
MaltaPost tackles unaddressed mail head on

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Malta's leading postal services company, MaltaPost p.l.c has invested in automated collating solutions provided by Duplo to help tackle the issue of unaddressed mail.

MaltaPost is undergoing a constant modernisation programme, and is strongly focused on improving efficiency to ensure a consistent high standard of service for customers.

Whilst addressed mail volumes have been steadily in decline, unaddressed mail business has been increasing, particularly during times of general elections. Coupled with the increase in parcels and packages, postmen were regularly reaching their 65kg weekly limit. With this revenue stream growing, MaltaPost decided in 2016 to set up a separate unaddressed mail delivery service.

The 36 new employees would collate sets by hand, and then deliver them to 1,000 households each on average every day. However, their slower speeds in collating compared to experienced postmen, together with sets consisting of over 20 different documents, meant that meeting the necessary timescales became increasingly challenging. In 2017 MaltaPost began searching for automated collating solutions.

"We are naturally very cautious about any capital investment, and normally do not buy from companies we do not know. However, when we visited Post-Expo and asked around, we were told that the only supplier we should talk to was Duplo" explains Adrian Vassallo, MaltaPost's COO. "Space at our headquarters is also at a premium, so the small footprint of the Duplo Collator and Stack/Elevator suited us perfectly."

In February 2018 MaltaPost installed a Duplo Esper Collator DM230V PRO together with DMSE Stacker/Elevator.

"This investment frees up our staff to have sufficient time to focus on delivering sets to 145,000 households every week. Indeed, we can now guarantee advertisers a specific day of the week their document will be received," explains Vassallo.

MaltaPost is considering introducing its own branded leaflet as a wraparound. Adrian continues: "Providing it is acceptable to our advertisers, not only would this help our staff to separate each set more effectively, it would also give us another revenue stream opportunity by carrying spot advertising."

For further information visit the Duplo website www.duplodirectmarketing.com

(Post & Parcel)