

Mail fulfilment
and international
postal services

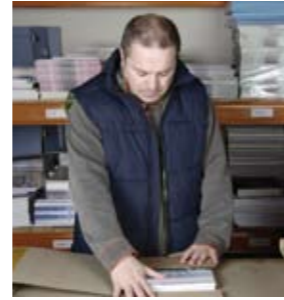
Contact
management and
order fulfilment
solutions



handling direct mail fulfilment data management
housing international mail consolidation storage
on demand pick & pack lettershop storage print
filling polywrapping inkjet addressing courier print
management distribution database marketing mailso
stream stock management payment processing p
pack lettershop systems development online rep
handling laser printing pick and pack web servic
e reports data capture crm stock management u
national distribution storage mail order fulfilment

about BTB Mailflight

BTB Mailflight was established in 1969, so we are one of the UK's most experienced companies in the mailing and fulfilment industry. We are also approved by the DMA, and are ISO 9001:2000 accredited.



We have a 43,000 sq ft mail fulfilment division providing direct mail production and polywrapping services, a 63,000 sq ft pick and pack operation with contact centre, and our own UK and international postal services.

We are based in Bedford, approximately 50 miles north of London, with excellent road links as both the A1 and M1 are very nearby.

We specialise in the fulfilment of direct mail, magazines, journals, catalogues,

brochures, marketing material, business correspondence, and products for a wide variety of organisations, from large corporates and publishers, through to smaller online businesses and charities. Please see pages 6 and 7 for case studies.

Our aim is to provide value for money, we focus on offering a comprehensive range of solutions, unrivalled client service, and a quality service, at competitive prices. Ultimately our aim is

to develop long term partnerships with our clients, and so many of our clients have worked with us for several years.

BTB Mailflight is still run by the founding family, and many people have worked for the company for over ten years. This contributes to the company's ethics of hard work, and continuous improvement, which matched with La Poste's recent investment in BTB Mailflight will ensure we go from strength to strength.

Key points of interest:

- Progressive family run business established in 1969.
- 43,000 sq ft mail production and fulfilment operation.
- 63,000 sq ft pick and pack operation and contact centre.
- One of UK's leading international mail consolidators with sister operation at Heathrow.
- Provide an alternative UK postal solution.
- DMA and ISO 9001:2000 accredited.
- Finalists in the "Mailing House of the Year" category at the PPA Awards.
- La Poste, Europe's second largest postal operator, invested in BTB Mailflight in March 2008.
- Develop bespoke database, CRM, and fulfilment systems in-house with Adobe's ColdFusion software tool.
- We produce Service Level Agreements with our clients and provide proactive account management.
- We have documented Business Continuity, Environmental, Security and Customer Feedback policies.
- Culture of continuous improvement and investment.
- A true partner, not just another supplier.

Why not arrange an appointment to visit us, or we can visit you.

We welcome the opportunity to show prospective clients our operations in progress for themselves. You are encouraged to take a tour of the sites, and we are pleased to demonstrate our unique business systems and introduce you to the people that make it all happen. Alternatively we are more than happy to visit you for a free no-commitment meeting.

Visit www.order-response-fulfilment.co.uk to see our demo CRM and fulfilment IT system and sample reports.

unrivalled client service

We want to develop long term relationships with our clients. We don't see ourselves as simply another supplier, we are a true partner. Our aim is to provide unrivalled client service and real value for money.



Account management

With over thirty-nine years experience we have developed a culture of continuous improvement and proactivity, and our client services procedures are compliant with the ISO9001:2000 quality standard.

Each one of our clients is assigned an Account Executive who is responsible for the day-to-day delivery of BTB Mailflight's services, and they are a client's main contact. Account Executives work within a small team, and each team is supported by a Team Leader. A Business Development Manager will also be allocated to the account, they handle more strategic issues such as pricing, implementation, recommending additional services a client may benefit from, and reviewing our performance against the Service Level Agreement.

Having documented procedures and a team-working support structure ensures a consistent standard of service.

Service level agreements and review meetings

We work in partnership with clients and set service levels, these are key to measuring performance, and achievement against these will be discussed at regular account review meetings.

Implementation

We take a partnership approach working closely with you, your agencies, and previous suppliers to ensure that work is implemented smoothly.

