

**Release instructions:** For immediate release

**Headline:** Award winning innovation creates huge postal savings for business users.

**Summary:**

**21Grams** –World Mail Award winner for technology 2008 – uses its iSort product to reduce business postal bills by up to **30%**. After 4 years of trading it now manages **10% of all mail in Sweden** and is set to bring the same benefits to UK businesses.

**Body:**

On the 1<sup>st</sup> January 2006 POSTCOMM opened up the UK postal market to competition. New postal operators and new products came to the market, and the evolution continues with new operators continually emerging, and the de-regulated landscape providing an environment for innovation and creativity as suppliers and customers' alike search for that competitive edge.

One such opportunity has been seized by 21grams, whose iSort product utilises the commercial offerings from the various postal operators and optimises the mail on a day by day basis to minimise postal costs by splitting a particular day's posting the most cost effective way between the different postal operators and tariffs available at that time.

iSort is a 'soft' solution that sits in the mail creation process and sorts the mail electronically into the cheapest solution before its sent to the printer. Then it simply comes off the printers and inserting machines in the correct order and is ready for the post.

iSort is already a huge success in its home country of Sweden, and Swedish business is benefiting with optimised and cheaper mail on a day by day basis. Currently 10% of all Swedish mail goes through iSort today.

**iSort beat 74 other technical innovative products** in the mail industry this year **to win** the World Mail technology award in Budapest in June. As well as the Swedish and UK home markets, iSort is being released into the German and Dutch home markets in 2009. There is also an international product for optimising overseas mail going to multiple overseas markets.

21Grams are currently offering free analysis of mailing lists to businesses to allow them to benchmark their costs against the various UK postal solutions and to show just how cheap post really could be using this technology. **Postal discounts** and **cheap business mail** are the order of the day for every business in the current economic climate.

**Further information:**

Further information can be gained from [www.21grams.com](http://www.21grams.com)

**About:**

21Grams was formed in 2004 and provides a number of products and services to the postal industry. They have offices in Sweden and the UK, and currently operate in the UK and throughout Scandinavia.

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