

# Co-Palletization Reduces Postage Costs for Insurer



**Client:**  
National Property and  
Casualty Insurer

**Market:**  
Insurance

**Solution**  
Customer Communications  
Print Management

**Services**  
Communications audit  
Print distribution

## Situation

A national property and casualty insurance company and longtime customer sends out millions of Taylor-produced direct mail pieces annually. As postage rates have increased our customer was faced with budget constraints and the possibility of scaling back their critical customers and acquisition mail programs.

## Challenges

Our team of direct mail experts analyzed all of their direct mail programs and recommended Co-Palletization. Co-Palletization reduces the touchpoints by the United States Postal Service (USPS) resulting in improved delivery, reliability and cost savings. This special sorting allows standard class mail with volumes too small to qualify for discounts on their own to be combined with other mail to achieve BMC and SCF entry discounts. In addition, all mail pieces will go to full service providing tracking of mail delivery.

## Benefits

An average discount of \$.038/mailer on all non-BMC discount mail

- Incremental savings for programs already receiving BMC discounts is \$.02/mailer
- Annualized savings estimated at \$405,000

## The Results

- Reduced postage expenses for customer communications
- Continued full critical communications and acquisition direct mail program