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192 countries.  
One vision.



# Serving the world with reliable international mail solutions.

*Direct Link's goal is to provide customized global solutions to meet our clients' objectives of time, security, transparency and cost.*

Every distribution project has its own unique set of requirements. We know that like people, one size does not fit all. Direct Link focuses its energies on working to find a solution that is tailored to meet each client's specific needs. We

strive to get to know your business. Part of our process is to understand your past mailing practices and anticipated future needs so we can reach a solution that produces optimal results.

**OUR REFERENCES:  
OVER 7 BILLION DELIVERIES  
A YEAR**

Wholly-owned and operated by Europe's highest rated postal

operator, Sweden Post, Direct Link offers mail and distribution solutions worldwide. Founded in 1986, our goal has been to provide the most secure global postal distribution system to international mailers. As a part of Posten Norden, a merger of Sweden Post and Post Denmark completed in 2009, Sweden Post and Direct Link are supported by a system with over 50,000 employees handling over

40 million mail items per day. This ownership gives Direct Link the foundation and support needed to maintain our position as a premier company in the international mailing industry both now and into the future.

**GLOBAL SOLUTIONS AT  
YOUR DOORSTEP**

Our offices in Asia, Australia, Europe, Scandinavia, and North America

have local knowledge to support mailing programs throughout the globe. We are sensitive to the investment our clients make, and we want to help increase response through a consultative approach. Involving Direct Link early in the development of mailing programs has saved significant sums and shortened leadtime for our clients.





# Publishing house increases sales efficiency

*When one of the most successful publishing houses took on the challenge of revamping their international mail programs, Direct Link was asked to help. We customized a unique mail concept for their particular needs and have enjoyed an ongoing partnership with the publisher ever since.*

The publisher was faced with the classic direct marketing dilemma of crafting a message that creates interest and sales. Delivering that message consistently to the right prospective customers while controlling cost and wastage. A leading publishing company expressed a need to consolidate their subscription mail production to a single global location. They wanted more centralized control over their

marketing in order to leverage production efficiencies and lower costs. With offices around the world, a variety of distribution methods and suppliers, costs were eating into margins.

