





## Contact Details

---

Secured Group  
Unit 4a, Bechers Drive, Aintree Racecourse Retail & Business Park  
Liverpool, Merseyside L9 5AY United Kingdom

Tel: 0870 4141 600  
Fax: 0870 4141 700  
Email: [accounts@securedmail.co.uk](mailto:accounts@securedmail.co.uk)  
[consumables@securedmail.co.uk](mailto:consumables@securedmail.co.uk)  
[data@securedmail.co.uk](mailto:data@securedmail.co.uk)  
[forecasting@securedmail.co.uk](mailto:forecasting@securedmail.co.uk)  
[HR@securedmail.co.uk](mailto:HR@securedmail.co.uk)  
[logistics@securedmail.co.uk](mailto:logistics@securedmail.co.uk)  
Website: [www.securedmail.co.uk](http://www.securedmail.co.uk)

---

## 1 Introduction

---

**Secured Mail** are delighted to provide you with information on our postal services. Secured Mail recognise the importance of a service provider that has an effective, efficient, robust and price sensitive postal delivery network solution that embeds a partnership philosophy built on trust, integrity and understanding. We will enhance your delivery profile and in many cases save significant costs and time by working in a true partnership arrangement with you and your customers.



### 1.1

---

Secured Mail is a licensed postal operator that offers a broad range of Royal Mail Downstream Access services with a logistics network that is flexible, secure, and robust.

Secured Mail offers a pricing solution that is highly competitive and fair which fully reflects the range of postal products, formats and volumes that can be processed.

Secured Mail offers both bulk mail and consolidation products to compliment the full offering of products and services available as part of an overall service provision.

Secured Mail has developed a proposal that will deliver:

- An efficient and reliable service provision
- Cost effective pricing models
- Flexibility for collection service times
- A fully serviced account management approach
- Comprehensive and informative billing and transport solutions
- Faster speed of response
- Full audit and reconciliation.
- True partnership working

## 2 Company Information

---

**Secured Mail** is a licensed postal operator that utilises Royal Mail's final mile delivery network for the delivery of postal services on behalf of a broad range of clients. The company has a number of Royal Mail Down Stream Access agreements in place including Agency, National and Zonal contracts. The company also works with those customers that choose to manage their own relationship with Royal Mail through CDA contracts. This ensures that we are able to work closely with our clients to access the greatest price advantages within the UK domestic and overseas postal market, thus maximising the effectiveness of transactional mail distribution and direct mail campaigns.



### 2.1

---

Secured Mail was established specifically as a postal operator to maximise the opportunities available within the liberalising postal market. The company has strategically positioned itself within the postal market as an operator that specifically deals with post. This positioning maximises the company's ability to focus its entire efforts on postal sortation and delivery whilst negating any conflicts that can potentially arise with the distribution of other traffic, notably parcels. This has enabled the company to develop a flexible logistics platform that fully understands the demands and requirements of its customers. This adaptability and understanding provides significant added value in flexible and late collection times, high level account management, detailed billing requirements, 360° reconciliation processes and thorough transparency throughout the whole postal process.

Secured Mail has a proven track record with a range of individual customers as well as achieving preferred supplier status with a number of mailing and fulfilment houses. All have seen and realised the benefits of our business workings. Secured Mail is recommended within the industry due to its track record of professionalism and "easy to do business with" approach. We understand customer needs and demands and work tirelessly to shape our services to best suit a broad range of formats and requirements. A selection of brands include American Express, Center Parcs, Alliance and

Leicester, Clifford James, Anglian Water, Three Valleys Water, Dilligenta, Mellon Bank, Royal London, Hawkshead, Craghoppers, TM Lewin.

Secured Mail is one of the fastest growing postal operators in the UK. The company has sought to strengthen its position within the market with the support of Aquarius Equity Partners. This will ensure that the business continues to deliver excellent quality of service standards for each and every customer as the business continues to operate on a sound financial footing. Secured Mail recognised from the outset the need to develop strong partnerships with customers to really add value throughout its service offering. These partnerships are long lasting, continually open and transparent, built on trust and integrity. We believe that this approach embeds our customers within our service offering and adds substantial value. This is the cornerstone to our business.

The company recognises the tremendous opportunity that is presented through working with fulfilment houses, direct clients and sub contractors. We believe that there is a real opportunity for any organisation to work with Secured Mail in a true partnership that moulds our services to fully complement your offering. We believe that there is significant potential to develop a symbiotic relationship that builds substantial added value for your postal requirements.



