

Case History Drafts

Postage Stamps

Most people would agree that there is a strong possibility of increasing response in a DM campaign if a postage stamp is used instead of a PPI. But is it worthwhile?

Some of the comments heard are:-

Postage stamps involve a lot of time-consuming, expensive hand affixing.

It is difficult to acquire stamps in large quantities

We lose any mailsort discount, or we could affix, send to the Post Office for cancellation (with inevitable losses and damaged envelopes), then enclose under mailsort regulations but have delayed the mailing for at least a week or so. The Post Office will also charge for cancellation of the stamps at up to £20.00 per 1,000.

Most of these comments are true and therefore the product needs high-value return or very dramatic increase in response to make postage stamps a worthwhile extra. But there is an alternative.

Enclose the envelopes in the normal way, maintaining mailsort sequence and then affix postage stamps with a Kirk-Rudy stamper, equipped with enprinter to immediately cancel the stamps, ready for bagging to mailsort.

No damaged or lost envelopes from cancellation process and no fee.

Just another process to your mailing adding perhaps 24 hours to the timetable.

Postage stamps are available in reels of 10,000, usually delivered following day.

Full Mailsort 1, 2 or 3, even Walksort discounts still available.