

yourStamp

Customer Guide



whistl

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1.0

Overview

Whistl has developed an innovative marketing tool to help increase envelope opening rates, response uplift and reach for direct, Transpromo or transactional mail. This is achieved by personalising the mail piece with your own stamp design – (yourStamp) so that recipients deem the mail piece to be higher in value than mail with a standard pre-printed indicia.

yourStamp can be used to raise brand awareness, highlight a promotion, celebrate an anniversary or simply highlight change of address details – the only limit is your imagination.

Tests have shown using stamps on direct mail can, where appropriately used, increase response. However, yourStamp is the first of its kind. They have no intrinsic monetary value (unlike 1st or 2nd class stamps) but give you the opportunity to personalise a stamp with your own design. You therefore receive all the response benefits at a fraction of the cost of standard stamped mail. Please ask your Whistl Account Manager for details.

2.0

How can I use yourStamp?

- *You can use the stamp on your existing Premier, PremierSort and UK bound AllSort mailings.*
- *You can only use the stamp on manual mail services.*
- *yourStamp can only be used for Whistl DownStream Access mailings in the UK (excluding BFPO addresses).*

3.0

Who can tell me more about yourStamp?

Your Whistl Account Manager will be the first point of contact for all questions regarding yourStamp mailings and will be able to provide you with detailed information as well as advice about design, production and application. If you have any specific questions regarding the application of the stamps thereafter please contact your mailing house.

For any other queries please contact **Whistl Customer Services** on **01628 816768** for assistance.

4.0

How to order yourStamp

- Please refer to your customer order form - an example is given in Appendix A.
- Complete your customer order form ensuring that all of the required fields have been filled in.
- Email a signed and scanned copy of your order form to your Internal Account Manager or fax your order to 01628 816768.
- Orders received between 11am and 3pm on any working day (excluding bank holidays) will be acknowledged within 24 hours. Orders received thereafter will be acknowledged the next working day.
- Orders must be accompanied by your artwork, supplied in hi-res PDF or EPS format.
- Your Internal Account Manager will review your artwork within 24 hours (from acknowledgment of your order form) to ensure that it complies with our design guidelines. They will subsequently approve or recommend changes to your artwork.
- Should there be any changes to your artwork you will need to ensure they are completed within 24 hours to enable us to meet your deadline.
- Your order of yourStamp will be sent to you or an alternative delivery address of your choice 12 days after final artwork approval.
- Your delivery of yourStamp will be delivered on working days only.

5.0

What does yourStamp cost?

5.1 Rates

- Please refer to the rate card provided by your Whistl Account Manager. The rate card ranges from 10,000 to 1,000,000 stamps.
- Please note that there is a minimum order of 10,000 items.
- Orders must be placed in multiples of 10,000 items, for example, 10,000, 20,000, 30,000.

5.2 Orders over 1 million

For quantities over 1,000,000 items please contact your Whistl Account Manager who will give you a bespoke quote and advise on special delivery requirements.

5.3 Additional charges

- There is an additional obligatory charge of £150 for printing new imagery, this includes up to 4 colour printing.
- Up to 7 separate images can be used in every print run for the initial £150 charge for printing plates.
- For 8 or more (up to a maximum of 14) different designs per print run there will be an additional £150 (£300 in total) charge to cover the additional printing plate costs.
- Only equal numbers of stamps can be ordered for multiple design orders. For example, 40,000 stamps ordered with four separate images to be printed would result in a quantity of 10,000 stamps per design.

5.4 Replacement orders

- Replacement orders are only available in extreme circumstances. For example in the unlikely event that your mailing house runs out of stamps or has spoils that exceed those accounted for, you can fast track an order of stamps.
- Each replacement order for each different image must be ordered in multiple quantities of 1,000 or 5,000 stamps and must use existing artwork only.
- You cannot split the run length to account for multiple designs.
- You will incur an additional charge of £350 per image to cover extra production costs.
- If you require more than one image to be recreated, you will be charged an extra £350 for every additional image used per run. For example two images, 1,000 of each, will result in an additional charge of £700 plus the price of the stamps.
- Please ask your Whistl Account Manager for the cost per stamp.
- To order a replacement quantity of stamps, please complete the replacement order form, scan sign and email to your Internal Account Manager and Whistl Account Manager as a matter of urgency.
- If your order is received before 15:00 (Monday – Friday) we will deliver your items to your chosen delivery address 72 hours later. Orders received after 15:00 will be dealt with the next working day, working on a 72 hour lead time.

