

pitney bowes 



Shipping & Mailing
Presort Services

The go-to source
for superior,
cost-efficient
direct mail.



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The right sort: How Pitney Bowes uniquely helps you achieve consistent, reliable mail delivery, control postage spending and meet new challenges.

Pitney Bowes presorts over 14 billion pieces of mail every year—that's enough mail, laid end to end, to go around the world 84 times.

Let us put our volume, expertise, technology and five Standard Mail® facilities to work for you.



Boosting mailers' top and bottom lines

Direct mailers have always been devoted to giving their clients superior results at the most competitive cost. But achieving that goal in today's environment has never been more challenging.

You're expected to turn on a dime to respond to new business and new opportunities. To seamlessly coordinate delivery of time-critical direct mail with the rollout of a meticulously planned, multi-channel campaign. And to compete on price and performance during a time of rising postal costs and constant change in USPS® services.

As a mailer, you need consistent, predictable and high-performance mail delivery. You need the accuracy and precision that makes sure that each piece goes to the right target. You need the most cost-efficient per-piece cost. And you need the operational flexibility to take on challenges and offer services that lead to new and higher revenues.

Where can you satisfy all these needs? By calling upon the company that's synonymous with powering billions of transactions across the world of commerce: Pitney Bowes.

Pitney Bowes is your single point of contact, offering an unmatched combination of:

- Breadth and scope, with a national network of presort facilities, a dependable drop-ship schedule and the ability to turn our high volume capacity, work processes and automation techniques into cost savings
- Technology solutions that enable you to easily manage mailing options, optimize postage spend and gain visibility into your mailstream
- And an expanding menu of services designed to give you the agility you require to execute superior direct mail campaigns, manage transportation efficiently and respond to profitable new opportunities.



Supporting direct mailers across every key process: “analyze, sort, tray, tag and truck.”

Make the best decision for each mailing

Pitney Bowes gives direct mailers predictability, security and control for every mailing. We help you improve your processes to save money across the board—in materials, labor and transportation, as well as postage cost.

Why presort matters

Presorting mail to the three- or five-digit level lowers postage costs. Its guaranteed pricing creates cost efficiency. Applying USPS Full-Service Intelligent Mail® barcodes triggers postal discounts and reduces costs, makes mailings easier to track and ensures compliance with Full-Service Intelligent Mail regulations.

These are overriding goals for any direct mailer that's determined to maximize profitability. But the advantages of presort don't stop there.

Presorting increases the predictability of delivery and the effectiveness and intelligence of marketing campaigns. Dropping your presorted mail at the right time and right point of entry into the USPS® mailstream lets you manage campaign delivery windows with control and consistency. Using Full-Service Intelligent Mail barcodes let you precisely time multi-channel campaigns with telemarketing and digital marketing elements. It can also bring your clients closer to their customers by linking behavior and outcomes (like purchases or inquiries) to direct mail campaigns.

Pitney Bowes Presort Services can add even more value. They let you outsource as much or as little of your mailing and overall mail operations as you wish. They save overhead on equipment and labor costs; as important, they let you scale upward quickly in capacity, capability and staffing to handle profitable new business. They help you deal with changing mail volumes from campaign to campaign. They relieve you of the burden of staying up to date with the constant change in USPS® regulations, and they're vigilant about identifying new opportunities for postal discounts.

**Commingle?
Direct present? Or both?**

As its name implies, commingling is a process that consolidates mail from different sources, sorts it by ZIP Code and prepares it for induction into the USPS mailstream.

The “finer” the sort (the more mail that’s separated to a full, five-digit ZIP Code), the less the postal service needs to handle the mail—and the greater discount it offers. What’s more, this finer “depth” of sort can induct mail closer to its end-destination.

