

Mailers Get Chance To Cut Costs Despite Rate Rises

In the face of the impending 2007 rate increase by the US Postal Service (USPS), Neopost is introducing new options for customer education and support

On May 14, the USPS will replace the current weight-based pricing model with a more complex system based on length, width, weight and thickness. According to Neopost, the change will cause inefficiency in mailing processes, higher labour costs and up to 90 per cent increases in postal costs, unless companies are able to automate mailing operations and change the way mail is processed. Neopost said it will offer informative shape-based pricing postal workshops in 26 cities nationwide throughout the USA.

Experts, including USPS representatives, will be on hand to educate companies on the impact of the rate change on businesses, as well as to provide advice on how to control costs whilst increasing productivity and efficiency.

For the location and contact information of the postal workshop nearest to your.

By correctly processing mail, companies may be able to decrease overall costs, said Neopost. To significantly reduce the cost and time associated with mailing operations, the company is offering businesses a range of automated mailing systems. They are claimed to be capable of helping businesses save money and decrease inefficiencies by reconfiguring mailings to lower cost formats, finding alternative mail carriers with the best rates for each mailing and by taking advantage of the significant rate reductions offered for clean, formatted addresses.

Neopost's IJ Dynamic Scale (IJ-DS) with its patented, four-point detection system is said to be suitable to meet the requirements of USPS shape-based pricing, as the unit automatically measures the length, width, thickness and weight to correctly classify and rate outgoing mail based on the new 2007 postal rates.

In addition, Neopost's Online Services offer automatic rate download for adaptation to changing USPS rates.

In addition, Neopost offers other systems to help its customers meet their shape-based pricing needs.

These include Neopost's line of folder inserters to reconfigure the flats being mailed in to letter-sized envelopes, saving up to a claimed 49 per cent on postage under the new rules.

Neopost added that the USPS is offering steep postal discounts for those who format their addresses for USPS mail automation rates.

Neopost's new line of address printers will help meet the address format standards, which could save up to 46 per cent on postage costs, added the company. With the new rate change, parcel shipping costs are significantly increasing. Neopost's multi-carrier shipping systems, such as Friendship Navigator and Neopost Online Services let users compare rates from major carriers to get the lowest cost per piece, typically saving you up to 20 per cent on postage, it is claimed.

In addition to its postal workshops, certified Neopost shape-based pricing consultants will be available to help businesses determine how to best prepare for this vital business change.

- **Neopost: contact details and other news**

<http://www.printingtalk.com/news/neo/neo124.html>