

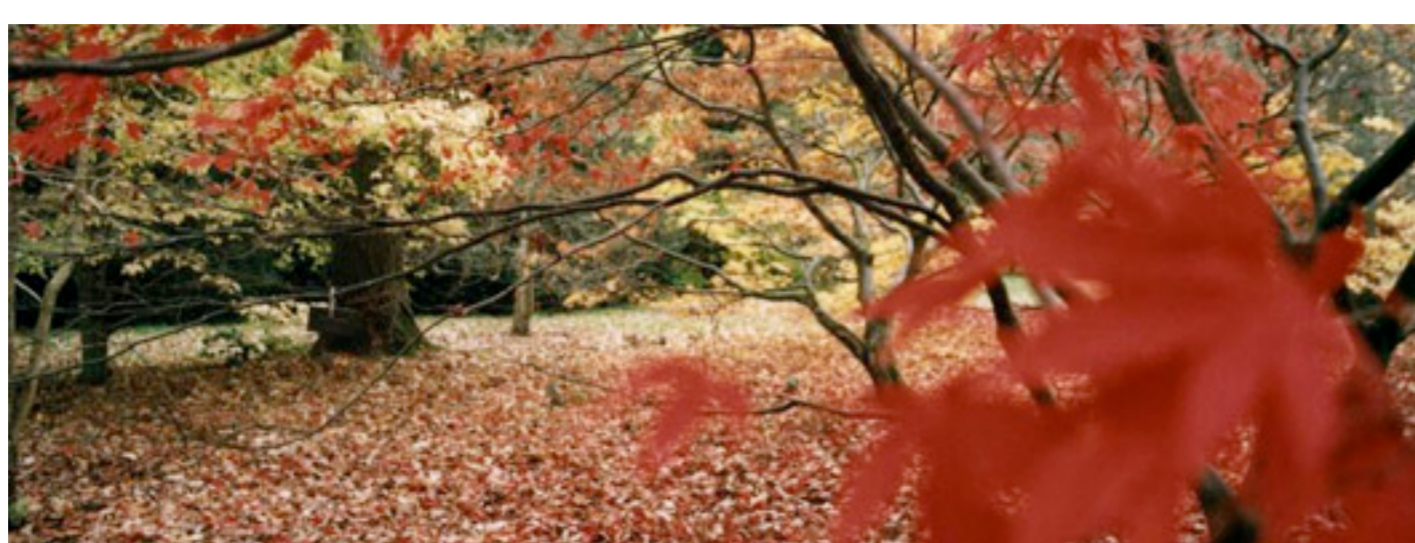
October 2009

## Hello and welcome to your October newsletter from the Docmail team,

We can't believe autumn is here already, and the leaves are falling from the trees.

What a busy few months it's been here at Docmail headquarters, with more than 2500 users now signed up and taking full advantage of the time and cost savings for their business or organisation.

Please also see our "Out and About" section for the exhibitions we have been attending and our "Docmail Developments" for the exciting new things that are happening.



Autumn colours at the National Arboretum Westonbirt, a few miles from our factory.

### docmail developments

#### Coming soon - Docmail Express!

We have taken Docmail and made it even easier.

When you are in a hurry to get that single item mailing out, you don't want to work through the usual options screens more suited to complex campaigns.



Well soon you won't have to! Docmail Express is specifically designed for the user who just wants to click and go. Simply upload your document and CSV mailing list and answer a few simple questions... and that's it.

You still get to see a proof, the costs and high quality print and service are exactly the same, but you get to spend even less time having to manage your mailing.

You can try Docmail Express [here](#).

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### Hints & Tips

#### Become an Associate

Docmail provides a fantastic new service to businesses and organisations that need to send post. Now you have the chance to get in at the beginning of this new growth market. You can actively sell Docmail to an existing customer base - or just simply include a link on your website - in either case, you have a growing income in a brand new marketplace.

You can earn from 0.5p to 2p for every envelope that a Docmail customer introduced by you sends out. Every time one of your referrals sends an order, you get an email telling you how much you have earned, and what your current balance is. Docmail pays out once a month (if you have over £50 in your account).

[Find out more...](#)

#### Referral scheme

Docmail offers a referral system that lets you benefit if you refer other people.

