



# MAIL IN THE DIGITAL AGE

News Release

## **Frama Launches Matrix range of Franking Systems**

Frama, the innovative Swiss mailing solutions company has today launched its new range of digital franking systems in association with Royal Mail. The event was held in London at the Mail Media Centre with the theme of 'Mail in the digital age'.

Mail in the digital age means how mail and mail services play an important role in today's business environment and how mail is still an effective medium in the communications mix; significantly improving responses when combined with digital communications in an integrated marketing strategy.

Frama teamed up with Royal Mail, the UK's leading mail operator to present a future strategy on how both private and public sector organisations can use mail and mail services to provide benefits such as reducing costs and increasing efficiency.

The Matrix range of franking systems enables organisations to easily access Royal Mail postal discounts that are available to organisations that frank mail. These discounts are unavailable to postage stamp users. Franked impressions also give access to advertising text and logos that will increase brand awareness or help promote new products and services.

Leslie Fernandez, General Manager of Frama UK says of the new Matrix range "franking is becoming more attractive to businesses, particularly SME's because of the cost savings that discounted Royal Mail postage rates offer. Frama customers can optimise these savings because our Matrix generation franking systems are time saving, convenient and have excellent price to performance ratios which are unrivalled in the marketplace."

The unique feature of the Matrix range is that it is product driven via the patented ComTouch user interface. The Matrix system provides data which enables Royal Mail to develop their marketing initiatives on a more targeted basis in order to benefit franking machine customers.

The Matrix range consists of the models F2 and F4, and for larger mail users the F6. Matrix F2 is an ideal investment for lower volumes, without compromise on good



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design and useful features like PIN security and high quality printing. Matrix F4 raises the bar by additionally incorporating built in cost centres, allowing an organisation to allocate postage by department or company and speeds up the franking operation with its semi-automatic envelope feeder. Matrix F6 with a fully automatic envelope feeder is the franking system for speedy mail production at 5,000 items per hour. It can be configured with the CF6 conveyor / stacker to further enhance speed and reduce operator involvement.

All Frama products are featured on their new style, easy to navigate web site, [www.frama.co.uk](http://www.frama.co.uk). Here you can see interactive demonstrations, movies and downloadable product brochures. Frama also offers free postage and mail consultation, as well as no obligation product demonstrations. Frama's philosophy is one of complete transparency which is an essential element between customer and supplier

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Media enquiries to:

Rebecca Greenwood  
[r.greenwood@frama.co.uk](mailto:r.greenwood@frama.co.uk)

01992 451125