

To Datablue,

I would like to sincerely thank you for spending the time with me to understand my requirements and explain both the process of achieving address data quality and to truly understand the impact this was having on my business. It has really opened my eyes to the importance of having correct address data for an organisation such as ours.

Although I had evaluated mail barcoding products previously, I had only considered them as a mail barcoding tool with a view to gaining postage discounts. There is so much more to your product!

Also, I recall all the products I evaluated were very costly and terribly difficult to use. They certainly didn't offer the capabilities to use my address data as I have been able to do with your product.

As such, I like to compliment you on how simple your product is to use and the fantastic follow up support offered by your team. It is truly amazing how simple and easy to use you have made such a complicated process.

Even though I have only been using your product for a few months I have discovered significant commercial advantages and substantially reduced both my postage costs and returned mail volumes. The process couldn't be simpler to produce professional barcoded letters.

I would highly recommend Datablue AVM mail barcoding solution to anyone who uses address data.

Thank You,

W. Johnson
Managing Director