### 3 Account Management

---

**Secured Mail** has an extremely robust account management team. The Account Managers are Directors within the company and this ensures that the customer has the confidence their relationship is with a key decision maker. Our relationship with you would be based on a small team of people entirely focused on and accountable to your account. Your dedicated Director is entirely empowered to work closely with you to further develop future identified opportunities.

#### 3.1

---

Our account manager has the key skills and attributes that will ensure a smooth transition for your organisation to a new postal supplier and work to fully develop the service offerings required. We will seek to scope the transition of

mail services with your organisation through our qualified project management team and once mobilised the team strive for proactive continuous improvements at all times.

## 4 Transparency

---

**Secured Mail** operates a policy of 'keep it simple'. We **do not** believe in penalties or surcharges. We understand the pressures that fulfilment and direct companies are under. We understand that issues arise that delay the production of mail. This can lead to the requirement for a later collection or to wait until a job has completed. We do not feel it appropriate when working in partnership that we then penalise for this. We simply work with each customer closely and make every effort to overcome any issues or problems. This is a true partnership approach and ensures the handover is a smooth process.

### 4.1

---

Transparency and honesty are critical attributes to the development of our relationship. It is critical that your organisation has a full understanding of where your or your customer's mail is at any time and to be aware of any issues within the network. Secured Mail works tirelessly to continually minimise risks. We believe that if an issue arises

that impedes the effective delivery of a consignment of mail then your organisation should be and will be notified. Our integrity is important to us and critical to the smooth running of our network. Our customers need to know that if an issue arises then they are forewarned and aware and understand the next steps required.

---

## 5 Data Support

---

Data development and data support are essential elements in developing our propositions. Our software solution is DocketHub and we are able to map Line Listing templates into DocketHub for bag label generation. This enables your organisation or your chosen fulfilment house to continue to utilise their existing mailsort software without having to change any of their processes. Our approach would be to assign a data specialist to aid you through the use of our software for mail sorting and for bag label generation. This person will be provided by Secured Mail and can offer advice and assistance at no extra charge.

### 5.1

---

We believe that there will be a range of approaches that we can take to fully enable your organisation to exploit the key differences and

pricing advantages between Zonal and National profiling. We would work to develop systems and processes that maximise this potential.

---



## 6 Reporting Services

---

**Secured Mail** has developed a suite of reporting systems that fully reflect the needs of individual clients. These include bespoke invoice production that utilises individual job codes and references that enable each customer to fully reconcile their invoices and apportion each individual element of the invoice against their internal records. This is particularly important for larger companies and fulfilment houses that are releasing mail on a daily basis across a range of sortation formats and client references. For some customers we bespoke invoice production for each individual posting campaign.

### 6.1

---

For AFA (Agency) or CDA (Customer Direct Access) or direct customers we are able to fully reconcile each Royal Mail invoice against all traffic injected into the Royal Mail system. This service provides a complete and robust billing system that allows total interrogation of Secured Mail's invoice and Royal Mail's bill. If required Secured Mail are equipped to fully manage the whole process, including management of Royal Mail's own invoicing to the client. We undertake this work for a number of customers and seek to minimise risks and add value to the information requirements and audit requirements of each of our customers. Secured Mail can provide a fully managed AFA (Access for Agency) agreement if the scale of the

contract dictates the agreement that will enable you to overcome a range of VAT obstacles that can arise when using alternative postal providers to Royal Mail.

#### **Audit Trail**

Our software system DocketHub provides immediate verification of Secured Mail's operational interface with Royal Mail and we make this system available to view so that all bag consignments can be fully tracked and traced through the network. Any audit requirements are dealt with quickly and will be further enhanced with on-site data support and account management.

## 7 Capacity

---

**Secured Mail** is a growing postal operator. Our structure enables us to operate more effectively and efficiently. Head Office is located at our central hub in Liverpool. We have close proximity to the Motorway networks of the UK. As we travel to every mail centre every day, collections and supplies are never an issue. Our central hub allows the processing of mail far later into the night for next day distribution into Royal Mail. This dramatically reduces the time pressures placed on the processing of mail to meet the time slots of a national trunking network and enables a more effective consolidation and bulk mail sortation.

### 7.1

---

Our close proximity to the motorway network allows for multiple collections throughout the day if required and enables a more effective and efficient sortation to take place, easing pressures throughout the supply chain. All mail will travel to one of our hubs direct from the point of collection

and be dispatched from the same location that night / early hours next day into Royal Mail's network. This minimises the risk of consignments being broken down, which makes them difficult to trace and can lead to delayed delivery of mail.



## 8 Contingency

---

**Secured Mail** operates from a dual site at its central hub in Liverpool. Additionally we have identified a range of locations in the event of contingency cover being required and have robust plans in place. We are able to facilitate on-site sortation for direct injection into Royal Mail in the event that this is required, with data redundancy and highly secured encrypted data stores.





