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# Facts & Figures

## Swiss Post International Sweden

Datum February 2008

### Review

1999: "Mail & Logistics Sweden AB" was established.

January 2005: SPI takes over its former franchise partner, Mail & Logistics. SPI Sweden will concentrate on providing top-quality cross-border mail delivery services for business customers. SPI is now represented in Scandinavia by its own subsidiary.

January 2008: SPI Sweden takes over IMS Europe AB to have presence in the Malmö area

### Today

- SPI Sweden is a reliable provider of innovative letter and direct mail solutions for international dispatch from Sweden
- Head office in Stockholm
- Sales office in Limhamn nearby Malmö
- Sales agent in Denmark

### Customers

SPI Sweden works on behalf of globally active companies such as publishers, mail order and internet export companies, lettershops, advertising agencies and associations. They benefit from a first-class distribution network and the recognized qualities of Swiss Post International.

### Strategy

SPI Sweden has established a good position in an attractive economic area and has established a strategic platform for further development in the Nordic markets.

## **Services**

SPI Sweden offers all products of SPI, with short shipping routes and fast delivery times on the best possible terms.

SPI Sweden's product offering comprises the following:

Direct Marketing:  
**Marketing Mail International** For international dispatch of mailings including dispatch preparation and response management for gaining and keeping customers

Newspapers and magazines:  
**Press International** For the global dispatch and distribution of regular publications to subscribers and individual retailers

Small goods dispatch:  
**Business to Consumer B2C** For corporate customers sending small goods (up to 2 kg) via long-distance mail order

Daily post:  
**Business Mail International** For international dispatch of correspondence such as statements of account and invoices

### **Core competences:**

- Advice about the international postal market
- Customized service packages
- Value added services