

I'm on  
my way

Mail that  
speaks volumes

**Royal Mail Mailmark™**



# Contents

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**Mail Innovation**

You want more from your mail

**Better Value**

To save you money

**Make your mail look better**

New improved indicia

**New products**

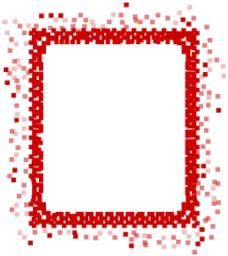
Pre-paid reply and updated Business Mail Advanced

**Next steps**

How to get Mailmark™ on your franking machine

# Mail innovation has come a **long way**

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First we had the **stamp**



Then we had the **postcode**



And Royal Mail **letters automation**  
streamlined the process

# But it turns out you want **more from your mail...**

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## **Mailmark™ pricing**

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- Applies to 1st and 2nd class Letters and Large Letters (standard and signed for)

## **More product choices**

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- Pre Pay Reply
- The technology for new products to come down the line

## **Easier to get right**

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- Automated tariff update
- Accurate product selection
- If you select the right product, you'll always pay the right price

## **No annual inspection**

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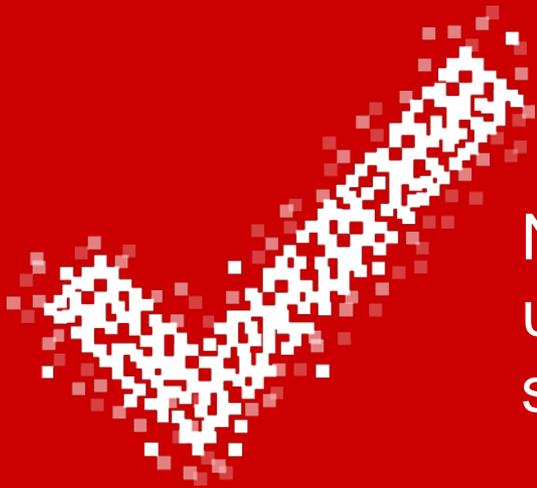
- No annual inspection required for your **Mailmark™** Franking machine



So Royal Mail has made a significant investment  
in a new barcode technology for mail

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and worked together with the franking industry  
to enable the introduction of this new technology  
to your smart franking machines.



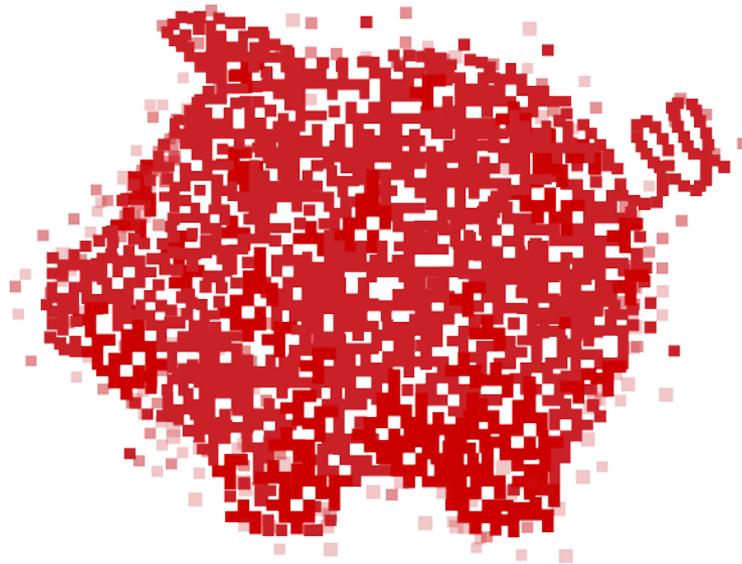
New Franking machines and Smart machine  
upgrades available to make your mail  
smarter

# To save you money...

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It's easier for Royal Mail to process

So they have made it better value for you



# And to make your mail look better

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- **Mailmark™** will improve your mailpiece look from this...



- and this...



# To this: Mailmark™ Indicia - creating the right impression

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Space for brand, message,  
QR codes or return address

Royal Mail brand applied  
at source looks better

Sophisticated barcode

Showing you value your  
customers enough to  
send it 1st class



All text can be in the same ink and all aligned

# Plus you want more products... so we're introducing **Mailmark™ Pre Pay Reply**

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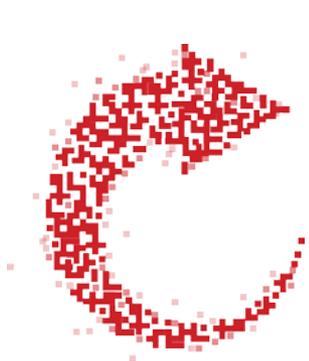
- A **Mailmark™** business reply product, providing a pre-paid return envelope for your customers to respond - from **April 2014**
- Your customer can post the pre-paid envelope in any post box
- Available only to **Mailmark™** Franking machines
- Same price as First & Second Class
- Available in Letter and Large letter formats

## Example of Pre Pay Reply indicia



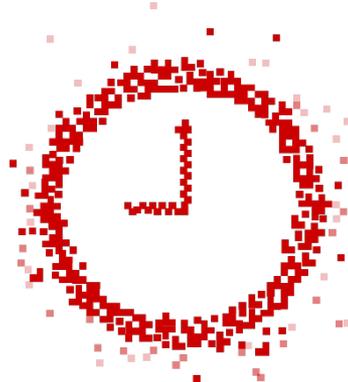
# Pre Pay Reply has benefits which are of real value

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Giving your customers an **incentive** to reply



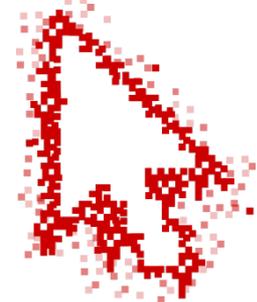
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Giving them an incentive to reply **quickly**



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**Enhancing** their experience



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And giving them **control** over speed of return with First or Second Class



# Mailmark™ + Business Mail Advanced will bring additional benefits

	<b>Current</b> (Until April 2015)	<b>Mailmark™</b> (From April 2015)
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## VAT

Royal Mail provides different VAT invoices for Business Mail Advanced and other franking products

All VAT transactions on one invoice means easier accounting

## Invoice

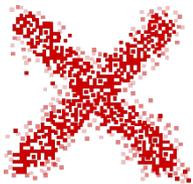
Business Mail Advanced invoice is more complex

Simple and transparent

## Price calibration

You receive rebates by cheque for discounts related to machinability which leads to a complex invoice

The machinability discount is applied up front. Your manufacturer will then remove the machinability discount for any items that do not meet the specification, leading to a simpler bill



Up-front higher price  
Can't understand invoice information  
Can't relate the cheque rebate to the invoice



Correct product price franked  
No more complex processes

# Mailmark™ + Business Mail Advanced will make franking easier

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- From **April 2015**, Business Mail Advanced is changing:
  - Business Mail Advanced will only be available to **Mailmark™** franking customers
  - Business Mail Advanced will cease to be available to Smart machine customers
  - New payment process means you pay the discounted product price when franking. Any mail failing specification will be surcharged
  - Your experience is significantly improved
  - Technology changes mean Business Mail Advanced will only use the **Mailmark™** indicia (licence plate no longer required), meaning a smarter looking mailpiece



# Next Steps

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**Contact your  
supplier**

Click to contact  
FP Mailing L&C

**They will talk  
you through the  
options**

**You can upgrade,  
lease or buy**

A **Mailmark™**  
enabled machine

**You can start to see  
the benefits**

As soon as  
February 2014

