FRAMA ■

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Introduction to Mailmark™

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What is Mailmark™?

Royal Mail has invested £70m in the development and introduction of the new MailMark™ technology into the UK postal market.

The current town die is replaced by a digital 2D barcode which will be used to track mail items through the Royal Mail sorting system.

**Simplified access to Royal Mail products
A more professional finish to items of mail
Automated postal tariff updates
Saves your business money**

Creating the right impression

As well as providing an additional saving, Mailmark will also improve the look of your mail…
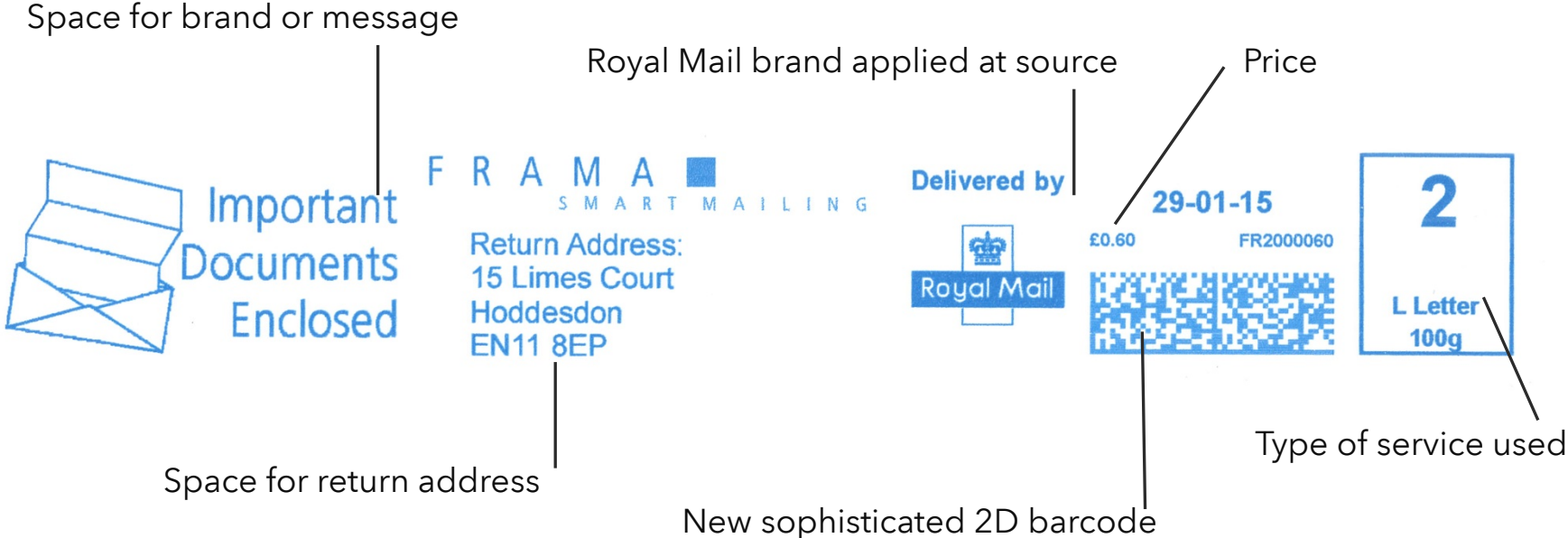
Old style   **New style**

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Anatomy of Mailmark™

Space for brand or message

Royal Mail brand applied at source

Price

Important Documents Enclosed

FRAMA
SMART MAILING

Return Address:
15 Limes Court
Hoddesdon
EN11 8EP

Delivered by

Royal Mail

29-01-15

£0.60   FR2000060

2
L Letter
100g

Space for return address

New sophisticated 2D barcode

Type of service used

Mailmark™ – The facts

Incorrect pricing of post cost businesses over £2m in collected surcharges in 2013

Mailmark provides Easy tariff updates to ensure the correct tariff is always used

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Mailmark™ – The facts

Franking is already cheaper than stamps, can Mailmark save me more?

Yes! Using the Mailmark service, Royal Mail guarantee you will always have the cheapest tariff

Mailmark™ – The facts

**Will items sent via Mailmark improve
My service from Royal Mail?**

**Yes! Mailmark will help Royal Mail process and report on scanned
mail more efficiently.
In addition processes are improved and
complications reduced**

Mailmark™ – The facts

How do I receive updates?

All Frama Franking machines will connect to your office network, thus removing the need to be connected to a traditional telephone line

Mailmark™ – The facts

Is Mailmark compulsory?

No, but as a constantly evolving service, all mail will eventually carry this new barcode

Mailmark™ Pricing

	Standard franking	MailMark price	Savings using Mailmark
1st Class	53p	51p	2p
2nd Class	40p	37p	3p

Savings per month (based on letter per day)							
	Savings per letter	50	100	200	500	1000	2000	5000
1st Class	£0.02	£20	£40	£80	£200	£400	£800	£2000
2nd Class	£0.03	£30	£60	£120	£300	£600	£1200	£3000

Mailmark™ – Compatibility

Which Machines are Mailmark compatible?

Every franking system in the Frama Matrix range is Mailmark ready. Frama earned the Business Info Editors Choice award for this feat.