



**PREMIUMADDRESS**

Premiumadress:  
corrects immediately, informs electronically.

**New – VAT  
as of 01/07/2010**

Deutsche Post 



Elke Cramer

## Your partner for Premium requirements.

Would you like a personal consultation? We'll be glad to help you. Your personal customer advisor will give you information and advice on any questions concerning *PREMIUMADDRESS*. To arrange a meeting, just ring our Business Customer Service.

### Business Customer Service

**Tel.: +49-1805-5555**

(EUR 0.14 per minute or part thereof from a German landline, a maximum of EUR 0.42 per minute or part thereof from German mobile networks.)

**Fax: +49-1802-5555**

(EUR 0.06 per minute or part thereof from a German landline, a maximum of EUR 0.42 per minute or part thereof from German mobile networks.)

[www.premiumadress.de](http://www.premiumadress.de)



Paul Klein

## Nothing is as constant as change.

In Germany, around 10 million addresses change every year. And by no means does everyone let you know about relocations or changes of name. So companies have to pay out large sums when items cannot be delivered. Here you can regularly update your addresses and thus increase your efficiency.

Whether letter mail, mailings, or newspaper post – we want your items to arrive properly. Find out now how your address management can profit from the innovative *PREMIUMADDRESS* service.

### Take advantage now of the benefits of *PREMIUMADDRESS*:

- Preserve your valuable customer contacts.
- Make sure you have up-to-date addresses, even if your customers have not informed you about changes.
- Reduce the number of items sent to wrong addresses and returned.
- Use efficient address management for smooth customer communication.



## Time is money – and so is information.

Find out in the following pages how flexibly you can use **PREMIUMADDRESS**. You, too, can use our efficient solutions for your address management.

### **PREMIUMADDRESS Basis**

For transferring all address information in case of undeliverability, relocation, or address correction

### **PREMIUMADDRESS Plus**

For transferring all address information plus returns if undeliverable

### **PREMIUMADDRESS Focus**

For transferring all address information plus returns if undeliverable or relocated

### **PREMIUMADDRESS Report**

For transferring address information if undeliverable

### **PREMIUMADDRESS Return**

Returns if undeliverable

### **Example: PREMIUMADDRESS Basis – one option, many opportunities.**

A financial services provider sends out 40,000 standard letters every quarter. To keep the number of wrongly addressed items to a minimum, the extensive address database should be kept up-to-date.

With **PREMIUMADDRESS Basis**, updating is performed with every posting: the mail carriers check on the spot whether the items can be delivered. If that is not the case, the data matrix code and address field are scanned. After a check with the redirection and deceased persons databases, the updated address data are transmitted digitally.

As well as the online data transmission, which also allows for automatic collection via SFTP, the financial services provider also profits from free address information for his standard letter mailouts.

For an example, see page 11.

### Example: *PREMIUMADDRESS* Plus, Return, and Report – intelligently combined.

Catalogs are expensive, far too expensive just to be destroyed if they can't be delivered. That's why an online shop that sends out 20,000 catalogs per season relies on *PREMIUMADDRESS*. Existing customers receive their catalogs with *PREMIUMADDRESS* Plus. Thus in cases of relocation or undeliverability, the catalogs are redirected or returned, and the retailer receives the address information as data records with which he can update his database. Another part of the edition is sent out to interested parties by *PREMIUMADDRESS* Return – and the online shop gets the undeliverable catalogs back.

For customer activation, the online shop also sends out 5,000 *INFOPOST* items by *PREMIUMADDRESS* Report. Undeliverable items are destroyed and the address information on undeliverability is provided as a data record.

Sample calculation on page 11.

### Example: *PREMIUMADDRESS* Focus – certainly a good choice.

Every month a medium-sized company sends out 1,000 invoices by letter mail. They must not be lost, even if the recipients can no longer be reached.

The company solves the problem by using *PREMIUMADDRESS* Focus. If a redirection order was issued or if the shipment could not be delivered for other reasons, the company has its mail returned.

