

# business trends

## Any Size Organization Can Make Globalization Work

(NAPSA)—As the globalization debate rages on, experts say one thing is clear: Small businesses, large enterprises and even non-profits that quickly adapt their message and marketing to the varied cultures of international markets will be the big winners.

That's because despite a global recession, certain international markets are still enjoying significant growth, creating business opportunities here in the States. Many organizations have turned to international direct mailings to reach these new customers—but while the mailings can be effective, Robert DiVincenzo, president of Pitney Bowes International Mail Services, says they can also be complicated and costly if not done right.

“Every country has its own postal standards and regulations for the size, weight, addressing, sorting and preparation for direct mail pieces,” DiVincenzo explains. “Also, cultural and communication differences mean there's an increased risk that the intended recipient may not even open what you've sent.”

Pitney Bowes's Postal Direct service offers local look mailings that reach international markets including Australia, Canada, France, Spain, the Netherlands, United Kingdom and more. The company offers these tips for getting the most out of international direct mailings:



### International direct mailings could boost profits—if done right.

- **Think Local**—Matching your mailing's theme with the cultural look and feel of the destination country can help increase response rates and revenue.

- **Timely Delivery**—Prepare mailings with the desired arrival date in mind. Remember that each country may have different service standards for local delivery.

- **Simplify the Process**—Consider using an international mail service provider to simplify the process so you can remain focused on your core business. For example, Pitney Bowes offers supplies locally and acts as a liaison between U.S. mailers and foreign delivery agents to help ensure compliance with regulations and final delivery.

For more information and tips, visit [www.pb.com/mailservices](http://www.pb.com/mailservices).