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President, CEO*

You Have Your PEC/UPS Signs up... Now What?

Both new and existing PEC Centers call us and say “I have my PEC/UPS Signs up, but am not getting the traffic/packages I should be getting or that I want to be getting.” Most of the following suggestions take some time, exertion, or effort by someone in the store and this is where all the advertising, marketing, and promotion ideas stop. Do you want to put any time or effort into increasing your package volume or at least try to? If so, which of the following would you attempt or agree to try:

Do you have a Lion's Club, Chamber of Commerce, or Partnership in your city that you could contact to ask be that month's speaker or ask to hand out information for you? You can pass out fliers regarding your store specials, history, and PEC/UPS shipping service. Have fun with it and tell about some items you have successfully shipped, how your store can help with packing, shipping, and getting it on the brown truck.

While in networking meetings of any kind or talking with other store owners that are in your community – survey them and ask if they have UPS pick-up for their store packages and how often they ship now. Maybe they would like to cancel their UPS pick-up and ship with you for a yearly savings on their pick-up and you could offer to bill them monthly.

Do you know how many hotel/motel guests leave their items in a room after they have checked out? Have you talked to your community's hotels to be their shipper of goods back to their guests?

Most stores register their store with Google search, put it on their store's Facebook page and add to their website because it's all free. Have you done that?

When was the last time you printed off statement stuffers or fliers (from PEC Corporate website or The Total System Software) and put them

Have you offered free packing? Free packing you ask? Yes, most packages are low weight, low value, and not breakable. Keep boxes received from your stores inbound packages and packing material and when you can – pack them for your customer. Keep them coming back and spreading the word about how wonderful it was for someone to help them so much, this is service after all. Cost – little time and effort.

Do you have the customer email field turned on in the Total Shipping software? Turn this on and gather all your customer's email addresses.

You can use this information for store/shipping promotions or information.

Do you have competition in your community? If so, have you shipped a package there?

How was it? Was the experience better than at your store? Did competition do anything better or worse than you?

Many times we talk with accounts that say they have PEC Package Processing & Shipping center only as a convenience for their customers and community. Obviously this article is not aimed towards those stores. These ideas for marketing, promotion, and networking are directed to accounts that are either new or existing accounts that would like to further grow their existing package volume.

Your level of success is only predetermined by your level of effort.

in every customer bag or included in your mailing of your monthly statements?

Where in your store is the PEC Shipping & Processing Center? Can a customer find it and get to it? Is there always a trained person in the store able to ship a package and is the computer already on?

When is the last time you changed the coupon on your Total System Customer Receipt? Have you ran a store special on your receipt to get cross purchases, run one of the 180 bar-coded coupons we already have in the shipping software, or create your own.


UPS Specifying New Providers on Locator

UPS just recently added a new feature to their locator service. When a customer searches for a nearby location the result will show a green dot and the word "New" to designate the location as a recently added service provider. UPS locations are spread all over the world so isn't it great when your store shows up and is specified as a new service provider?

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UPS Authorized Service Providers

OLIVIA HARDWARE
124 9TH ST S, OLIVIA, MN,
56277
Tel: 3205231011
Closes at 7:30 PM
Latest drop off:
Ground: 4:00 PM | Air: 4:00 PM

 New [Directions](#)

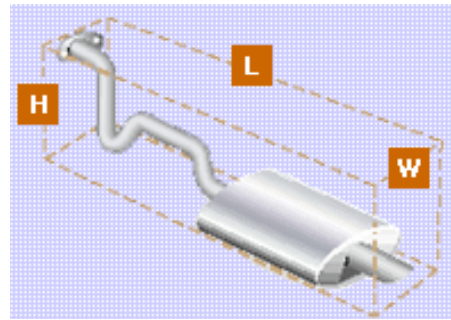
How To Measure Irregularly Shaped Packages

Measure boxes or containers that are not rectangular to determine the package measurements and whether the package is within maximum limits. Treat the irregularly shaped package as if it were in a regular rectangular box. Measure the length, width, and height of the package from its extreme points.

Length + 2x Width + 2x Height

Step 1. Determining Length: Measure the longest side of the package, rounding to the nearest inch. This is your length.

Step 2. Determining Girth (2x Width + 2x Height): Measure the width of the package, rounding to the nearest inch. Multiply this number by 2. Measure the height of the package, rounding to the nearest inch. Multiply this number by 2. Add these two numbers together. This is your girth.



Step 3. Add the length and the girth together. This is your package measurement.

Step 4. Weigh the package to obtain its actual weight.

According to a USA Today article...

Amazon is testing its own delivery service

UPS said it has no concerns about even long-term plans Amazon might have.

"There's plenty of growth to go around," said spokesman Steve Gaut. "For all of the discussion about Amazon's impact on UPS, our revenue is up 8% and package volume is up 5% last year," he said

UPS does not reveal what percentage of its income comes from Amazon. However, an SEC rule requires it to disclose if it has any clients that represent 10% or more of its revenue, a disclosure the company has never had to make.

