



You'll have noticed that one name appears more and more in the top right hand corner of the envelopes that arrive in the post.

From a standing start in 2004, TNT Post has grown to become the second largest UK postal company, handling over 160 million items a month. Now TNT has been recognised as a Business Superbrand, appearing 22 places higher in the 2008 Business Superbrands list than Royal Mail. Here we put a face to our name and ask what can we do for you.



### A POTTED HISTORY OF THE UK POSTAL MARKET

From 1635 to 2005, Royal Mail pretty much had it all its own way. Everything changed on 1st January 2006, when the UK postal market was fully liberalised allowing other companies to handle the mail. With competition comes choice, and major postal users in both public and private sectors have been quick to take advantage of the added value provided by TNT Post. Deregulation has brought benefits not only in terms of cost savings, but also in reliability, flexibility and quality of service. Equally, it has had a positive impact on the economy as a whole, with a recent study by Europe Economics valuing the economic benefit at £229 million alongside the creation of 3,300 additional jobs within the postal sector.

### A SNAPSHOT OF TNT

TNT Post is part of TNT, a worldwide group offering a full range of services in mail and express delivery. Headquartered in the Netherlands, TNT has an extensive global infrastructure with integrated road and air networks throughout Europe and Asia.

- Over 160,000 people operating in over 200 countries
- Group turnover in 2007 of over €11 billion
- Listed on the Amsterdam Stock Exchange
- Highest score of any company in the Dow Jones Sustainability Index in 2007
- Named as a 2008 Business Superbrand, recognised for quality, reliability and distinction
- Social responsibility – a long-term partner of the UN World Food Programme helping to get food wherever in the world it is needed most
- Environmental responsibility – a stated aim to become the first carbon neutral transport company, with a groupwide Planet Me initiative to cut CO<sub>2</sub> emissions by 20% by 2012

### TNT POST IN THE UK – IN TOUCH AND OUT THERE

TNT Post is the leading challenger to Royal Mail, handling over two billion items of mail a year for organisations such as Barclays, BT, Centrica, Lloyds TSB, npower and Sky. We are alone amongst the new generation of postal providers in our capacity to take care of both addressed and unaddressed mail (doordrops).

A simple equation accounts for our success: we are in touch with what customers expect and want, and out there on the ground providing it with a willing can-do attitude.



We are ordinary people striving to do an extraordinary job on your behalf – operational performance is ranked best in our industry, with our quality of service consistently in excess of 99%. Our can-do approach is illustrated by the fact that when Royal Mail was hit by strike action in late 2007, we managed to deliver 39 million items of unaddressed mail to provide continuity for our business customers. It is also embodied in our Brand Values: Quality, Innovation, Collaboration, Accountability and Solutions Provider.

### INNOVATION BASED ON INSIGHT

Listening to what you want and anticipating your future needs are the guiding principles of our product development programme.

- **TNT-it**  
This hybrid mail service harnesses digital capability with real world post. You e-mail your communication to the TNT-it centre, and we produce and post it – saving you time, trouble and money, whilst also reducing your carbon footprint.

- **AllSort**  
It does what it says on the tin – just put all your mail in a tray provided, and we take it away and sort it for delivery by the most economical method.

- **Magnums**  
All part of moving post into a new modern era – mail container equipment that's space-saving, clean and sealable against the elements.

- **Certification**  
The addressed and unaddressed mail divisions of TNT Post in the UK achieved certification in ISO 9001 and Investors in People respectively in 2007. The entire company is on target for certification in both areas during 2008 along with ISO 14001 and OHSAS 18001.

- **Promotional Stamps**  
Trials have shown that putting a customised stamp of your own design on direct mail envelopes can dramatically increase response. Promotional stamps are due for launch during 2008.



- **CarbonNeutral® Mailing**  
We're working with The CarbonNeutral® Company and the Edinburgh Centre for Carbon Management to develop



a calculator that enables organisations to count the emissions of their mailings. Those following best practice in terms of data hygiene, returns, un-deliverables and paper stock may display the unique TNT Post CarbonNeutral® Mailing mark.



### WHAT CAN WE DO FOR YOU?

Listen, in the first instance. Then go about the business of reducing your postal overhead whilst also raising your opinion of postal providers. It may be a commodity market (although we'd argue it's not) but cost-savings combined with an unexpected level of care represent an attractive proposition.

Call us on  
**0808 262 0808**  
or visit  
**www.tntpost.co.uk**

### TNT POST BY NUMBERS



TNT appears at **118** in the 2008 Business Superbrands official Top 500. Google tops the list, with Royal Mail at 140 and Parcellforce at 173.



Our Doordrop Media division offers sophisticated targeting, the latest online data systems but most important of all over **8,000** trained distributors ready to distribute your unaddressed mail nationwide.



TNT Post is the national postal operator in the Netherlands, employing **58,880** people delivering **5.1 billion** items a year to **7.6 million** households. All that experience underpins our activity here in the UK.



Our Bell and Howell sorting machines are the most sophisticated in the UK, capable of processing **36,000** items an hour.



In 2007, TNT employees raised enough money to provide **12 million** meals for starving children throughout the world.