

At International Plastic Cards, innovation fuels long-term growth.

Client profile

- Offers a complete line of plastic cards and services to financial institutions
- Designs and manages promotional mailings
- Delivers lower pricing and innovative services to maintain its competitive edge

Overview

Everyone has plastic cards in their wallet. Credit cards. Gift cards. Loyalty cards. International Plastic Cards has designed, printed, embossed and encoded these cards since 1972.

Early on, they realized that they needed to do more than manufacture cards. They needed to help their clients engage customers, and that would take speed, precision and personalized experiences.

Pitney Bowes helped them deliver on this promise. Working together, the two companies have consistently identified new ways to prepare and send mail—innovations that have created real customer value.

This close working relationship has won many new deals for IPC, and it's led to satisfied clients and expansion into new, profitable markets.

Business challenge

As a small company, IPC has gone head-to-head against larger printers from the start. They've needed to continually create:

- Economies of scale
- Capabilities to attract new customers
- Expertise across new lines of business
- New services to support customer needs

"With their ability to commingle mail, Pitney Bowes delivers better rates for our customers than they can get on their own. It's a win-win."

—John Rosso, President, IPC

Technology used

- First-Class Mail® Presort
- Standard Mail® Presort
- Postal consulting
- Mailpiece tracking

"Service is a huge benefit and Pitney Bowes Presort Services is on top of everything."

— John Rosso, President, IPC

Solution

Year after year, Pitney Bowes helps IPC optimize their mail.

- Consulting on the latest opportunities and trends in mail and shipping
- Commingling IPC mail with mail from other clients to meet the volume requirements for USPS® Standard Mail discounts
- Using state-of-the-art processing systems to presort mail to its most cost-effective level
- Drop-shipping into the largest nationwide distribution network (more than 200 USPS destinations around the U.S.)
- Providing sophisticated mailpiece tracking
- Guaranteed per piece pricing helps budget management

Benefits

A strategic partnership with Pitney Bowes has helped IPC.

- Save up to five cents per piece on postage (about \$750,000 annually) that they can pass on to their clients
- Expand into new business categories, optimizing mailpiece design and presort savings
- Offer advanced tracking services so IPC's clients can monitor progress and more accurately match campaign activities such as staffing or inventory to consumer response.

" With Pitney Bowes managing our Standard Mail, we can provide accurate tracking throughout the delivery. Customers love it."

— John Rosso, President, IPC



For more information, call
888 540 3813 or visit us
online: pitneybowes.com



United States
3001 Summer Street
Stamford, CT 06926-0700

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