

SORTED

Discovering the power and performance of mail **Issue - July 22**

The Strategic
Mailing
Partnership™



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28TH SEPTEMBER

2022 Mail Rail
Museum
London

**ANNUAL NETWORKING AND
AWARDS EVENING**

See page 13 for more details

BECOME A MEMBER

Discover the benefits
of joining the Strategic
Mailing Partnership

CUSTOMER MAIL

Consumers less than
positive about going
paperless

CANON'S 10 POINT PLAN

To help PSPs create
customer value



A NEW DIRECTION FOR THE STRATEGIC MAILING PARTNERSHIP

I am four months into my new role as the Chair of the SMP and I am delighted to share with you, not only a new look for our member magazine, but also a new direction for the organisation, as we seek to grow and protect mail volume across our industry.

My vision is to diversify the activity the SMP is involved in and to revolutionise the support the SMP provides for you, our members, by championing the importance and benefits of mail, whilst working with the wider industry to address the key challenges that it faces.

While our emphasis will remain on operational and technical insight, we will extend this to providing valuable sales and marketing resources to help mailing houses and printers seek out new opportunities as marketing service providers."

Whether you are experienced in mail or looking to provide this as a new service to your customers, we want to be the industry 'engine room', helping to upskill and equip you with the tools to promote the benefits of mail to your customers. The resources we offer as the SMP will make it easy and accessible for you to do so.

I'm looking forward to working closely with the board, new and existing members, to broaden the scope of our activity to make this industry more desirable for generations to come.

I hope you enjoy the magazine.

Lucy Swanston
Chair, Strategic Mailing Partnership

For editorial enquiries please email info@thestrategicmailingpartnership.co.uk

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Metromail - Mailing
www.metromail.co.uk

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Sign up to become a member

The SMP is the largest group of mail and print suppliers and service providers in the UK. Our members belong to the only known specialist supply chain network in Post in Europe.

Our valued members receive regular updates, ongoing advice and product briefings in the form of newsletters and e-shots, as well as a personalised membership certificate. There are many benefits to being a member of the only known specialist supply chain network in Post in Europe, including discounted and free training courses, events and discounts with other trade associations.

If you're not already a member, sign-up now at: thestrategicmailingpartnership.co.uk/membership/



THE ASSURANCE OF PREDICTED DELIVERY WITH MAILMARK DIRECT DATA

In December 2020, Royal Mail updated Mailmark reporting for letters and large letters to offer all participants in the Mailmark supply chain easy to access PDF reports and item level data through Mailmark Direct Data.

PDF reports provide:

- A** a visual summary of volumes seen and any data, missort, format or class issues.
- B** detailed eManifest view of volumes seen, unManifested mail and postings where advertising seeds have not been included.

CONTINUED OVERLEAF >>>>>>



MDD files are available in CSV format and are accessed by registered users via an automated Secure File Transfer Protocol (SFTP) system. Mailmark Direct Data is now widely used across the mailing industry and has benefited from several enhancements following user feedback. Royal Mail expects the enhanced visibility of mail performance at the item level will have a positive impact on customer experience.

The detailed item level information is triggered when Royal Mail's machines scan the Mailmark barcode. As well as Predicted Delivery, MDD shows where and when a letter was first seen, the mail centre it was seen at, if it had address quality issues and if it was a mis-sort.

Additional benefits provided by Mailmark Direct Data are:

- **INCORPORATED WITH CUSTOMER INFORMATION SYSTEMS** to provide clients with a full visual of a mailpiece journey, including when the item was produced and handed over to Royal Mail
- **OPPORTUNITY TO IDENTIFY UNMANIFESTED MAILINGS** and upload the relevant files before the reporting window closes
- **ABILITY TO IDENTIFY AND CORRECT DATA ISSUES** pinpointing exactly which items have had adjustment charges applied
- **USE OF PREDICTED DELIVERY INFORMATION** to identify handover or processing issues.