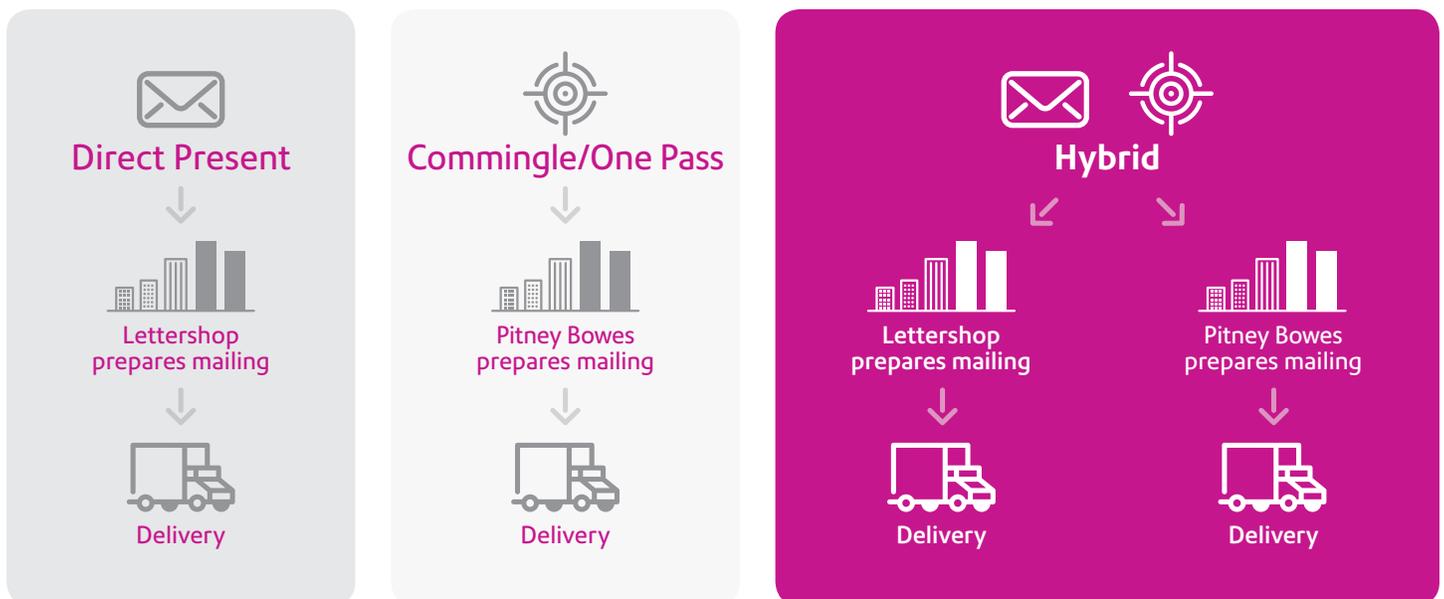
But commingling with Pitney Bowes is only one mail-processing option.

Direct-present lets you handle all the five-digit presorting in-house—including “containerizing” the mailing and compiling and furnishing to the postal service all the mandated documentation. It lets you induct your mail at a post office’s business-mail entry unit yourself, without needing to engage an outside service.

The direct approach is ideal for mailings that are ZIP Code-saturated, on behalf of clients who do business within a defined region or geography, or for organizations that have invested in the people, presorting equipment and expertise.

Yet many mailers, including both large in-house mail departments and external letter shops, want to optimize the delivery (and cost-effectiveness) of every piece that they mail. They demand the freedom of a “hybrid” approach: the ability to direct-present the portion of each mailing that’s ZIP Code-dense, while enjoying commingling’s discounts and delivery speed for the portion where ZIP Code concentration is lower.

Pitney Bowes offers direct mailers the physical and market presence, technology, service and expertise that not only give you this freedom and flexibility in presorting, but makes it easier, too.



Pitney Bowes can put its facilities, logistics network, mail volume, technology, services and expertise to work for you.

Delivering smarter campaigns, greater efficiency and decreased costs

Our direct mail solutions are designed to give direct mailers speed, savings and reliability. Your mail arrives:

- Predictably, with consistent delivery, coast to coast, to give your customers more precise control over campaign management
- Optimized, taking advantage of postage discounts and operational efficiencies to deliver the best available pricing and superior flexibility and cost management, and
- Compliant, meeting all Full-Service Intelligent Mail regulations

Pitney Bowes supports you across the spectrum of direct mail production and mailing. We come to your facility to pick up your mail. Our quality assurance experts ensure that your mail meets weight and addressability standards and includes the proper postage. We sort your mail accurately to achieve the best discounts and prepare your mail for postal inspections. And we induct your mail into the USPS® mailstream in the most efficient manner for speedy delivery.

Our data backup and reporting capabilities, combined with our nationwide network of operating centers, offer increased flexibility and contingency capabilities. And knowing that your mail is safe, secure, compliant, and on its way to where it needs to go gives you something priceless: peace of mind.

A national presort network with consistent drop-ship induction

As the only national presort provider with five Standard Mail® processing centers, Pitney Bowes is everywhere you need to be to maximize your mailing's performance and cost efficiency.

