

Global Print & Mail in a de-regulated European market

How does a global US corporation leverage the de-regulating European postal markets?

Sweden, Finland and The Netherlands having already de-regulated with plans for the remainder of the European Union to deregulate and open their National Posts to competition by 2011.

The benefits to leveraging lower postage costs for Letter Mail that is destined for European countries (originating in the USA) are dependent upon the postal services and tariffs available through both International and Domestic Postal Carriers.

The consolidation of European Letter Mail that originates from multiple US corporations can significantly reduce the cost of postage. Building a European consolidation centre is essential to being able to benefit from the most cost effective International postal tariffs as well as key volume based domestic postage cost reductions, through local domestic production.

Having a platform that can overcome the physical constraints of the print & mail attributes required by multiple organisations, that can also create a real time selection of postal services to the mail piece level (based upon geographic address, best price, best production location by volume) and consistently deliver the lowest cost per mailing run is crucial but has challenged many in the industry.

Not being tied to a physical network of production centres will enable flexible utilisation of technology required to handle growing volumes and document requirements.

PostStream have great experience of helping organisations reduce the overall cost of their postal budgets, why not give us a call to see what we can do to assist your organisation.

Further information:

Further information can be gained from accessing our website at www.poststream.co.uk

About:

PostStream Limited was formed in 2011 and was established as the exclusive UK Distributor for the unique 21 Grams iSORT postal software platform, providing a number of products and services to the transactional mailing and direct marketing mailing industry throughout the UK.

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