Many users have adopted innovative solutions that convert MDD into easily consumable reports that can be reviewed and shared. If you decide to take advantage of MDD, whether in its raw format or via an in-house or purchased software solution, your first step is signing an MDD contract.

Visit here for more information:

Royal Mail Technical - Mailmark Reporting www.royalmailtechnical.com/News_View_Item.cfm?id=62

Royal Mail Wholesale - Mailmark Reporting www.royalmailwholesale.com/royal-mail-mailmark-reporting-updates

If you have a more general enquiry, please contact the Mailmark team on mailmark@royalmail.com

CONSUMERS LESS THAN POSITIVE ABOUT PAPERLESS

In welcome news from Royal Mail Marketreach, research shows more than 4 out of 5 consumers (83%) want choice about whether to receive communications by mail or email and 50% say that being forced to go paperless is not a positive choice.

The findings come out of the organisation's largest research study in five years and provide a real understanding of how businesses can make the most of their Customer Mail. The fieldwork was done during and after the COVID-19 lockdowns, which allowed the capturing of shifting consumer sentiment on brands, marketing, and expectations.

The research found that whilst 42% of respondents were encouraged to go paperless last year and nearly half were offered incentives to do so, fewer than 1 in 4 (24%) did, with only half of respondents actually happy about going paperless.

This evidence suggests that companies would be wise to heed customers' wishes, with 88% of people reading all or most of their Customer Mail, compared with only 76% of their emails.

Royal Mail Marketreach commissioned Trinity McQueen to conduct the study within a six-part research programme across more than 6,000 consumers and partnered with Accenture to leverage its wide-ranging experience and insights across all aspects of business.

Hard (copy) facts hit home

In contrast to Advertising Mail, where the focus is to 'sell,' Customer Mail's primary objective is to share information, offer support and develop

relationships between an organisation and a named addressee. The study found people are twice as likely to say that they understand complex information when it is presented to them in physical mail compared to digital formats, and more than half (57%) of respondents report that they are less likely to miss something if it comes to them in a physical format.

Very touchy-feely

Encouragingly, all age groups engage with mail, including Gen Z and younger Millennials, who appreciate the personal touch that Customer Mail connotes. They engage with it more than email: 85% of them open it; 65% store it for future reference; 49% put it somewhere to action later; and 40% show it to others in their household. That's certainly not to say that there isn't a role for digital communication in the customer relationship, in fact, a combination of both physical and digital mail tends to be the best approach across a customer relationship.

Physical Education

The research, particularly the qualitative customer workshops, provided key insights into how brands can best optimise their Customer Mail to deliver both a positive customer experience as well as help to build brand equity. It found key occasions when physical mail is particularly effective: the communication needs to be read thoroughly; the recipient needs to act on the information received; the information is important or complex; it needs to be kept for reference or when security or privacy are possible concerns.

Customer Experience Benefits

The strong sentiment of value associated with Customer Mail from consumers suggests a vital role for mail as part of the wider customer engagement approach. Its tangibility, its trustworthiness, the way customers appreciate and interact with mail makes it a channel that offers unique CX benefits. As the research shows, customers' preferences aren't for a purely digital experience, so great customer experience should take this into account and business leaders



and decision makers need to look at their transformation plans in the whole, beyond merely digital channels.

Our research reaffirms Customer Mail's importance in the customer relationship and demonstrates how it can benefit businesses looking to bolster their CX strategy. It's an incredibly powerful brand touch point, which is invested with huge amounts of trust by consumers, but one where there is massive opportunity to further leverage its impact as part of the customer experience. When executed well, Customer Mail can add both personal value to customers and commercial value to organisations." says Phil Ricketts, wholesale commercial director at Royal Mail Marketreach.