All you do is tell other people about Docmail and ask them to enter your customer number as the referrer.

When someone that you referred sends a letter we credit your account with 0.5p. If they refer someone else, you get 0.5p each time that 'second level' referral sends a letter.

Refer 10 people, and if they also refer 10 people and each send just 100 letters per month, your account gains £55 credit each month!

[Find out more...](#)

#### Online manual

Need some reference? Download our online manual [here...](#)

#### Online video

Watch our online video [here...](#) and see how easy Docmail is to use!

#### Not a Docmail user?

To start saving **£££** on your post TODAY, sign up [here...](#)

#### Want to talk to someone?

All our contact details, including direct phone numbers and email addresses may be found [here...](#)

### docmail out & about

#### Docmail on the road

The last week of July saw our attendance at the West Wilts Show in Trowbridge. This is a unique biennial event and has grown into the biggest free-entry business and community occasion in the region. Over 80,000 visitors and 400 exhibitors attended over the 3 days.



Camilla, Duchess of Cornwall opened the event to great applause from the crowd and flag waving from local school children. After a reception party she spent over 2 hours touring the showground and chatting to exhibitors.

HRH was pleased to accept a cherry tree on arrival at the CFH docmail stand commenting that she and the Prince of Wales were great supporters of the Woodland Trust and that they would plant the tree at Highgrove.

After a break in August, September saw our attendance at the Annual Conference and Social Housing Exhibition in Birmingham. The event was well attended and it was good to catch up with some of our clients from the Housing sector.

### docmail and the environment

#### Docmail joins up with Toptree!

Docmail has now linked with Toptree to allow YOU to plant trees in the UK. If you just include a small Toptree image on your mailing, then Toptree will plant twice as many trees as were used to make the paper in the first place (n.b. all Docmail paper comes from sustainably managed forests).



Including this or one of the other Toptree images available not only qualifies your mailing for the Toptree scheme, but also lets people know that the paper used was sustainably produced and supports active woodland regeneration in the UK.

The imprints are available [here](#). Find out more about Toptree at [www.toptree.com](#)

### docmail in the news

#### Docmail sponsors football juniors

Docmail have sponsored a local junior football team with a new kit for the season.



Team manager Paul Turner, who has managed the team for the last year, said 'I am very grateful to Docmail for supplying this new kit for my young team; we play on a weekly basis throughout the season and encourage new members to join at all times.'

Paul who has worked for CFH for the last 12 years as IT Manager also said 'Dave Broadway, (MD of CFH) takes a keen interest in local issues and is always pleased to give support to those good causes.'

The new kit sports the logo of CFH's newest document solution Docmail which allows local individuals and businesses the opportunity to make huge cost savings on print and postage costs.

#### Swine flu

The second wave of swine flu seems to have begun; the past week has seen 14,000 new cases, a 45% increase over the previous week. We have also now seen the approval of a swine flu vaccine, which expects to be available to at-risk patients later this month.

Are your staff, patients or customers aware of the implications of this epidemic outbreak? Do you need to communicate with them regularly with advice on how your products and services will remain unaffected?

Docmail could help you to do this at only 25p per letter, which includes the printing, envelopes and postage.

All we need from you is the letter template and the list of addresses and we can be printing the same day for you, saving your staff the time of printing all of the letters, hand stuffing the envelopes, sticking on the stamps and rushing to the post office.



### docmail case study

#### Docmail for Councils

Docmail provided 15 County Councils with an efficient and cost effective way to mail over 53,000 businesses with urgent information relating to changes in business rate payments this July.

The mailings were required as a result of the Government deciding that business rate payers could spread payment on the increase in their 2009/10 bill across a period of the next three years. In the majority of cases, the mailings consisted of a letter detailing how the scheme worked along with some information of SBRR (Small Business Rates Relief), an application form for the rate payer to complete should they wish to opt into the scheme and an information sheet published by The Department for Communities and Local Government detailing further help available for Businesses. All mailings had to be printed and mailed during a 7 day period and the councils all used docmail to quickly deal with this urgent requirement.

The success and cost effectiveness of these projects has lead to further orders being placed for single person council tax discount, council tax reminders and tenant mailings.



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