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## **Pitney Bowes Forms Strategic Alliance With 21 Grams**

***Partnership Brings 21 Grams PostStream™ Postal Cost Optimisation Solution, incorporating iSort, to UK Market***

Mail and messaging technology specialist Pitney Bowes has formed a strategic alliance with Swedish company 21 Grams to bring cost-saving postal optimisation technology to the UK market.

Under the joint partnership announcement, Pitney Bowes will add the 21 Grams PostStream™ Postal Cost Optimisation Solution, incorporating iSort, to its industry-leading mailstream technology portfolio.

The 21 Grams solution takes postcode information from PrintStream files and automatically assesses the most cost-efficient postal option based on the weight of each mailpiece and the available postal tariffs.

The two organisations have been working closely together for the past 12 months to develop the iSort engine for use in the deregulated UK postal market. Rigorous testing has taken place amongst some of the UK's largest financial institutions with extremely positive results.

Gareth Stoten, General Manager, UK & Ireland, Pitney Bowes, states: "Results of the tests on any given day showed typical savings of between 8-12% against standard postal costs. For high volume mailers, this can mean a multi-million reduction in postal expenditure per annum.

"Postal optimisation has never been more critical given the current economic climate. 21 Grams is a recognised leader in multi vendor optimisation and we are delighted to be able to offer our customers a solution that can make a significant impact to the bottom line."

Tony Edwards, Regional Director, UK & Ireland, 21 Grams, states: "We are excited to join forces with Pitney Bowes and to bring our award-winning technology to the UK marketplace."

**Ends**