This extensive research provides a vital in-depth insight into consumer attitudes towards Customer Mail and its continued importance in shaping any customer journey and experience. Printers and mailing houses have a huge opportunity to act upon this research by sharing such valuable insight to their customers and implementing some of the best practices and ideas that are within the report.



To download your free copy of the research visit <https://www.marketreach.co.uk/resource/customer-mail>

PHUZION MEDIA – APPLYING MOBILE IMAGE RECOGNITION TO PRINT



The way consumers interact with and take in media has fundamentally changed. Consumers expect instant purchase and next day delivery. New subscription services are proliferating that offer auto-delivery without the need to constantly make new purchases.

It's all about instant gratification, speed of product discovery and purchase.

Retailers are responding with huge efforts to reduce barriers to online buying and make their full media mix work harder. Facilitating consumers' rapid transition from viewing all forms of print media to making an online purchase is becoming key.

UK-based Phuzion Media has seen great uptake of its image recognition platform by PSPs, agencies and publishers. Phuzion's platform couldn't provide a more simple route to purchase - consumers just simply point their camera at any page they are reading or print media they are viewing and boom! They set off immediately on their digital route to more information and possible purchase.

Phuzion Media white label their technology for some of the leading PSPs and agencies, viewing this route to market as incredibly important. It offers real opportunity for PSPs to show innovation, enhance their product offering and reframe the conversation on effectiveness. This ensures print's role in the media mix is viewed correctly and not directly compared to different digital channels that don't serve the same purpose in the funnel.

What has changed?

Phuzion Media believes the future will be visual and given its impressive client list, including M&S, Argos, Bauer, Future and Daily Mail Group, publishers agree. Typing keywords into Google, trawling through irrelevant results to find what you want are gone. In fact, the visual future is already here, with many major platforms already going visual with Google Lens, Pinterest Lens, Asos Style Match, Amazon and eBay all recently launching mobile image recognition tools within their apps. Figures as far back as 2018 from Pinterest showed 600m people per month were using Pinterest Lens and that figure will only have grown exponentially since. In today's (post) COVID world with the prevalence of QR codes and the desire for touchless experiences, it is evident we're living our lives through the lens of our camera phones.

With Phuzion's technology, just a click of a camera phone at what they're reading in print, and a consumer can get more info about it or buy it.

Consumers want to find what they're looking for as quickly as possible, get instant purchase and one-click checkout.

What about the production process and benefits?

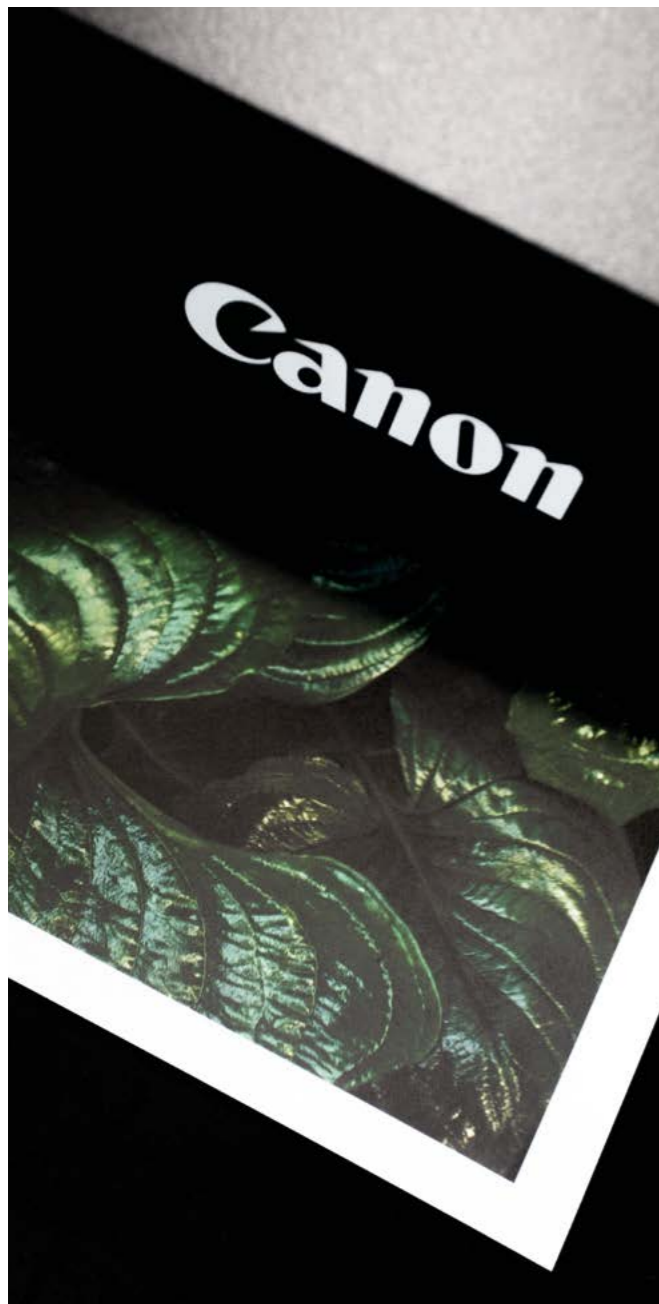
Phuzion's platform delivers all its benefits without any changes to the creative whatsoever and can be applied retrospectively to content already created.

