

October 2016

OFFICEWORKS RESPONDS TO SME POSTAGE DEMAND WITH LOWEST PRICE PARCEL DELIVERY IN MARKET

With 90% of small businesses using 500g satchels for day to day business needs, Officeworks has expanded the product offer for its Mailman parcel delivery service with the lowest priced flat-rate in Australia.*

The new satchel was introduced following a survey¹ conducted by Officeworks which revealed the postage habits of over 1,000 small business owners across the country.

With cost identified as the most important consideration for 44% of respondents, Officeworks has introduced a range of satchels priced from \$7.50 for a 500g parcel up to \$15.50 for a 5kg parcel to provide a competitive option for small businesses. The satchel range compliments the existing range of Mailman delivery labels that are priced from \$7 for a 500g parcel and have no hidden fees or surcharges for regional or remote locations.

Speedy deliveries came in a distant second with just 18% of small businesses ranking this as the most important factor. Popular items sent via postal services include; important documents (44%), clothing (19%) and spare parts (15%).

Officeworks National Merchandise Manager, Jim Berndelis, said: "Recognising many small businesses rely on parcel deliveries weekly to run their operations smoothly, our new flat rate 500g satchel and label will provide them with a genuine alternative to other parcel options by offering lowest prices everyday.

"Mailman saves businesses money with the lowest flat rate pricing in the country, regardless of destination including free signature on delivery and track & trace. Combined with Officeworks' widest range of packaging products both in-store and on-line Mailman is a true one-stop parcel shop."

The dominant parcel delivery industries are Retail (67%), Health, Medicine and Personal Service industries (74%), sending parcels from once to eight (plus) times a week.

For more information about Mailman parcel delivery by Officeworks visit www.officeworks.com.au/mailman

*Excludes PO boxes, parcel lockers or remote islands

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¹Research conducted among 1,001 Australian small business owners (aged 18-60+ years of age). Fieldwork took place in September, 2016.

Notes to editors

Research insights

- 44% see price as the most important consideration when choosing how to send parcels
- A quarter of small businesses that send parcels spend over \$100 a month on postage
- 90% of small business owners state 500g satchels are the postage product of choice
- Retail (67%) and health and medicine personal service industries (74%) are the most frequent users of the 500g satchel, posting anything from once to eight (plus) times a week
- Just 18% of small businesses rank speedy deliveries as the number one priority
- Popular items sent via delivery services include; important documents (44%), clothing (19%) and spare parts (15%)

For further information or an interview with Jim Berndell's please contact

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About Officeworks:

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office supplies, tech and furniture solutions for home, business and education needs. With three easy ways to shop - in store, online or by phone, you'll be sure to find exactly what you need with our widest range, when you need, and all at the lowest prices. Plus, you'll enjoy friendly expert advice and helpful services. Officeworks offers customers more than 20,000 products on its [website](#), operates a national customer service centre and has a growing team of expert business specialists to cater for micro, small and medium business customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating 159+ retail stores and employing more than 6,500 team members. Join Officeworks' online communities on [Facebook](#), [Linked In](#), [Instagram](#) and [YouTube](#) as well as at its hubs [Work Wise](#) and [Work Style](#) for inspiration to help you make bigger things happen.