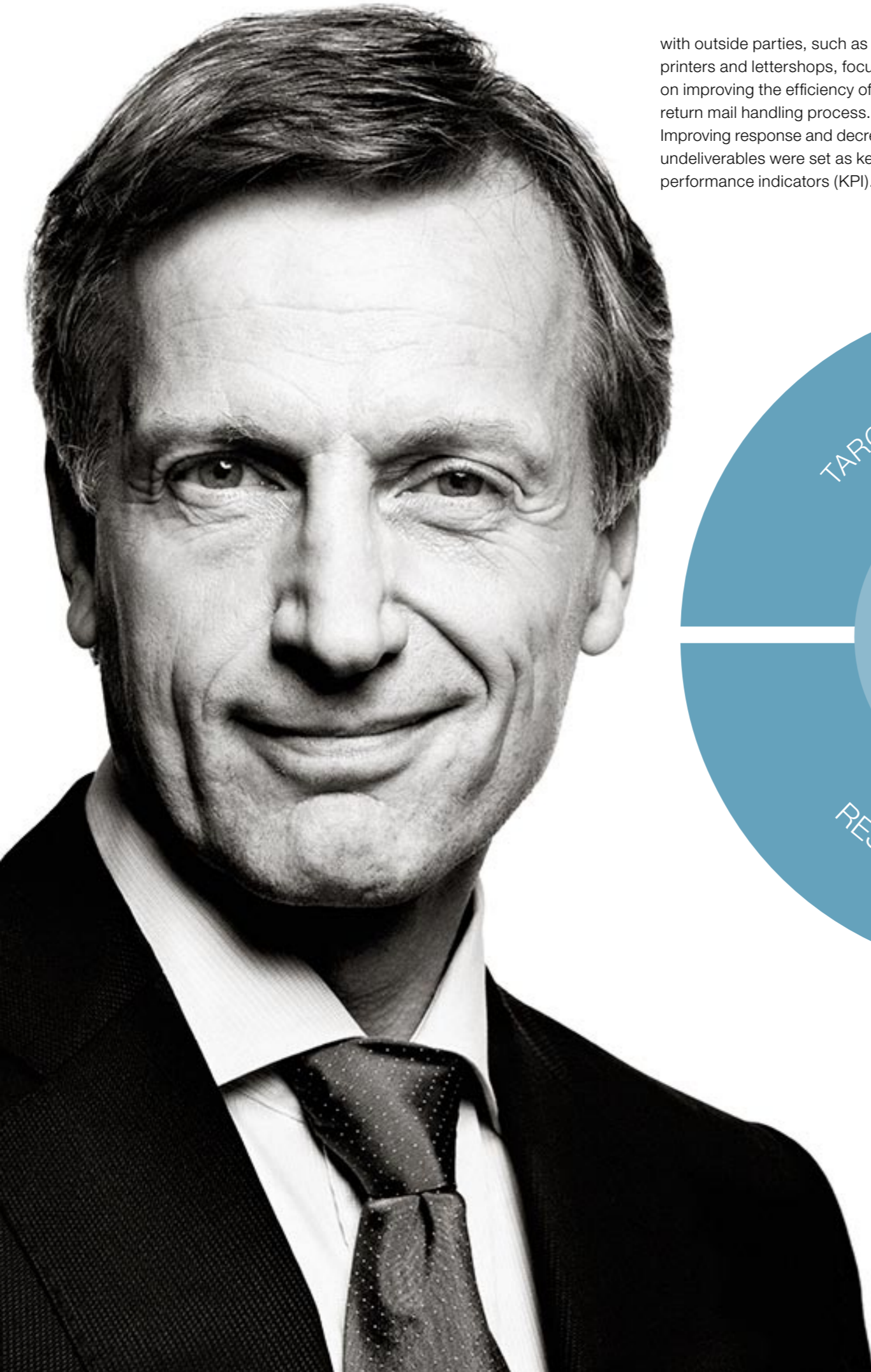
#### **FROM START TO FINISH WE KNOW DIRECT MAIL**

Our employees originate from a variety of businesses, many of them coming from the direct mail industry. Our client wanted to drive the solution, which meant we had to understand their complete marketing process from conception through to order. Direct Link was able to communicate with the client in language they understand as marketers, and follow through with a solution where response was the measurement of success.

#### **PLANNING FOR SUCCESS AND HIGHER RESPONSE RATES**

Once a custom made plan was devised for the publishing company, the first step was to streamline communications with a focus on all levels and locations within the marketing department. One of our representatives personally met with each sector's direct marketing manager, discussed initiatives and outlined a monthly communication review process to access past initiatives and subsequent mailing programs. Then a logistics plan was developed to cover the entire mail program and provide an understanding of how the value chain supports distribution. This plan helped to ensure that all delivery dates were met in coordination

“Transit tests on our mail continually exceed our expectations!”



with outside parties, such as printers and lettershops, focused on improving the efficiency of the return mail handling process. Improving response and decreasing undeliverables were set as key performance indicators (KPI). We