- **IT ADDS DIRECT RESPONSE/IMMEDIACY** to a medium famous for brand building and brand awareness
- **ALLOWS A PUBLISHER TO 'CONNECT' MARKETING CHANNELS** by specifying the onward journey – gets the consumer to where the publisher wants them bypassing intermediary steps in the funnel, like search engines
- **AVOIDS SEARCH ENGINE DROP OFF POINTS** where consumers get distracted by competitors or frustrated at not finding the right destination after multiple clicks
- **PROVIDES INSTANT CONSUMER RESULTS** as part of the reading experience
- **SUPPORTS DTC ADVERTISERS**
- **MORE DIRECT AND TARGETED** than general digital advertising reliant on targeting and profiling – the publication acts as a primary filter to reach the right audience
- **MOVES CONSUMERS DOWN THE FUNNEL QUICKLY**
- **GENUINE INNOVATION** in the print space.

With Phuzion, simply taking a photo of a piece of print to unlock new monetisation opportunities, create a stickier reading experience and make shopping frictionless for consumers, all without changing the creative, is a reality.

Visit (<https://www.phuzion.media/print-demo>) to see the technology in action. Partnership enquiries info@phuzion.media

CANON CUSTOMERS OPEN TO INPUT FROM PSP



Choosing the right channels to reach audiences is tough and the wrong move has direct commercial consequences, denting sales and diminishing customer retention.

The weight of expectation is huge, so it's no surprise that the 235 senior marketing managers Canon spoke to during its research for its recent Creating Customer Value report were hungry for fresh input on how to maximise the effectiveness of their campaigns, inject creativity and differentiate their brand. This was from not only their internal teams, but external suppliers too. In practice, the time and space to properly evaluate the performance of a chosen channel or marketing mix is hard to come by.

46% Proving ROI is an ever-sharper focus, seeing **brands investing 46% of their budget in online marketing.** Digital metrics are the easiest and cheapest to generate and one in three admit they are unable to effectively measure their print campaigns.

Decision makers do, still, consistently see print as part of the bedrock of campaigns that use multiple channels to reach target audiences, however, nearly half (47%) of buyers Canon spoke to frequently use print alongside other channels.

30%

Print accounts for 30% of the communication budgets. Indeed, 40% of communications buyers say they would invest more in print if they had larger budgets. Unfortunately, digital is seen as the cheaper option.

It's not surprising then, that nearly 9 out of 10 say they would welcome input on creating a more integrated approach to campaigns by combining digital and print. More consultative print suppliers would be a bonus for 3 out of 4 brand marketers.

