

# Connect with color

Connect+™  
Customer Communication Series



## Every connection is a new opportunity™

Mail is how you communicate to your customers. It helps you collect payments, promote new services, and establish deeper relationships. You mail to your customers regularly — requesting payment for services, providing statements of account, or to tell them about something new in your business. Utilizing both the inside and outside of your mail to promote your business can turn your mailings into revenue opportunities.

*Color, on-envelope messaging increases open-ability by 2½ times\*. Connect+™ Series can help you capitalize on this untapped revenue opportunity.*

## Generating revenue

Pitney Bowes' solutions are designed to help you generate revenue—from producing invoices with customized promotional messages, to cleansing addresses to help you achieve the biggest postal discounts. Now, your mailing system can help you generate revenue too. The revolutionary new Connect+ Customer Communication Series provides a better way to communicate. It's the first and only mail processing solution that combines the power of postage metering with integrated envelope design capabilities. It lets you take advantage of the outside of the envelope to clearly get your message across.

## The deciding factor

Lets face it. No matter who you are, you look at every piece of mail that's delivered to you. It's the envelope that helps you decide whether you'll open the mail. In fact, research shows\* that adding a color headline and graphic to the front of an envelope significantly improves its open-ability – by a whopping 2½ times\*! Now, for the first time ever, your mailing system can help you take advantage of that.

The Connect+ Series is the first mailing system that can print your targeted promotional messages directly on the envelope in brilliant, print-shop quality, 4-color process or black. You'll be able to get your message across before the recipient even opens it, using your mail and envelopes for a whole new world of opportunities.

## More than postage

With the new Connect+ Series, you'll continue to benefit from the advanced technology offered by Pitney Bowes that helps you maximize your mail while increasing productivity and streamlining your communications processes. Expect only the best from Pitney Bowes, with a system that helps you successfully create promotions, be more productive, manage more soundly, and save money.

\*Study done by Lefle Associates, March 2010



## A whole new media

The Connect+ Series turns the everyday business envelope into a whole new media – a media that may have the highest readership of any in advertising, because no one discards the mail without first looking at the envelope. Being able to print graphics on your envelope, at the same time as you apply postage, offers the highest level of productivity and flexibility. Best of all, the system is easy to use and is equipped to meet your demanding business requirements.

**MyGraphics™ Designer Tool** – For the first time ever, you have control over the creation and printing of text and graphics on your envelopes – along with the application of postage! Using MyGraphics™ Designer tool, you can import, modify, and upload your custom images directly to your Connect+ system, or use one of the many images that Pitney Bowes provides.



**Create custom-designed content** – The Connect+ Series enables anyone in your organization to create custom-designed content from a PC. Once created, it is simply downloaded to a graphics library stored on the Connect+ system for use with your mailings.

**Design in minutes** – With the easy-to-use envelope designer, you can seize the moment and devise marketing messages for your envelopes as they are getting ready to go out the door. Now, there's no need to plan weeks in advance.

**Edit the envelope** – Gives you the flexibility to edit the envelope and graphic files, change your advertisement, add logos, edit return addresses, and more!

**Create and save designs** – Save and recall common jobs that you can easily modify directly on the Connect+ system. Lets you save graphic images and envelope templates, giving you the utmost flexibility and creative control.

**Save money** – With the ability to print directly on envelopes, you no longer need costly and often wasted preprinted envelopes, envelopes with preprinted permits, or campaign-specific envelopes.

**Greater impact** – Your mail will have a greater impact on the recipient using 4-color process text and images to catch their attention.

**Invite your reader** – Print color and graphics on the outside of the mail piece to “invite” the reader to open the envelope.

**Promote your business** – Print an offer or announcement on the envelope to let your reader know about something new.

**Intrigue the recipient** – For promotional mailings, place a special message on the outside of the envelope to intrigue your reader to read the message inside the envelope.