5.5 VAT

All charges are subject to VAT at the standard rate.

6.0

yourStamp application

There are two ways to apply yourStamps to mail pieces - manual and automated.

Manual processes require mailing houses to set up a work bench where operatives can manually apply the stamps to mail pieces. The accuracy of the work varies between mailing houses and spoilage can be high. This method is also more time consuming and is not recommended for volumes over 100,000 items.

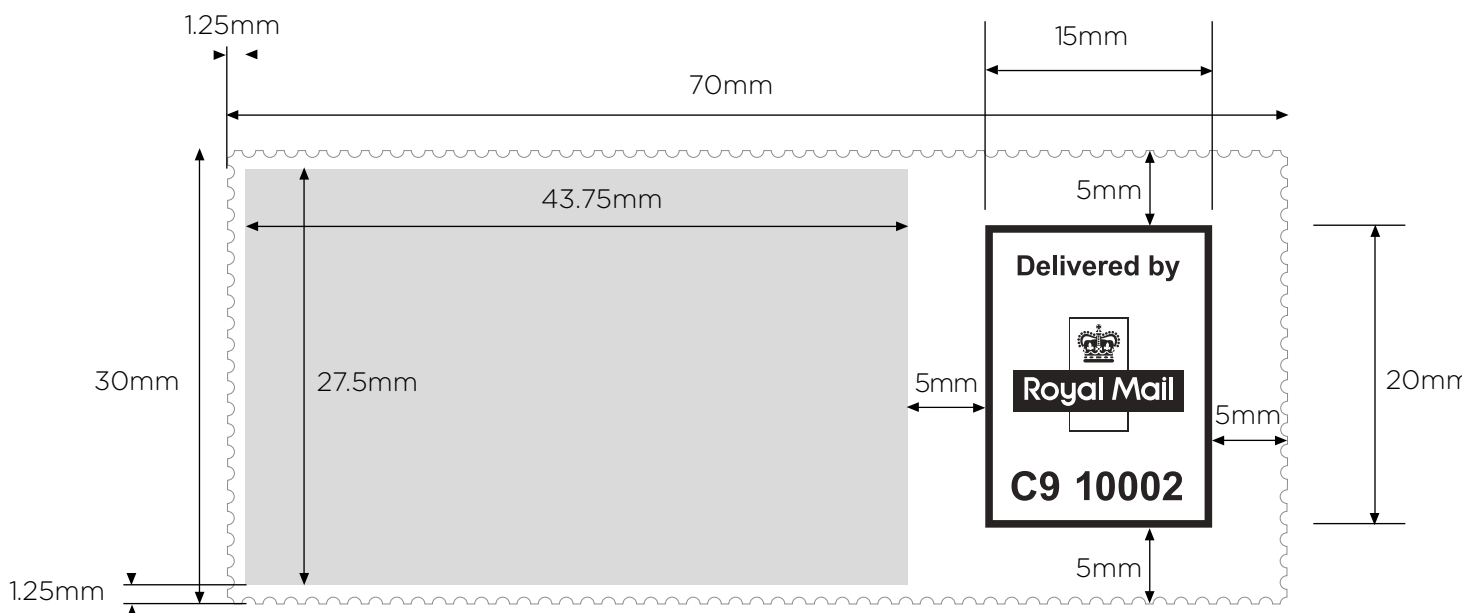
Automated processes use a coil-fed applicator whereby a coil of stamps is slot-loaded onto an automated machine that quickly and accurately applies the stamps to mailings. This machine can be used for any volume of items.

For more detailed information, please contact your Whistl Account Manager or mailing house.

