Dear Mr Meter customer

Changes to the design on franked mail – Delivered by Royal Mail
We are changing the design on franked mail from the 2nd January 2013 and will print a new mark on franked, machine-readable letter items using our automation equipment in our Mail Centres. The new mark will appear in the top left hand corner of the envelope and will include our Royal Mail logo with the words: “Delivered by”.

For design details please see overleaf.

Why are we doing this?
The UK was one of the first countries in the EU to open the postal market to full competition in 2006, since when competition has become well established.

We believe it would be helpful to everyone – you the customer, and receiving households and businesses – to make it easy to identify whether Royal Mail or another company delivered each item of mail. This way the receiving customer will know who to call if there is a problem with misdelivery, late delivery or another issue. In an independent poll of consumers, 77% agreed this would be helpful*.

It is also important to our people that their role in delivering the mail to communities throughout the UK is fully recognised. We have listened to our people and responded to their concerns.

What do you need to do now?
We are staging the implementation, providing over seven months’ notice of this change so that you have time to make any adjustments to your stationery. For example, if you have any company logos, slogans or a return address on the face of your stationery in the top left hand corner, you will need to make some adjustments to ensure that this area on the envelope is left clear (i.e. DL and C5 envelopes) to avoid any overprinting. An example of how the new mark will look is set out overleaf. Of course, if this area is clear on your stationery – you don’t have to do anything.

Continued...
What will the new "Delivered by Royal Mail" mark look like?
For landscape franked mail, this mark will be printed in the top left corner in an area 37mm long and 35mm high whilst on portrait C5 franked mail the mark is printed in a 35mm by 35mm area on the right side and 135mm up from the corner. (These measurements allow for a 5mm clear area around the mark).

The printed mark is in addition to the two Royal Mail indicia already applied on the right hand side of the letter.

If you choose to have logos, slogans, a return address or other creative artwork on the face of your item, you should avoid this area of the envelope, as shown below.

Finding out more
For more information about presenting your franked mail to us, please visit:
www.royalmail.com/franking

We want to make this change as easy as possible for you, so if you have any questions about this change please email us: deliveredby@your.royalmail.com

We are proud of the distinctive service we offer and I would just like to reiterate that these changes are designed to help you and your customers.

Yours sincerely,

Graham Davis
Sales Director

P.S. Are your details current and up to date? If you need to let us know of any changes to your contact details or those of your business, please visit: www.royalmail.com/update

*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1063 adults. Fieldwork was undertaken between 8th – 9th May 2012. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).