**TelaWest**  
www.telawest.com

350 Broad Street  
Loomville, MD 12345-0987  
Tel: (200) 234-0798

QTY ORDER	UNIT EACH	QTY BACK	QTY SHIPPED	PROD CODE	DESCRIPTION	TOTAL COST
57	Box	7	50	81	DOORKNOBS	
71	Pod	5	99	863	WIDGETS - BLUE	2872.50
33	Bag	1	32	416	CELLOPHANE - LARGE	622.38
81	Doz	1	80	517	TOENAIL CLIPPERS	2998.08
77	Ea	4	73	118	CELLOPHANE - RED	7842.40
3	Box	2	1	532	WIDGETS - LARGE	840.07
61	Pod	6	1	718	CELLOPHANE - PLAID	78.02
3	Bag	7	55	439	CELLOPHANE - BLUE	2288.55
41	Doz	1	40	603	CELLOPHANE - BLUE	331.96
14	Box	2	83	603	CELLOPHANE - BLUE	3750.80
85	Ea	8	89	184	WIDGETS - MEDIUM	6762.72
92	Pod	3	7	778	WIDGETS - SMALL	137.82
7	Bag	1	28	55	BOLTS - PING-PONG	7597.67
27	Doz	5	82	132	HOOD ORNAMENTS	395.59
83	Ea	9	13	965	WIDGETS - MEDIUM	1781.50
0	Box	8	59	85	DOORKNOBS	819.18
69	Bag	1	59			
35	Doz					

**Knolltop Department Stores**  
4567 North Street  
Deonveiw OH 18890-0300

**Right Buy 50%**

**SAVE 25% On Special Gift Basket Supplies. See Inside!**

**US POSTAGE** PITNEY BOWES  
ZIP 00000 \$000.33<sup>s</sup>  
00 00 0000000000 Apr 15 2010

**Additional Offers and Coupon**

**Ultra-Stadium Events**  
123 South Street  
Moretown RI 16890-0300

**The Best Seats at the Best Events**

**US POSTAGE** PITNEY BOWES  
ZIP 00000 \$000.33<sup>s</sup>  
00 00 0000000000 Apr 15 2010

02880  
08160  
09168  
10/20/09  
10/25/09

123-1115

45181.82  
4518.18  
3162.73  
24.00

48368.55

1456 WEST ROAD  
ANYTOWN NY 11090-0344

check box for account information changes.  
reverse side of billing statement.

check box for Automatic Payment Plan form.

indicate amount enclosed:

## More than postage

This new series incorporates all the best technology, including reliability, Weigh-on-the-Way® in-line weighing, Value Based Services, and digitally compliant postage printing. All of this comes to you with the goal of creating a simple, efficient process for producing outbound communications.

## Easy to use

The correlation between ease of use and productivity is well established. The easier a mailing system is to use, the faster and more productive the process.

- Short learning curve
- Complete tasks quickly and move on to another
- Most easy-to-use mailing system in the industry

## Color touch screen display

Whatever action you want to take, simply select the appropriate icon on the color touch screen. This is the nucleus of the system, where you'll be able to do everything related to running your mail center simply and intuitively.