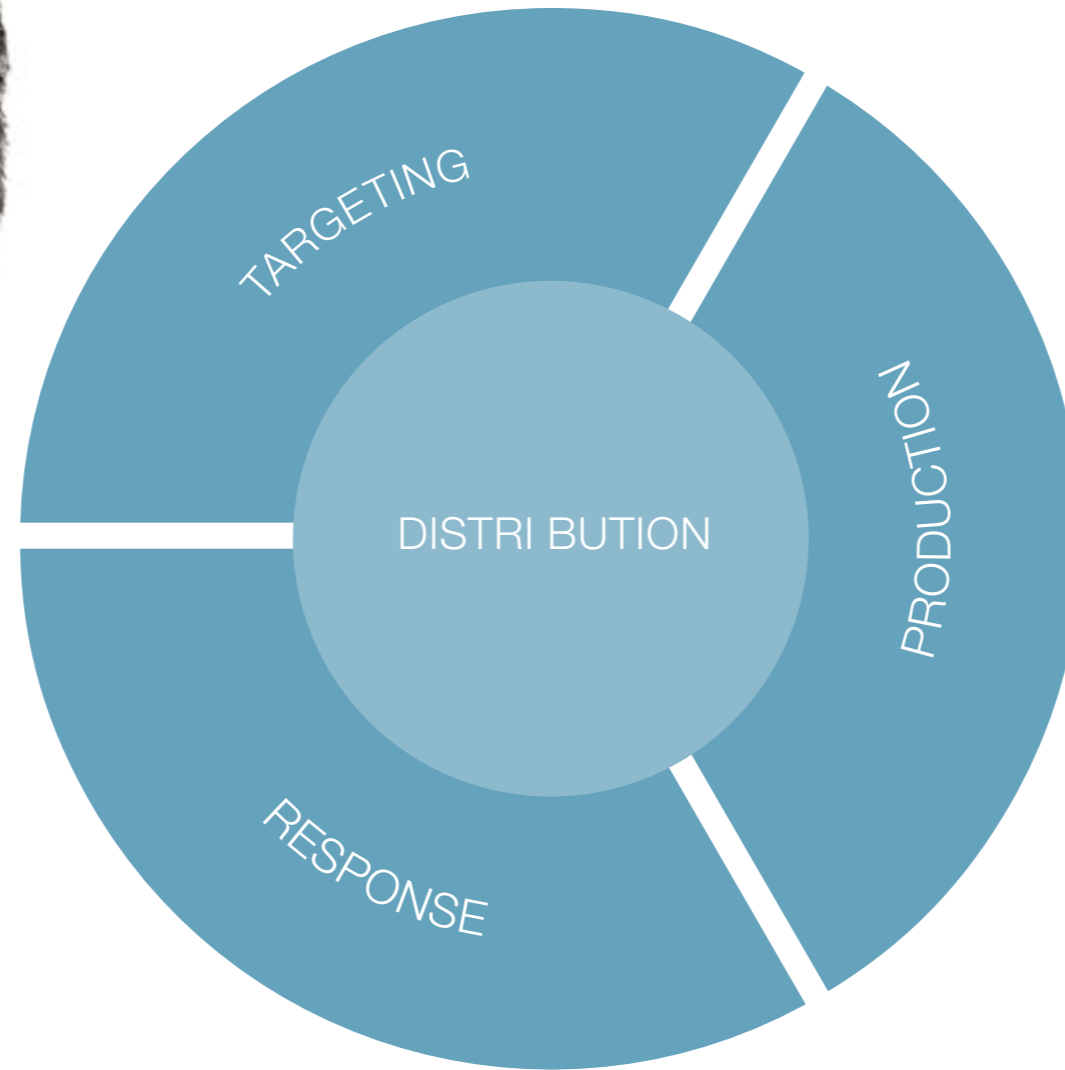
first approached these two KPIs by assisting the publisher with database address formatting. Finally, we helped to integrate the solution into their marketing structure to ensure continued support and growth of their business and

the consolidation of their mail to their New York office.

**RESPONSE IS ALL THAT MATTERS**

The Direct Link solution functioned flawlessly for the publisher as all

mail was delivered as promised with fewer returns and higher response. The new lines of communication remained open to all of the publisher's international offices and we are currently forming a plan for the next challenge.



Direct Mail Solutions assists clients to get new customers and keep them, while increasing sales. Our expert consultants will design a direct mail process which identifies savings opportunities and increases cost efficiency.

**TARGETING**

The key to a successful marketing campaign is a laser focus on the target. You know what makes prospects become customers. Should you need assistance in locating prospect lists and checking address formats, our local offices around the world are ready to assist.