Business continuity planning

We are conscious of the effect of a disaster on our customers, which is why we have documented our plans, and invested in business continuity resources both internal and external, ready for situations that we sincerely hope will never arise.

Investors in people

BTB Mailflight's commitment to the training and development of its 190 employees was rewarded in May 2003 when we first achieved the prestigious Investors in People status.

High quality standards

We take quality very seriously and have achieved the following accreditations. We have to pass rigorous audits of our processes to maintain these.

- Member of the Direct Marketing Association (DMA).
- DMA Response Handling Commitment Scheme Accredited.

- NQA ISO9001:2000 Accredited.
- Achieved Investors in People status (IIP).
- Data Protection Act Registered.
- Quality Standard for Mail Production accredited.
- International Mail Distribution Accreditation Scheme approved (IMDAS).
- Founder member of the Mail Consolidators Association (MCA).
- Associate Member of the Periodical Publishers Association (PPA).

Security

We have a robust IT and data security policy, and our warehousing utilises CCTV, secure entry systems, and an alarm linked directly to the police.

Environmental policy

BTB Mailflight complies with all current Waste Management and Environmental Legislation, and we have recently committed to achieving the ISO14001 Environmental Management Standard.

“ We have a very good working relationship with BTB Mailflight. We find them cost effective and helpful as well as proactive in advising us on ways to save money which is vital to us as a charity. ”

Distribution & Print Contract Manager
British Heart Foundation

our services

BTB Mailflight offer a comprehensive mail fulfilment and international postal solution, and a sophisticated contact centre providing IT driven contact management and order fulfilment services. For many clients we handle regular activity, whereas others work with us on an adhoc basis. We provide a quality service and value for money.



Mail fulfilment services

BTB Mailflight provide a wide range of mail fulfilment services and we were finalists in the "Mailing House of the Year" category at the PPA Awards.

Envelope enclosing

Our multi-station Buhrs BB300 envelope enclosing machines are able to insert letters, leaflets, brochures etc into paper envelopes, DL to C4 sizes, at very high speeds.

Inkjet printing

Our inkjet printers (Domino Bitjet 212), are market leading and capable of printing addresses, postal indicia, barcodes and images onto envelopes, carrier sheets, postcards, polywrap etc.

Laser printing

With our market leading Xerox Nuvera monochrome digital printers we provide fast and efficient sheet-fed printing of carrier sheets, letters, invoices etc.

We also have the Océ Pagestream 440 continuous laser production line which is suitable for very high volume runs.

Handwork

Our team of handworkers produce mail that is not machinable, or is too low volume to justify setting up a machine. This includes polybagging, collation, kitting, bellybanding, enclosing into jiffy bags and boxes etc.

Polywrapping and inserting

With 5 Sitma polywrapping lines we are one of the UK's largest polywrapping companies, and we polywrap millions of catalogues, brochures, magazines, journals, and reports each year.

Our polywrap lines are equipped with:

- Online inkjet addressing.
- Capacity for up to 10 inserts.
- Selective insertion of 3 inserts.
- A covermounter.
- Strapper.
- Missing product and double sheet detectors.

Our polywrapping services are used by some of the UK's leading publishers and catalogue companies, and all production processes are governed by the ISO9001:2000 quality standards. With our capacity we are able to handle high volume runs, and offer flexibility, as well as competitive prices.

Lettershop

Our Xerox Nuveras are market leading monochrome printers that enable us to handle print on demand as well as high volume print runs with quick turnaround times and exceptional quality. These printed pieces can then be folded and enclosed into envelopes. Examples of what we can offer includes fulfilment of subscription renewal letters, order acknowledgements, invoices, thank you letters, reminder notices etc.

Materials procurement and print management

We buy materials in such high volumes that it gives us significant buying power, this includes envelopes, polythene, polybags, boxes, labels, paper etc.

We also have a print management department that works with a portfolio of print suppliers, so can select the best printer for any particular job, and can negotiate excellent prices for brochures, letterheads, envelopes, printed polythene, order forms, postcards etc.

Mailing list preparation

BTB Mailflight can clean and prepare mailing lists to help clients save money. This includes merge, purge and de-duplication, case conversion and salutation building. We can clean your data against most suppression files including the Postal Address File, National Change Of Address File, The Bereavement Register, and the Mailing Preference Service, and of course we sort data to Mailsort, Presstream and international sortation standards.

