

Addressed Direct Mail, ADM

ADM is sent with a personal address, and is an effective communication channel for building relationships with existing customers, finding new customers and driving traffic to your store. If you don't have a list of customers, we can help you to choose the correct target group. You can also choose a more environmental option for your mail-outs using Climate efficient ADM.

Addressed Direct Mail can be sent as Unsorted shipment (at least 500 Addressed Direct Mail) or a Sorted shipment (at least 5,000 Addressed Direct Mail). ADM enables you to reach everyone in Sweden using personally addressed items. If you want to reach consumers or companies, you can either use your own customer list or buy addresses from us via our Address Lists service.

ADM

ADM is delivered within four days and there is a wide choice of design. ADM is delivered every working day throughout the country together with other mail by PostNord's postmen.

Climate efficient ADM

Climate efficient ADM is an environmentally adapted service that you can select at no extra cost. The following conditions apply for customers wishing to send items using our label, for Klimatekonomisk ADM:

- Suppliers at every stage must be certified in accordance with ISO 14 001 or equivalent.
- Paper and envelopes should meet Nordic Ecolabel criteria or equivalent.
- Printing should meet Nordic Ecolabel criteria or equivalent.
- The item and its contents should be recyclable as paper, cardboard or non-rigid plastic.

Climate efficient ADM differs from regular ADM in two ways:

1. Items which cannot be delivered are collected and recycled in a secure manner instead of being returned.
2. Carbon neutral distribution. By investing in quality-assured carbon offset projects of the highest standard under the UN's CDM system, which are controlled by the Kyoto Protocol, PostNord compensates for the greenhouse gas emissions generated by your mailing.

Contents

ADM shipment items shall contain only advertising. Advertising in a shipment item means messages whose content is produced solely to promote products or services to the recipient of the shipment item and which content do not entail any obligations on the recipient.

Labelling

State the name and postal address of the recipient and the sender. The shipment items must have clear and complete sender details for one (1) Swedish sender corresponding to the name and postal address of the invoicee as per the invoice data. The sender details must be the same for all letters in the shipment. The Customer is entitled to provide one (1) clear and complete Swedish return address on shipment items, which should be preced-

ed by the word "Returadress". The item must also be marked with a B left of the Postage Paid Indicia, which can be found at postnord.se.

Coding area

During the sorting process, a sorting code is printed directly on the shipment item. To be able to print the sorting code on the item, a coding area has to be provided in accordance with the instructions specified in the document "Skicka rätt med PostNord", at postnord.se.

Booking

Mailings must be booked no later than 17:00 on the working day before the consignment date at postnord.se or via customer service. This applies to:

- Sorted shipments with 50,000 items or more.
- Unsorted shipments with more than 20,000 items
- Unsorted shipments with 2 000 items thicker than 20 mm.

Booking irregular format

Booking must also be done for some types of items five days before the consignment date. This applies when you have:

- unsorted more than 5,000 items
- sorted more than 50,000 items and when items:
- are not wrapped (except for rectangular cards with a paper weight of at least 150 gsm)
- are thicker than 6 mm or smaller than 90x140 mm
- are not square
- contain samples or other objects
- weigh more than 1 kg per item

Delivery note

Before consigning, send an electronic delivery note to postnord.se.

Packing

Unsorted shipments

Place the letters with the addresses facing in the same direction in PostNord's blue loadcarriers.

Sorting and packing instructions

In our brochure "Sorting and packing instructions" you will find more information on how to sort, pack and address your mailing. You can find this brochure at postnord.se or order a copy from customer service.

Posting

You can send your items as unsorted or sorted shipments. Unsorted shipments can be handed in at PostNord's Letter Terminals on weekdays no later than 18:00, or at PostNord's Business Centres on weekdays no later than 16:00.

Sorted shipments can be handed in at PostNord's Letter Terminals on weekdays before 18:00, or at certain PostNord Business Centres on weekdays before 16:00.

You can find out more about our consignment offices at postnord.se, in the brochure "Drop-off points and Letter areas".

Submitting shipping note and Sample copies

Prior to submission, an electronic invoice data documentation must be provided sent to PostNord. The physical shipping note attach the submission together with an open and unaddressed specimen.

Dimensions and weight

Maximum dimensions

Length 600 mm, width 250 mm, thickness 30 mm.

Maximum weight

2 kg per item.

All items in a consignment must have the same dimensions and format. The maximum difference in weight between the lightest item and the heaviest item is 30 grams.

Consignment with item weight over 150 gram

When all items in a sorted shipment weigh more than 150 grams the weight is only allowed to vary up to 200 grams between the lightest and the heaviest item, advance booking is required five (5) working days before the drop-off date. Contact your sales representative.

In consignments with more than 100,000 consignments and weight exceeds 150 grams per piece, one should be separate agreement is made and a Customer Assignment established.

Delivery

ADM is normally delivered no later than the fourth working day after the consignment date.

Surcharges

If an item has not been labelled, notified, booked or consigned in accordance with the criteria above, a surcharge will be applied.

Payment

You may pay on invoice. You can apply to pay on invoice at postnord.se or via customer service.

Environmentally-certified distribution

PostNord is environmentally certified in accordance with ISO 14001, and we can also report service-specific environmental data to customers who would like this information.

Terms and conditions

You can find specific terms and conditions for this service at postnord.se.

General terms and conditions

For customers paying by cash, PostNord's General Terms and Conditions (PAV) apply. For customers paying on invoice or customers with agreements, PostNord's General Terms and Conditions for Commercial Clients and Other Organisations (PAKN) apply. These terms and conditions can be obtained from postnord.se or via customer service.

PostNord Sverige AB
Customer service

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postnord.se