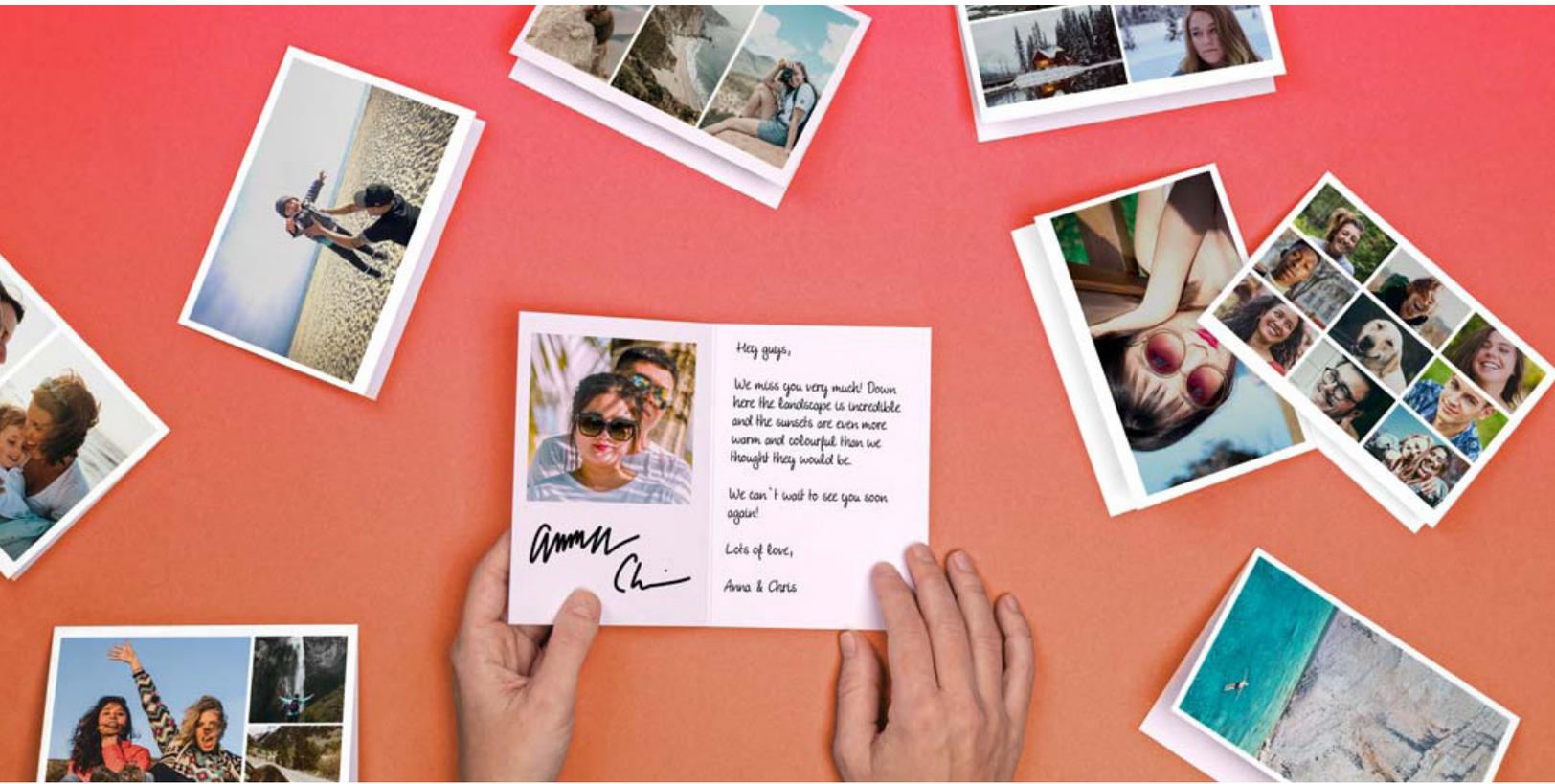




MyPostcard Sharing Memories One Card at Time

BEYOND INK



Background

MyPostcard is an app which makes it possible to send your own photos as real, printed postcards. With three million downloads, MyPostcard has become the most successful and most popular postcard app. The app is available in eight different languages and four different currencies internationally. With more than 50,000 designs and postcards from all over the world, the company currently has the world's biggest design shop including various motifs and templates

The MyPostcard app brings the traditional postcard into the digital age, making it the postcard of the future.