Postal solutions: UK and International

UK mailing services

BTB Mailflight are able to offer the complete range of options provided by Royal Mail including Mailsort, Presstream, Walksort, Packetpost, and Parcel services. We are licensed to print barcodes for CBC Mailsort mailings, and are able to print Mailsort OCR approved fonts. We can also set up PO Boxes and handle the mailing returns.

We were also one of the first mailing houses to develop an alternative UK postal solution. In addition to potential cost savings our DownStream Access service can provide other benefits including 2 day delivery and tracking.

International mailing solutions

BTB Mailflight is one of the UK's leading international mail consolidators, and we are part of Europe's second largest postal operator, the La Poste Group.

We provide a wide range of worldwide delivery options including priority and standard/economy services. Our services can be summarised as:

- Mail consolidation.
- Remail.
- Direct entry / local-look mail.
- Local-look business reply service.
- Periodical postal services (discounts for magazines and journals).
- Lightweight mail discounts.
- M-Bag services (economical delivery of heavier mail).
- Packet and parcel deliveries.

Our international postage pricing

By inputting the details of a mailing into our pricing system we can instantly compare over 40 postal services to see which service provides the best price to each country for that specific mailing. It is similar to the price comparison systems you are likely to be familiar with.

Contact management & order fulfilment solutions

We have a 63,000 sq ft operation, and have been accredited by the DMA as a Response Management Specialist.

Contact centre

Our contact centre provides scalability to meet demand fluctuations, and as well as live response handling we offer voicemail and IVR services.

Data capture and data processing

We data capture from a variety of channels including phone calls, emails, faxes, websites, postal responses, voicemail messages etc. Utilising Quick Address and PAF software enhances the accuracy of the data captured.

We also manage data feeds from websites and other response centres.

Payment processing

BTB Mailflight can process a wide variety of payments, we provide banking and reconciliation, and all payment processing is carried out securely.

Ecommerce fulfilment

Our order fulfilment system can easily be integrated into the back-end of websites for seamless ecommerce order processing.

Warehousing & stock management

We can offer bulk storage, palletised and racked storage, as well as extra

secure storage areas. We operate strict stock management procedures and transparent reporting.

Pick and pack

Stock can be called off for single orders, small consignments, or bulk shipments. We fulfil a variety of items including products, marketing material, literature, merchandise, and POS material. We pack into envelopes, polybags, jiffybags, boxes etc, and onto pallets.

Distribution and returns handling

We provide a flexible distribution solution using a number of UK and international postal, courier, and freight partners. We also have regular collections by Royal Mail and can process any returns as required.

Reporting and analysis

We can provide all of the reporting and analysis expected and reports can be provided in a variety of formats and can even be viewed online in real time.

IT system development

Our programmers develop CRM and fulfilment systems using ColdFusion from Adobe, this allows us to develop robust, flexible, scalable, and user friendly systems that are supported by one of the world's software giants.

“ BTB Mailflight's attention to detail, swift customer service and efficient execution of projects ensures delivery to deadline and budget consistently. Thanks guys. ”

Production Director, Tearfund

case studies

BTB Mailflight works in partnership with a variety of organisations from large multinationals and media groups to charities, institutes, and online shops. The following is just an example of what we do and who we do it for, we are happy to provide references.



UK and International mailings

Boden: catalogue mailings, and catalogue requests

BTB Mailflight are responsible for polywrapping, addressing and mailing approximately 7 million Boden catalogues per annum and they utilise our UK postal solution, benefitting from lower prices and a quicker delivery time. Boden also receive thousands of catalogue requests per day from the UK and overseas. This includes online requests, phone calls to their call centre and postal responses. BTB Mailflight fulfil these requests with a same day turnaround SLA in place.

Guardian Media Group: newspaper mailings and direct mail campaigns

BTB Mailflight provide The Guardian Weekly with the solution for mailing this weekly newspaper across the world. The Guardian Weekly is very time sensitive so BTB Mailflight work to tight production schedules in order to make connecting flights from Heathrow.

To promote the newspaper to prospective readers Guardian send two main direct mailings a year with about 150,000 pieces mailed worldwide.

SPG Media Group: international magazine mailings

By consolidating the fulfilment and mailing of their 14 international magazine titles with BTB Mailflight, SPG Media benefited from a considerable improvement in service as well as reduced costs.