**RESPONSE**

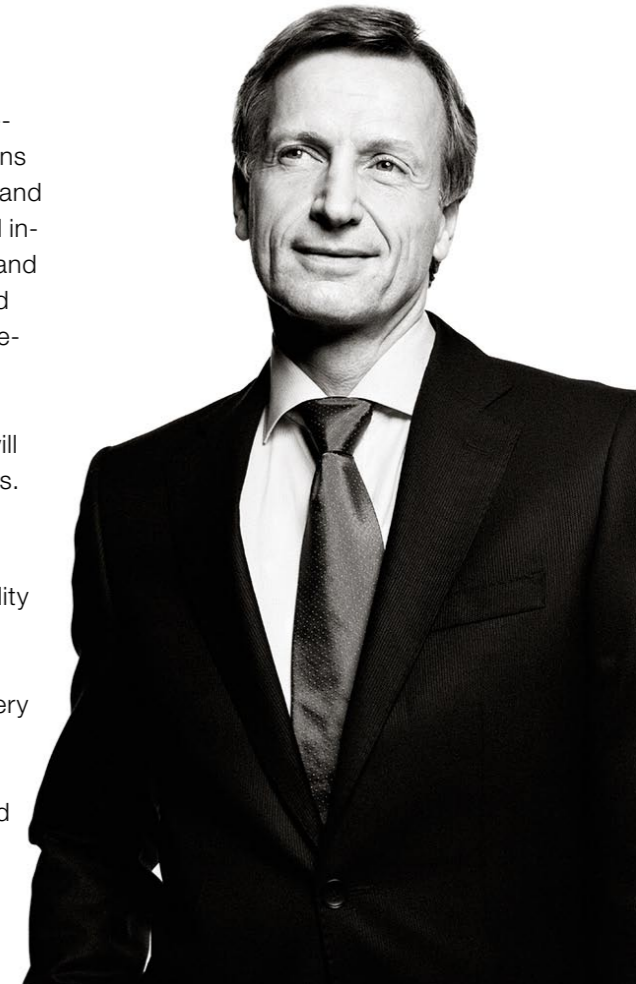
Direct Link makes it easy for recipients to reply by providing postage paid return for both local and international mailings. We can also facilitate response processing through a variety of additional media on a worldwide basis.

**PRODUCTION**

Direct Link brings years of experience to our Direct Mail Solutions program. Utilize our know-how and experience to reduce costs and increase response rates. Layout and content that is both enticing and meets postal distribution requirements will maximize response. Involve Direct Link early in the process, and our consultants will be targeting your response rates.

**DISTRIBUTION**

Speed, reliability and deliverability are reasons to choose a quality service provider. We offer the highest quality in terms of delivery and cost for international distribution of letters, brochures and catalogues of various layout and formats.



# Optical products manufacturer streamlines merchandise distribution

*When a world leader in the optical industry began making disposable and bifocal contact lenses, an international distribution opportunity was created. Our client wanted to stay one step ahead of the competition, building on brand loyalty and keeping costs low by leveraging existing production facilities and distribution centers. A Direct Link solution helped them to see their objectives through to reality.*

#### **DIRECT DOOR-TO-DOOR DELIVERY**

A referral from another company within their distribution network led a multinational optical products company to approach Direct Link. The client's interest was distribution of disposable contact lenses directly to the homes of customers located throughout Scandinavia. Having discussed the company's

existing processes for sending products to Sweden, Norway and Denmark, we were able to identify "extra links" in the supply chain, inefficiencies in handling undeliverables and returns and the added

burden of having to resupply. With the opportunity to remove a large element of cost, we were able to move forward in recommending a simpler and more effective distribution process.

“Over the past four years, Direct Link has consistently performed at a high level with quality delivery services and customer care, offering innovative solutions to meet our changing needs.”





**A GOOD SOLUTION RUNS BY ITSELF**  
 In client meetings, an interest was shown in having a special solution for 'customer specific' return addresses for Scandinavia. The client needed a system that was self-sustainable once orders left their manufacturing facility in the UK. Direct Link developed a solution whereby orders could be redirected to optical shops if customers were not at home at the time of delivery. Furthermore, if the customer refused the order, the items could be absorbed into

inventory by a local shop. This solution was designed to reduce the cost of returns to the client, and create more delivery options for the customer.

