

**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.

**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.

\*Study performed March 2010



**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 Product Performance Guarantee.

**Features**

	Connect+™ 1000	Connect+™ 2000	Connect+™ 3000
Weighing options	5, 7, 12, & 35kg	5, 7, 12, & 35kg	5, 7, 12 & 35kg
Differential weighing	Optional	Optional	Optional
Accounts	50 standard, up to 2,000 optional	50 standard, up to 3,000 optional	From 300 standard, up to 3,000
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 blue, black & white, process colour	Postal blue, black & white, process colour	Postal blue, black & white, process colour
W-o-W™ Weigh-on-the-Way™	Not available	Standard	Optional
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 Power stacker adds 483mm to length Colour adds 185mm to length	With drop stacker Length 1,638mm x Width 635mm Power stacker adds 483mm to length Colour adds 185mm to length	With drop stacker Length 1,867mm x Width 648mm Power stacker adds 483mm 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™]	135/220 [W-o-W™/Non W-o-W™] 170/270 [W-o-W™/Non W-o-W™] 205/310 [W-o-W™/Non W-o-W™]
Color touch screen display/ user interface	10.2" standard 15" optional XGA	10.2" standard 15" optional XGA	15" 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



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© 2011 Pitney Bowes Ltd. All rights reserved. Delivering more than 90 years of innovation, Pitney Bowes provides software, hardware and services that integrate physical and digital communications channels. Long known for making its customers more productive, Pitney Bowes is increasingly helping other companies grow their business through advanced customer communications management. Pitney Bowes is a \$5.4 billion company and employs 30,000 employees worldwide. Pitney Bowes: every connection is a new opportunity™. For more information visit www.pb.com.

CE 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



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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 and e-chat provide instant support. The suite of apps makes light work of everyday tasks, from ordering ink to sending and tracking parcels. And you can visit websites like Royal Mail to complete admin tasks for mailings from your machine. 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? Easy. Graphical ads you design yourself that add impact and presence to your mailings? 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 parcel 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 10.2” touch screen (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
- Access financial and usage data remotely to identify savings, track spending against budgets and monitor mail centre performance by workstation, operator, or location
- Export data via USB memory stick.

### INVIEW™

This online service allows you to view and analyse data about your mailing activities.

- Monitor trends over time and compare behaviours of different client/departmental accounts
- Identify opportunities for more efficient use of funds
- Eliminate waste by identifying poor practice.

### 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 205 letters per minute.

### Cleanmail Advance

Your Connect+™ system allows you to maximise Royal Mail Cleanmail Advance discounts.

- Reporting shows you how many Cleanmail Advance items you send per day, by account, separately from the normal rate mail
- Compare this to the data supplied by Royal Mail to gauge your success in complying with the Royal Mail’s rules
- Use the difference to plan and take corrective action.

### 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.

- Get priority contact with the right person at Pitney Bowes
- Track parcels with multiple carriers
- Virtually unlimited memory capacity for data backup
- Link straight to specific supplies for your Connect+™ Series system
- Online help, including e-chat with an operator
- Connect using your network or by 3G mobile
- Download apps that add value to your operation and deliver business-wide benefits
- 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 the intuitive MyGraphics™ Designer tool to create – and save – messages, ads, coupons and more, in minutes
- No need to buy expensive 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.

**Connect with PB**  
Priority contact with the right Pitney Bowes department to get queries answered quickly.

**Buy supplies**  
Buy supplies directly from your Connect+™ system.

**Royal Mail**  
Direct access to Royal Mail services. Find an address, check a postcode or log a sales order.

**Apps**  
Plan and execute effective marketing campaigns. Source new and cleanse existing data for improved targeting.

**Parcels**  
Unique multi-carrier service to ship and track your parcels plus exclusive competitive international mail tariffs.

**News & offers**  
Get regular updates on the latest mailing news as well as exclusive access to special promotions.

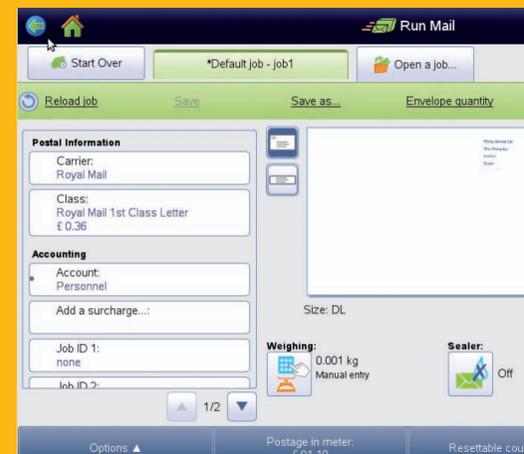
**Get peace of mind**  
The Connect+™ Series is engineered to the highest standards. When you experience a glitch it’s reassuring to know you are supported by a nationwide network of qualified service professionals to put things right and get your system running smoothly again.

**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
- Use the Pitney Bowes My Account service to see usage and track your orders.

## Want to add more pulling power to your mailings?

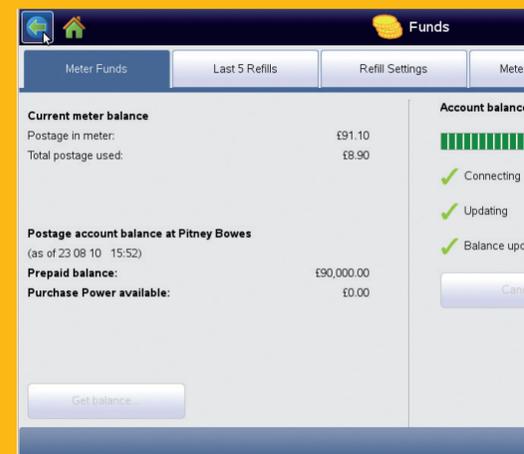
Find out more and contact your local Pitney Bowes sales representative today or email [ukenquiries@pb.com](mailto:ukenquiries@pb.com) to discover how the Connect+™ Series could take your mailing operation to the next, more profitable, level.



Access everything you need to quickly process mail from the full colour touch screen



Easily create and upload graphics using My Graphics™ Designer



Access important financial information on the Connect+™ and online

