

Freedom to choose, save and optimize.

Control mailing costs.

Controlling postage spending is vital to maintaining a competitive advantage for mailers. That's only part of the equation.

You also need freedom and productivity. That includes the ability to choose the best mailing strategy (direct present, commingle or a combination) for each job and a simple, automated and reliable process that helps you make that decision.

Choosing the sortation strategy that controls costs and optimizes mailing performance hasn't always been easy.

For an easy-to-use, secure solution that helps you simplify and optimize sortation decisions, look to PrimeSort™ from Pitney Bowes.

Simplify mailing decisions.

PrimeSort is a postal optimization software tool. Using a name and address or a Mail.dat file, PrimeSort will help you identify the best processing scenario to prepare a mailing and save on postage costs.

Direct Present: Geographically dense mail that qualifies for the 5-digit rate.

Commingle: Additional postage savings can be realized by commingling mail to improve zipcode density.

Hybrid: Mail that is already qualified to the best sort is direct presented. The remaining portion is commingled.

Primesort can split mail files to prepare each mailing for superior savings and campaign management. It provides you with flexibility in assigning processing options for each mailing and helps you ensure that each mailing is ready for induction. It even generates mail preparation files, tray labels and more.

For more information, visit us online: pitneybowes.com

PrimeSort is designed to work in a variety of mailing environments; whether you need a hosted web page or prefer an automated workflow. It's flexible enough to accommodate your business needs.

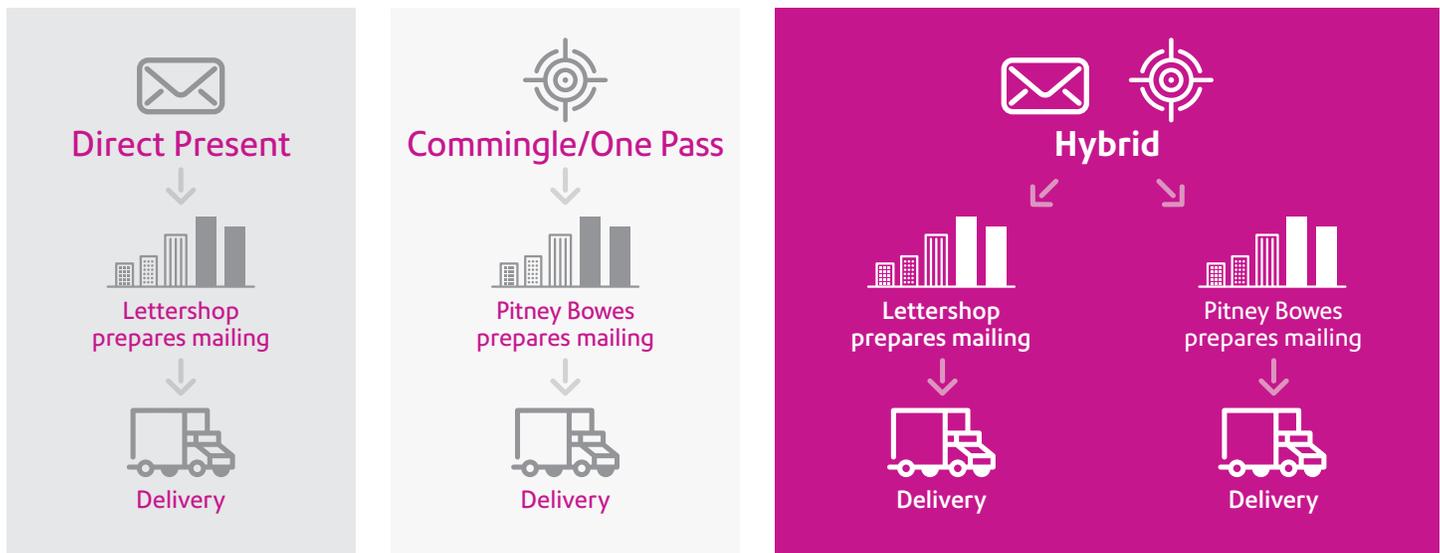
You simply upload your mailing files, answer a few quick questions, and PrimeSort recommends the best combinations to optimize postage. You always have the freedom of choice to make the right decisions for you or your clients.

- Identify true savings beyond simple presort software
- Inject PrimeSort at virtually any stage of the production workflow
- Input data using raw name and address or Mail.dat file
- Supports First-Class™ or Standard Mail
- Add real world operational and shipping costs to get an overall picture of costs
- Utilize web user interface or lights out workflow tool

Cloud-based address cleansing, mail tracking and more.

PrimeSort also includes address hygiene, de-duping, USPS documentation and mail piece tracking capabilities, and it produces Full Service Intelligent Mail® barcodes. As a secure, cloud-based solution, it requires no hardware, software or IT overhead.

The PrimeSort solution supports you whether you're looking to determine the most effective mailing method for a new job, or want to optimize the processing of an existing one. With PrimeSort, you can maximize cost savings and mailstream performance on every piece.



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