



Engineering the flow of communication™

1 Elmcroft Road
Stamford, CT 06926-0700



**We've licked the problem of
direct mail going unopened.**

10 Mailing envelope — contains 11X17 mailer, folded to gradually reveal message, and a BRC.

Pitney Bowes is pumping up your envelope to help
you milk more responses out of every mailing.



First Panel visible upon removing mailer from envelope. Lift it up to reveal...



So you can field more opportunities
than ever before.

The second panel continues the message of a new way to improve direct mail responses through some sort of improvement to the envelope. Fold this panel down to reveal...

MOOOOOOOOOOOVE

your envelope addressing to full color and beef up
openability with an **AddressRight®** Solution.



This 8.5X11 panel that introduces the idea of custom color messages added in the same step that addresses envelopes — a use of color where you have never seen it before. Lift this page to reveal...

The addressing systems can be part of your Pitney Bowes end-to-end solution or stand alone. Cool.

It's so easy to use a bull can do it.

Don't forget they've got super-fast black and spot-color addressing printers, too.

Manage your herd of addresses with SmartMailer™ software.

See the research at www.pb.com/openit and learn how color gets more envelopes opened.

Postal Barcodes – a must for reducing postage costs.

You're guaranteed a 0% response from your envelopes that go unopened.

Get over \$500 in business-building software **FREE**

Put your message where 100% of your target sees it – on the envelope.

Color gets more attention – look at us.



1 Address List Management

- National Change of Address tracking software.
- Keep lists accurate and deduped.
- Reduce returns and cut postage costs.

2 Addressing & Barcoding

- Print barcodes that speed delivery & save money.
- Quickly & accurately address envelopes.

3 Print Special Sales Messages

- Add special business-building sales messages & slogans.
- Personalized message to maximize openability.

4 Print Your Logo & Graphics

- Print your logo & return address on envelopes.
- Never run out of envelopes with your logo.

5 Envelope Advertisements

- Make your envelopes work for you.
- Billboard your business on envelopes and postage tapes.

6 Mail Processing & Digital Technology

- Accurately weigh, apply correct postage and seal your envelope.
- Account for every penny spent on postage and mailing.

7 Envelope Inscriptions

- Print USPS-compliant postal inscriptions.
- Money-saving postal inscriptions are included in our DM Series software.

Make your mailings rise to the top.

The outside of your envelope is valuable real estate. Put it to work growing results with the complete family of AddressRight® Solutions from Pitney Bowes. Full-color, spot-color, or black & white graphics and words bring your message to life virtually anywhere on your envelope. Print an address, a postage-saving barcode, and a business-building message in one easy pass – no extra steps.

You're guaranteed a 0% response from your envelopes that go unopened. So use the outside to get them inside.

Act now and get over \$500 in business-building software packages for FREE – "Envelope Designer™" to turn your plain envelope into a marketing dynamo, "Art Mania®" with over 5,000 images

and the "Mailing Campaign Assistant" with tips and tools to make your direct mail deliver even more.

Call **1-800-940-1390**, program 7964, to talk to your local account representative about how you can make your envelopes work for you. With the most comprehensive line of addressing software and hardware – full-color, spot-color and black; low-volume to high-volume – we've got precisely what you need to rustle up more business.

Call 1-800-940-1390 — Special Offer Ends June 30, 2005.

Want to know more? Visit us at www.pb.com/openit to read what the experts have to say about color and openability, plus view the entire AddressRight® product line.

This 11X17 panel puts the important product features and benefits where you can't help but read them — in thought bubbles from the full-color cows. It also explains the product and introduces the offer.

Order now and get over \$500 in business-building software, including our easy-to-use Envelope Designer™, FREE!



Pick an envelope size, pick an image, place it virtually anywhere you want, type your message, and you're done. That's how easy it is to design and add a powerful full-color marketing spin to all your mailing envelopes. The only way we could make it

better was to expand the offer to include the "Mailing Campaign Assistant" and "Art Mania®" software for FREE. So we did. **That's over \$500 in exclusive software, FREE when you order a Pitney Bowes AddressRight® Solution by June 30, 2005.**

Beautiful, compelling images – you get more than **5,000 for FREE** as part of our exclusive "Art Mania®" package. Over 1,000 are in color. Combine those images with the power of our "Envelope Designer™" layout software and you are on the way to creating an envelope that will deliver your message and get opened.

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Now add the Pitney Bowes "Mailing Campaign Assistant" and you will really be in control of your direct mail. This instructive CD not only provides 10 steps to a more effective mailing campaign and 50 tips to increase responses, it also has a profitability calculator so you can better predict results.

Call today — Start milking more responses.

Call **1-800-940-1390**, program 7964, so you can start using the power of the envelope to drive your business. Or go to www.pb.com/openit to learn more about this great limited-time offer. Read what experts have to say about openability and the power of color, plus view our entire line of AddressRight® Solutions. **But don't wait. The special offer ends June 30, 2005.**



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*This panel is the back side of the piece as it is folded to fit into the envelope.
It details the offer and reinforces the call to action.*

Color me curious.

Tell me more about moooving my openability up to the next level and get over \$500 of business-building software for **FREE**. Three easy ways to learn more:

1. **Call** 1-800-940-1390, program 7964, to talk to your account representative.
2. **Visit** www.pb.com/openit to learn more about how color gets envelopes opened.
3. **Drop** this completed card in the mail.



Name

Title

Company

Address

City

State

ZIP

Phone

E-mail

The BRC offers three response methods, allowing recipients to act in whichever way is most comfortable for them.



Special offers for our Cream of the Crop Partners.

As a Strategic Account Program partner, you're eligible for special pricing and service on many Pitney Bowes solutions – including AddressRight®.

Take advantage of your preferred status. We'll make it easy to make your envelopes work harder, getting the right message seen by the right person. Call 1-800-940-1390 and have AddressRight® Solutions help milk more responses from your mail.

This freestanding insert was sent only to existing customers participating in the Pitney Bowes Strategic Account Program. It reminds them of their special discounts – giving them yet another reason to reply and learn more.