In a statement to USA TODAY, FedEx said that concerns about possible Amazon expansions demonstrate a lack of basic understanding of the full scale of the global transportation industry. FedEx has said no more than 3% of its business comes from any one customer.

Amazon alone was expected to ship more than 1.2 billion packages in the U.S. in 2017, about double what it shipped five years ago, according to estimates by MWPVL International Inc.

Check out never before seen prices on signs and other products on page 4 this month!

The Tech Corner

by Randall Roderick

Microsoft Windows 7 End of Life (2 more years)

Windows 7- one of the most popular operating systems in the world- is no longer going to be supported by Microsoft after Jan 14th, 2020. What this means is that the free security updates for this version of Windows will not be actively developed or released. The mainstream support for Windows 7 ended on Jan 13th, 2015 – meaning that new features for the operating system are not being developed and Microsoft does not offer assistance to customers who call asking questions regarding their Windows 7 system. Until mid-January of 2020, Microsoft will continue to develop and release security-related updates and patches to Windows 7, but after the 14th of January in 2020 that will come to an end. What this means for the users currently relying on Windows 7 is that they need to start planning on upgrading their operating system to a newer version of Windows so that their system is supported and maintained by Microsoft.

There are various methods to upgrade your version of Windows. You could- if you currently have a legitimate copy of Windows 7 or 8 – upgrade to Windows Ten within Windows Updates. You could purchase a copy of a newer version of Windows and install it on your personal computer, or you could purchase a new computer

that comes standard with the newest version of Windows. Upgrading your entire system by purchasing a new computer is the best option and most economical option, because it allows you to upgrade both your operating system- which is software- and the computer itself, which is hardware.



It is important to stay up-to-date with newer versions of Windows as applications and programs are written and created for these new operating systems. Legacy systems will become less supported for the various plethora of programs that most of us use on a regular basis. The advantages of installing the latest versions of Windows are numerous. Not only do you receive the latest security implementations Windows has developed, but you get the latest features and best software available to the general public along with additional, extended support for more programs and applications.



Attention: An addition to last month's tech article "64 bit vs 32 bit applications".

Apple – the main competitor to Microsoft- has stopped accepting programs written for 32 bit architectures in their Mac App Store. They have stated that all subsequent versions of Max OS X will restrict 32-bit apps from being run on their computers. Coming this June, Apple is going to stop accepting updates for existing applications- meaning no new features or development for 32 bit programs. This is an indication of the trend mentioned in *last months tech article*. If Apple is publicly making this transition, you can be sure that Microsoft is following suit to stay on par in the world of software development. The main consideration in this is that applications that are written for 32-bit systems will no longer be maintained, supported, updated, or created.

Did You Know?

You can ship to an Access Point, but....

- Additional Charge to ship to a UPS Access Point: **\$1.50 per package**
- Deliver to Addressee Only (For added security, the shipment may only be picked up by the person identified on the shipping label – pickup by any third party is not permitted): **\$4.90 per package**
- Package Release Code (For added security, enter a four- to six-digit numerical code when preparing a shipment. Code is provided to person picking up package.: **No additional charge**

MARCH SPECIALS

It's not too early to start thinking about Spring with a colorful 6' banner!

~~\$49⁹⁵~~
NOW \$39⁹⁵

Ship your packages Here!

We accept your UPS packages here

ARS (Authorized Return Service) • RS (Return Service) • Internet Processed (UPS.com)

Also check our website for Spring bag stuffers.

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HP Toners
Buy 2 GET 1 FREE



HP Toner Cartridges

Item Number	Fits Printer Model	Wholesale Price	3 Or More
TONRM12W	HP M12W	\$45.99 ea.	\$42.99 ea.
TONR1100	HP 1100	\$47.99 ea.	\$43.99 ea.
TONR1012	HP 1012 & 1020	\$59.99 ea.	\$56.99 ea.
TONR5L6L	HP 5L & 6L	\$41.99 ea.	\$36.99 ea.
TONR1000	HP 1000 & 1200	\$55.99 ea.	\$49.99 ea.
TONR1505	HP 1505	\$69.99 ea.	\$66.99 ea.
TONR1006	HP 1006	\$64.99 ea.	\$61.99 ea.
TONR1102	HP 1102	\$64.99 ea.	\$61.99 ea.

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Dell Optiplex 580 Desktop

- 3.2GHz Processor
 - 8GB Memory
 - 320GB HDD
- Windows 10 Professional**



~~\$329⁰⁰~~
NOW \$299⁰⁰

FOB Greenville, TN

All new Sidewalk Sign



- Simply slide in 2 of our 36" H x 24" W rigid sign panels.
- Durable black powder-coated steel for longtime exterior use.



Includes 2 signs of your choice. Order either **Spring or regular UPS signs.**

~~\$99⁹⁵~~
NOW \$79⁹⁵

FOB Greenville, TN



P.O. Box 1178
Greenville, TN 37744
www.packageexpresscenters.com

Phone: (800) 274-4732
Fax: (800) 570-0683

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