



BOOKS GALORE FOR ALL

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PostNet SA in conjunction with Rotary and 5FM's Kevin Fine are set to donate three million books to under-privileged schools in Gauteng.

Rotary Districts in the USA initiated the "Books of the World" project, some years ago, and to date have recycled and distributed more than 5-million books. For the last five years Rotary SA has been distributing books in South Africa and this year it has combined forces with PostNet SA and Kevin Fine of 5FM to deliver over 3 million books to schools, libraries, individuals and day-care centres. PostNet will be responsible for the delivery of the books via its fleet of PostNet Courier vehicles, while Fine and 5FM have partnered to give the project a national voice via the airwaves.

"Literacy is an on-going challenge especially for schools situated in the poorer areas where there is limited access to books. As a company we have dedicated our corporate responsibility to economic and social upliftment and education. Being a major player in the franchise sector, we believe in growing small enterprises and literacy is a critical factor in empowering communities who will ultimately become part of the larger economy," says Wendy Sweetman head of marketing, communication and training.

Fine committed his time and energy to the project and says: "Too many people are complaining about the symptoms of illiteracy and not focusing on the cause. If we can educate more South Africans, it will undoubtedly have an impact upon crime and unemployment. Plus – it's a great way for South Africans to do their bit by nominating those in need of books through my radio show – all they have to do is call or email me and together with Postnet Courier we'll get the books to every corner of the country."

PostNet SA is the largest privately owned courier counter network in South Africa and has recently been selected by international courier DHL as its strategic retail partner. All international DHL parcels can now be couriered from any PostNet store countrywide.

"Whilst we have always been a competitive player in the courier market, we made a decision to grow the business some time ago. Our strategic alliance with DHL on international courier and the restructuring of our domestic value chain positions PostNet Courier as a serious contender in the industry. This means that PostNet Courier now has access to compete in the sector that deals with parcels weighing between 2 and 15kg. Our upgraded infrastructure has allowed us to add products such as excess baggage and courier online to our offering," says Wendy Sweetman head of

marketing.

The company attracts customers from SOHO, SME's, households to large corporates. Courier on-line allows customers to obtain quotes and arrange for courier collection from their home or office. A fleet of 510 vehicles is always on stand-by for deliveries countrywide. The courier side of the business has more than doubled its number of shipments in the last three years and forecasts an increase in shipments of up to 30% in the next 24 months.

PostNet SA, which is a subsidiary of Alt-X listed OneLogix, has a network of over 218 franchised stores situated in retail locations and business nodes nationwide. "We are planning to roll out another 15 in the next 12 months," says MD Chris Wheeler.

PostNet stores serve in excess of 32 000 'walk in' customers a day country-wide. There are four product brands within PostNet; PostNet Copy and Print, PostNet Digital, PostNet Stationery and PostNet Courier. Two types of customers are serviced through the stores. These include retail customers that walk into a store and account customers that rely on PostNet to service their business needs within their own infrastructure. This type of account customer makes use of the collection and delivery infrastructure of PostNet locally for bulk copying, printing and courier services.

PostNet first opened its doors 13 years ago when there was an urgent need in South Africa for an operation that could deliver a range of business solutions efficiently and safely. Founders, Ian Lourens, now the chief executive of OneLogix, and Chris Wheeler identified a gap in the market and embarked upon changing the face of business service delivery in South Africa. Based on the international model, the first store opened in Benmore, Sandton in 1993.

For more information contact Wendy Sweetman at PostNetSA on 011 207 2900 or tune into Kevin's Rise N Fine weekend breakfast show on 5FM every Saturday & Sunday, 07.00 to 10.00.

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