



Overview

Our customer is a leading brand in the Outdoor apparel industry. With clients across every country in Europe, and many beyond, it is important that any printed information reaches retailers, consumers and distributors in a timely and secure fashion. To achieve this they use MHI as their mailing and distribution partner to optimise their seasonal brochure distributions.

Postal Optimisation by MHI

By analysing their brochure distribution profile we were able to suggest a number of changes to the services by which the items were being mailed. Using our in house developed routing software we were able to select the best mail options from in excess of 80 global postal administrations and regulated local providers to optimise the distribution. The result was a greater than 50% reduction in delivery charges saving thousands of pounds.

MHI also undertake the fulfilment process at our main Bristol processing and distribution facility. We provide formatting and manipulation of the mail data, enclosing into 100% degradable polywrap, labelling and dispatch saving operational time and cost.

What the customer says

“Many thanks once again for your excellent advice and service . I will be back in touch again in 6 months for the next round of catalogues!” Marketing Director.

Contact MHI:-

+44 (0) 117 9776655

sales@mh-international.com

www.mh-international.com

