

Presort Services

Mail smarter. Grow faster.  
Completely overdeliver.



# Deliver value.

Getting time-sensitive or business-critical mail into the right hands is not enough. You need cost-efficient, on-time mail processing and delivery with optimal postage discounts—whether it's a bill, marketing mail or informational packet.

Accomplishing a mailing is also complex, thanks to postal rate increases, USPS® mailing requirements and compliance mandates that change often and can make your job challenging.

Plus, you've got to manage your internal budget pressures and ensure the overall security of your mail processes and data. Where's the efficiency?

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Make every mailing more efficient.



Presort Services helps you **maximize mailing savings, achieve consistent, reliable mail delivery and confidently meet challenges around mail integrity.** We help companies of all sizes process billions of pieces of mail with speed and reliability.

## Presort Services by the numbers

Every year we:



Optimize postage on **16 billion mailpieces.**



Operate **35+ state-of-the-art facilities** across the U.S.



Employ **350+ drivers** who travel **25 million miles.**



Complete **840,000 pick-ups.**

# Presort Services makes mailing smarter.

Trust the recognized experts to reduce mailing costs, remove complexity and optimize service. With over 95 years of successful mailing experience, we know USPS® regulations, understand your requirements and have the innovative technology and logistics network to deliver when, where and however you require.

- Automate mail processing.
- Optimize postage spend.
- Maximize postal discounts.
- Simplify compliance.
- Enhance security and business resilience.
- Improve accuracy.
- Provide end-to-end visibility.
- Support multichannel communications.

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We deliver Complete™ solutions for:



**First-Class Mail®**



**Marketing Mail®**



**Bound & Packet Mail**

**Profit from the Pitney Bowes advantage.**

**Automated processing** handles your mail with precision.

**Mail Exchange** commingles and transports your mail to lower your costs.

**Innovative technology** gives you a competitive edge.

**Secure chain of custody** keeps your mail safe and on-time.

**Connected logistics** keeps your mail moving on schedule.

**Industry expertise** ensures compliance.

**Data optimization** controls postage costs.

**Digital insights** provide end-to-end visibility.



# Make First Class “world-class.”

Presorting makes it easier for the USPS® to deliver mail in exchange for postage discounts. Our convenient, concierge-style service commingles mail to gain economies of scale, sorts mail to unlock the biggest discounts and simplifies the logistics of mail delivery.

- **Optimize discounts** by processing down to the finest sort possible.
- **Enhance deliverability** with Intelligent Mail® barcode processing, move updates and corrections.
- **Streamline delivery** with our logistics network. We'll induct your mail at the USPS facility nearest to its final destination.
- **Optimize mail qualification** with tools that easily analyze mail files and create all documentation required for processing.
- **Gain visibility and control** with end-to-end mailstream transparency.
- **Reduce returned mail volume** with digital solutions that can improve deliverability by up to 75%.\*

\*Source: Pitney Bowes analysis

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**“With Pitney Bowes, I can count on an exceptional level of trackability and granular status information that I can confidently share with clients.”**

— Henry Perez, Chief Operations Officer  
Financial Statement Services, Inc.

## A simple five-step process to savings

**01. Pick up** mail at your facility.

**02. Inspect** for address quality, weight and proper postage.

**03. Sort and transport** to achieve the best discounts.

**04. Induct** into the USPS mailstream for fast delivery.

**05. View** tracking and accounting details, budgets, reports and payments for each mailing sent.





# Think outside the mailbox.

Presort Services has developed proprietary solutions to improve mail performance across multiple mail classes. Turn our experience to your advantage in several ways.

## **Gain total visibility into your mailstream.**

IntelliVIEW™ tells you when we process your mail, when and where it is inducted, and validates delivery information. This cloud-based solution makes it easy to:

- View or download data for enhanced analytics.
- Save money with powerful analytics.
- Simplify compliance.

## **Reduce returned mail and save.**

Our Return Mail solutions can improve deliverability by up to 75%.\* We scan and digitize UAA mailpieces, validate returned mail addresses against multiple data sets and update records to produce cleaner address files.

\*Source: Pitney Bowes analysis

## Case Study: More efficient mailing and tracking.

### **The challenge:**

Financial Statement Services, Inc. sought to accelerate growth with new ways to increase efficiencies and achieve volume discounts for their clients.

### **Our solution:**

Pitney Bowes Presort Services and Intelligent Mail® barcode.

### **The results:**

- Greater speed and efficiency.
- Improved closed-loop mail tracking and mailpiece visibility.
- Assured compliance with regulatory requirements.
- Lower cost to serve, with no additional capital outlay.





