



## What Is First Post?

First Post is a new mail service from First Scottish which is an alternative to the Royal Mail's First and Second Class services. First Post operates a 2 day delivery service for machineable mail in Scotland and a 3 day delivery service for the rest of the UK. First Post collects and sorts the mail and then passes it on to Royal Mail who deliver the 'final mile'.

## Business Benefits

One of the most powerful business cases for switching to First Post is that savings can be made of up to 41.03% on mail bills. Because First Post is run in association with sister company Legal Post, this new service becomes a one stop drop for all your mail. You do not have to frank the mail and there are no minimum quantities required. Other benefits include no collection fees and no contract to sign.

## Why So Much Discount?

We are able to offer this service because of the deregulation of the postal market. We in effect buy the royal mail services at a wholesale price and that is why we can operate in the downstream access model – this means that we can pass on huge savings to our customers. Many mail providers would stipulate that in order for a mail collection to take place there would need to be a minimum quantity of mail sent each night. Because we already have the legal post network, we are already going to pick up mail so we do not have any minimum mail quantity requirements.

## Services

We offer a 2 day mail service for machineable mail items in Scotland and a 3 day definite service for un-machineable mail and the rest of the UK.

### Machineable mail includes:-

- Items less than 100g
- Less than 5mm thick
- The address has a full postcode
- It is flexible enough to be bent into an S-shape
- The envelope is paper based in cream, white or brown
- It meets the address font and layout criteria
- It is not wrapped in polypropylene or cardboard

If your mail is categorised as non-machineable mail, you will still qualify for a discount, but because there is an additional step of physically reading the mail, the discount goes down to 33%.

### Non-machineable mail includes:-

- Items more than 100g
- More than 5mm thick
- Not flexible
- There is no postcode
- The items are handwritten
- It is wrapped in polypropylene or cardboard

## How It Works

First Post is easy to use. All you need to do is prepare your mail in the normal way without stamping or franking it, put the mail into one of our pouches and then drop it off at your Legal Post Exchange. We will do the rest.

## Mail Preparation

First Post provides all customers with a "How to Prepare your Mail Guide". This details how to prepare the correct envelope and address presentation for machineable mail.

## Mail Guide

This is a Perspex guide which helps clients find out if they have the right envelope layout for the machines at royal mail to read the mail. This guide can be found in your Welcome Pack.

## Welcome Pack

Every new client receives a Welcome Pack and this includes everything you need to get started.

## How to Get Started

Call our Customer Liaison Team on 01383 826777 and ask for the First Post team. It is very easy to get started.

## Summary

First Post is a new mail service from First Scottish. Business benefits include:-

- Savings of up to 41.03% on your mail bills
- One stop drop for your mail
- No franking required
- No minimum quantities
- No collection fees
- No contract

## FAQs

### **How does the service work?**

Customers prepare their mail as usual without franking or stamping. Place it into a pouch or sack, fill in the daily docket and get the mail collected alongside your Legal Post.

### **Why is it a 2 day service?**

We handover to Royal Mail the day after we collect your mail and they are contractually obliged to deliver the mail the following day. It is a more considered / structured mail delivery operational route which is why we can be so definite about the service. (Royal Mail aim to deliver 98% of First Class mail within 2 working days).

### **I have just signed a lease for a franking machine**

You do not require a franking machine to use First Post. You may still require a franking machine if you want to retain the option of sending registered mail, but you can still benefit from the great savings.

### **I've just bought a load of stamps.**

Stamps are legal currency in the UK, you can exchange them for currency at any post office, (provided they have not been cancelled, (postmarked)). So you can cash them in and start saving money by using the First Post service.

### **How can you be cheaper than Royal Mail?**

We are using our existing Legal Post collection network and we purchase postal services wholesale, from Royal Mail.

### **What are the different types of envelopes?**

DL = A4 sheet folded twice

C5 = A4 sheet folded in half

These are both "Letter" Format.

C4 = sheet of A4, (not folded).

This is the "Large Letter" format

# First Post Briefing Document

## What does machineable mail mean?

This is mail that is either "Letter" or "Large Letter" format under 100g, under 5mm thick, clearly addressed with a full UK postcode Over on the last line of the address, using a font which can be read by "Optical Character Recognition" cameras, (ie Arial 10 point). It must be bendable, ie no solid objects or bound spines. The OCR engines can read handwritten mail, but there is no guarantee on this as there is such a wide variety in standards of individuals handwriting.

## What does non-machineable mail mean?

Over 100g, over 5mm thick, non bendable, handwritten, (see above), no postcode in address. This mail is hand sorted.

## What is an indicia?

It is simply the postmark, (Latin for "mark"). The dictionary definition is:-  
*pl.n.*

1. Identifying marks; indications.
2. Markings on bulk mailings used as a substitute for stamps or cancellations  
[Latin, pl. of *indicium*, *sign*, from *index*, *indic-*, *indicator*.

## Can I still handwrite my envelopes?

Yes you can but they will be classed as un-machineable mail. And you can still save money by using First Post.

## How do we get billed for this service?

We ask our clients to pay via the convenient direct debit service although in exceptional circumstances other arrangements can be made.

## Why do you recommend window envelopes?

Window envelopes dictate the position of the address and allow the recipients name from letter to show through, (no need to re-write/print another address).

## Can I use brown envelopes?

Yes.

# First Post Briefing Document

## Why do you recommend certain fonts and pitch sizes for letters?

Certain fonts are better at being read than others, the fonts that we recommend are exactly the same as Royal Mail.

## I don't really send that many items of mail each night.

It doesn't matter, you can send a single envelope with First Post, we have no minimum requirement.

## Is it an easy to use service?

It is how mail should be, we have aimed to make the service as easy as possible to use.

## Do you produce a guide on how to present your mail?

Yes we have a simple overview as well as a detailed customer guide.

## Can you do registered mail?

No we cannot do general registered or signed for mail as this is still fully controlled by the Royal Mail.

## Do you cover all of the UK and International too?

Everywhere that Royal Mail deliver, U.K. and international, we can deliver too.

## Where do we post the mail to?

First Post utilises the Legal Post collection network and there are over 200 exchanges throughout Scotland that are centrally located for convenience.

## Will it still be the Royal Mail postman that delivers our mail?

Royal Mail will continue to carry out the "final mile" delivery of all mail.

## How do I get started?

Open up an account and once you have received your documentation start sending mail. It's as easy as that!

# First Post Briefing Document

## **Do I have to sign a contract for this service?**

The only contract that you will have with us is that you agree to our terms and conditions, you will only be invoiced for the mail that you send.

## **Will my mail look different?**

Instead of a stamp or franking machine mark, it will have a DSA, (downstream access), providers postmark on it. This will be class-less, ie it will not clearly show it as 1st or 2nd class and will be perceived as premium business mail.

## **Is it as easy as that?**

Yes. We have no minimum requirements, no joining fee and no contract for you to sign. Once registered for First Post, you can use the service as much as you wish, as and when required.