80%

Indeed, 80% would happily accept fresh and innovative ideas from their print service providers (PSPs) that would give their campaigns more cut-through with their target audiences. Print in the marketing mix is clearly still recognised as strong and valued.

But Canon's research clearly shows a gulf between what customers would like from the service they receive from PSPs and what many PSPs are offering. A trick is being missed.

Canon's 10-point plan to help PSPs create customer value

Canon's research reveals clearly that most providers of print services today are passing up opportunities to give marketing decision-makers more of what they want. Interpreting their feedback, they've summarised the 10 behaviours that will maximise the value print service providers (PSPs) can give their customers. Whether a commercial PSP or an in-house print department, if these principles are followed to open up each customer conversation, they will stand to improve campaign performance and secure a more rewarding business relationship where PSP and marketer succeed together.

- ONE Be creative**
Use your knowledge of print to show customers how to maximise impact and drive response.
- TWO Be consultative**
Ask questions to understand the commercial objectives and offer solutions, not just products.
- THREE Be proactive**
Push past the print order, challenge the brief, make suggestions and share your expertise.
- FOUR Be confident**
Champion print's unique advantages over digital – impact, authority and emotional engagement.
- FIVE Be knowledgeable**
Know your customer's business and steer them to make sound choices that will deliver ROI.
- SIX Be agile**
Prove the value of print-on-demand to help customers move fast and flex their campaigns.
- SEVEN Be different**
Stretch your boundaries, build multi-channel expertise and exceed your customer's expectations.
- EIGHT Be multi-channel**
Understand print's role in different customer journeys and place print in a campaign context.
- NINE Be digital**
Talk the language of data and help customers target and personalise their print marketing.
- TEN Be accountable**
Be ready to help your customers prove print's ROI in commercial terms, linked to business goals.



To request a copy of the Canon's full report, just go to: <https://www.canon.co.uk/business/insights/articles/insight-report-2020/>

TWO SIDES

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www.lovepaper.org

ways, from its environmental credentials to mental wellbeing benefits, and help with learning and enhance creativity.

Paper is renewable, recyclable and a natural ally for creativity and new ideas. Paper is a wood product, so is a natural and renewable material. As trees grow, they absorb CO2 from the atmosphere and as a wood product, paper continues to store carbon throughout its lifetime.

National media campaign adverts (space donated), social media and a website, reach over 20 million UK consumers monthly. Sustainability messages explain high recycling rates of 74% for paper and 83% for paper packaging - the highest of any material in the world - and European forests growing in size by the equivalent of 1,500 football pitches daily.

In 2021, over 1,200 Love Paper adverts appeared in national newspapers including The Times, The Sun, Evening Standard, Metro, Daily Mirror, Daily Mail, Financial Times, The Economist, and dozens of consumer and B2B magazines. Consumers were encouraged to find out about print, paper and paper packaging sustainability at the Love Paper website www.lovepaper.org

Love Paper®, created by not-for-profit campaign, Two Sides, is a global initiative explaining sustainable and attractive attributes of print, paper and paper-based packaging, in simple and consumer-friendly

WIN £50 OF NATIONAL BOOK TOKENS

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PAPER LOVES TREES

European forests, which provide wood for making paper, paper packaging and many other products, have been growing by 1,500 football pitches every day!

Discover the story of paper www.lovepaper.org
Scan for paper facts, activities, blogs and much more!

With thanks to NATIONAL BOOK TOKENS

To improve the adverts' engagement, Two Sides launched a competition, running to December 2022, supported by National Book Tokens. Adverts direct you to the Love Paper website to answer 3 simple questions on paper and the environment, for your chance to win one of 200 prizes x £50 National Book Tokens - £10,000 in total.