We provide them with access to postal services specifically for periodical publishers (Presstream equivalent services offered by overseas postal operators) and with five Sitma polywrapping lines, laser printing and inkjet addressing we have the capacity to offer them flexible production options.

Elizabeth Arden: european product sample mailings

Elizabeth Arden's customers across Europe are able to request free product samples through their websites. Brands include Fantasy Britney Spears, Gant, and Maria Carey. These samples are stored in our warehouse and are fulfilled as weekly mailings so the quantities are high enough to benefit from volume related postage discounts. Consolidating this activity with us instead of using separate country based suppliers has reduced Elizabeth Arden's costs, streamlined processes, and made it much easier for them to manage and control.

The Economist: direct mail campaigns, lettershop, and publication mailings.

BTB Mailflight handle The Economist's subscription renewal mailings, acknowledgement letters, and invoices, as well as large volume global direct mail campaigns which can be up to 250,000 mail pieces each time.

We supply the print and materials for these campaigns (letterheads, envelopes, promotional inserts etc) as well as handling the fulfilment, and our international mail solution ensures they benefit from a range of services (including direct entry) and low prices.

We also handle the mailing solution for The Economist, fulfilling 60,000 newspapers per week, and Intelligent Life, their quarterly publication which has 50,000 subscribers worldwide.

VeriSign: international direct mail campaigns

VeriSign mail large volumes across Europe and beyond, and their direct mail campaigns have been very successful. We are able to sort their data and produce their mailings to such strict criteria that VeriSign achieve preferential postage rates, and fast delivery times. This includes:

- Local-look La Poste service to France.
- Direct entry into Germany.
- Discounted rates to Scandanavia.
- Hermes service to Australia.
- Economy service to South Africa.

Contact management and order fulfilment

Butlins: brochure requests and membership fulfilment

We process data feeds for all Butlins brochure requests including telephone, SMS, interactive TV, website and coupon/postcard requests and we provide comprehensive reports back to Butlins. We fulfil around 160,000 brochure requests a year, plus we manage their Premier Club communication including invitation mailings, welcome packs, and upgrade letters.

Diabetes UK: contact management, mail order processing, and magazine mailing fulfilment

BTB Mailflight's order fulfilment system provides Diabetes UK with a comprehensive solution including:

- Handling responses by phone, fax, web, voicemail or written order form
- Receipt, capture and processing of orders and donations.
- Processing of payments and refunds including management of credit accounts and a schedule of discounts.
- Maintenance of a customer database.

- Receipt and storage of incoming products, and maintenance of inventory.
- Picking, packing and despatching of products and literature.
- Generation of invoices, reminders, statements and letters.
- Production of sales, banking, transaction, debtors and stock reports.

Since we won the tender for this work in 2004 we have also taken on some direct mail activity, and the fulfilment of Diabetes UK's magazine which is polywrapped and mailed to a circulation of 170,000 people.

www.thatcuteage.com: ecommerce fulfilment

thatcuteage.co.uk was founded in 2003. The website sells hundreds of products aimed at young families, and their business has steadily grown year on year. In 2007 they required a new fulfilment supplier that could cope with their growing storage requirements and order volumes, and after reviewing the market chose BTB Mailflight as their partner.

The transition of the business to BTB Mailflight was carefully managed by our implementation team and the process was very smooth.

The business has subsequently grown significantly but the owners were able to enjoy a very well earned holiday in 2007 for the first time in years.

Northern and Shell: magazine subscription management and global magazine fulfilment

BTB Mailflight has created a bespoke subscription management database for three high profile N&S titles; OK, New and Star. With a full reporting suite for subscription data, data profiling, and financial management. We host this database and have worked with N&S to optimise current subscriber data.

We provide an order processing and customer service team via our contact centre and as well as phone calls we process email requests, postal responses, and web orders.

We also provide UK and international mailing services for these titles which includes outputting the mailing lists from the database, laser printing carrier sheets, polywrapping the magazines, and mailing them worldwide.

“ Working with BTB Mailflight has helped us improve our timelines, reduce our costs, and increase the ROI from our direct mail campaigns, we are definitely a happy customer! ”

EMEA Marketing Manager
VeriSign



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IMDAS Accredited | Investors in People | DMA Response Management Specialist Accredited