



News Release February 2007

JEM BUILDS ON GREAT REPUTATION AT EDUCATION SHOW

Kent based, JEM Education Marketing Services is in a league of its own as it further reinforces its position as a leading provider of education marketing services in the UK.

The team at JEM Education Marketing Services remains committed to achieving a high level of client satisfaction by anticipating the increasingly sophisticated needs of its clients. This has always been an integral part of JEM's business philosophy and at the 2004 Education Show JEM was pleased to learn that by putting this philosophy into practice they continue to build upon their reputation as a leading provider of education marketing services in the UK. This provides the team with great optimism for new business opportunities in the future.

"Our philosophy has and continues to be to maintain an awareness of the changing needs of our market and our clients so that we can provide them with the highest quality of products and services," says André Kleinman, Director and General Manager for JEM Education Marketing Services. "and it's greatly satisfying to see that clients are benefiting from our service, and more so to know that they hold them in great regard. For us, this year's show has been a great networking opportunity; we saw an increase in leads and even conducted business on the spot at the show with many exhibitors."

This year JEM also showcased its newly expanded marketing services for publishers called BookFile. BookFile offers targeted mailings to an extensive database of libraries, library suppliers and booksellers.

"Recognising the strong link between publishing and education, we felt it was an ideal opportunity to promote BookFile at the Education Show," adds André Kleinman.

BookFile's services include shared and solus mailings to UK libraries, library suppliers and UK booksellers. Other services include short run and advanced copy book printing as well as book cover and jacket printing and, fulfilment, order processing, warehousing and distribution.

JEM Education Marketing Services provides mailing solutions for a wide of range of clients who wish to communicate with the education sector, specifically schools, colleges and universities. Services include:

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- **Education Masterfile** – An updated database of over 30,000 schools available to clients interested in targeting their products and services to specific educational institutions
- **Schoolbag shared mailings** – Popular and cost-effective solution for regularly communicating with UK Schools
- **Mailing and Print** - range of mailing services, from print to envelope addressing, machine or hand processing, special rate complete mailing packages, print solutions
- **Response and Fulfilment** – response handling, fulfilment and telemarketing services

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For more information about JEM call **01233 214022** or visit www.jem.co.uk.

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Note for Editor

JEM Education Marketing Services is part of the Orbital Marketing Services Group, based in Ashford, Kent. With a multi-million pound turnover Orbital Marketing Services Group is one of the UK's leading group of specialist companies which supplies distribution and marketing services tailored to the needs of specific market sectors. Other group companies include BP Travel Marketing Services, Aspect Marketing Services, MacDonald Mailing, Magazine Mailing, PMD Healthcare Marketing Services and Take One Media.