

go with franking



An introduction to franking – how it can
benefit your company



with us it's personal®



6 reasons

>>> 1 Impress

First impressions count. So why not make a big impression with a quality franking mark by featuring your company name and logo on your franking impression? As well as projecting a professional image of your company, every piece of mail you send becomes a advertising opportunity. Think about how this could help in generating awareness for your company and building relationships with your customers.

>>> 2 Send

Sending franked mail is easy. Posting options include your local Post Office®, Royal Mail Enquiry Office (by prior arrangement), special Business Posting Box or ordinary Post Box (using special franked mail posting envelopes, low volume machine only). Alternatively we can collect it from your office.

>>> 3 Save

Time is precious. Businesses are constantly seeking efficiencies which will save time and increase effectiveness. Franking and the machine technology now available can save you time in all sorts of ways, from re-crediting your machine over the phone, to franking the mail quickly and quietly. It can all be done without leaving the office.

>>> 4 Control

Cost control and security come as standard with franking. Not only is your postal credit safe in a franking machine, enhancing office security, but as you spend it, your expenditure is automatically tracked for you electronically. Machines can also be linked to electronic postal scales, which will calculate the exact postage required.

>>> 5 More

Franking offers great flexibility to cater for all of your posting needs. You can use your franked impression to pay for other Royal Mail services, such as Special Delivery™, Recorded Signed For, Business Collections, one-off collections and international mailings.

>>> 6 Start

Franking is a perfect business posting solution!

There is no minimum amount of mail you need to send to pay by franking. To get started, contact one of the authorised franking machine suppliers listed on the back of this leaflet. We will then license you to pay by franking and you can start to enjoy the many benefits it can offer your company.

to help you...

Royal Mail can arrange for alternative formats of this booklet to be sent to you in...

- Large Print
- Braille
- Audio CD
- Audio Cassette

To obtain a free copy call Customer Services on **08457 740 740**

If you are deaf or hard of hearing, we offer a textphone service on **08456 000 606**

Alternatively, please visit our website **www.royalmail.com** which has been designed with all of our customers in mind.

any problems...

If you have any problems or want to ask questions, please give us a call on **08457 740 740**

We can sort out most problems, but if you're not happy with our response you can contact Postwatch, the postal watchdog, on **08456 013 265**

e-mail **info@postwatch.co.uk**
or write to **Freepost Postwatch**
Web site **www.postwatch.co.uk**

For more information about franking call your Royal Mail Sales Centre on **08457 950 950** or visit **www.royalmail.com/franking**

