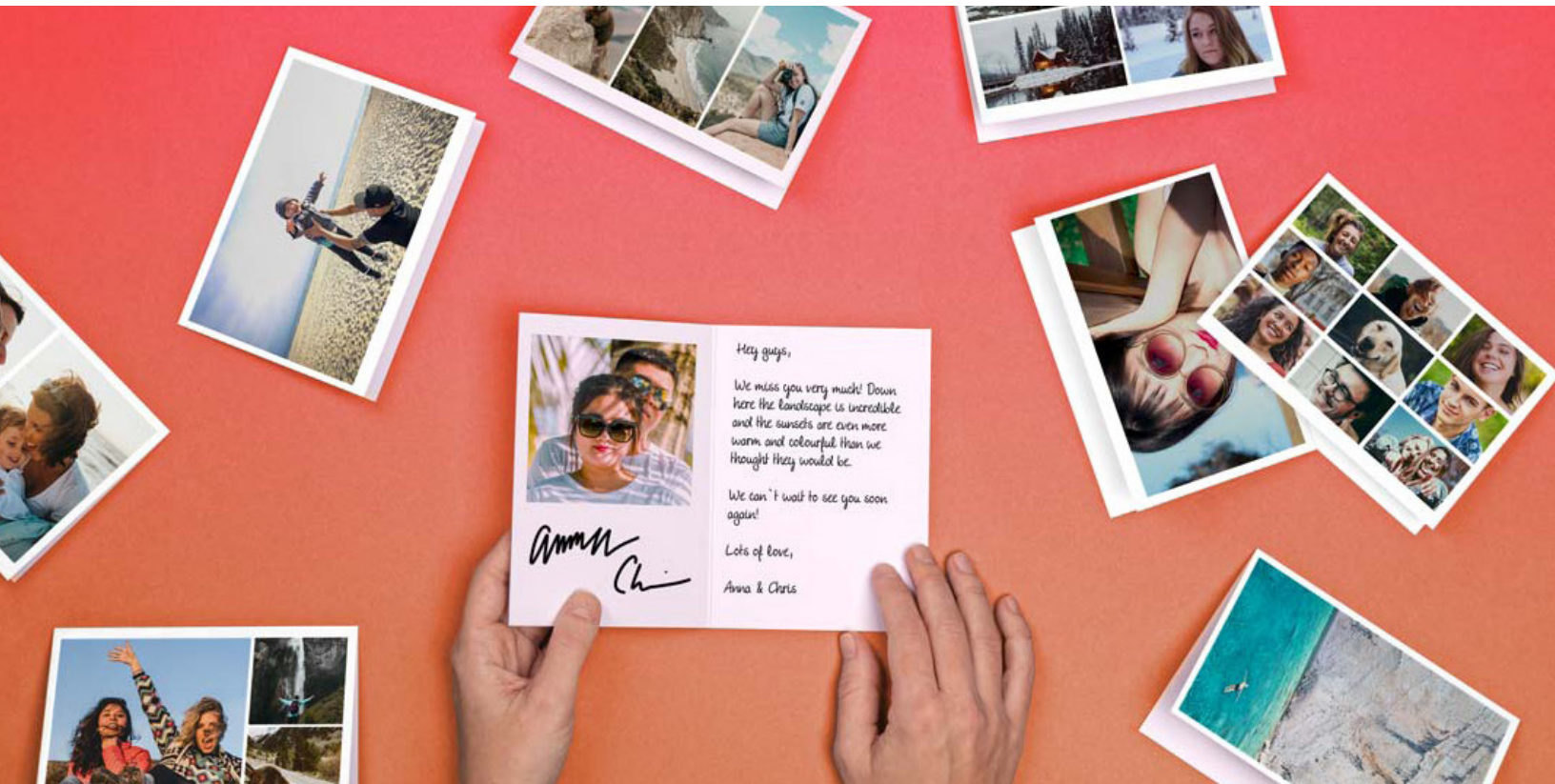




# MyPostcard Sharing Memories One Card at Time

# 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



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## Challenge

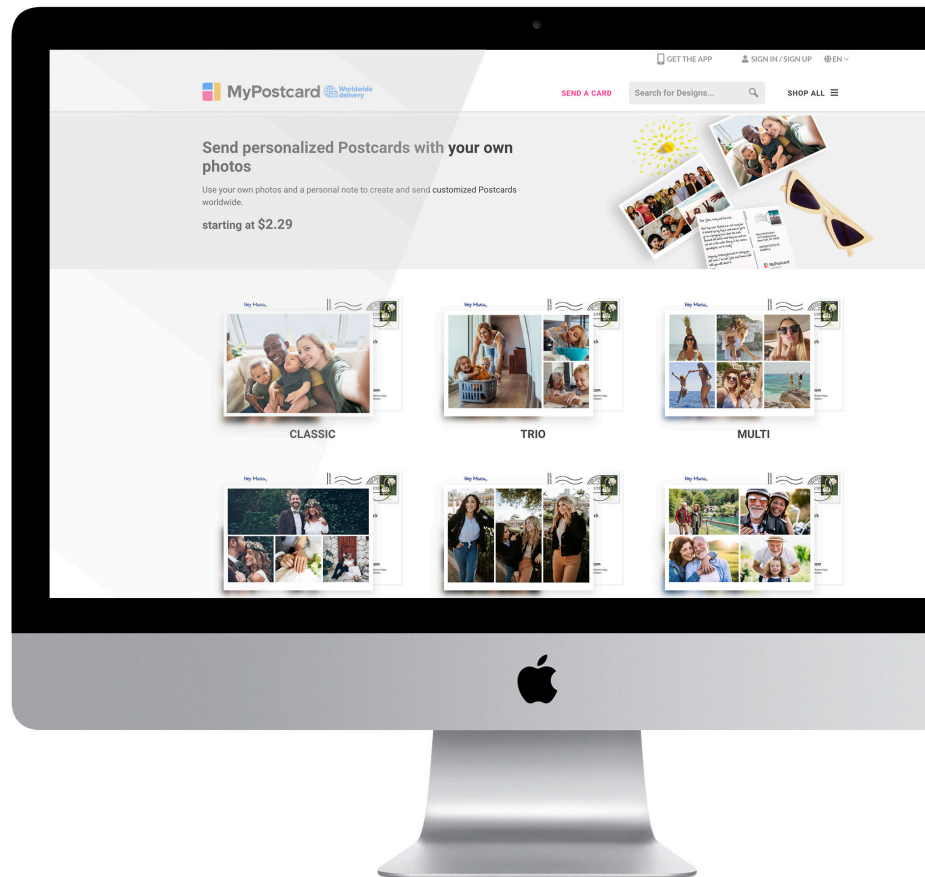
Since its entry into the American market in January 2017, MyPostcard utilized a small New York City based print shop to print and mail all US originated orders. East coast production resulted in 5-7 day, or more, deliveries to West coast addresses.

## 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.



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