The changes of address are provided to the company as a printed address list, if desired.

***PREMIUMADDRESS* offers you individual solutions, is flexible, and can be combined to meet your needs. If you would like advice, please contact our Business Customer Service by phoning +49-1805-5555\*. Our colleagues look forward to your call.**

\*EUR 0.14 per minute or part thereof from a German landline, a maximum of EUR 0.42 per minute or part thereof from German mobile networks.





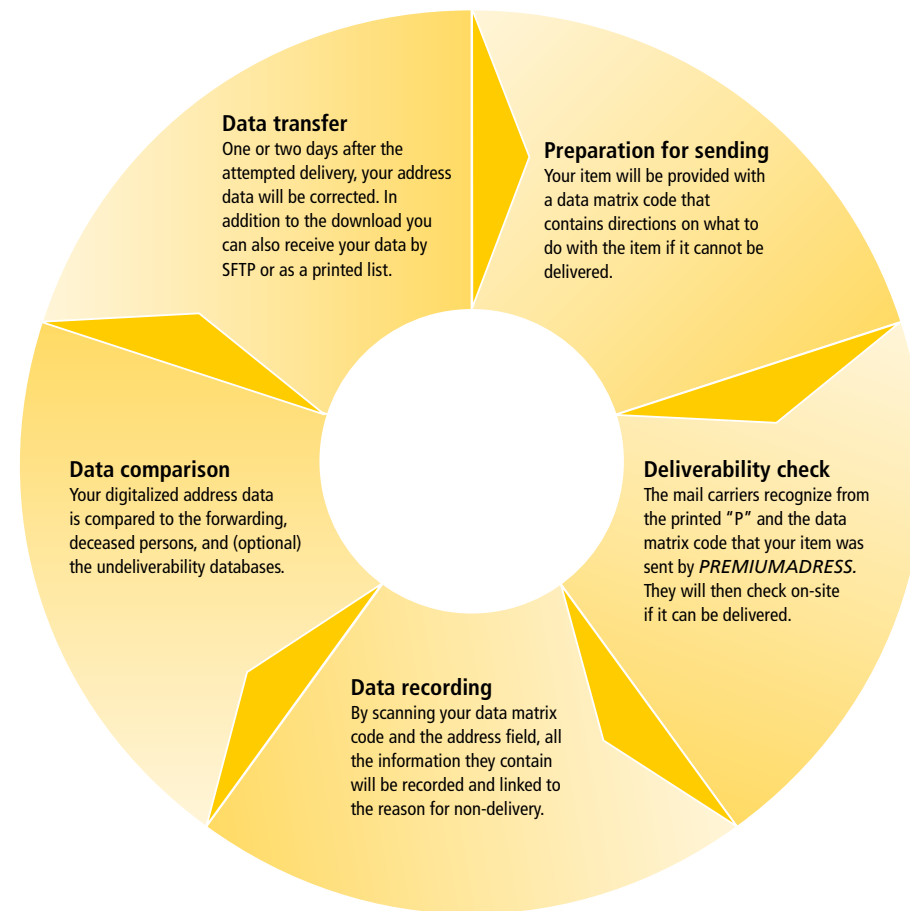
## We'll take it in hand.

### More service and higher efficiency with *PREMIUMADDRESS*.

Your address data contain valuable information. That's why our mail carriers check your items on the spot with *PREMIUMADDRESS*. Incorrect or wrong addresses are recorded. Then we update or amend your data reliably by comparisons with the database. All the current address information can then be called up in your secure customer area at [www.premiumaddress.de](http://www.premiumaddress.de). As well as the download, data provision by SFTP or as a printed address list is possible.

**The result:** Your address data is up-to-date for your next mailout. Cut down on your wrongly addressed items and the extra costs they cause.

Professional and reliable: the *PREMIUMADDRESS* process.



Get the benefits of *PREMIUMADDRESS* to optimize your address data for your future mailouts.

# Assume you'll have fewer ...

All the options at a glance.