**HAPPY AND LOYAL CUSTOMERS LET YOU FOCUS ON WHAT YOU DO BEST**

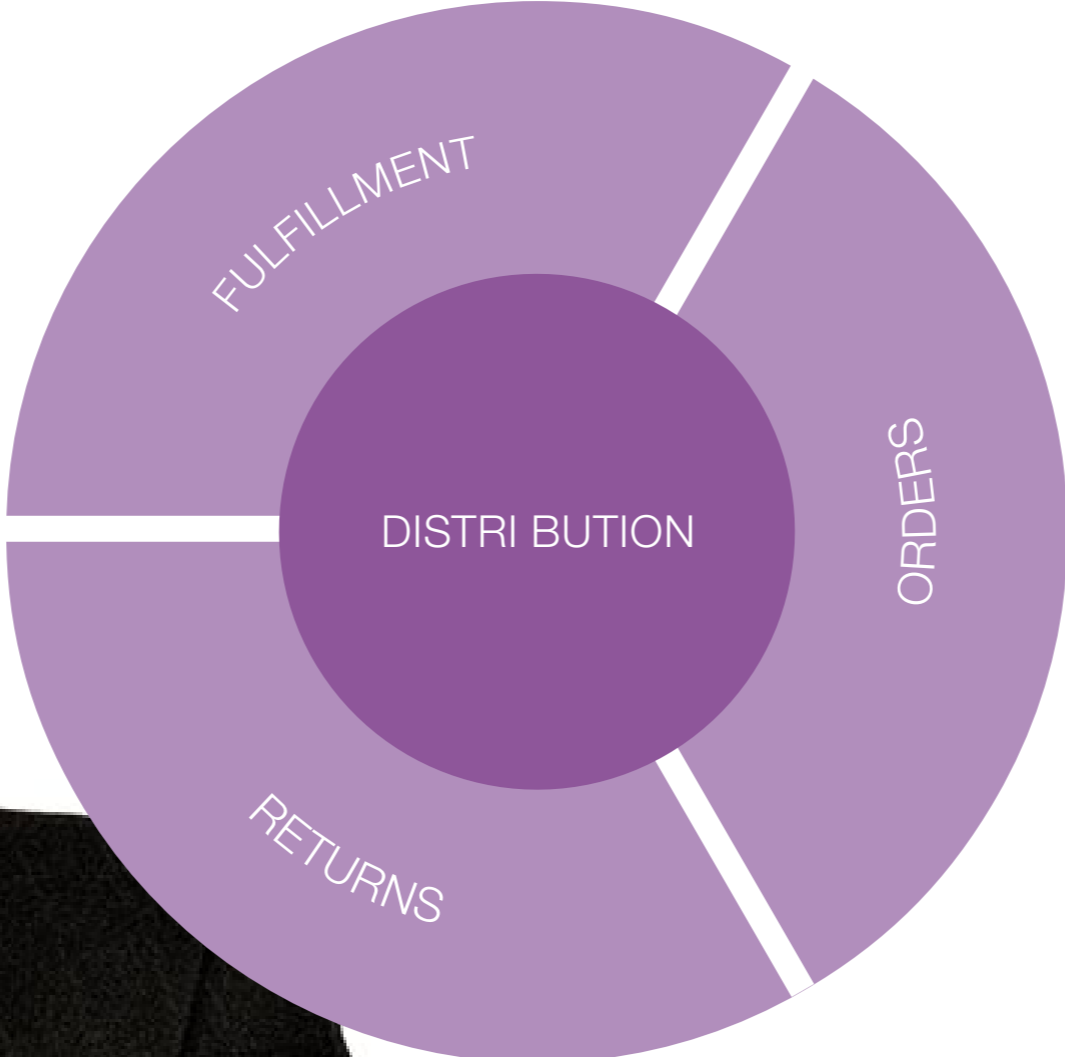
In addition to an improved distribution program and differentiation from their competitors, the result was a streamlined process in key markets and improved delivery options for the customers purcha-

sing the lenses. With products now efficiently delivered directly to household customers, the client could focus on their core business: manufacturing and product development. After the implementation of the Direct Link solution, retail dealers took responsibility for inventories and returns once the products left the UK. The solution offered an improved and more flexible delivery service to customers and retailers. The retailers also benefited from the new system through increased relations

with their clients, enhancing the overall experience of the customer and improving loyalty for all parties.