## 9 Security

---

**Secured Mail** has developed a range of security measures to ensure Integrity of all mail processing on site. All vehicles are tracked with live GPS tracking. All employees are CRB checked. All mail processing areas are monitored through CCTV. Fingerprint technology is utilised for access to the consolidation site. The company is also developing an alternative to Research International's seeding service in line with customer requirements as we feel that current QoS information does not fully measure the current DSA postal environment. We feel that this service and our security measures in place will significantly add value to our customers and provide the necessary confidence to them.

---

## 10 Sortation Levels

---

**Secured Mail** offers a full range of sortation levels many of which mirror Royal Mail Retail services. A full breakdown is provided.

### 10.1

---

#### Secured Mail sortation levels

- Zonal / National
- Bulk / Consolidated
- 700CBC
- I20CBC
- I20OCR
- I20Letter
- I400 Letter
- Walksort

Large letter, packets and A3 Packets Mail consolidation and Barcode technology for mail produced on your site(s) (that has the potential to be scanned at point of collection) can be deployed as part of the partnership approach.

## 11 Ability to cater for Delayed release of post

---

Secured Mail's facility at Liverpool and at other locations have the space to allow storage of produced mail for staggered release into Royal Mail's network. This is already a service that many clients benefit from and enables the effective management and pre-planning of back office resources for any particular DM campaign. There are no extra financial charges for this service as we view this as an extension of our servicing offering.



## 12 Collection Details

---

**Secured Mail** understands the pressures that fulfilment companies and direct customers are placed under by their clients to produce mail and release mail in a timely manner. This is especially true of transactional mail produced and released on a daily basis as is the case with much of Secured Mail's postal volumes. Our on-site account management function will have a detailed understanding of deadlines, collection requirements, possible delays, issues that will be fed back into Secured Mail's operations centre to ensure that we can cater for these unexpected events and work appropriately to collect and process the mail on a daily basis from multiple sites. Through our partnership approach we will gain an in depth understanding of the service needs and future developments that will be necessary to continue to deliver a first class postal service for your organisation.

### 12.1

---

We can propose multiple collections throughout each day to reduce storage pressures at your sites and allow the timely and effective sortation of the mail on a daily basis. Each collection will have a range of dockets attached with internal job codes

relative to what has been collected. These job codes and collection dates are used for the production of our invoice to your organisation. This provides a robust audit trail for all mail.



### **13** Delivering In

---

If a customer wishes to deliver direct to our site they are welcome to do so and we will book in a mail drop if and when required. As Liverpool is operational 24hrs a day 7 days a week we will be able to accommodate any request made with 4 hours notice.

---

## 14 Consumables

---

A key strength that has been developed through our business model is timely access to all consumables including trays, bags, labels, ties and magnums. We propose to keep an agreed level of stock for all consumables that your organisation is able to call off when required. These will be delivered within 24hrs of the request being made. We propose to offer a coloured magnum that is only available to Secured Mail's customers and thus easy to track, trace and audit. This will ensure that the network is fully stocked for all requirements and consumable requests are met within time. Bag labellers and hardware will be deployed at all sites if required with access to online & telephone support.

## 15 Environmental Policy

---

Protection of the environment in which we live and operate is part of Secured Mail's values and principles and we also consider it to be sound business practice. Care for the environment is one of our key responsibilities and an important part of the way in which we do business.

### 15.1

---

In this policy statement we commit our company to:

- Comply with all relevant environmental legislation, regulations and approved codes of practice;
- Protect the environment by striving to prevent and minimise our contribution to pollution of land, air, and water;
- Seek to keep wastage to a minimum and maximise the efficient use of materials and resources;
- Manage and disposal of all waste in a responsible manner;
- Provide training for our staff so that we all work in accordance with this policy and within an environmentally aware culture,
- Regularly communicate our environmental performance to our employees and other significant stakeholders;
- Develop our management processes to ensure that environmental factors are considered during planning and implementation;
- Monitor and continuously improving our environmental performance.
- The policy statement will be regularly reviewed and update as necessary. The management team endorses these policy statements and is fully committed to their implementation.



---

Secured Group  
Unit 4a  
Bechers Drive  
Aintree Racecourse Retail & Business Park  
Liverpool  
Merseyside  
L9 5AY  
United Kingdom

Tel: 0870 4141 600  
Fax: 0870 4141 700  
Email: [sales@securedmail.co.uk](mailto:sales@securedmail.co.uk)  
Website: [www.securedmail.co.uk](http://www.securedmail.co.uk)