	<b>Basis</b> For mail, Infopost & Press post	<b>Plus</b> For mail, Infopost wrapped	<b>Focus</b> For mail, Infopost wrapped	<b>Report</b> For mail, Infopost & Press post	<b>Return</b> For Infopost wrapped	<b>Prices*</b> For mail & Infopost
<b>Address information</b>						
Address correction if errors in address	●	●	●	–	–	EUR 0.22 / free of charge**
New address (if relocated with redirection instructions)	●	●	●	–	–	EUR 0.90
Undeliverable, because						
– could not be discovered / acceptance refused / not collected	●	●	●	●	–	EUR 0.22 / free of charge**
– deceased	●	●	●	– <sup>1</sup>	–	EUR 0.75 / free of charge**
<b>Optional:</b> Undeliverable with database confirmation	○	○	○	○	–	EUR 0.50
<b>What to do with the item</b>						
Return if undeliverable	–	●	● <sup>2</sup>	–	●	EUR 0.22 (Infopost wrapped)
Item to be forwarded with redirection instructions (for mail, Infopost wrapped)	●	●	–	●	●	–
Destroy if undeliverable ***	●	–	–	●	–	–
<b>Data provision</b>						
Download						free
SFTP						One-time fee of EUR 500.00
Printing of address list (daily or weekly) for every 40 address details or part thereof						EUR 0.90

Charges for *POSTVERTRIEBSSTÜCK* and *PRESSESENDUNG* (Preferred periodicals and Press post) as per price list, Press distribution ([www.pressedistribution.de](http://www.pressedistribution.de)).

\* SFTP including statutory VAT. All other services net of statutory VAT, except for Infobrief returns.

\*\* For the letter mail in conjunction with Basis or Report.

\*\*\* Additional in case of relocation with redirection instructions, with unwrapped Infopost and Press post.

<sup>1</sup> Delivered as "impossible to determine".

<sup>2</sup> If addressee has moved incl. request for redirection.

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... problems, as well as more time and less expense.

With *PREMIUMADDRESS* you benefit long-term from address data updates. You can systematically reduce missent items and returns and simultaneously reduce your address maintenance costs.

## Example 1 – financial service provider

40,000 standard letters per quarter with *PREMIUMADDRESS* Basis (assumption: error rate 1.5%)

Service	Charge in EUR	Total in EUR*
6 address corrections	Free of charge	0.00
180 relocation addresses	0.90	162.00
360 undeliverable	Free of charge	0.00
18 undeliverable (deceased)	Free of charge	0.00
		<b>Total 162.00*</b>

### Benefits:

- Address information free of charge
- Saves printing and postage costs
- Secure delivery of required messages

## Example 2 – online shop

Each season:

15,000 catalogs sent by *PREMIUMADDRESS* Plus to existing customers (assumption: error rate 1.5%)

5,000 catalogs sent by *PREMIUMADDRESS* Return to interested parties (assumption: error rate 4%)

5,000 Infopost items sent by *PREMIUMADDRESS* Report (assumption: error rate 2.5%)

Service	Charge in EUR	Total in EUR*
4 address corrections	0.22	0.88
70 relocation addresses	0.90	63.00
217 undeliverable	0.22	47.74
5 undeliverable (deceased)	0.75	3.75
352 returns (undeliverable)	0.22	77.44
		<b>Total 192.81*</b>

### Benefits:

- Saves printing and postage costs
- Allows valuable catalogs to be reused
- Useful customer contacts maintained

# It's so simple for your mail to become a source of information.

Use *PREMIUMADDRESS* just as you need it.

After you register as a customer you can use *PREMIUMADDRESS* immediately for outgoing mail.

### Flexible digital encryption – the data matrix code.

The data matrix code and the printed “P” is a fixed component of all *PREMIUMADDRESS* items. It contains important information on your item, digitally encrypted, and is supported by current software solutions.



Depending on requirements, the code gives information on the product option, and also information on ...

