

Frankenmuth Insurance Introduces Print on Demand Site

We couldn't be more pleased to share that we've partnered with Superior Business Solutions to offer agency partners and their staff a Print on Demand (POD) experience for marketing materials.

Through the POD site, agency partners will have access to:

- Sell sheets: Product sheets for agency use only that will help to educate agency staff on the benefits of a product.
- Co-branded materials: Printed bi-fold & tri-fold brochures and single-page documents with preselected areas to add an agency logo and contact information to aid agency partners in the presentation of a product for sale to customers.
- General FI marketing materials: Non-product specific pieces such as appetite guides, corporate highlights, etc. that will help agents better understand Frankenmuth Insurance and educate customers about our company.

You can access the site via iBIS under Resources/Marketing/Print on Demand. For ease of use, materials are organized by product line and audience to make it easy to recognize which materials are for agency use and which can be presented to policyholders. And, because you'll be logged in via iBIS, the site will recognize your agency code and display the product lines available in your state.

The site allows you to download PDFs of the sell sheets or order high-quality, professionally printed co-branded materials that will be shipped directly to your agency within 10 days. In addition, Frankenmuth Insurance will also continue to provide up to 50 of each marketing piece per year at no cost to your agency. If a higher quantity is desired, the site allows for payment by the agency. And, all agencies will also receive free shipping on all orders placed in 2018.

To help you and your staff get the most out of these new features, we've developed step-by-step instructions for accessing and placing an order on the POD site, as well as helpful FAQs. To access these training materials, click the links below. You may also download these resources from the home page of the POD site.

- [Print on Demand Guide](#)
- [Print on Demand – Frequently Asked Questions](#)

We believe this enhancement will make it even easier to do business with FI and better position both your agency and our products. During this transition, we are here to assist you at any time.

Should you or your staff have any questions, please feel free to contact your field manager or email our team at marketing@fmins.com.