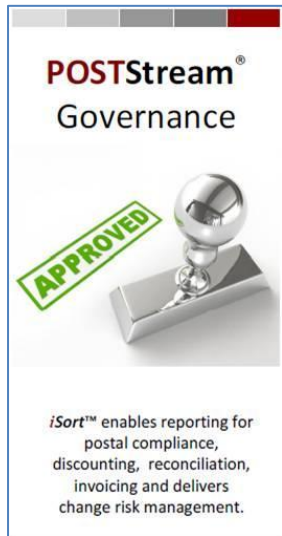


## Discount to Mailers using National Downstream Access for 2<sup>nd</sup> Class Post



If you are using postal carriers such as UK Mail, Secured Mail, Citipost or TNT Post to deliver your National 2<sup>nd</sup> class transactional or promotional mail items then you need to be aware of the proposed changes that Royal Mail Wholesale has under consultation for National Mailers.

The new rules being proposed for National

Mailers requires a broad mix of postcodes across the new four zones, Urban, Suburban, Rural and London – if National Mailers conform to the proposed percentages of postcodes within each of the four zones (National Geographic Postal Profile - NGPP) and provide this information electronically to Royal Mail Wholesale, they will benefit from a proposed discount per National mail item.

Let 21Grams review your transactional and promotional mailing run postcodes to see if you are compliant with the new proposed NGPP rules and gain access to the discount through our iSort™ postal management software.

## Mailers can benefit from new four zones using Zonal Downstream Access

April 2010 saw the introduction of four new zones, Urban, Suburban, Rural and London which replaced the previous five zones. 21Grams have reviewed both



transactional and promotional mailing run postcodes in the following sectors, Energy, Retail Banking, Central Government, Financial Services, and Telecommunications.

We have identified that for many National Mailers in these sectors we have been able to illustrate savings by switching to Zonal and even greater savings when we optimise

to a mix of both National (adhering to the new proposed National NGPP rules) and Zonal mail items in a mailing run.

Let 21Grams review your mailing run postcodes to see by how much we can reduce your postage costs through our iSort™ postal management software.

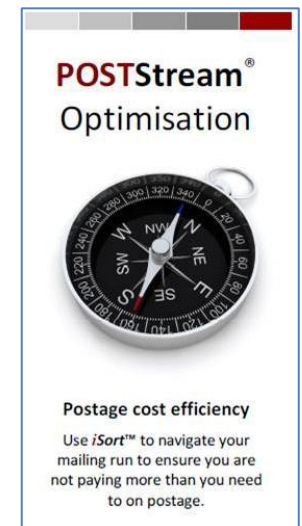
## Optimise your transactional mailing runs with DSA National & Zonal from a single DSA provider

We can offer the ability for your transactional mailing run to be optimised across both DSA National and Zonal agreements from a single provider, such as UK Mail, Citipost and Secured Mail.

We can ensure that iSort™ delivers the lowest cost per mailing run, without impacting your production time lines and within the rules defined by Royal Mail Wholesale for the DSA postal carriers.

The savings contributions created by 21 Grams will enable re-investment opportunities elsewhere in your organisation.

Let 21Grams review your transactional or promotional mailing run post code data to provide an illustration on how much you can save with these new services.



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