

DIVERSIFY AND GROW YOUR BUSINESS.

Partnering with FP — one of only three providers in the Mail and Document Handling Solutions industry — creates a unique opportunity for your company to offer postage meters & mailing equipment in a growing market with limited competitors.





FP Mailing Solutions, based just outside of Chicago, has been serving the needs of U.S. businesses for more than 45 years. Known for our technologically-advanced equipment, exceptional customer service, and competitive pricing, we are the country's fastest-growing mailing systems vendor. As a subsidiary of Francotyp-Postalia-AG, our company started in Germany over 80 years ago as an innovator in the development and distribution of high-caliber equipment, notably postage meters. Today we're the leading provider of mailing systems in many parts of Europe. We are making our mark in virtually every facet of mail center operations — from furniture and mailroom equipment to software solutions and strategic consulting.

HOW WE DELIVER FOR OUR DEALERS

At FP, our goal is to partner with our Dealer channel to provide customers with a comprehensive line-up of mailing equipment and document-handling solutions. That's why we offer one of the most outstanding Dealer incentive packages in the industry. When you partner with us, you'll enjoy the distinct advantage of offering "best in class" product solutions, exceptional customer service, technical support, and the backing of a flexible organization positioned for continuous growth.

Support To Grow Your New Revenue Stream

Support begins with helping you develop your business plan. We foster a culture that provides for teamwork, professional excellence, and mutual success. In addition, your FP team will work with you to ensure you're reaping all the advantages of our partnership, such as:

Multiple Profit Streams

In addition to attractive margins on equipment sales, the FP product line provides the following on-going profit streams:

- **Rental Commission.** Receive on-going monthly commissions, creating a growing revenue stream.
- **Service.** A high proportion of customers have service contracts. The reliability of FP products enhances profitability to Dealers.
- **Special Services.** Services like **rateguard™** provide Dealers with regular additional commission opportunities.
- **Rates.** Each time the price of postage changes, new rates are provided by the Dealers. As this can happen 1-2 times per year, it provides potential for additional revenue.
- **Leasing.** A very high percentage of mailing equipment is leased, allowing Dealers easy collection of service contracts. Leasing also provides a regular, steady upgrade path to new equipment.
- **Supplies.** A regular source of on-going profits; specialized and not easily available elsewhere.



A high percentage of your customers have mailing equipment that FP can replace. Be there for them by becoming an FP Dealer today!

KEY BENEFITS

Precision engineering. Dedication and commitment.

German-engineered equipment, value-added services, superior quality, and unsurpassed customer service has FP positioned to take advantage of industry conditions. Since innovation is the cornerstone of our business, we invest heavily in research & development. We continually bring state-of-the-art products to market, providing new opportunities for our Dealers to grow their revenue stream and gross profit.

Our commitment to building long-lasting Dealer partnerships and delivering attentive customer service ensures you'll receive the tools and resources you need for continued growth and success.

Minimal Start-Up Costs and Financing — There are unique and inherent opportunities available in our market now, despite the current economic conditions. FP provides creative and realistic start-up solutions for prospective Dealers that only require a relatively small investment and include Leasing Programs to help finance inventory.

Dealer Support Group — The Dealer Support Group consists of a cross-functional team that provides FP Dealers with professional and efficient service by providing first call resolution. This approach allows FP to provide Dealers with a quick response to concerns; speeds up input of supply orders, rental contracts, checkout paperwork, and installations; and provides a personal touch in responding to business needs.

Major Accounts — Deep national market penetration with the many Major Accounts that work with FP because we offer the flexibility of customizable solutions based on unique customer needs and locations. These Major Accounts get the best of both worlds through our partnership: the stability of a worldwide company and the personalized, local service of your Dealership. We attract and retain Major Accounts through our high level of service, including centralized control for efficient ordering and fulfillment of supplies, customized billing, priority delivery and set-up, guaranteed nationwide price integrity, and rental or lease rates for 3+ years.

Through our “*Green Light*” program, FP provides participating Dealers the opportunity to actively pursue business from the many Major Accounts that are already under contract with FP. We provide Dealers with the important and necessary tools they need, including: a snapshot sheet outlining the account, endorsement from the corporate office of the Major Account, pricing, and a database of the account locations in the Dealer’s region.

Government Accounts — FP holds contracts with a number of Federal, State, and Local government agencies. Like Major Accounts, Dealers have a “license” to pursue the many government offices throughout the country.

Training — Dealers can take advantage of extensive sales, product, and technical training in various settings, including FP University (on-line), on-site, or in an FP classroom.

Secure Dealer Website — Recognized as one of the best business support sites in the industry — keeps the information you need available 24/7, including:

- Leasing information
- Marketing materials
- Support communications
- Dealer pricing
- Product sheets and comparisons
- Technical manuals
- Order acknowledgements and tracking
- Commission reports via secure server/login

Incentive Plans — FP provides our Dealers with many incentive opportunities, including bonuses, rebates, added commissions, incentive trips, etc.

FP Co-Op Program — Provides Dealers with the opportunity to accrue funds that can be used for qualified advertising and promotional campaigns.

Marketing — FP provides solid marketing support to our Dealers, including:

- FP EZ Art - Dealer customization of direct mail pieces
- Brochures & Posters
- FP [m.a.i.l.challenge™](#) Program (competitive meter database)
- Print Ads
- Tradeshow Support
- Dealer Telethons
- Qualified Leads
- Sales Programs



FP [rateguard™](#)

Our FP [rateguard™](#) provides your customers with the assurance that they will be covered when the USPS® announces a rate change. This program helps control operating costs while ensuring that rate updates for scales are automatically sent to your customers when needed.

[teleset™](#) Data Center

The [teleset™](#) Data Center (TDC) assists customers with setting up and refilling their postage accounts. This FP service is accessible 24 hours a day, seven days a week, so it's easy and convenient to pay for postage for multiple locations with a single check, wire transfer, direct debit, or credit card. Electronic or paper reporting options help your customers maximize operating expenses by tracking and analyzing TDC activity.

- Simple-to-use, fully automatic system
- Self-Serve Option
- FP handles every detail—no Dealer administration is required

German Engineering

FP provides full mailstream solutions with our extensive selection of intelligently-designed products and services. Our cutting edge technology and high-quality products mean we are ready to meet a variety of mailroom demands.

Expedient Order Fulfillment

FP's Chicago warehouse is proud to have the best shipping record in the industry.

Hands-On Customer Care

FP remains available for all customers from 7:00am to 7:00pm CST, Monday through Friday, to answer inquiries and to assist with resets and setting up and refilling postage accounts through the TDC.

Experienced Technical Support

Count on the FP Field Technical Support team to help quickly resolve any installation or maintenance issues. In addition, our Tech Hotline is available Monday through Friday, 7:30am-7:00pm CST.

SOLID LEADER IN THE MAILING INDUSTRY

- One of only three manufacturers with USPS®-regulated authority to manufacture and distribute postage meters.
- Our research, engineering, and manufacturing center, located near Berlin, Germany, ensures each piece of postage meter equipment performs under rigorous testing and meets our high quality standards.
- Represented by over 160+ independent Dealers nationwide.
- We are part of a large enterprise; yet we have the ability to be flexible and provide customized solutions for our Dealers.

Our product solutions include:



Mailing Machines/Postage Meters



Folder-Inserters



Postal Scales



Addressing Systems



Envelope Openers



Labeling/Tabbing Equipment



Mailroom Furniture



Mailroom Software

BR1019