



Quality Ornamentals flourish with TNT Post.

Quality Ornamentals is a Sales and Marketing Company jointly owned by three of the Northwest's leading bedding plant producers. Its primary function is to market the company's products to leading independent and multiple garden centres across the UK.

Bedding plant sales are highly seasonal and very competitively priced. Approximately 85% of annual turnover is achieved during the March to June period, creating significant pressures on the business. Such a seasonal market calls for highly skilled staff at peak times, whilst labour costs need to be controlled during quieter months.

Like many small businesses, **Quality Ornamentals** has found applying modern innovations that reduce time, cut costs and improve customer service difficult, as these are often developed for larger organisations.

Quality Ornamentals was introduced to TNT-it at the Manchester SAGE exhibition, and found it to be a solution that applies to any company – regardless of size.

General Manager Paul Brooking said "After a trial period we enthusiastically signed up

on 1 January 2007. Since then we have not had to envelope a single invoice or monthly statement.

"Invoicing is clearly a vital, but time-consuming part of any business that creates reams of paper, stockpiles of invoice sets and many trips to the post box, in short an expensive operation. Paying staff upwards of £10 an hour to stuff envelopes is not an attractive option.

"Direct postage and stationery costs for the six months to June 2007 have been cut by 43.1% against budget, in a year when sales have enjoyed a 7% increase over the same period. Bulk purchasing of stationery to achieve discounts, for example a year's supply of invoice sets, is no longer necessary – improving cash flow, reducing waste and saving time."



Customer

Quality Ornamentals Limited

Location

Cheadle, Cheshire

General Manager

Paul Brooking

TNT Post Account Manager

Joseph Dagnino

Primary Business

Bedding plant producers and suppliers

Service provision

Remote printing, fulfillment, collection and delivery of mail items

Main benefits

- *Reduction in paper and envelope stocks*
- *Saves time*
- *Free up staff to concentrate on core tasks*
- *Significant cost savings*
- *Improved cash flow*
- *Reduction in waste*
- *Improved mail quality – addressed mail is consistent, readable and mail-sorted*

For further information about TNT Post mail services:

Call Customer Services on 0800 262 0808

Text TNT Post to 60123

E-mail enquiries@tntpost.co.uk

www.tntpost.co.uk

It's our business to deliver yours