7.0

Design guidelines

7.1 Design dimensions and specification



Scale 2 : 1

7.2 Technical design information

- Print resolution must be a minimum of 300dpi.
- All file formats should be EPS and hi-res PDF.
- Up to four colours can be used - CMYK.
- You are not required to add any key lines unless specified in your design.
- You must ensure that a hi-res version of the Whistl indicia is added to mail pieces. This will be supplied by your Whistl Account Manager. You must ensure that the 'Delivered by' block is 15mm wide by 20mm high.

7.3 Imagery

All imagery used must comply with the Terms and Conditions below.

You must ensure that you:

- *Only use imagery for designs that you own the Intellectual Property rights to.*
- *Will not use imagery that defames any other person or business.*
- *Comply with the law and do not incite anyone to break the law.*
- *Comply with the British Code of Advertising Practice.*
- *Are legal, honest, decent and true.*
- *Prepared with a sense of responsibility to consumers and to society.*
- *Respect the principals of fair competition.*
- *Will not contain anything that may cause widespread offence.*
- *Will not mislead or exaggerate.*
- *Will not show or mention the Royal family, the Royal Arms or Emblems.*
- *Will not depict men, women or children as sex objects, or refer to indecency or obscenity.*
- *Will not advertise films which have not been granted permission for public exhibition.*
- *Will not use imagery of a political nature, calling for the support of a particular view point, policy or action.*
- *Will not use illustrations which depict quotations from or references to a living person unless written confirmation is granted.*
- *Will not use images which negatively affect the Whistl brand or any Whistl Group company.*
- *Will not use images which negatively affect any Royal Mail group company or the Royal Mail brand.*
- *Will not portray or in any way be associated with smoking.*

8.0

Delivery

Delivery to one destination per order is included in the price of the stamps.

An additional charge will apply to multiple delivery destinations.

Our supplier will deliver items to your mailing house or another specified destination via our sister company TNT Express.

Your mailing house will be advised of delivery by your Internal Account Manager.

9.0

FAQs

Q: Can I mimic a yourStamp by printing stamp artwork directly onto a mail piece?

A: Whistl only produce physical stamps using your artwork. Our research shows that your return on investment is much greater if you use a physical stamp too! Ask your Whistl Account Manager for more information.

Q: If I get a stamp produced by a company other than Whistl, can I use it with my current postal provider?

A: Unfortunately, the yourStamp can only be purchased and used through Whistl and not sourced externally.

Q: What happens if I use the Queen's Head or Coat of Arms on a yourStamp?

A: Whistl will not approve the imagery. Royal Mail upholds the right to reject any mail that carries the Queen's image on a stamp.

Q: What happens if I put the yourStamp through a Royal Mail post box?

A: Mail may be delayed or delivered as an underpaid item and the recipient will be required to pay the charge.

Q: Can I use the yourStamp for international mail?

A: The yourStamp can only be used on UK bound mailing items.

Q: Does the yourStamp have a monetary value?

A: The yourStamp has no intrinsic monetary value and can only be used in conjunction with access services.