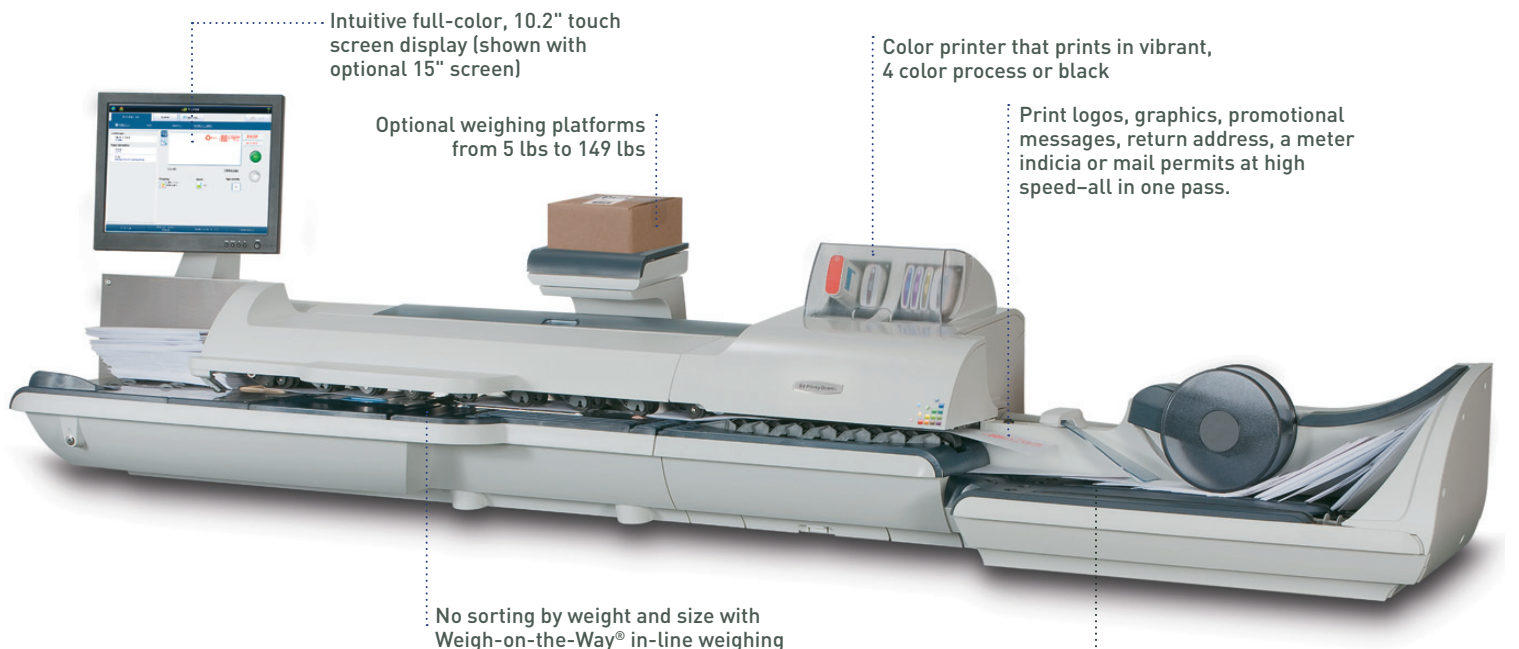
- Quick and accurate rating and processing of mail
- Large, high-resolution color with 10.2-inch standard or 15-inch optional screen, making it easy to use and access information
- On-screen keyboard, making it easy to enter accounting data and track packages, or a wireless keyboard is also available if you prefer
- Touch screen navigation, or use the integrated stylus for making selections



## Comprehensive information management

Effective monitoring and management of postage funds is key to running a successful operation. The Connect+ Series comes equipped with integrated accounting capabilities that make it easy to manage your mailing and shipping operation with a high level of productivity. Now you can control internal mailing and shipping budgets, report expenses for external clients, and even run your operation as a profit center.

- Capture and document costs for accurate chargebacks by account
- Export data to a PC Office application from USB memory stick
- Track actual expenses vs. budgets and spending limits
- Apply surcharges to recover costs or provide discounts
- Track results and monitor mail center performance by workstation, operator, or mail center
- Bring postage security to a new level with password protection, real-time account validation, and meter discrepancy reporting



Intuitive full-color, 10.2" touch screen display (shown with optional 15" screen)

Optional weighing platforms from 5 lbs to 149 lbs

Color printer that prints in vibrant, 4 color process or black

Print logos, graphics, promotional messages, return address, a meter indicia or mail permits at high speed—all in one pass.

No sorting by weight and size with Weigh-on-the-Way® in-line weighing

Power stacker processes up to 600 pieces in single run or 1,200 with self-expanding backstop. A standard drop stacker holds a full 7" of mail of all sizes.

## Web-based architecture

The Connect+ Series leverages a Web architecture that allows high-speed transfer of data and information directly from your system.

- Offers virtually unlimited memory capacity for data backup and security
- Synchronizes system data and information
- Provides quick and easy online access to existing and future software applications
- Direct Web site links for access to Pitney Bowes sites such as My Account, Buy Supplies, and Address Verification
- Online help and tutorials are constantly available since you are connected to the Web, to assist users when they have questions or require training – 24/7/365
- Single-Point Web package tracking for instant access to package tracking for all major carriers, including USPS®, UPS®, FedEx® and DHL®.



