

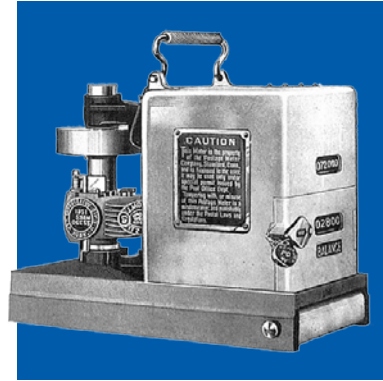


Shipping & Mailing  
Postage Meters



# Your simple guide to franking

When is franking right for your business?



## What?

What is franking?

## Why?

Why choose franking as your postal solution?

## How?

Find out here. How does franking work? A step-by-step process of how franking works in a business environment.

## When?

History lesson anyone? We don't want to bore you, but think it's interesting to see how far franking technology has come.

## Now.

If you decide franking is for you, we'll show you the options available from Pitney Bowes.

# Franking is a way to quickly apply postage to letters and parcels.



---

## What is franking?

Postage meters allow you to print a postage amount onto your mail (essentially replacing a stamp), a cancellation marking and a dated postmark.

Postage is downloaded onto postage meters through an electronic connection via a business account that allows your business to pay for your postage without making trips to the post office, or keeping piles of stamps in the office.

Postage meters come in different sizes — from conveniently small entry-level machines to vast sophisticated models capable of franking hundreds of letters and parcels in minutes.

# A postage meter saves your business time and money.



---

## Why does your company need a postage meter?

Using a postage meter can save you time and money... day after day... letter after parcel. For a minimal investment, a postage meter brings big rewards.

### **Your very own post office in your office.**

A postage meter saves your business time. By using a postage meter your business gains immediate access to a wide range of postal products and options from the convenience of your office.

The built-in scales on postage meters enable you to weigh your mail and parcels quickly and accurately.

# A postage meter saves your business time and money.

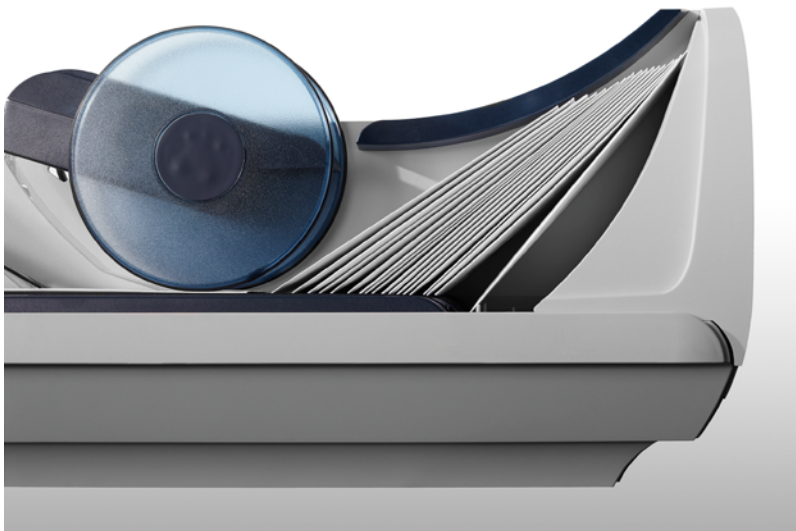


## What postal services are available on a postage meter?

The tables below shows the Australia Post services you may access using a postage meter.

Category	Service
International services	<ul style="list-style-type: none"><li>• Air mail letters and parcels</li><li>• Sea Mail parcels</li><li>• Express Post international articles</li><li>• Express Courier international articles</li></ul>
Bulk mail services	<ul style="list-style-type: none"><li>• PreSort letters</li><li>• Print Post</li><li>• Clean Mail</li><li>• Charity Mail</li></ul>
Letter post	<ul style="list-style-type: none"><li>• Metered / Imprint rate</li><li>• Ordinary full rate letters</li><li>• Local country letters</li></ul>
Parcel post	<ul style="list-style-type: none"><li>• Small parcels</li><li>• Regular parcels</li><li>• Local country parcels</li><li>• Express Post parcels</li></ul>

# A postage meter makes your business more efficient.



---

## Accuracy

Your postage meter simultaneously applies accurate postage and a cancellation marking on any piece of mail that you send, which is obviously much more efficient than applying a random amount of stamps to the front of an envelope.

Most importantly a postage meter enables you to deal with your mail quickly and efficiently. Routine time consuming business tasks are completed at the touch of a button.

Ask yourself what your time is worth or consider how much you're paying whoever deals with your business admin to make all those trips to the post office. While they might be doing an excellent job at present, a postage meter never gets bored or called away to answer the telephone. No need to have someone wasting valuable time queuing for stamps — frustrating for them and not profitable for your business. A postage meter means that time spent queuing for stamps can now be invested elsewhere in your business.



