Q How do you get more of your customers to respond to your mail?

A Get more of them to open it

We'd like to ask you two questions about mail.

1: Have you ever thrown a piece of mail into the bin, unopened?

Of course you have. We all have.

2: Have you ever thrown a piece of mail into the bin, unopened, without looking at it first.

That has to be a "No". After all, it could be something important. So we look at the outside of the envelope to help us decide whether to open it or bin it.

Normally all you see is the postal indicia and maybe a return address. In black or red. Hardly inspiring is it? Imagine the front of your envelope carrying full colour promotional text and graphics right across the top. Your customers wouldn't be able to resist opening that particular mailing.

And that's exactly what you can achieve with the new Connect+™ Series of mailing systems from Pitney Bowes.

Now, for the first time, you can print tailored messages directly onto your envelopes at the same time as you apply postage. That means you can transform your mail from a transaction into a promotion.

*International study performed March 2010

Not one, but two competitive advantages
First, you get more of your mail opened. Research by Leflein Associates* shows that envelopes overprinted with colour promotional messages are up to 2½ times more likely to be opened than plain equivalents.

Second, you prime your customer to be responsive to the message inside as soon as they pick up the envelope. A survey by CAP Ventures found that colour envelope messages can deliver 34% faster response rates and a 32% increase in overall revenues.

So, whether you have a time-sensitive message you want to get across, or a special promotion, offer or product launch, the Connect+™ Series gives you a fast, flexible means of communicating directly with your customers before they've even opened the envelope.

ENERGY STAR® compliance

Pitney Bowes is committed to designing and manufacturing energy-efficient equipment to help lower your operating costs and help preserve the environment. The Connect+™ Series meets ENERGY STAR® guidelines and the standards for the mailing systems industry.

Guaranteed satisfaction

At Pitney Bowes, we are committed to providing our customers with the finest products backed by the highest quality service. We are only satisfied when you are. Ask your account manager for more information about our Customer Commitment Guarantee.

Features

	Connect+™ 1000	Connect+™ 2000	Connect+™ 3000
Weighing options	5, 7, 12, & 35kg	5, 7, 12, & 35kg	5, 7, 12 & 35kg
Differential weighing	Standard	Standard	Standard
Accounts	From 100 standard, up to 500 optional	From 100 standard, up to 500 optional	From 100 standard, up to 500
Stacking options	Drop stacker or power stacker	Drop stacker or power stacker	Drop stacker or power stacker
Barcode scanner	Optional	Optional	Optional
External USB report printer	Optional	Optional	Optional
Print colour	Postal fluorescent red, black & white, process colour	Postal fluorescent red, black & white, process colour	Postal fluorescent red, black & white, process colour
W-o-W™ Weigh-on-the-Way™	Not available	Standard	Standard
W-o-W™ weight limit	Not available	500g	500g
D-o-W™ Dimensions-on-the-Way™	Not available	Standard	Standard

Specifications

	Connect+™ 1000	Connect+™ 2000	Connect+™ 3000
System dimensions	With drop stacker Length 1,257mm x Width 635mm	With drop stacker Length 1,638mm x Width 635mm	With drop stacker Length 1,867mm x Width 648mm
	Power stacker adds 483mm to length	Power stacker adds 483mm to length	Power stacker adds 483mm to length
	Colour adds 185mm to length	Colour adds 185mm to length	Colour adds 185mm to length
Weight	27.7kg	50kg	63.6kg
Print quality	1200 dpi	1200 dpi	1200 dpi
Processing speed (letters per minute)	Up to 180	Up to 90/160 (W-o-W™/Non W-o-W™) 110/180 (W-o-W™/Non W-o-W™)	160/260 (W-o-W™/Non W-o-W™) 200/300 (W-o-W™/Non W-o-W™)
Colour touch screen display/ user interface	26cm/10.2" standard 38cm/15" optional XGA	26cm/10.2" standard 38cm/15" optional XGA	26cm/10.2" standard 38cm/15" optional XGA
Media size	Minimum size: 89 x 127mm Maximum size: 254 x 356mm	Minimum size: 89 x 127mm Maximum size: 254 x 356mm	Minimum size: 89 x 127mm Maximum size: 254 x 356mm
Envelope flap depth	25 to 98mm (for sealing)	25 to 98mm (for sealing)	25 to 98mm (for sealing)
Envelope max thickness (Sealing)	Up to 16mm	Up to 16mm	Up to 19mm

