



PrimeNet Announces Cuts To Customer Mailing Costs

Company achieves rare “full service” USPS designation; saves customers postage costs

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Qualifying as a U.S. Postal Service “full service provider” at its onsite mail facility, national direct marketer PrimeNet in Florida, now offers significant postage discounts to its direct mail customers.

- Standard mail receives .1 cents postage reduction per piece
- 1st class mail receives .3 cents postage reduction per piece

“This is great for our clients in Florida and across the U.S.,” said Mark Keefe, company president. “They can save between \$1,000 and \$3,000 on a million-piece mailing. We have many customers who mail volumes like that.”

The USPS has awarded this service level to a small National Group of Direct Marketing Organizations like PrimeNet.

The discounts will apply to mail pieces with Intelligent Bar Codes. Full service postal providers like PrimeNet can more accurately monitor and time in-home arrival dates. The service includes free address correction to reduce undeliverable mail, which in turn increases response rates and cuts promotion costs.

Scanned data from the Intelligent Bar Codes provides marketers with:

- a complete picture of the processing of each piece of mail, from the piece’s location in a particular tray to the ultimately delivery to a recipient
- a way to identify pieces that require special handling or services
- free address correction services

A benefit to advertisers of full service postal providers is timing. Advertisers can be sure that their messages will reach potential buyers before special sales. For instance, stores can plan their merchandise needs and staffing requirements based on the exact delivery date of their advertising.

Full Service postal providers have processed more than 30 billion mail pieces, a number that is growing by about half a billion per week.

PrimeNet is a full-service, direct marketing company offering data analytics, list management, variable data, printing, mail processing, online order-entry and program support. With more than 49 years of experience, PrimeNet has a strong, national presence in the marketplace and operations in Largo Florida and satellite locations throughout Minnesota and Wisconsin.

For additional information, contact your PrimeNet representative