

Bulk mail restructure

Note for customers



An Post has carried out a complete restructuring of our bulk mail portfolio, simplifying them from 11 separate services to just five, while at the same time continuing to offer customers value for money and reliability of service.

Why are An Post doing this?

We want to keep it simple, we want to provide the services that our customers are using in a more streamlined and efficient manner. So less services and less rules.

Of the 11 discounts on offer heretofore, just three of them made up 90% of bulk mail volume. We feel that by offering just five newly designed services, we can cover the needs of our customers, and keep things simpler for everyone.

What are the benefits of the new structure?

Simplicity; with the new structure, we have streamlined many of the rules and reduced the number of services in the portfolio.

Three of the five discount offerings are differentiated mainly by delivery time, from next day, to 3 days deferred. There is then one Pre-Sorted option and one for mailings that cannot be sorted or processed by automated machinery and require manual intervention.

Simplicity aside, the new structure is more commercially focussed due to its volume based pricing. Discounts are tiered, so **the more you send, the more you save.**

Greater access to discounts for all mailers is another key benefit of the new structure. All customers will now be able to avail of discounts from just 200 items regardless of whether you pay by Meter (franking) machine or Ceadúnas.

The new structure also gives smaller volume mailers the opportunity to access bigger discounts as you can now mix letter and large envelope formats to avail of the 200 items plus discounted rates.

Choosing the service that's right for you

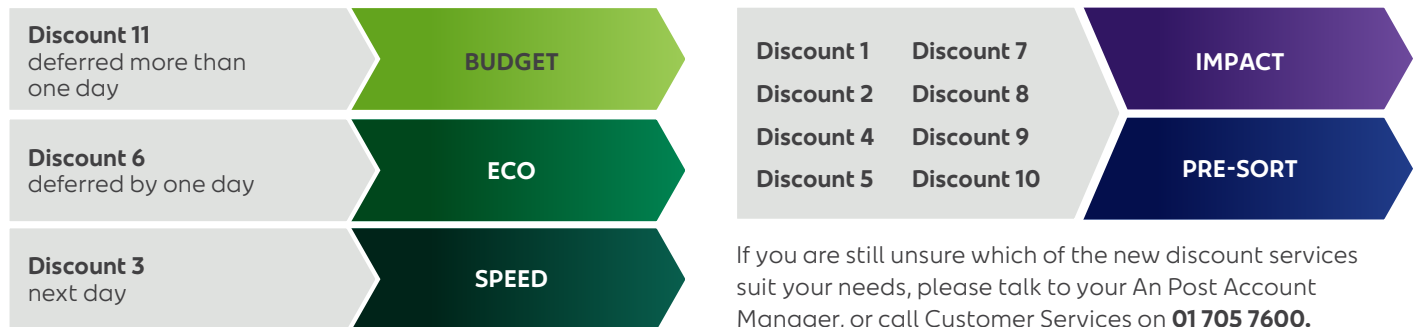


What are the new discount services?

The new discount services are called **Speed, Eco, Budget, Impact** and **Pre-Sort**. Some top line details are in the table below.

	SPEED	ECO	BUDGET	IMPACT	PRE-SORT
Delivery Target	Next Day	2 Days	3 Days	3 Days	3 Days
Preparation of Mail	Machine Sort	Machine Sort	Machine Sort	Manual Sort	Pre-Sorted
Time of Presentation in Mail Centre	3.00pm	3.00pm	3.00pm	3.00pm	3.00pm
Entry level volume for letters/large envelopes	200	200	5,000	200	10,000

What discount should I move to?



If you are still unsure which of the new discount services suit your needs, please talk to your An Post Account Manager, or call Customer Services on **01 705 7600**.

What to do next?

Contact your An Post Account Manager, visit anpost.com/bulkmail or call customer services on **01 705 7600**.