

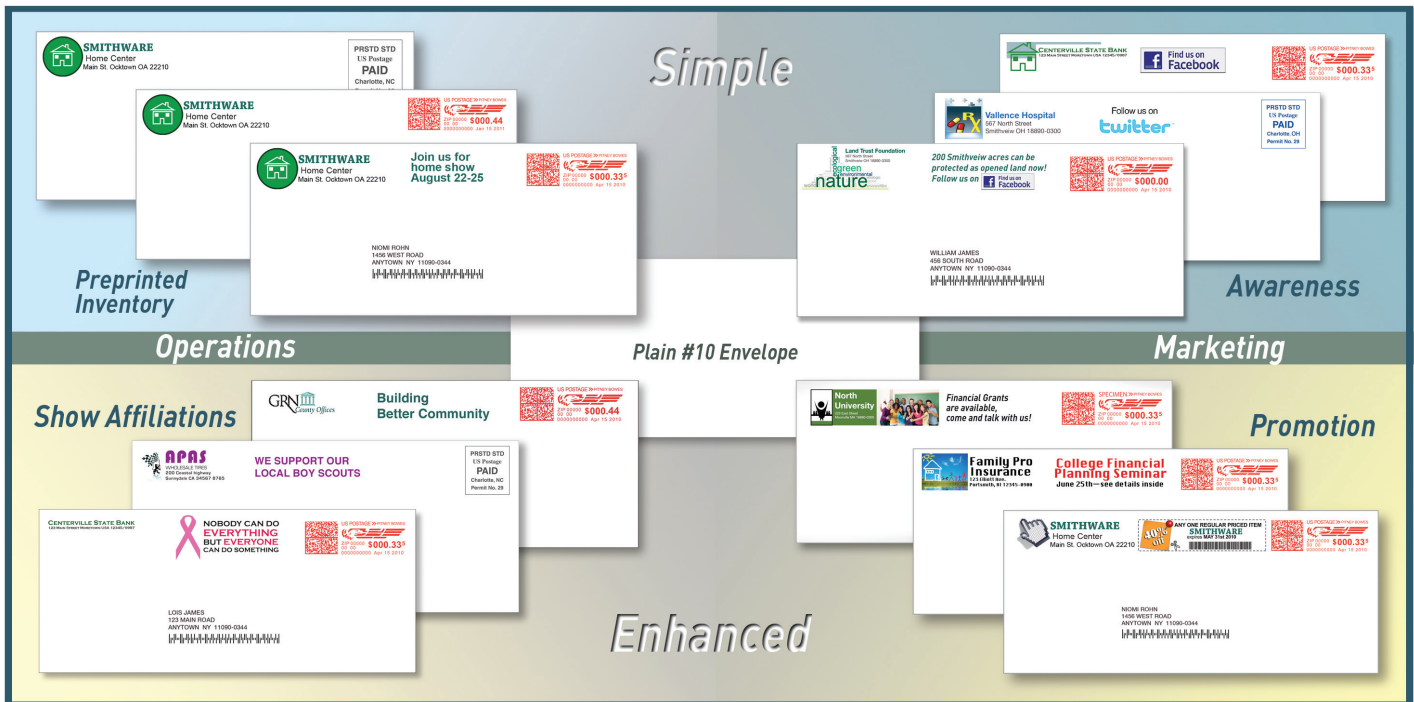


One envelope... infinite possibilities

Connect+™ Customer Communication Series

On-demand printing gives you 100% control and maximum flexibility

The first mailing system that allows high-resolution color printing, taking your communications to the next level. This full color flexibility can apply to every mail piece you send – from general correspondence, invoice and statement runs, to direct marketing.



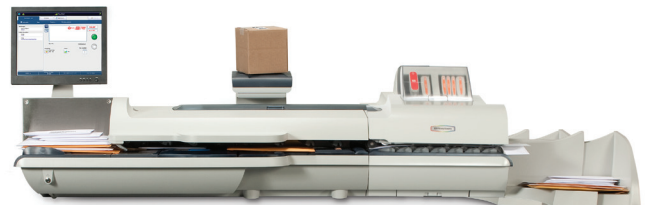
Capture immediate attention and build interest with bold, color branding to add timely and relevant messages that move response rates.

What can you do with on-demand printing?

- DO** print interchangeable logos and return addresses on-demand, at full speed. **DON'T** pre-pay for envelope inventory with fixed printing.
- DO** streamline envelope inventory management; **DON'T** worry about inventory spoilage or let envelope stock take up valuable space.
- DO** print Permit Mail with Connect+; **DON'T** think that a mailing system only prints a postage meter impression.
- DO** incorporate dates and action oriented words onto outbound mail. **DON'T** let white space go to waste.
- DO** integrate your Social Network sites on outbound mail. **DON'T** miss opportunities to find potential customers and cultivate them on the web.

What else can you do?

- DO** print video and web links on outbound mail.
- DO** add spot messaging to pre-printed Permit envelopes.
- DO** print QR Codes for mobile users to scan for video or web links.
- DO** print messaging on the back envelope flap to promote your organization, your cause, or your latest products and services.



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Value beyond postage printing

Our team is ready — to work with you on the transition, and show you how to maximize the value of on-demand printing beyond just the postage.

Pre-installation Consultation — helps you identify printing applications, and assess the operational savings of on-demand printing.

MyGraphics™ Training Team — provides you live, personalized expertise to guide your team with graphic preparation and import, and optimization on for envelope printing.

On-Site Operations training — ensures readiness of your associates on the Connect+ Series features, functions and benefits.

MyGraphics™ Designer — will enable you to pull any graphic from your desktop or use a gallery of predrawn images, and convert it for suitable printing on envelopes.

MyGraphics™ Gallery — gives you graphics you can use from Day 1 to promote your organization's goals including Social Network images, action and attention grabbing graphics, seasonal and industry related graphics that complement your brand.

On-line learning — provides both operational and marketing associates with a self-paced guide to learning how to create and load graphics for on-demand envelope printing.

**Consultation
Transition Support
Operations Training**



**Live Graphics Support
Pre-Drawn Images
On-Line Training
Web Designer Tool**



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.

Why a guarantee? We know that the transition from pre-buying 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.

Your next step? Incorporate the Connect+™ Series into your operations. Begin the transition by buying generic envelopes of different styles. Upload graphics to suit your organizational needs. And then print, print, print. You print envelopes on-demand, in the quantities you need, when you need them. It's that simple!

For more details, visit www.pb.com/mygraphicsguarantee.



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