"Partnering with BR printers for our on demand card fulfillment enabled us to truly scale our US business. Their automated mailing workflows paired with amazing customer service makes them the perfect partner for us."

- Felix Wunderlich,
Head of Business Development MyPostcard



MyPostcard Sharing Memories One Card at Time

BEYOND INK

Challenge

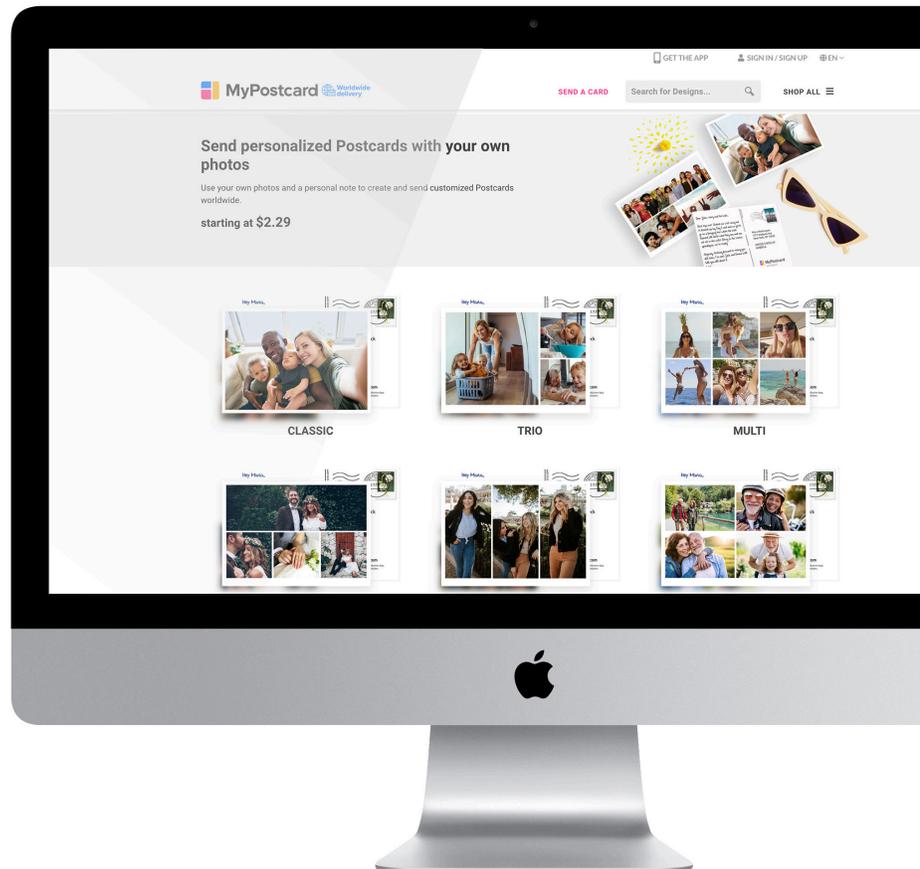
Since its entry into the American market in January 2017, MyPostcard utilized a small New York City based print shop to print and mail all US originated orders. East coast production resulted in 5-7 day, or more, deliveries to West coast addresses.

Solution

BR's Denver production location, in the center of the country, is uniquely positioned to deliver mail to Midwest and West coast addresses within 2 days. MyPostcards moved daily production feeds to us to take advantage of delivery time acceleration. By linking to their online app and API, we initiated an automated daily feed of consumer postcard orders. The direct-to-print model prints and mails daily orders within 24 hours and generates an email confirmation to the consumer indicating their personalized and stamped communications have been mailed to recipients.

Results

- All domestic and international orders are shipped daily and received to US addressed locations within 3 days.
- BR was chosen because we were able to print and mail all their promotional postcard formats, larger single event projects, political postcard campaigns, envelope products and fulfillment.



BEYOND INK

WEB: brprinters.com EMAIL: info@brprinters.com

San Jose (HQ), CA
665 Lenfest Rd.
San Jose, CA 95133
408-278-7711

San Diego, CA (CDM)
7606 Miramar Rd.
#7100
San Diego, CA 92126
856-677-1727

Denver, CO
5050 Moline St.
Denver, CO 80239
303-765-1383

Independence, KY
10154 Toebben Dr.
Independence, KY 41051
859-292-1700

Appleton, WI (NGS)
2600 North Ballard Rd.
Appleton, WI 54911
920-734-7500

Cincinnati, OH
3962 Virginia Ave.
Cincinnati, OH 45227
800-598-7808