](#)
[Classified Ads](#)
[Advertise](#)
[Subscribe](#)

[Front Page](#)  
[Agency News](#)  
[Associations/Shows](#)  
[B to B](#)  
[Catalog/Retail](#)  
[Database Mktg](#)  
[DM of Hi Tech](#)  
[Editorials/Opinion](#)  
[Financial DM](#)  
[Fundraising](#)  
[Infomercials/DRTV](#)  
[International DM](#)  
[Internet Marketing](#)  
[Legal/Privacy](#)  
[List News](#)  
[Postal News](#)  
[Production/Printing](#)  
[Teleservices](#)  
[My Account](#)  
[Search News](#)  
[About Us](#)  
[Linking/Licenses](#)  
[iMarketingNews.com](#)

e-Newsletters

Receive free  
 e-mail newsletters.  
 Choose from  
 several topics.  
[Sign up](#) today!

[Personalize](#)  
[DM News](#)

[Feedback](#)

## Zairmail Brings Direct Mail Services to Microsoft Office Users

June 01, 2001

By: Melissa Campanelli  
 Senior Editor  
[melissa@dmnews.com](mailto:melissa@dmnews.com)

Zairmail Inc., Portland, OR, an online mailing company, has formed a relationship with Microsoft to provide direct access to Zairmail's direct mail services with the Microsoft Office XPsuite and the Microsoft Tools on Microsoft's Web site.

Zairmail's direct mail service, Zairmail Express Direct, allows direct marketers to create direct mail programs from their desktops for delivery in one to two business days. Express Direct is built on Zairmail's proprietary service, which debuted earlier this year and targets consumers sending personal letters. The service lets users create and send mail on their desktops to anywhere in the United States through a distributed network of regional printing and mailing facilities.

Under the terms of the relationship, businesses can access Zairmail Express Direct through the "Tools on the Web" menu in the Microsoft Office XP toolbar. Users upload letters, coupons or fliers created using Microsoft Word, along with an address list formatted in Microsoft Excel. The mailing is routed to facilities close to the recipients, where the letters are printed, inserted, stamped and presented to the U.S. Postal Service for delivery.

Businesses can also access Zairmail Express Direct through Microsoft's "Tools on the Web" site at <http://office.microsoft.com>.

According to Zairmail, letters arrive much faster than when sent from a single location, because the mail is printed locally.

[E-mail this article to a friend](#)

Read more articles on [Production/Printing](#)

### Related Web Sites

[Toolsontheweb](#)

[DMN Home](#) | [Archives](#) | [DM Yellow Pages](#)  
[List Directory](#) | [My Account](#) | [Online Resources](#)  
[Classified Ads](#) | [Direct Mail Quotes](#) | [Calendar](#)

---

Copyright 2001 Courtenay Communications Corporation. [Terms & Privacy Policy](#)