10.0

Terms and Conditions

1. These Terms and Conditions form part of the contract between you, the customer named on the order form, and us, Whistl UK Limited (Company number 4417047). The contract is formed only once we have confirmed that we accept your order.
2. You must have a valid, written postal services contract with us or a subsidiary in order to be able to use any stamps purchased. The stamps may only be used in connection with those postal services and for no other purpose whatsoever. Postal services are subject to the terms of the postal contract and the stamps do not constitute payment for the postal services. The stamps have no intrinsic value.
3. You must have complete, unrestricted rights to use any artwork or design you wish to include on the stamp. If you do not, you will be fully responsible for any claims or losses of any kind which you, we or our suppliers incur. You must provide proof of your rights if we request it. If we produce the stamps, it does not in any way indicate that we have approved or otherwise accepted any responsibility for the design or artwork.
4. You will retain your rights in any artwork or design and we will own the intellectual property rights in the stamps which are produced and you may not copy or reproduce them or incorporate them in any secondary medium. We shall retain ownership of the printing plates and shall hold them for such time as we think appropriate and, thereafter, may deal with such plates in whichever manner we think fit.
5. You must comply strictly with all the terms of the most recent customer guide. The customer guide may change. The most recent version can be found at www.whistl.co.uk. You are responsible for applying the stamp to mail items in accordance with the Application Guide for Mailing Houses and the Customer Guide. Failure to do so, may result in your mail item not being delivered or being subject to a surcharge for which you shall be responsible.
6. All references to time for performance in the order form or customer guide are target times and are not guaranteed. You must build this into your planning and before you make any commitments. We will try to ensure that our suppliers provide a timely and good quality service in order to meet the target times.
7. We exclude any responsibility for any failure, delay, loss or damage which is outside our control. We will not be responsible for any actions by Royal Mail. We do not accept any responsibility for damage to artwork or designs we return to you. We will not be liable for any special, consequential or indirect loss such as loss of opportunity, bargain or profit; failure to make anticipated savings; cancellation charges or other charges from a third party. Our overall liability is limited, except for death or personal injury caused by our negligence, to the amounts received from you for the relevant stamps in question.
8. While we will try to replicate exactly the design or artwork you send to us, this cannot be guaranteed and flaws and imperfections are possible.
9. The design of the stamp must not contain any prohibited images, must be legal, decent and honest and comply with applicable advertising codes and must not bring our name or brand or that of Royal Mail into disrepute. The design and artwork must also comply with all the restrictions and conditions in the customer guide.
10. The prices are set out in the order form and in the most recent version of the customer guide. If after the date we have accepted your order the costs of production increase, we may increase the prices to cover those costs. Payment must be made in full, together with applicable VAT at the standard rate, without any set-off of withholding within 30 days of the date on which we confirm your order. If you do not pay on time, we may suspend provision of your postal services until payment is received. Interest at the statutory rate shall apply to late payment. We may off-set payments for stamps against any other payments you owe us.
11. As the stamps may only be used in connection with Whistl's downstream access postal services, if our postal services contract with you expires or is terminated for any reason whatsoever, or could be

terminated by us for one of the stated reasons, you may no longer use the stamps and any amount owing shall become immediately payable. You are fully responsible for any over-ordering. You must destroy any unused stamps upon termination of this agreement or the postal services contract. We will not make any form of rebate for unused stamps. Unused stamps may not be transferred to a third party.

12. Risk in the stamps passes to you upon handover by the manufacturer to the delivery operator. You should take out any insurance you consider necessary to cover this risk.
13. Once your order has been confirmed, you may not cancel the order. If we were to agree to a cancellation, we are entitled to recover all committed or unrecoverable costs plus a reasonable administration charge of £100 per design.
14. If you have any complaint or claim, this must be notified as soon as possible and confirmed in writing by no later than 1 month after delivery.
15. You are fully responsible for your own assessment of the effect of the use of the stamps on your mailing items and we give absolutely no warranty, representation or assurance as to the effect of the use of the stamps.
16. English law applies to these terms and conditions. Legal proceedings may be brought only in the English courts but not before the parties have tried to resolve any dispute by mediation, using the Centre for Effective Dispute Resolution (CEDR) Model Mediation Procedure.

Appendix A

yourStamp

Order form

Customer ID

Customer name

Order placed by

(name and job title of duly authorised)

Registered company address

Company

Building name/number

Address line 1

Address line 2

Address line 3

Town/City

County

Postcode

Delivery details

Company

Building name/number

Address line 1

Address line 2

Address line 3

Town/City

County

Postcode

V.1. Please email a signed and scanned copy of this form to your Internal Account Manager or Fax it on 01628 816882

Appendix A

yourStamp

Order quantity

Number of images

Quantity of stamps

(You must enter the total volume of stamps required. For multiple orders, we will equally divide the total number of stamps by the number of images selected).

Volume	Order quantity
10,000 - 20,000	<hr/>
30,000 - 50,000	<hr/>
60,000 - 100,000	<hr/>
110,000 - 250,000	<hr/>
260,000 - 500,000	<hr/>
510,000 - 1,000,000	<hr/>

Order costs

Total cost of stamps	£ <hr/>
Total plates	£ 150.00 <hr/>
Total excluding VAT	£ <hr/>
VAT @ 17.5%	£ <hr/>
Total Including VAT	£ <hr/>