The Love Paper logo is a simple, eye-catching way brands can show they care about the environment and use products from a sustainable industry. The logo's design and colours are an effective, unintrusive addition to any paper product, from printed catalogues and books, to direct mail and packaging. Printers, packaging companies and mailing houses can add value by encouraging customers to use the Love Paper logo, helping them tell the sustainable story.



The Love Paper logo is a fantastic way to enhance sustainability pledges and environmental labels, such as forest certification schemes and recycling, encapsulating them under a highly visible and consumer-friendly campaign. By using the logo on their print marketing materials and paper-based packaging, brands can tap into the huge-reaching print and digital campaign, and their customers then see that branding reinforced on a full-page advert in their favourite newspaper. This is unique for any environmental initiative." says Jonathan Tame, managing director for Two Sides Europe.



How To Access The Love Paper Logo

The Love Paper logo is a registered trademark of Two Sides. It can only be used on paper-based, fully recyclable products sourced from sustainably managed forests, or made of recycled fibre.

If you want to visually demonstrate your products' sustainability you must become a member of Two Sides. There's a 25% discount on the first year's membership fee which is based on £50 per £1million of turnover. Minimum £195. SMP members will also get a 20% discount for tickets to the Power of Print Seminar on Tuesday 1st November 2022 at Stationers Hall in London – Amanda Griffiths from Royal Mail is speaking <https://powerofprint.info/>

Find out more membership information at www.twosides.info/become-a-member

If your customers are interested in using the Love Paper logo for their printed communications, materials or paper-based packaging, please ask them to register at www.lovepaper.org/logo
Contact: enquiries@twosides.info



Mail Volumes and Effectiveness **Flying High**

12,500

Over 12,500 mail items were tracked by panellists across Direct Mail, Door Drops, Business Mail and Partially Addressed Mail, taking the entire JICMAIL database to just under 230,000 items. This combines with recent Royal Mail financial results showing the volume of advertising mail grew by 30% in the twelve months up to 31 March 2022, demonstrating advertiser confidence in the mail channel.

23%

The top ten advertisers account for 23% of all mail volumes in Q1 2022. This is up from 21% a year ago and signals continued mail channel confidence from the UK's largest marketing budget holders.

6.6 days

From Q1 2022 JICMAIL is reporting key mail media metrics for Partially Addressed Mail (PAM) as standard through its data portal JICMAIL Discovery. PAM generates four times as many ad impressions vs mail volumes. On average a piece of PAM stays in the home for 6.6 days.

5%

Despite a household budgets squeeze, challenging trading conditions and overall decline in marketing effectiveness, as reported by the Data and Marketing Association, the mail channel maintains impressive effectiveness benchmarks established during the pandemic. 5% of mail (across Direct Mail, Business Mail, Door Drops and Partially Addressed Mail) prompted consumers to look up account details in Q1 2022, and 4% prompted purchase.

9%

Business Mail continues to be the most effective mail channel to shift the dial on customer experience metrics: 9% prompted account look ups vs 4% of Direct Mail. However, Business Mail is an effective revenue driver, with the 6% prompting purchase being comparable to Direct Mail.

Q1 2022 KEY MAIL METRICS				
	Frequency	Item Reach	Lifespan	
Direct Mail	4.4	1.1	7.4 days	
Door Drops	3.0	1.1	5.4 days	
Business Mail	4.8	1.2	9.1 days	
Partially Addressed	4.0	1.1	6.6 days	

% of mail driving	Purchases	Voucher usage	Store footfall	Account look-ups
Q1 2022	4%	2%	1%	5%
Q1 2021	4%	2%	1%	5%

Source: JICMAIL Item Data Q1 2022 n=12,552 Direct Mail, Door Drop, Partially Addressed and Business Mail items

JICMAIL panellists' many mail interactions include opening and reading mail, passing it on to someone else, putting in the usual place, putting aside for later or taking it out of home. In addition, "The rising cost of living and an unstable geo-political situation don't make fertile ground for marketing effectiveness, with consumer response arguably harder to come by now than it was even during the pandemic. It's encouraging to see the mail channel maintain effectiveness therefore – effectiveness rewarded by continued growth in mail volumes as the largest UK brands continue to show confidence in it to deliver their marketing objectives." says Ian Gibbs, JICMAIL's director of data leadership and learning.