Pitney Bowes

Pitney Bowes is a proud foundation partner of Planet Ark's Business Recycling website.
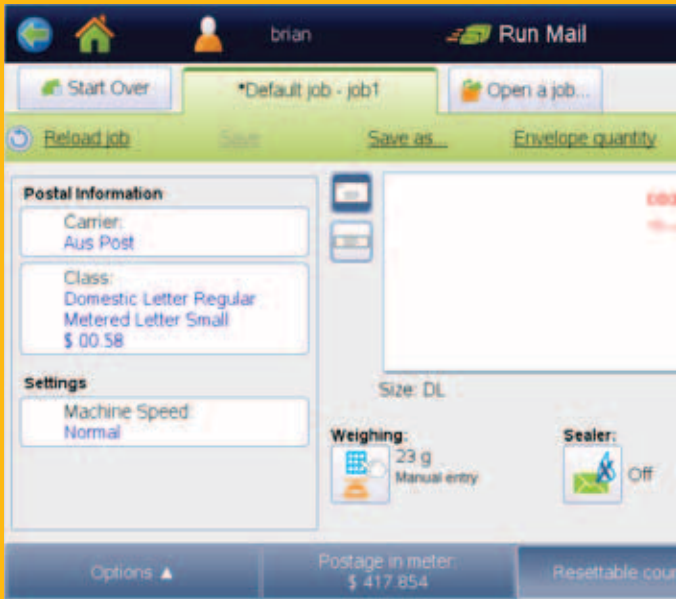
About Pitney Bowes

Pitney Bowes certifies that the Connect+™ complies with the requirements of the Low Voltage Directive 73/23/EEC and the EMC Directive 89/336/EEC.
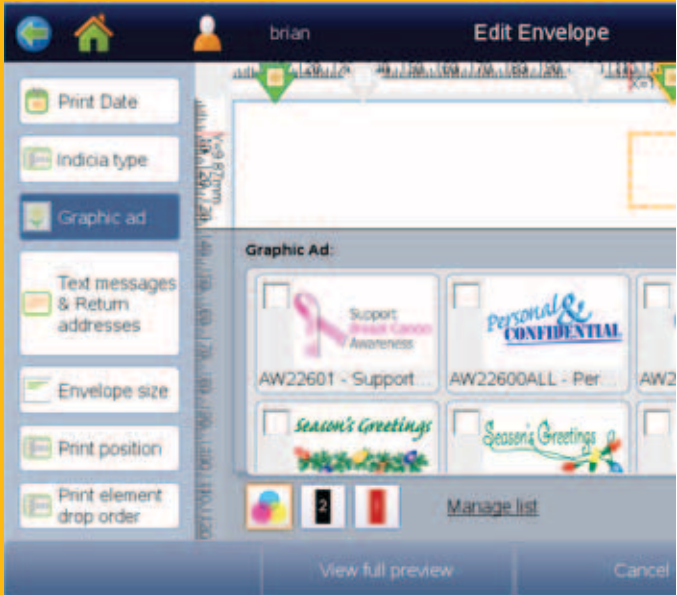

