



Using a postage meter gives you economic benefits, convenience advantages and image enhancements that stamps can never offer. Here are Neopost's top five reasons for using a postage meter:

1. Convenience

It is like having a post office in your office. Meters print the exact amount of postage you need. For packages, simply print a tape and apply the postage as well as an IM@pb compliant label or a USPS® tracking label 400. You can add postage to your meter any time, any day. You'll never "run out of stamps" and your mail will get out the door fast thanks to an easy-to-arrange USPS pick-up service.

2. Cost-Savings, Efficiency, Security

A meter equipped with an electronic scale gives you the benefit of applying the correct amount of postage required. No wasted postage, no risk of mail being returned for insufficient postage. Plus, a meter offers an embedded accounting function. You know the exact amount of postage being spent and you can charge postage to other budget codes to keep your financials organized. And remember, physical mail is secure and reliable. It is a federal offense to tamper with First-Class Mail®.

3. Preferentially Expedited Letters and Packages

The USPS expedites metered letters through its processing system faster than stamped pieces. The post date that a meter prints on every piece of metered mail plus the pre-cancelled indicia makes the Postal Service's job easier by eliminating processing steps.

4. An Advertising Vehicle

Postage meters allow you to add messages, slogans and announcements to your letters and packages. Everyone who touches your mail or sees it on a desk can read your custom message. Today's meters give you the opportunity to add custom messages or even a QR code. That means additional opportunities to leverage your message and advertisements with your customers.

5. A Professional, Competitive Image

A letter printed with a postage meter indicia will give polish to your organization and make recipients feel that they're buying from or working with an established company. The envelope is "dressed for success" because it does not show up with the cancellation marks that stamped letters require. Additional discounts apply for certain services which can result in significant savings.