

Managing Your Business Effectively

Turning Your Mailstream Into An Asset

(NAPSA)—Increasingly, businesses are taking a closer look at how they manage the flow of documents, packages and marketing materials that they rely on—their mailstream.

Mailstream is the new word for all the correspondence that moves through a business, both in and out. Many firms are finding that how well they manage their mailstream can have an effect on the company's bottom line. For example:

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- Are direct mail marketing materials going out in a timely fashion to the correct targets?
- How fast are invoices going out and how fast are checks coming in?
- How is the company managing mailing costs? Is it paying too much for postage?

One way to address the cost factor is to use an in-house postage meter. Used properly, a meter, such as the Pitney Bowes digital Mailstation 2™, can help a company save time and money by tracking how much postage is needed and how much is being spent before a mailing even leaves the building.

Other benefits include no wasteful overstamping, refilling your meter online or through the phone 24/7, and promoting your business by putting your logo or other graphic on the envelope.

Plus, it can add to productivity by eliminating unnecessary trips to the post office.

For more information or to order today, please call 1-866-5Pitney, Ext. 4026 and refer to promotional order number 999990454 or visit pbmailstation.com.