Connect with your customer every time

Connect+™ Customer Communication Series
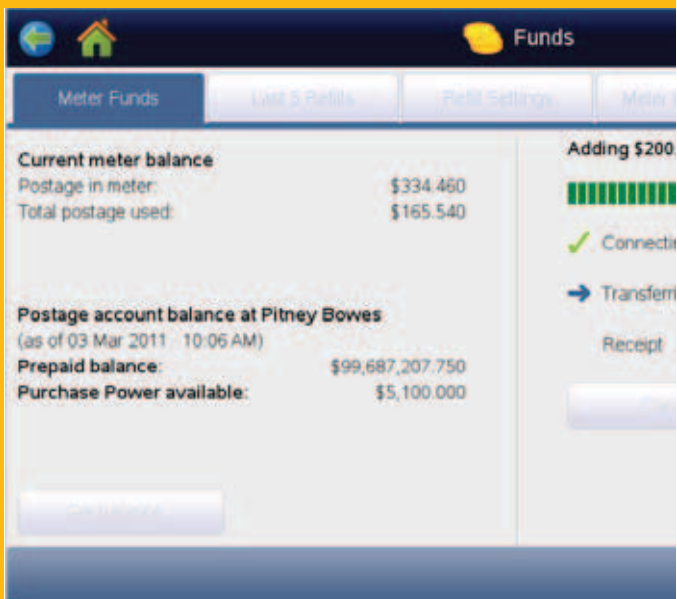A more profitable way to handle your mail

Pitney Bowes

The Connect+™ Customer Communication Series offers benefits for everyone with an investment in your mail

Mailroom managers:
"Give greater productivity the green light"

Class-leading throughput speeds of up to 300 letters per minute ... Weigh-on-the-Way™ in-line weighing ... Dimensions-on-the-Way™ in-line rating: the Connect+™ Series delivers productivity improvements from day one.

Every function is easily accessible to the operator from the highly intuitive colour touch screen. The screen-based keyboard makes data entry fast and simple. On-screen help provides instant support. The suite of apps makes light work of everyday tasks, from ordering ink to tracking parcels and checking postcodes. You can visit websites like Australia Post to learn more about mail marketing, you can even look up recycling services. Tasks are completed more quickly. Postage is applied more accurately. Information is managed more effectively.

It all adds up to a more efficient mailroom.

Marketers:
"You can have it in any colour as long as it's... actually, you choose"

Direct marketers have always known the power of the envelope to increase response rates. Now you can apply that same marketing firepower to your everyday business mailings. Bills, invoices, statements: transform them all into dynamic opportunities to create a stronger relationship with your customers.

What if you could print discount vouchers onto your envelopes? You can with the Connect+™ Series. How about time-sensitive messages to create a sense of urgency? Yes. Teasers to get your customer inside the envelope faster and primed to act? Graphical ads that add impact and presence to your mailings? Send them to us and we will transfer to your mailing machine. No problem.

This is a whole new medium. And it's yours.

Financial managers:
"Profit never looked more colourful"

Whether you're looking at costs or revenues, the Connect+™ Series make your job easier.

The proven higher open-rates from colour overprinted envelopes mean a better return on promotional offers and customer mailings. You can even broker the ad space on your envelopes to create a whole new revenue stream.

The Connect+™ Series offers robust yet straightforward cost-management too. From postage security and postal rate selection to cost charge-back and funds management, you can ensure you're paying the right amount for postage and allocating it to the correct budget line, department or account.

All this at affordable lease costs.

Make money, save time, cut costs – in full colour

Increase productivity
Make things simple to use and productivity soars. It's a fact. That's why the Connect+™ Series has best-in-class usability.
• Operators control everything from a full-colour 26cm/10.2" touch screen (38cm/15" available) with stylus. The home page has all the major functions grouped together to save time
• The on-screen keyboard is faster than a conventional keyboard (you can connect a wireless keyboard if you prefer) and makes data entry and package tracking simple
• You can save commonly used jobs so there's no need to set them up over and over again.

Manage your information
The Connect+™ Series offers you a rich source of information and the means to capture and manage it. When you know more, you can do more.
• Capture costs for accurate chargebacks by account, apply surcharges to recover costs or provide discounts
• Provide rock-solid postage security with password protection and real-time account validation
• Export data via USB memory stick.

Weigh your mail
• The optional weighing platform handles parcels from 5kg to 35kg
• Differential weighing means you can put several parcels on the scale at once: as you remove each one, the machine applies the correct postage.