With our geographical breadth and national logistics and transportation resources, your jobs get to us quickly and enter the USPS mailstream at key induction points. With three drop-ships every week, we give you the consistency, flexibility and precision to coordinate direct mail shipping and delivery in concert with the timing of your clients' multi-channel communications campaign.

You also can take advantage of the scale of services and the critical mass of mail volume we offer to optimize postage discounts and leverage transportation costs.

Technology for address precision, mail tracking and presort flexibility

Pitney Bowes combines this large industry footprint with software and IT expertise that helps you keep your mail lists up-to-date and accurate, monitor compliance, track mailings and validate delivery.

Address quality

Our address hygiene and standardization solutions help you get addresses right and comply with USPS regulations and qualify for postage discounts. They help you update moves and changes, use the right destination names, abbreviations and postal codes, find and fix mistakes, improve on-time delivery, reduce the volume and cost of undelivered mail, and improve your clients' response rates.

Mail tracking and mailstream visibility

Pitney Bowes IntelliVIEW™ gives you a clear view of your mailstream so you can monitor the state of your jobs from when they're first processed by Pitney Bowes up to the last processing scan with the USPS®. Use it to view or download geographic delivery and tracking data and run your own analytics. Access detailed reports that demonstrate that mailings were sent on time. Verify compliance with service level agreements and regulations, and use it to produce documentable audit trails.

And IntelliVIEW is "cloud-based." That means it requires no capital investment for software and hardware, or additional expenses for IT, data management, maintenance or software licensing.

PrimeSort™: For optimized presorting processes and postage savings

PrimeSort automates and turbocharges how you prepare mail files for presorting. USPS PAVE-certified (Presort Accuracy, Validation and Evaluation), PrimeSort is a technology that automatically analyzes your mail files. Then, it recommends the best presorting option for each piece, whether it's direct present, commingled or a hybrid approach.

You keep the freedom to develop the mailing strategy that best meets each job's needs.

Expert services for every direct mailer

Pitney Bowes surrounds our presort technology and market presence with an array of services that can make your job easier, save money and deliver superior business performance.

We provide a dedicated point of contact at every presort facility, to answer your questions, offer insights and make sure your job is done right. We share our expertise in mail design, postal compliance issues and USPS regulations and help you participate in the Postal Service's promotional calendar discounts. And we process non-profit mailings along with Standard Mail.

We're also developing and offering additional services designed to make you more productive and more profitable.

Co-palletization takes Standard Mail consolidation to a new level for greater cost savings, deeper mail induction and more consistent and predictable delivery. Pitney Bowes consolidates presorted trays from multiple mailers on pallets that are routed to specific USPS sectional center facilities or national distribution centers. Then we transport and drop ship those pallets to those induction destinations.

Co-palletization gives every mailer, large and small, benefits like better mailing and campaign performance, greater discounts, a less-complicated workflow and more flexibility—all from one vendor with national scope and mail-handling and logistics prowess: Pitney Bowes.

Co-transportation simplifies logistics. Pitney Bowes manages the pick-up of your sorted mail jobs and direct-presentation to the USPS. With co-transportation, you offload logistics headaches to an accountable, single vendor and enjoy the benefits of consistent freight pricing.

Pitney Bowes has the scale and resources to optimize your mail transportation. We're responsible for trucking over three billion pieces of direct mail every year. We leverage a nationwide network of logistics and transportation companies. Our own fleet of almost three hundred vehicles drives ten million miles each year to serve direct mailers. We maintain a consistent delivery schedule to USPS entry points to ensure predictable delivery.

The Pitney Bowes Transportation Command Center is a national, state-of-the-art facility that gives you visibility and control over Standard Mail shipments. It offers round-the-clock service and live operator support. It uses advanced contingency planning and real-time news and meteorological information to deal with potential emergencies, delays or disruptions. Its goal: to give you the peace of mind that your mailing is safe, secure and on its way to delivery.

Helping you go where you want to go

For letter shops who want to make clients happier, save money and win more new business—and for in-house mailers who want to be more productive and effective—Pitney Bowes has it all.

No other vendor can match our facilities, technologies and the services and knowledge base we bring to the table to help you execute superior campaigns, again and again. Our deep-seated culture of accountability and service gives you the peace of mind, knowing that Pitney Bowes will be there when you need us..



A single point-of-contact for mailers who need to simplify workflows, save money and out-perform their competitors.

United States

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For more information,
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