

# Bridgestone Americas Business Technology

First and foremost, our name - Bridgestone Americas Business Technology - reflects our comprehensive technology services for credit unions as well as other businesses nationwide.

We have been processing statements for credit unions since 1993. We currently serve nearly 100 credit unions of all asset sizes, and we interface with 14 Data Processor software vendors. Our ongoing work with credit unions ensures our knowledge of credit union compliance and regulatory requirements from tax forms to privacy issues.

Bridgestone is fully committed to helping our customers drive their business through open communication and enhanced customer personalization.

Our Continuous Improvement Initiative means that we will continue to provide better technological (hardware and software) and business-driven solutions (marketing and customer impact) to our credit union clients.



**We provide  
cost-effective solutions  
to help you deliver your message  
to your members.**

## **EZ Message**

Add a text message in color to the outside of your statement envelope.

## **EZ Address**

Validate your member address file before you mail the statement that gets returned to the credit union.

## **EZ Insert**

Print your insert directly on a page of your member's statement

## **EZ Letters**

We can help with your member correspondence from NSF letters to late loan payment letters.

## **EZ Marketing**

Tailor your statement message to each individual member's product usage.



**Sales & Information  
1655 South Main Street  
Akron, OH 44301-2035  
330-379-7141**



**Providing enhanced  
statement solutions  
to the credit union industry.**



**We offer a suite of services that can enhance the efficiency and marketing efforts of the credit union's statement printing and mailing process.**

**We've built a solid reputation in the credit union industry with prompt, professional service, and we pride ourselves on meeting the needs of our clients.**

**That's why we now offer a few "extras" that can add to your statement mailing.**



### **EZ Message**

**EZ Message - an inexpensive way to bring attention to important promotions using the statement envelope to carry your message.**

- The front and back of the envelope can be used
- Black as well as red, blue and green color is available
- The message is delivered even if the statement is not opened and read

### **EZ Address**

**Reduce the amount of returned mail and lower your mailing costs by utilizing our EZ Address program.**

- Identifies invalid non-deliverable addresses before they are mailed
- Find members who have moved and not notified the credit union
- Receive updated addresses electronically for ease of maintenance

### **EZ Inserts**

**Avoid the cost of printing and shipping statement inserts with EZ Inserts. We print your designed insert directly on a page of the member's statement.**

- Provides increased read rates and are included when viewing electronic E-statement
- Ensures the message is included with all statements – never a shortage or an overrun
- Eliminates all shipping costs and insert usage fees

### **EZ Letters**

**If staffing resources are preventing you from keeping up with required correspondence to your members, EZ Letters will solve the problem for you.**

- Reduce costs by eliminating the need for in-house printing, letterhead, envelopes & postage
- Provides time savings and frees valuable staff to handle member needs
- Sent daily for next day mailing ensures timely correspondence to your members

### **EZ Marketing**

**Would you like to customize your marketing messages to each individual credit union member? EZ Marketing can do it!**

- Provides personalized targeted messaging for sales or increased product penetration
- Reduces or eliminates the cost of externally produced statement inserts
- Marketing messages can be created based on each member's statement data and your rules

**business-driven solutions**