V.1. Please email a signed and scanned copy of this form to your Internal Account Manager or Fax it on 01628 816882

yourStamp Terms and Conditions

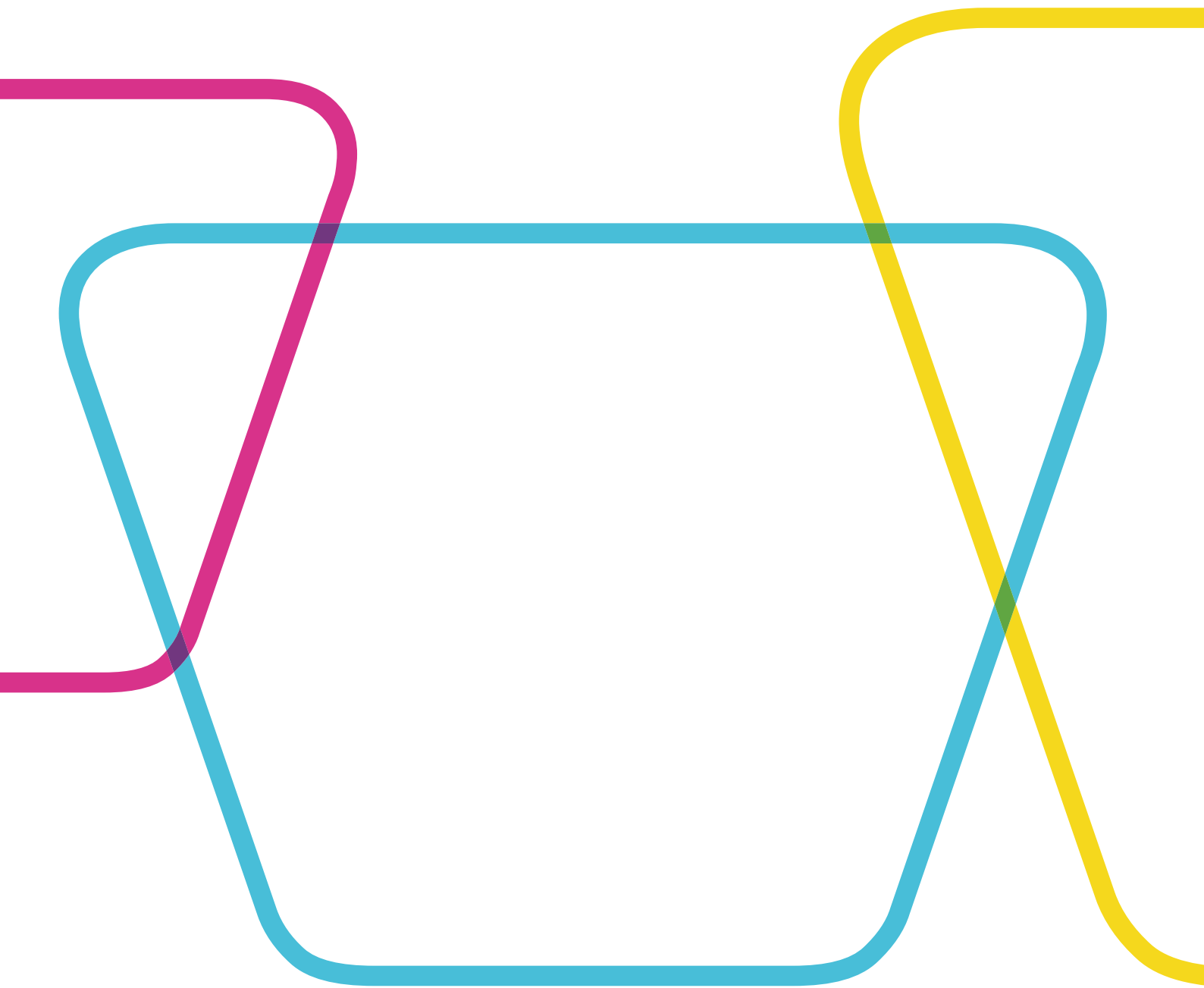
1. These Terms and Conditions form part of the contract between you, the customer named on the order form, and us, Whistl UK Limited (Company number 4417047). The contract is formed only once we have confirmed that we accept your order.
2. You must have a valid, written postal services contract with us or a subsidiary in order to be able to use any stamps purchased. The stamps may only be used in connection with those postal services and for no other purpose whatsoever. Postal services are subject to the terms of the postal contract and the stamps do not constitute payment for the postal services. The stamps have no intrinsic value.
3. You must have complete, unrestricted rights to use any artwork or design you wish to include on the stamp. If you do not, you will be fully responsible for any claims or losses of any kind which you, we or our suppliers incur. You must provide proof of your rights if we request it. If we produce the stamps, it does not in any way indicate that we have approved or otherwise accepted any responsibility for the design or artwork.
4. You will retain your rights in any artwork or design and we will own the intellectual property rights in the stamps which are produced and you may not copy or reproduce them or incorporate them in any secondary medium. We shall retain ownership of the printing plates and shall hold them for such time as we think appropriate and, thereafter, may deal with such plates in whichever manner we think fit.
5. You must comply strictly with all the terms of the most recent customer guide. The customer guide may change. The most recent version can be found at www.whistl.co.uk. You are responsible for applying the stamp to mail items in accordance with the Application Guide for Mailing Houses and the Customer Guide. Failure to do so, may result in your mail item not being delivered or being subject to a surcharge for which you shall be responsible.
6. All references to time for performance in the order form or customer guide are target times and are not guaranteed. You must build this into your planning and before you make any commitments. We will try to ensure that our suppliers provide a timely and good quality service in order to meet the target times.
7. We exclude any responsibility for any failure, delay, loss or damage which is outside our control. We will not be responsible for any actions by Royal Mail. We do not accept any responsibility for damage to artwork or designs we return to you. We will not be liable for any special, consequential or indirect loss such as loss of opportunity, bargain or profit; failure to make anticipated savings; cancellation charges or other charges from a third party. Our overall liability is limited, except for death or personal injury caused by our negligence, to the amounts received from you for the relevant stamps in question.