**A CUSTOMER BECOMES AN ADVOCATE**

The Direct Link solution proved very successful for the client and was praised throughout the company. The client decided to expand our collaboration to other areas of their business, providing a springboard for growth, including additional destinations.



Magazines, newsletters, or merchandise, Direct Link Distribution Solutions ensures that distribution projects are achieved against planning that is designed for your specific needs. Distribution Solutions support your processes with transparency and flexibility.

**FULLFILLMENT**

Direct Link Distribution Solutions supports warehousing and fulfillment operations. Whether your organization is centralized or decentralized, our solution can be adapted to suit your needs.

**RETURNS**

Our solutions support a flexible and reliable return system that keeps you and your customers happy while maintaining transparency and control.

**ORDERS**

Through Distribution Solutions, Direct Link can provide external support, and help you increase the efficiency of your company's internal processes, reduce the cost of returns to the client and create more delivery options for the customer.

**DISTRIBUTION**

The Distribution Solutions concept offers ease and convenience of worldwide distribution of merchandise, samples, publications and printed materials up to 25 kg.





# Non-Governmental organization creates internal savings

*Committed to the eradication of poverty in Asia, an international financial institution sends large volumes of mixed correspondence and publications every day. With funding provided by donor governments and organizations, low-cost dependable delivery and accountability is mandatory. Direct Link helped to create a more cost effective distribution solution through the simplification of mail room processing and internal communications.*

#### **CREATING PARTNERSHIPS WITH A LONG REACH**

With headquarters located in the Philippines and employees from 50

different countries in offices located around the world, the client had a clear need for streamlined communications. The financial institution's diverse operations were more than enough to keep the entire staff busy. In addition to a need for distribution assistance they also expressed a necessity for a full time staff to manage communications and mail handling.

Direct Link's solution includes a full-time on-site customer service manager, who serves the client's needs at an in-house service counter. Over and above the issue of cost and courier service, Direct Link made suggestions to improve mail room management, internal

communication protocols, and improve performance of identified cost centers.

#### **WORD GETS AROUND ABOUT A JOB WELL DONE**

Word got around about our performance in handling mail and our market knowledge of other countries. The client then asked us to be the service provider at their personnel service counter.

#### **GOOD PLANNING BRINGS GOOD RESULTS**

After we listened to the client's needs and identified removable costs, we put in place a dedicated in-house Direct Link representative

“The combined experience of Direct Link's representatives, managers and owners helped us streamline our mail programs. We see Direct Link as a top authority in the international postal business.”

to oversee the implementation of a new system and counsel staff through new procedures. We also developed a new mailroom management system to assist in cost allocation. We did all this at a lower cost than their previous supplier. In a short period of time, we reduced

costs by smoothing out their processes.

**ANOTHER SATISFIED CUSTOMER**

Our working relationship started in 2002 and has continued to be prosperous ever since. Though we are one of the three postal service

providers for the financial institution's personal and corporate mailings, Direct Link is the preferred service provider. Their internal clients have expressed their relief as a result of our ability to address their prior issues and concerns and provide them with in-house service.

Direct Link can provide reliable service from the other side of the world. In an increasingly competitive and global market place, a close relationship with customers is not only preferred, but necessary. Business Mail Solutions is a safe, rapid and flexible distribution for your mailing requirements.

**PLANNING**

Business Mail Solutions offers comprehensive analysis of your postal activities and operations with an aim to take care of your international mail and streamline your costs.