- ... how to proceed with the undeliverable items (destruction, redirection, or return)
- ... to which address, for example, catalogs are to be returned
- ... which person in your company should receive the corrected recipient data sets
- ... which customer name and customer status are saved (recipient customer-specific information)



### Perfect-fit software.

With our dispatch preparation software, you can code your items quite simply, according to your needs.

#### **INFOPOST MANAGER**

##### **Postage optimization and refining your addresses.**

*INFOPOST MANAGER* supports you in the postal preparation and execution of your dialog marketing campaign; for *PREMIUMADDRESS* it also supports the preparation of *MAIL*. It performs the address check, the duplicates comparison and the postage optimization. It also provides all the documents you need for preparation and posting.

#### **MANAGER PRESSE DISTRIBUTION**

##### **The complete solution for preparing to send your press products.**

From determining the newspaper ID through importing the addresses and administering the inserts to calculating the optimum charges including all documents needed for posting and completion. With *MANAGER PRESSE DISTRIBUTION* you prepare for sending preferred periodicals, standard periodicals, and wrapper-packed newspapers, everything from a single source and as easy as pie.

#### **MAILOPTIMIZER**

##### **The software solution for IT franking.**

The *MAILOPTIMIZER* determines types, quantities, and weights of items for you. It works out charges, optimizes your postage, takes on franking and sorting, creates posting documentation, and prepares the proper invoicing.

In addition to the software solutions of Deutsche Post, there are a number of software products which support the creation of the data matrix code.

### Even simpler to use – *PREMIUMADDRESS* Label.

For customers who wish to create their data matrix code on the computer, without using special software, we have developed the new *PREMIUMADDRESS* Label with integrated data matrix code. The label is especially suitable for small numbers of items, where you can do without the full flexibility of *PREMIUMADDRESS* and have no, or only slight, need to map recipient customer-specific information.

*PREMIUMADDRESS* Label can be created, downloaded, and used straight away at [www.premiumaddress.de](http://www.premiumaddress.de).

## Premiumadress in use – examples of success.

### Heine Versand, the mail order firm, stays up-to-date.



Here the possibility that catalogs can be returned is important, above all high-quality main catalogs. For around 66 million mail items a year – most of them as *INFOPOST* Groß – Heine Versand relies on the address management of *PREMIUMADDRESS*.

With *PREMIUMADDRESS* Basis and Return the mail order company ensures reliable, electronic address information and reuse of undeliverable catalogs.

### Spiele Max reduces returns and saves time.



The toy retailer improves the quality of its customer mailouts with *PREMIUMADDRESS*, reduces the number of wrong addresses, and simplifies the processing of returns. Digitalized address management replaces expensive manual data maintenance. The ratio of undeliverable items was reduced from 3.35% to 2%.

Spiele Max uses *PREMIUMADDRESS* Basis and thus keeps its CRM database systematically up-to-date.



### Magazines make a good impression with PressUp.



PressUp, as a subscription service provider, opted for *PREMIUMADDRESS*, to get quick and convenient information about current changes of address. This is because to satisfy their customers, magazines require reliable and punctual delivery. PressUp uses *PREMIUMADDRESS* to ensure efficient and target-group-related delivery. This not only helps service providers and the publisher, but also advertising customers and readers.

*PREMIUMADDRESS* Basis thus is helping PressUp to play to its strengths as a subscription service provider.

### Free address information for avarto infoscore.



avarto infoscore sends out more than 25 million collection letters a year. For this purpose, consistent address maintenance is a must for the financial services provider. The company uses *PREMIUMADDRESS* to improve its address quality and accelerate the collection processes by integrating them into its own system. One particular advantage: The address information for letter mail is free of charge.

With *PREMIUMADDRESS* Basis avarto infoscore accesses up-to-date address information every day.

## Take advantage of *PREMIUMADDRESS* for your address maintenance:

- **Unique source of information**  
Deliverability check by our mail carriers on the spot
- **Consistent digital address maintenance process**  
Comparison with the most up-to-date databases and rapid transmission
- **Flexible use**  
Individual solutions with five different product options
- **Efficient address management**  
Saves time and expense through professional service and excellent address quality

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