8. While we will try to replicate exactly the design or artwork you send to us, this cannot be guaranteed and flaws and imperfections are possible.
9. The design of the stamp must not contain any prohibited images, must be legal, decent and honest and comply with applicable advertising codes and must not bring our name or brand or that of Royal Mail into disrepute. The design and artwork must also comply with all the restrictions and conditions in the customer guide.
10. The prices are set out in the order form and in the most recent version of the customer guide. If after the date we have accepted your order the costs of production increase, we may increase the prices to cover those costs. Payment must be made in full, together with applicable VAT at the standard rate, without any set-off of withholding within 30 days of the date on which we confirm your order. If you do not pay on time, we may suspend provision of your postal services until payment is received. Interest at the statutory rate shall apply to late payment. We may off-set payments for stamps against any other payments you owe us.
11. As the stamps may only be used in connection with Whistl's downstream access postal services, if our postal services contract with you expires or is terminated for any reason whatsoever, or could be terminated by us for one of the stated reasons, you may no longer use the stamps and any amount owing shall become immediately payable. You are fully responsible for any over-ordering. You must destroy any unused stamps upon termination of this agreement or the postal services contract. We will not make any form of rebate for unused stamps. Unused stamps may not be transferred to a third party.
12. Risk in the stamps passes to you upon handover by the manufacturer to the delivery operator. You should take out any insurance you consider necessary to cover this risk.
13. Once your order has been confirmed, you may not cancel the order. If we were to agree to a cancellation, we are entitled to recover all committed or unrecoverable costs plus a reasonable administration charge of £100 per design.
14. If you have any complaint or claim, this must be notified as soon as possible and confirmed in writing by no later than 1 month after delivery.
15. You are fully responsible for your own assessment of the effect of the use of the stamps on your mailing items and we give absolutely no warranty, representation or assurance as to the effect of the use of the stamps.
16. English law applies to these terms and conditions. Legal proceedings may be brought only in the English courts but not before the parties have tried to resolve any dispute by mediation, using the Centre for Effective Dispute Resolution (CEDR) Model Mediation Procedure.

By signing this order form, you agree to the Terms and Conditions stipulated above and the terms bound within the customer guide and application guide.

Name _____

Job Title: _____

V.1. Please email a signed and scanned copy of this form to your Internal Account Manager or Fax it on 01628 816882



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**whistl**