JICMAIL captures the industry category and advertiser details of almost every mail item in its nearly 230,000 strong mail item database.

It is encouraging the COVID era uplift in the full 'funnel' effects of mail is sustaining. These recent trends in the JICMAIL data provide users with fresh evidence to put to the test in the market. We encourage users to check through our test and learn toolkit www.jicmail.org.uk/resources/test-learn/ to help inform their test and learn approaches." says Mark Cross, engagement director at JICMAIL.

For information on how you can get hold of JICMAIL data to plan more efficient and effective mail campaigns, please visit www.jicmail.org.uk or email tara@jicmail.org.uk



SAVE THE DATE

for The SMP Annual Networking and Awards Evening

We hope you've not got plans for the 28th September - if you have; cancel them. Instead, we're inviting mail producers from all corners of the UK to converge on the Mail Rail Museum, London, for a truly great night.

We've listened to your feedback and incorporated all the things you've said you'd like from the event. You're in for a really fun evening, with the opportunity to network with industry peers over a bite to eat and drink and listen to some exciting, inspirational speakers. You could even get to ride on the train! You'll all discover who will be picking up the top gongs at the second Strategic Mail Performance Awards.

Tickets for the event, which are free for SMP members, are available now. Members, (if you're not currently a member please sign up on the SMP website) are encouraged to bring a junior colleague if they are being trained to become part of the business's future.

For more information and to book your tickets please visit thestrategicmailingpartnership.co.uk/events. We look forward to seeing you there.

CALL FOR ENTRIES FOR THE STRATEGIC MAIL PERFORMANCE AWARDS 2022

The Strategic Mail Performance Awards celebrate producers who have achieved outstanding results for their clients.

Unlike other awards, business size is irrelevant; the judges will be looking for how mail producers have made a difference to a client's mailing or a campaign. The size of the client is also immaterial – only the performance of the mailing matters.

The awards are open to all SMP members and can be entered for any client, from the local farm shop to a FTSE top 100 company. Entries can cover business mail, advertising mail, door drop or partially addressed mailings.

All that matters is mail performance that you can prove. Size and volume are not important, only evidenced performance.

Entries close on the 31st August and the winners will be unveiled at the Annual Networking and Awards Evening in London on September 28th.

SMP members can enter the awards via the website by completing an online form, to be submitted by the 31st August. If you're not already a member, then sign up and enter - visit [the Strategic Mailing Partnership](http://the StrategicMailingPartnership.co.uk/membership)

Another SMP member scoops top accolade from JICMAIL

JICMAIL has added Eight Days a Week Print Solutions and Mailbird to its roster of Platinum Partners in recognition of the company's expertise in using JICMAIL data. The next Platinum Awards are open now for submission by end September. Visit www.jicmail.org.uk/training/platinum/

By using JICMAIL data, Eight Days a Week Print Solutions and Mailbird can help its clients in the planning, measurement and reviewing of the Direct Mail and partially addressed mail campaigns it provides to them.

Platinum Organisational Accreditation is the highest accolade given by JICMAIL and is awarded to businesses which can demonstrate a level of proficiency with JICMAIL beyond its basic application. This includes evidence of JICMAIL data being embedded into the subscriber's L&D programs, routinely applied across the planning, sales and data ecosystems, and together with case

study, evidence that JICMAIL is being systematically used to retain or grow business.

For agencies, intermediaries and sell-side organisations to be awarded platinum accreditation, they will have gone beyond a specific set of tasks as agreed in their adoption plans which need to be completed to maintain their accredited status. These included meeting their targets for individual training across the relevant team members.