## Weigh-on-the-Way®

Wow them with your productivity. Weigh-on-the-Way® in-line weighing comes standard on most Connect+ Series systems. WOW®, along with Shape Based Rating functionality, maximizes efficiency by processing mixed weight and mixed size material up to 32 oz. – automatically in a single operation.

- Calculates proper postage
- Prints proper postage on mail piece at speeds up to 205 letters per minute

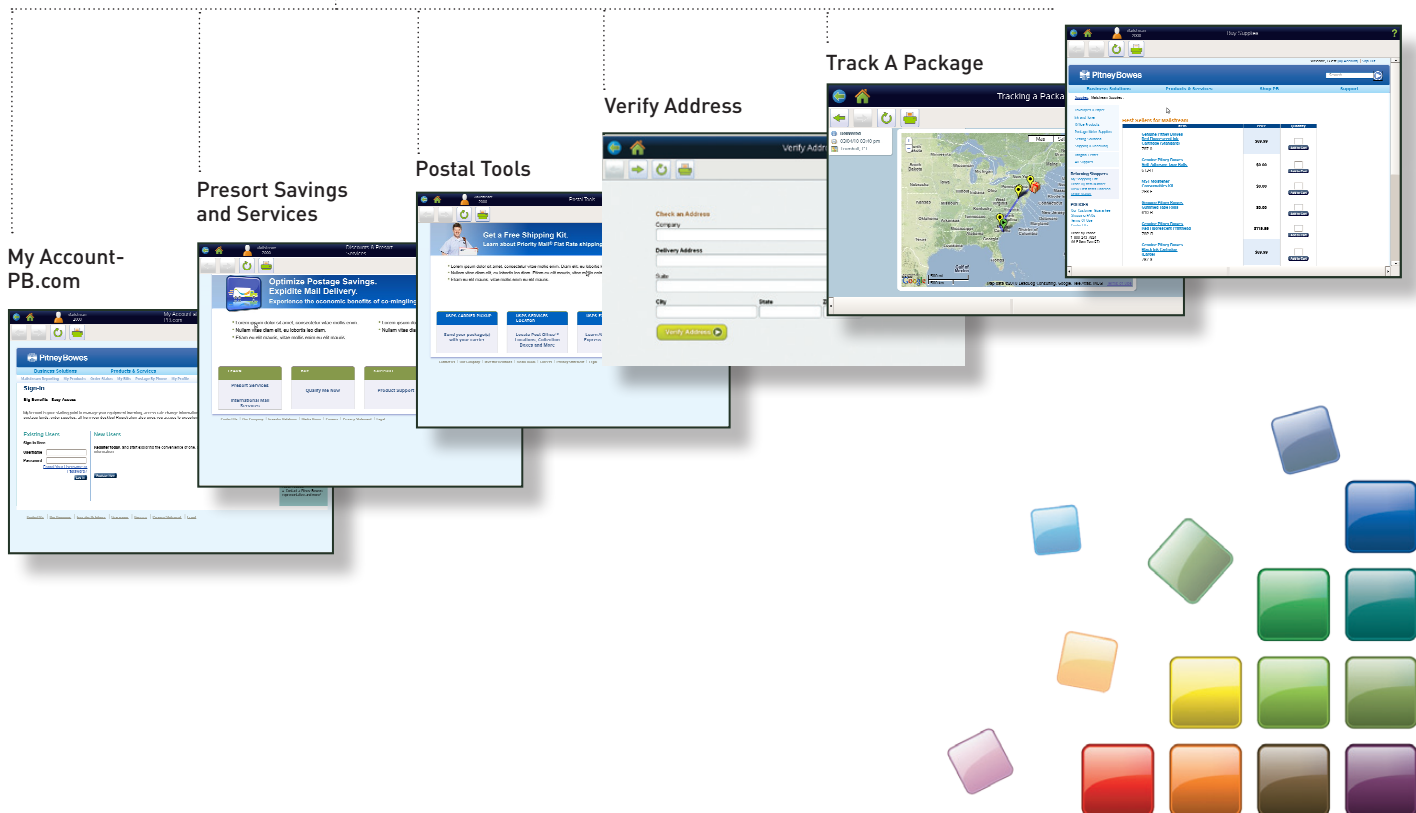
## Rate selection

Choose the best rates. With the Connect+ Series, USPS® rates, international and domestic, and cost-saving commercial-based rates are easy to find. Accessing the USPS® Web site, Connect+ Series puts the information where it should be – at the heart of your mail center.