**PREPARATION**

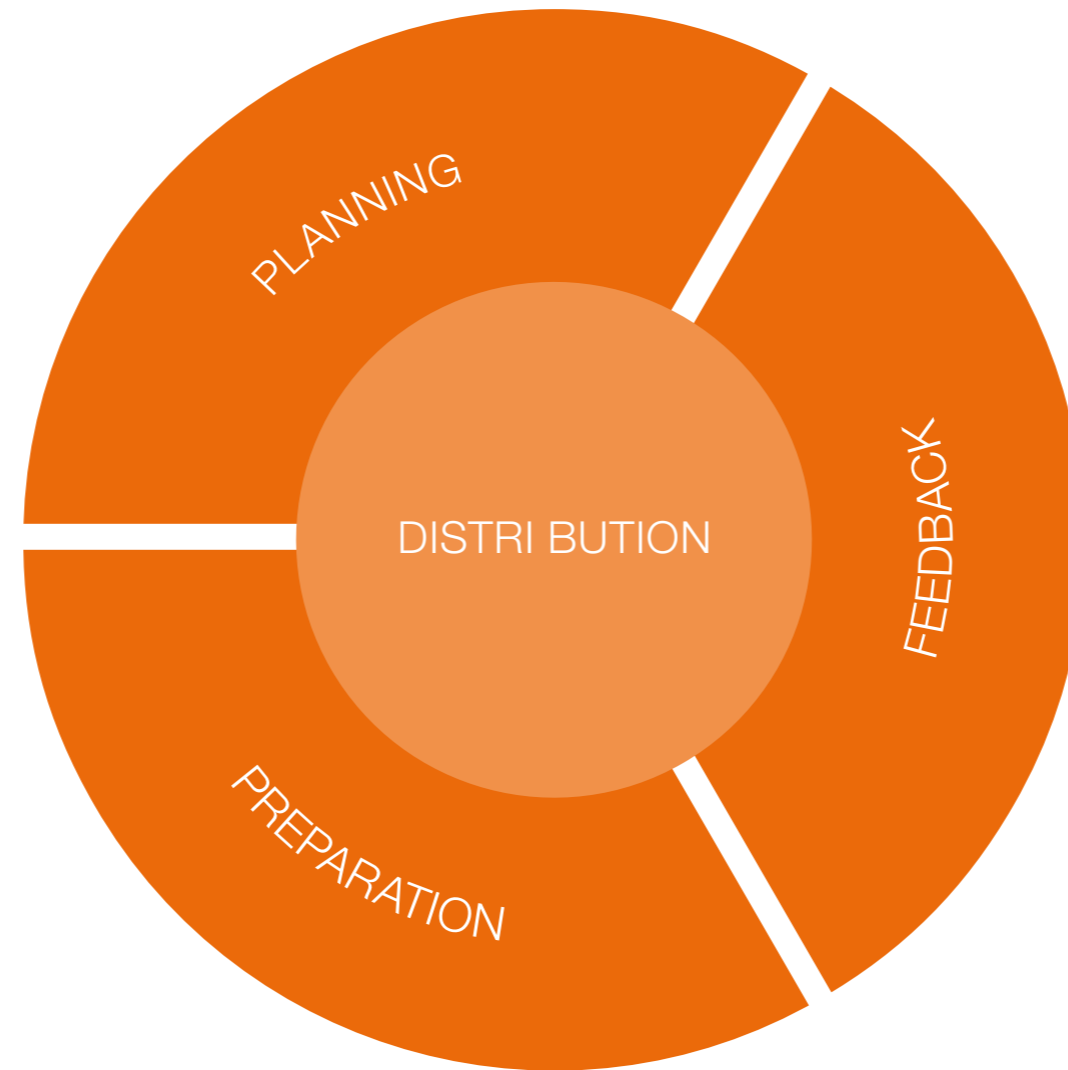
Direct Link offers a variety of services from pick up and sorting to franking, statistics and follow-up. We identify inefficiencies in your physical handling of mail, and make recommendations for improvement.

**DISTRIBUTION**

Business Mail Solutions can be adapted to meet your company's specific needs for international distribution. Direct Link will tailor a solution to meet your requirements for distribution, time sensitivity and price.