# A postage meter saves your business money.



## Savings, savings, and more savings.

Whether your business sends twenty or several hundred letters a day, a postage meter enables you to instantly qualify for a discounted rate for priority mail or regular mail. It also enables you to qualify for Australia Posts' generous 2.5% postage rebate.

This can all add up to significant savings and reduce the costs involved in sending out your mail.

That's not all. The accurate weighing capability alone could save your business on postage costs —eliminating the risk of overstamping (wasting money) or understamping (costing your recipient postage penalties).

4%

Save your business up to 4% on postage costs.

# A postage meter helps your business to get noticed.



---

## Promote your business on every piece of mail.

A postage meter can help you build your brand and present a professional image to your customers.

You can print quality graphics and promotional messages on the envelopes, which is a powerful, cost effective way to promote your business.

Every piece of mail gives you an opportunity to engage with your customers even before they open your mail.

Don't waste the potential of any envelope / parcel — include 'Season's Greetings' on your holiday mailshot, include your company logo on your regular correspondence or a QR code to encourage recipients to visit your website via their smartphones.

You're using this free prime real estate on your envelopes to promote your business, and at the same time you're eliminating the need and cost to stock up on large volumes of pre-printed envelopes.



# A postage meter can make a difference to your business.



---

## And another thing...

You can also print your return address on your mail, ensuring undelivered mail is returned by Australia Post.

This improves the accuracy of your database and reducing the cost of future mailshots and marketing campaigns.

A postage meter will process your mail quickly and efficiently and as a result improve your productivity.


Combined with the Australia Post discounts, savings from paying the correct postage and printing customised marketing messages on your mail, a postage meter could help you increase your business profit and gain you that valuable edge over your competitors.

# A postage meter is simple to use.

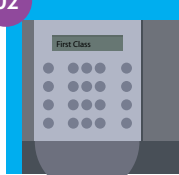


## How does it work?

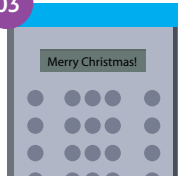
- 01




Place your letter or parcel on the postage meter weighing scales.
- 02




Select the size and service you want.
- 03



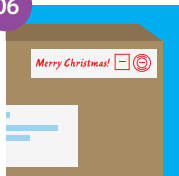
Add the message you want to appear on the parcel.
- 04



The machine automatically calculates the exact postage.
- 05



Insert a label or envelope into the printer slot. This is franked with the postage, date, company logo or message and your company's unique code.
- 06

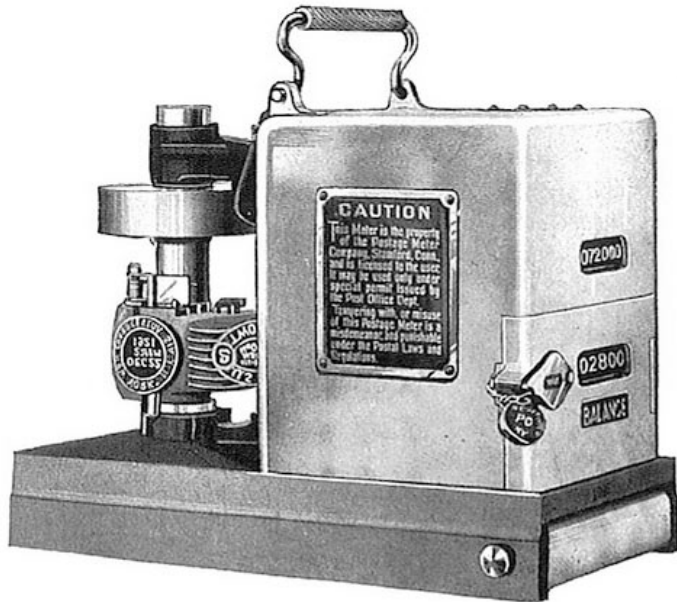


Stick the label on the parcel, wander over to your Business Posting Box / local Post Office\* and drop off your post.

It's that simple.

\*This sequence does vary depending on what type of mail you're sending and whether you have a Business Posting Box at your location. This sequence is based on our entry level postage meter. Consider an upgrade or a folder and inserter if you need something much faster.

# Pitney Bowes invented franking, so we know our stuff.



## A bit of history

The postage meter's origins can be traced back to 1902, when Arthur H. Pitney, founder of the Pitney Postal Machine Company, began searching for a way to eliminate the need to lick and stick postage stamps.

Through a partnership with Walter H. Bowes, Pitney Bowes was formed in 1920 and introduced the world's first authorised postage meter.

Early machines were operated manually, with the use of cranks and dyes for printing on the paper.

Since then the postage meter has evolved into the modern day version we know today with digital capabilities.

Only a select number of companies (including Pitney Bowes) are allowed by Australia Post to hold titles to the machines, which they then rent out or lease to business customers.

# Less hassle, money and time



---

## Made up your mind?

If you feel that after reading our eBook, you would like to find out more about how Pitney Bowes can save you time, money and hassle with postage, just get in touch.

For more information, call 13 23 63 or  
visit us online: [pitneybowes.com/au](http://pitneybowes.com/au)