

Smart ways of managing your catalogue mailings

Even in the age of the Internet, many customers still prefer to consult catalogues before making a purchase. Swiss Post enables you to reach several hundred thousand commercial customers and over three million households in Switzerland. So why not take advantage of this service? With Swiss Post, your catalogues over 500 g are mailed cost-effectively, reliably and with care.

A simple solution

Swiss Post looks after your catalogue management from A to Z, even those that are being mailed abroad. It picks them up hot off the printing press, forwards and delivers them, and also maintains stocks of catalogues at one of its logistics platforms. It can also subsequently deliver catalogues that have been ordered by customers. All that we need is your customer addresses.

The benefits to you

- Significantly better value than PostPac Economy
- Offering specifically aimed at mail order and direct sales
- Deliveries throughout Switzerland and the Principality of Liechtenstein
- Highly dependable



Definition of a catalogue

- Minimum quantity per shipment: 5,000 copies
- Minimum format A6 (14,8 x 10,5 cm), maximum format B4 (35,3 x 25 cm)
- Minimum thickness 1 cm
- Minimum weight 501 g, maximum weight 3 kg (over 3 kg on request)
- For packaging, addressing and mailing, the requirements specified in the "Catalogues over 500 g" guidelines are applicable



What's included

- Free forwarding on request
- Return of undelivered catalogues
- Additional catalogues mailed on request (CAT+)
- Delivery tracking for your pallets at swisspost.ch/mypostbusiness

What's not included

- Swiss Post accepts no liability for your mailings
- Catalogues cannot be delivered between 1–26 December, due to high levels of Christmas and New Year mail

Additional services

- Catalogue collection
- Notification of new address if the recipient has moved house (Postcode1)



**Mailing**

- Mailing drop-off at a location specified by Swiss Post. We can also collect your catalogues on request
- We need to have your shipment schedule at least 10 days prior to mailing

Delivery

- Nationwide delivery throughout Switzerland, usually within eight working days of mailing (items received after midday will be classed as having been mailed the following working day)

Detailed instructions on mailing catalogues can be found at www.swisspost.ch/catalogues