

## SAVE ON SHIPPING

Facts that can help you save up to 50% on overnight packages and shipping using your postage meter and scale.

If you've ever been on an airplane, you know that there's a good chance that the person sitting next to you paid a lot more (or a lot less) for the same trip. The same is often true for packages and parcels. The cost of moving comparable documents, supplies and products from point A to point B can vary greatly.

Pitney Bowes is pleased to provide you with these economic tips that can help you reduce the amount of time and money you spend on shipping. You'll find that Pitney Bowes wants to help you run your business more efficiently. And, with your new Pitney Bowes postage meter, you have a new tool that can help you better manage expenses.

**For your convenience, this Guide is broken down into four easy-to-read sections:**

- 1 Plan in Advance**
- 2 Leverage your Postage Meter**
- 3 Compare Rates**
- 4 Shippers' Secrets**

**Each section includes helpful tips and smart advice to help you save money every day.**

### **1 PLAN IN ADVANCE**

You'll find that your single biggest cost saver is advance planning. If you have to move a sixty-five-pound shipment from Cincinnati to Sacramento overnight, it's going to be a lot more expensive than if you have a week to move that same package.

Here are some smart tips:

- **Mind your Inventory.** Take a few moments each month to map out what supplies, equipment and products you may need in the weeks ahead. As a buyer of goods,

placing orders weeks in advance will allow you to take advantage of the lowest shipping costs. As a seller of goods, you will be able to fulfill your order in one shipment, and avoid having to send a follow-up package for back-orders.

- **Consolidation.** It will usually be less expensive to send one larger package than several smaller packages. Setting up a process where you can combine all documents and items going to the same client into one package can be a big savings for you and your customer.
- **Avoid Overnights.** Any time you can avoid "having to get it there in the morning," you can save big. Make sure your employees understand the cost of overnight shipping – and use it only when necessary.



### **2 LEVERAGE YOUR POSTAGE METER**

Many businesses ordered their postage meter to help them send mail more efficiently. And with the ability to print exact postage and refill at the push of a button, it's true that sending letters, postcards, marketing brochures and invoices has never been easier.

However, your postage meter can also be used in conjunction with the United States Postal Service to save a considerable amount of money on shipping. While a large box won't slide into your meter – you can use postage tapes (a supply of which came with your meter) to help you save time and money on shipping. If your mailpiece is too thick for the postage meter, simply print the postage on a postage tape sheet, and affix it to the mailpiece or package.

## Here are some money-saving options:

- **Priority Mail®.** For quick, cost-effective delivery, Priority Mail offers tremendous impact and value. Your shipment will be received in 2-3 days at a price that's up to 50% less than what other shippers charge. You can even take advantage of new Delivery Confirmation™ and Signature Confirmation™ services.



Best of all, you can process Priority Mail right from your office using your Pitney Bowes postage meter. Simply weigh your package, and apply the exact postage using your

postage tape sheets. You won't even have to go to the post office to get supplies – Priority Mail Packs can be shipped right to your office, at no cost to you. Just log on to <http://supplies.usps.gov>.

- **Parcel Post.** For larger packages, Parcel Post provides the most economy. You can send packages weighing up to 70 pounds. Service usually takes 3-7 days, depending on the destination. For an exact quote, please visit [www.usps.gov/shipping/rates](http://www.usps.gov/shipping/rates). As with Priority Mail, you can request Delivery or Signature Confirmation – and of course, you can print your own postage using your Pitney Bowes meter.
- **First-Class mail.** While most people think of First-Class mail for letters, you can send small parcels and oversized envelopes, too. The parcel must be less than 13 ounces, and the combined length and girth of the mailpiece (that's the length of its longest side plus the distance around its thickest part) may not exceed 108 inches.

With your postage meter and scale, you can print exact postage – so you'll never overstamp. To set the postage value on your meter, simply key in the postage amount and press Enter. You can enter any amount up to \$99.999. (If you enter a postage amount of \$1.00 or more, the display will ask you to confirm this setting.)

## 3 COMPARE RATES

Shipping has become a very competitive industry. Whether you are sending a few documents – or preparing for a major trade-show exhibit – you can find opportunities to save money by taking a few moments to comparison shop. Depending on the size, weight, destination and level of service, you'll find that each carrier has a niche where they are most price competitive.

To make it quick and easy to compare rates with the major carriers, Pitney Bowes provides a free service that can help you get your package to its destination on time... and on budget. It's called ValueShip™.

Just go to [www.valueship.com](http://www.valueship.com). Pitney Bowes has teamed up with the best carriers in the business, including Airborne Express, DHL, FedEx, UPS and the USPS, to provide a one-stop shipping service. As a Pitney Bowes customer, you can make full use of this service at no additional cost.

## Here are some free ValueShip™ services:

- **Rate Comparisons.** To find out the least expensive way to get your package delivered in the fastest possible time, just enter the ZIP Code, weight and level of service required. You'll instantly get a complete listing of all of your shipping options, starting with the lowest cost alternatives. Studies show that you could save 33% or more on shipping by using a rate comparison service such as ours!
- **Tracking Services.** If you want to follow up to ensure your package reached its destination, just enter your tracking number. The Pitney Bowes ValueShip™ website is linked to the databases of all leading carriers, so you can find out in a flash if your package was received, and who signed for it.

- **Addressing Services.** Not sure of an address? Just key in the address you have, and you'll receive instant verification – including ZIP Code look-up. It's just one more way Pitney Bowes wants to make it easier for you to manage your business.



#### 4 THE SHIPPERS' SECRETS

We asked shippers from across the country to share their tips for saving money on shipping. In addition to all

of the advice provided above, there are a few extra ways you can save:

#### Here are some tips for extra savings:

- **Consider recycling packaging.** Boxes and bubble wrap used to send shipments to you can be re-used when you need to send packages out. Not only is it good business sense, it's good for the environment, too!
- **Double-check invoices.** Some carriers send out multiple invoices each month, then follow up with summary statements. It is wise to keep track exactly of which shipments you have paid for, so you can avoid double billing.
- **Don't be afraid to negotiate.** Talk to your carrier directly, and let them know you are comparison shopping. There may be a special deal that you qualify for.

- **Pay your shipping bills on time.** If you're looking for bargains, carriers will be more willing to negotiate with customers in good standing.
- **If you have a major shipment (for example, an exhibit for a trade show), talk to carriers well in advance.** You should be aware that in the shipping industry there are busy times. For example, there may be a shortage of trucks during the busiest household moving times of the year, such as the week after Memorial Day. It may even be cheaper for you to ship materials in advance and have them stored. Many carriers will hold delivery for a few weeks.

Shipping is an integral part of most business operations. Even if you only send a few packages a week, your annual shipping expenses are likely to be in the thousands, or tens of thousands. As a member of the Pitney Bowes family, we hope you'll be able to take advantage of some of the tips, ideas and practices outlined above.

Your postage meter provides you with many of the tools to start saving right away. For more information on Pitney Bowes products – including software and other services developed exclusively for shippers – we invite you to visit our website at [www.pb.com](http://www.pb.com).

THANK YOU FOR CHOOSING PITNEY BOWES  
FOR YOUR MAILING AND SHIPPING NEEDS.