Individual training comprises three tiers of training tasks set by JICMAIL: ranging from Bronze for demonstrating basic proficiency with the data, to Silver for intermediate users, to Gold for expert users. The Bronze and Silver Awards are readily accessible through the JICMAIL Academy elearning platform and count towards CPD training hours. There are now well over 600 individual training awards.

The JICMAIL judging panel were particularly impressed by the quality of work on show from the latest winners. For more information on how you can get hold of JICMAIL data and use it to plan more efficient and effective mail campaigns, please visit www.jicmail.org.uk or email tara@jicmail.org.uk

HUDDERSFIELD MAILING HOUSE hits mammoth ethical mail milestone

Leading direct mail provider, Propack has produced its 50 millionth piece of Ethical Mail since launching its Ethical Mail® postage brand five years ago.

The Ethical Mail brand supports clients with access to sustainable paper supplies, an eco-friendly factory, fair supply chains and a partnership scheme with the Woodland Trust, making all Ethical Mail mailings carbon neutral and providing ethically sourced, sustainable postage options for clients.

Since 2018, Propack has created over 14,000 square metres of new native woodland in the UK – the equivalent of 70 tennis courts – to remove 543,150kg of carbon dioxide from the atmosphere.

Following the firm's successful accreditations for Environmental Management (ISO14001) and the Forestry Stewardship Council, the Intellectual Property Office granted Propack ten years of

exclusive use of the Ethical Mail brand and logo. Since its launch, Ethical Mail has been adopted by a range of leading client firms including AutoTrader, Parkinson's UK and Sue Ryder.

"I am so proud of our Ethical Mail offering and the progress our team has made over the last five years," says managing director of Propack, Jason Clough. "Ethical Mail was born out of our desire and drive to be a fair, sustainable and ethical business. We are big believers of continuous improvement and always explore new avenues to improve our workflows, equipment and supply chains.

"Our clients have been incredibly receptive to the brand. Across all sectors they take great pride in their mailings displaying the Ethical Mail logo and are always keen to learn more. Ethical Mail has seen particular growth in the charity sector over recent years, however, this is now filtering through to a wide range of consumer-based brands."

MEMBERS' CORNER



For our first Members' Corner Q&A feature, we've caught up with **Mike Hughes, managing director of Bristol-based, Latcham Direct, which provides intelligent postal, document and product fulfilment solutions.**

Welcome to Mike as our first interviewee!

Mike, what are you most proud of in your career?

I am most proud of Latcham and my team, and the way that they have all worked together over the last two years, to overcome the pandemic, but also to have our best trading year ever, last year! It feels as if all the learning and hard work is paying off.

Looking back, is there anything you would have done differently?

There are lots of things I would have done differently. We are always looking to improve and learn. The most important lesson is to ensure that you keep on top of the forecasts at all times and be agile to change tack if needed.

What's the best piece of advice in business you've ever been given?

People First... if you take care of people then they take care of you and our customers. Great technology, ideas all follow, but people always come first.

What's your most memorable print project?

My most memorable print project was during the early days of colour personalisation when, at Mail Marketing, we created a campaign for Sainsbury's, for Home Movers, that included personalised tear-off vouchers which were all personalised according to the geography, gender and buying preference. When you saw them coming off the printer (a Xerox Docucolour 2040) it was a Eureka moment.... Everything was about to change.

What advice would you give to someone starting out?

Always remain inquisitive. Get familiar with the four stages of competence, learn to live in the "conscious incompetence" and always keep learning. Avoid arrogance, that is a killer to creativity! Be genuine! Take care of the people around you, listen, and foster talent where you can.

What's your perfect night in?

My perfect night in is with my family, all together, with good food, wine and music, and good stories.

In another life, you would be...

In another life I would be the Downing Street Cat. With my nine lives I could sit back and observe history in the making.

What's your secret talent?

I play the guitar and have been in a few bands in my time.



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