# Turn up the volume and lower your costs.

Marketing Mail® is a powerful tool to drive customer response. Given our economies of scale and experience in First-Class Mail®, we can enhance Marketing Mail efficiency to accelerate your success. Presort Services can make things easier across the entire mailing process. Our Marketing Mail commingling solution can drive significant savings, regardless of list size.

- **Transparent pricing.** We know the best ways to mail to reduce costs, and our fixed per-piece pricing eliminates budget surprises.
- **Mailstream visibility.** Know precisely where your mail is and when it will be delivered.
- **Logistics that deliver.** Obtain fast delivery via our cross-country network and six-day-per-week mailings.
- **Flexible payment options.** Choose the best financial solution to meet your business needs.

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**“When we’re faced with any challenge that involves presort services, Pitney Bowes will come up with a solution that will accommodate our clients’ needs. We’re confident of that.”**

— Bernadette Rutan, President  
United Printing and Mailing



**5 operating centers**  
dedicated to Marketing Mail.



**3 Billion pieces** of Marketing  
Mail processed annually.



**Six-day-per-week**  
mailing services.

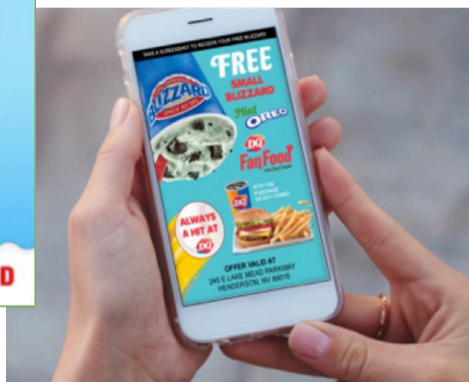
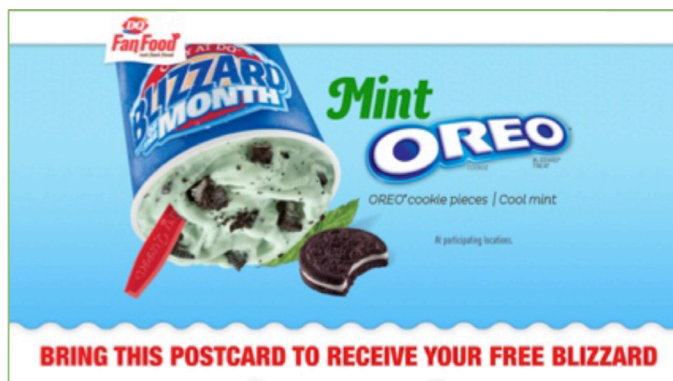




# Make direct mail more impactful.

**Synchronize™ Mail + Mobile** makes it easy to launch a multichannel campaign by adding mobile advertising to direct mail.

- Use existing artwork and direct mail lists.
- Match mailing lists to millions of unique device IDs.
- Broaden campaign reach with lookalike prospects.



According to InfoTrends, there is a **45% increase in response rates** when print, web, email and mobile are used in unison.

## Case Study: Solving tough client challenges

### The challenge:

United Printing and Mailing had to meet client specific “in the mailstream” SLA expectations around timing, postal rate discounts and use of an existing CAPS account. The mail deadline was 24 hours away.

### Our solution:

Presort Services met with United Printing and Mailing, picked up the mail within a day and arranged to use the client’s CAPS account for postal costs.

### The results:

SLAs were met successfully, and the account has now doubled in size. United Printing and Mailing has the confidence to pursue other high-volume accounts, knowing that Presort Services is ready to go the extra mile to get the job done.



# Take a more hands-off approach.

Presort Services can reduce cost and complexity of processing Bound & Packet Mail. As the nation's largest USPS® workshare partner, we can help you automate processing and earn postage discounts on Bound Printed Matter and Marketing (Standard) Flats.

- **Enjoy guaranteed pricing** so you can accurately budget postal expenses.
- **Reduce manual labor** to improve time to market.
- **Achieve full USPS compliance** with the latest barcode functionality, move updates and corrections.
- **Access expert advice** with on-site customer support.
- **Choose a payment solution** that's best for your business.
- **Save money** as you eliminate annual software license renewal and we handle sortation for you.

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**Our national logistics center is staffed 24/7** to keep our network aware of storms, delays, breakdowns or anything else that might impact mail delivery.

**National coverage from multiple locations across the United States:**

California  
Florida  
Illinois  
Minnesota  
Pennsylvania  
Texas



**5.5 Billion pieces a year** are sent in the United States annually via Bound Printed Matter or Marketing (Standard) flats.







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Let us show you what we can do for your business.  
Visit [pitneybowes.com/us/presortservices](https://pitneybowes.com/us/presortservices)

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visit online: [pitneybowes.com](https://pitneybowes.com)

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