

Accuracy in delivery is a result of it right, at **EVERY STAGE** of the **PROCESS**

Mastercard Prepaid Worldwide (MPW) knew PMA had strength in managing their branded materials, as PMA has successfully delivered a program to Travelex and Access Prepaid since 2006. With similar needs, MPW contacted PMA in 2011 with the key objective to create a streamlined supply chain to deliver marketing material more effectively in Australia, minimising costs and increasing revenue.

The success of the partnership is primarily due to PMA's delivery of quality products and services, exceeding the expectations agreed upon. PMA have continued to ensure MPW a structured approach to the management of all branded material.



The main objectives of PMA's program are as follows;

- Corporate brand integrity management through stringent quality controls.
- Centralised procurement of all printing requirements.
- Seamless total management of all major campaign print, fulfilment and distribution.
- Centralised storage and effective management of stock levels.
- Provision of a user friendly online ordering system configured to suit APW's requirements.
- A unique system for the processing of Cash Passport card orders and their distribution nationally.
- Provision of an inventory management system and meaningful reporting.
- Total print management responsibilities ensuring APW focus on their core activities.
- Improvement in efficiencies through analysis of processes and inventory management.

In its first year, the partnership saw the despatch of 23,654 daily orders, including daily brochure and card orders in Australia and New Zealand as well as the mailing of 2,067 B2C e-commerce daily orders and 990,333 customer statement packs, including ATM and Visa Debit statements as well as the new Single and Multicurrency statements. The benefits have been considerable, yet it is the unmeasurable soft dollar savings delivered through increased staff productivity that has resulted in this long term partnership.

*I spoke to a few people in the UK this week.
They all talk very highly of you! Thanks for the support.*

Philip Schouten
Regional Marketing Director APAC