Stack your mail
The power stacker can handle up to 600 pieces of mail in a single run, or 1,200 with the optional self-expanding backstop.

Get postage right
Weigh-on-the-Way™ in-line weighing and Dimensions-on-the-Way™ in-line measuring gives you the confidence that you're applying the correct postage to each and every piece of mail.
• Postage calculated automatically as items are processed
• Up to 200 letters per minute.

Business Mail Discounts
Your Connect+™ system allows you to access a range of business mail discounts, a standard letter can be metered for a minimum of $0.58.
• Further discounts are accessible if you have 300 pieces
  - Clean Mail* offers discounts of up to 15%
  - Presort* offers discounts of up to 30%
  - Charity* Mail offers discounts of up to 40.6%
• Finally all metered mail attracts a 2.5% rebate that is recognised when dowloading funds.

*Please check Australia Post qualification & lodgement requirements

Print in colour
Another industry first from Pitney Bowes: full-colour in-line envelope printing.
• Print-shop quality promotional messages, graphics, postal indicia, mail permits and return addresses
• Four-colour process (CMYK) or black inks available
• Print everything all in one pass.

Exploit the power of the web
By using web-based software, the Connect+™ Series connects you to sites and services that help you get more from your mailing system.
• Connect so you can email us at Pitney Bowes
• Track parcels with Australia Post
• Virtually unlimited memory capacity for data backup
• Link straight to our online store for your supply item
• Online help, onscreen
• Connect using your network or by 3G mobile
• Download machine updates and new postage rates over the network at broadband speeds.

Create colour ads
Everyone looks at the envelope before deciding whether to open it. Now you can put tailored messages in full colour on every single piece of mail.
• Use your imagination to create messages, ads, coupons and more. Simply send us the design, or design ideas, and we will transfer to your mailing solution
• No need to buy pre-printed envelopes you may never use. Make your budget go further by printing exactly how many you want, when you want them
• Why pay for separate mailings for discount vouchers and other materials when you can print them directly onto your normal business envelopes?

Run applications
The Connect+™ Series lets you access all the major functions directly from the home screen. It's a portal to software and services to get more from your mail.

Postal Tools
Access to Australia Post services. Find a postcode, track a parcel and learn about Mail Marketing.

Our Solutions
Find out about all our solutions to help you with your Customer Communication Management – whether paper based or electronic.

Order Supplies
Buy supplies directly from your Connect+™ system - ink, toners, envelopes and paper are all available.

Connect with PB
Connect directly to our Contact Us page where you can email us or obtain our nationwide telephone number.

Recycling
Need to find someone who can recycle office items – connect directly and search for local providers for over 90 different materials.

Get peace of mind
The Connect+™ Series is engineered to the highest standards. When you experience a glitch it's reassuring to know you are supported by a nationwide network of qualified professional services personnel to put things right and get your system running smoothly again.

Order print supplies online
The Connect+™ Series is able to print in full colour thanks to our partnership with HP. To keep your mailroom moving we've made it easier than ever to order new supplies.
• You can order your print supplies, including cartridges unique to the Connect+™ Series, direct from our webshop. It's all done from the touch screen

Apps based operating system for ease of use

Intuitive full-colour 26cm/10.2" or 38cm/15" touch screen display

Optional weighing platforms from 5kg to 35kg with differential weighing

Colour printer that prints in vibrant full colour or black

Print logos, graphics, promotional messages, return address, and meter indicia at high speed – all in one pass

Power stacker processes up to 600 pieces in one single run or 1,200 with self-expanding backstop

No sorting by weight and size with Weigh-on-the-Way™ and Dimensions-on-the-Way™ in-line weighing and rating

Open and closed flap envelope sealing (Connect+™ 3000)

Easy to use self adhesive strip or gummed tape for parcels

Want to add more pulling power to your mailings?
Find out more and contact your local Pitney Bowes sales representative today or email **sales.au@pb.com** to discover how the Connect+™ Series could take your mailing operation to the next, more profitable, level.