- Compare rates and easily select the best rate and service for the job
- Rates and updates are automatically downloaded to your Connect+ Series system
- Download and access full range of USPS Confirmation services such as Delivery Confirmation, e-Certified and e-Return Receipt, and Signature Confirmation

## Which Connect+™ is right for you?

There are quite a few factors to consider. Do you have a high-volume or mid-volume mailing operation? Do you need the high productivity of WOW® technology? With the ability to download the latest software and applications, virtually limitless flexibility is built into every Connect+ Series. Whatever your needs, there's a Connect+ Series for you.



## Connect+™ Series grows with you

The Connect+ Series uniquely gives you online access to both existing and future Pitney Bowes software applications so that you can continually customize your Connect+ Series to meet your evolving business needs.

### Applications galore

It seems like they're everywhere and Pitney Bowes is bringing them to your mail center. Here's a sampling of some apps that come with every Connect+ Series system.

- **Online user help** – 24/7
- **Postal tools** – Access USPS® services like package pickup or ordering supplies
- **Package tracking** – Track the whereabouts of your packages with USPS®, UPS®, FedEx®, and DHL®
- **Permit mail** – Print an approved permit in multiple formats with instant modification of city/state, company name, or permit number
- **Funds management** – Manage your postage cash flow and get options to prepay, get an advance, or earn interest
- **Edit envelope** – Get creative with designing your envelopes
- **Job management** – Control and save unique envelope print operations end-to-end, from the PC to the stacker
- **Presort Savings and Services** – Opportunity to save up to 15% on all your postage needs
- **Color Graphics Support** – Included with your color Connect+ Series system we have trained experts, and support tools to maximize your ROI.

### Broadband connections

A full range of wired and wireless options makes it easy to connect with your opportunities, so you can pick the one that best suits your organization's needs. Broadband connectivity lets you transfer data securely and quickly. All LAN-based connectivity packages are ICSA Certified to assure you full security protection.

- Wired LAN
- Wireless LAN
- PC System Connect
- 3G cellular connection
- DSL

### ENERGY STAR® compliance

Pitney Bowes is committed to designing and manufacturing energy-efficient equipment to help lower your operating costs

and help preserve the environment. The Connect+ Series meets ENERGY STAR® guidelines and the standards for the mailing systems industry. Some key features that support this:

- Shut Down mode (optional no charge) to minimize energy consumption
- Screen Saver mode that is user adjustable

### Guaranteed satisfaction

At Pitney Bowes, we are committed to providing our customers with the finest products backed by the highest quality service, and we won't be satisfied until you are satisfied. Ask your sales representative for more information about our Customer Satisfaction Guarantee.

### Connect+™ Advantage

Pitney Bowes is committed to provide Connect+ Series customers with an exceptional customer experience. Some of the key elements include:

- A Comprehensive Installation Experience
- Enhanced Technical and Service Support
- Comprehensive Operator Education
- Premium Call Center Support
- Quarterly Savings Statements

### MyGraphics™ Guarantee

It's no gimmick! Pitney Bowes is so confident with the efficiency and productivity of the Connect+™ Series that we guarantee you can produce color graphic prints at 2¢ or less per envelope.



Why a guarantee? We know that the transition from prebuy-ing large quantities of envelopes can be a challenge – with lead times, upfront costs, minimum quantity orders, and inventory space. The Guarantee is our way to prove to you that savings are within your reach.

For more details, visit [www.pb.com/mygraphicsguarantee](http://www.pb.com/mygraphicsguarantee).

### Service professionals at your ready

If you require service, our nationwide network of 1,200 trained Pitney Bowes service professionals are ready to assist you via a state-of-the-art Internet connection, Web chat, call center or, if needed an on-site visit. Our Service Management System lets us record your request, instantly call up a complete history of the equipment, and quickly dispatch a local Customer Care Representative with the right skills to assist.



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1 800 322 8000 or visit us online  
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