**FEEDBACK**

Business Mail Solutions also addresses our mutual objective of continuous improvement. As part of the service, Direct Link can provide essential statistics for your internal administration and control.



# Financial institution improves cash management



*International credit card companies mail out millions of monthly statements. Credit card statements are time sensitive. The timing of the receipt of the statement impacts the speed of cash collection. Speed, quality of service, and secure delivery are of the utmost importance to finance companies. Direct Link serves such a company, providing a simple and verifiable process that satisfies purchasing and the financial controller.*

Our client wants to leverage printing costs by centralizing printing to a few key global hubs. Consolidated monthly print runs for the region tally in the millions of statements, spread out over several print cycles. Direct Link proposed a system, which encompassed local and international logistics, and simple tracking and reporting that helped the client to sort through the complexities of multi-domestic distribution from Asia.

By outsourcing to Direct Link, the client can focus on their core business and strengths of proces-

sing transactional data, monthly billing and marketing. Direct Link handles all the logistics and distribution, which would otherwise require the client's full-time management attention.

#### **CHOOSING THE RIGHT ALTERNATIVE**

The potential savings through print consolidation were apparent to the client. The business problem was how to retain the print savings through a cost effective distribution system. A request for proposal was presented to Direct Link. We tailor-made a solution to fit the client's requirements, including customized on demand reporting systems, monthly reports and billing services to meet their requirements and reduce their costs.

Since this was a new project, and a new experience for the client and the selected printer, Direct Link agreed to a trial period for one specific country. Through the initial trial, we were able to work with the client and the printer to improve internal and external systems.

“We wanted to consolidate our printing and distribution, but there was no precedent. Direct Link helped us to test our theory, and now we are rolling the program out to six other countries.”

**THE BEGINNINGS OF A THREE WAY PARTNERSHIP**

Direct Link works directly with the finance company's printer on logistics solutions. All parties see the success of a transparent and flexible solution. We learned about each others' business, and shared suggestions. Openness and the spirit of continuous improvement are shared corporate values

between the client, the printer, and Direct Link.

**SERVICE BENEFITS THAT CREATE ADVANTAGE**

High quality service and tight delivery targets were our challenge. We proposed a solution that met the clients delivery needs, and more. Through our solution, the client enjoys a localized look and feel, plus

the advantage of a return address in the country of destination. This speeds up database updating, and ultimately helps to resolve collection issues faster.

**LEVERAGE OUR RELATIONSHIPS IN THE POSTAL WORLD**

Our excellent working relationship with receiving postal authorities also means that the client enjoys

quick response and problem solving whenever any problems might arise.

**A SUCCESSFUL TRIAL LEADS TO NEW OPPORTUNITIES**

With a successful trial completed, we are working with the client on expanding to other SE Asian markets. This has been a learning experience for a significant player

in the credit card industry. Our contract has been extended, and we are working on new alternative solutions for six other Asian markets.

Globalization of the finance and banking industries demands speedy collections to maximize capital. Finance Mail Solutions enables clients to focus on their core business while Direct Link takes over the distribution of statements, invoices and other time sensitive financial communications.

**FILE HANDLING**

Through Finance Mail Solutions, we can help you take advantage of the potential economies of centralized data processing and printing through the provision of secure and speedy distribution from anywhere in the world.

**DISTRIBUTION**

Distribution starts at the end of the production line, before the mail has left the dock. Direct Link coordinates everything from pick-up, international freight movements to lodging with receiving postal authorities.

**PRODUCTION**

Direct Link takes an end-to-end approach to the delivery of mail. Utilizing our experience helps clients improve distribution efficiency by ensuring that the mail is prepared in the best possible way for the receiving postal authorities and thereby improving delivery times and rates.

**UNDELIVERABLES**

Finance Mail Solutions approaches undeliverable mail by providing a variety of distribution alternatives and return to sender programs. Physical or electronic returns can be routed directly to the destination of choice. Our goal is to assist the database owner to update address files as quickly as possible.

