

Pitney Bowes and Environmental Responsibility *Innovative Solutions, Services and Products that Reduce Environmental Impact*

Pitney Bowes is committed to developing eco-effective products and services that will deliver environmental benefits. The company's business model has always been to create innovative solutions to complex business challenges. The company was founded in 1920 when Arthur Pitney and Walter Bowes created the first postage meter officially approved by the U.S. Postal Service (USPS). Pitney Bowes' founding product, the postage meter, has helped business customers enjoy the convenience of postal services without having to visit a post office. The number of car trips thus avoided since the company's founding has helped in reducing fossil fuel consumption, an activity linked to large emissions of greenhouse gases and climate change.

Embedded in the company's values, Pitney Bowes' focus on environmental stewardship within the framework of its sustainability initiatives has produced superior business solutions to help customers grow their business while being more environmentally conscious.

Pitney Bowes Product Design

Pitney Bowes' Design for Environmental Quality (DfEQ) program, established in 1991, enables the company to minimize the environmental impact of its products throughout their life cycle. Under this program, the company removed ozone depleting chemicals from its product line. The DfEQ program also helps the company meet the requirements of the European Union's Restriction of Hazardous Substances Directive (RoHS), which requires electronic products be free of certain heavy metals.

Pitney Bowes product designers use an environmental scorecard to identify product attributes that are good for the environment and meet business needs. The scorecard is an important component to the company's guidelines on reducing environmental impact from the start of a product's life cycle through end of life for the product.

Product energy conservation is also a priority for the company. In the absence of energy regulations, Pitney Bowes partnered with the U.S. Environmental Protection Agency and the U.S. Department of Energy in 1996 to develop Energy Star® guidelines for mailing machines. Pitney Bowes also has an Asset Recovery program. This product take-back program helps Pitney Bowes repair and refurbish its marketed products for re-use and remanufacture or for recycling of components and product materials.

Pitney Bowes Customer Offerings

Pitney Bowes' commitment to reducing the environmental impact of its product line transcends the company's offering of mailstream hardware, software and services. Pitney Bowes uses an environment-friendly approach to helping more than 2 million business customers worldwide create, produce, distribute and manage their mailstream.

Pitney Bowes address quality software and data quality solutions help reduce the amount of waste in the mailstream caused by bad addresses and unwanted mail. In addition, the Pitney Bowes ReliaVote™ system and IntelliLink® technology, used with Pitney Bowes DM Series™ mailing systems, are innovative solutions that optimize mailstream operations.

Address Quality

The company's suite of address quality software standardizes addresses to USPS formatting requirements and matches addresses against those in the Postal Service's database. When addresses cannot be matched with an address in that database, Pitney Bowes Group 1 Software uses a non-USPS database for greater reconciliation.

The company's Delivery Point Validation (DPV™) software also enables mailers to confirm an address as a delivery point for the postal service, and the company's VeriMove™ Net solution automates change-of-address processing to increase the accuracy of address lists.

In addition, MoversGuide online, powered by Imagitas, a Pitney Bowes Marketing Services company, is the only Web site through which consumers can change their address with the postal service. Accessed through the USPS web site, this service shortens the process of changing addresses and increases the speed in which addresses are changed.

Targeted Mailing Solutions

Personalized marketing campaigns offer a creative solution to help reduce unwanted mail. Pitney Bowes' location intelligence capabilities provide mailers with insight into an individual's likes, dislikes, attitudes and behaviors, all based on their street address. The company's customer data quality solutions also help eliminate duplicate mailings to the same person or household. With location intelligence and data quality solutions, mailers reduce the volume of mail and the resources used to produce each mail piece.

Mailstream Optimization Solutions

The Pitney Bowes ReliaVote™ solution facilitates voting by mail and provides an automated and accurate process for election officials to handle increased mail ballot volumes. It standardizes addresses and applies bar codes that identify the correct precinct, party and language of each ballot recipient. This solution not only increases the efficiency of handling mail-in ballots, thereby reducing resource consumption, it also helps reduce car travel to polling places.

IntelliLink® technology, used with Pitney Bowes DM Series™ mailing systems, also reduces car travel and thus the burning of fossil fuels. This online service enables customers to access postal service confirmation services such as delivery and signature confirmation, certified mail and e-return receipt services. It also features software downloads and updates and allows customers to pay for postage over-the-phone.

Pitney Bowes' ecowiseSM program helps its customers assess the carbon footprint of their mail operations, strategize to reduce environmental impact and optimize their mailstream. The ecowiseSM solution enables customers to grow their business while operating in a more sustainable manner.

The products and services highlighted here are just a sampling of the innovative solutions Pitney Bowes offers customers to help them operate in a manner that protects the planet. Each of these solutions deliver reduced energy, fuel, resources and green house gas emissions.

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