pitney bowes

Shipping & Mailing
Franking Machines

Your simple guide to franking

When is franking right for your business?

What?

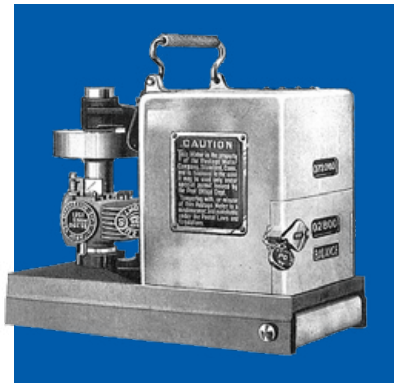
What is franking? It's obvious isn't it? Well, no actually, but we can explain.

Why?

Why choose franking as your postal solution? Why not just spend all day at the Post Office instead?

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.

Let's get started.

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

What is franking?

Franking machines 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 franking machines through an electronic communication that allows your business to pay for your postage without making trips to the post office, or keeping piles of stamps in the office.

Franking machines come in different sizes - from little entry-level machines to sophisticated models capable of franking hundreds of letters and parcels in minutes.

Find the right machine for you.

What does franking mean for you?

A franking machine saves your business time and money.

Why does your company need a franking machine?

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

Your very own post office in your office.
A franking machine saves your business time. By using a franking machine 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 franking machine enable you to weigh your mail quickly and accurately, down to the very last penny.

What postal services are available?

A franking machine makes your business more efficient.

"Just stick a few stamps on it. That should cover it."

Your franking machine 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 franking machine 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 franking machine 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 franking machine means that time spent queuing for stamps can now be invested elsewhere in your business.

Tell me more about saving money.

A franking machine saves your business money.

Savings, savings, and more savings.

Whether your business sends twenty or several hundred letters a day, a franking machine enables you to instantly qualify for a discounted rate for priority mail or regular mail.

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

Any more reasons why I need one?

A franking machine helps your business to get noticed.

Promote your business on every piece of mail.

A franking machine can help you build your brand and present a professional image to your customers.

You can print 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.

What else can it do for me?

A franking machine 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 Royal Mail.

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

A franking machine will process your mail quickly and efficiently and as a result improve your productivity.

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

How does it actually work?

A franking machine is simple to use.

How does it work?

01 Place your letter or parcel on the franking machine 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.

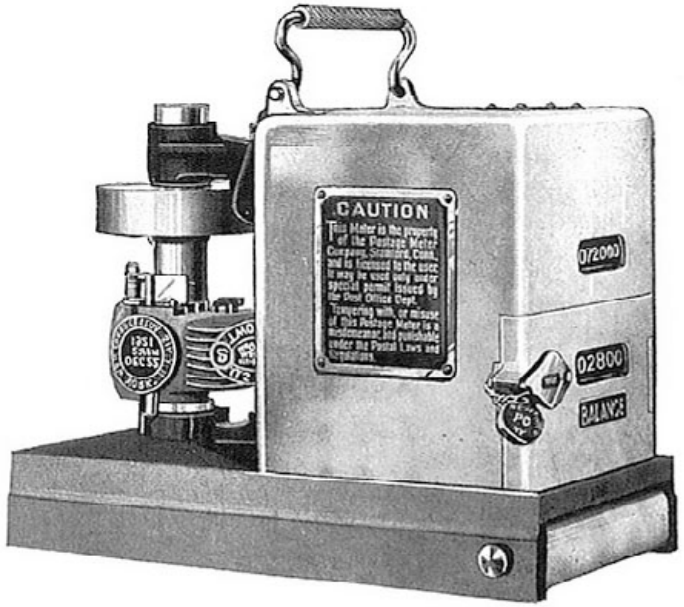
06 Stick the label on the parcel, wander over to your Business Posting Box / local Post Office* and drop off your post.

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 franking machine. Consider also a folder and inserter if you need something much faster to create your mail.

So, who invented this clever stuff?

Pitney Bowes invented franking, so we know our stuff.



A bit of history

The franking machine'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 franking machine.

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

Since then the franking machine 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 the Royal Mail to hold titles to the machines, which they then rent out or lease to business customers.

So, is franking right for you?

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.

Request a call back.

For more information, visit us online:
pitneybowes.com/uk/

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