

Iceland Post

Custom Order Stamps and Telegrams



Iceland Post Ltd. was founded after Post- and Telecomm. split up in the beginning of 1998. The company is one of the largest employers in Iceland with just under 1200 employees.

Iceland Post was seeking a way to further differentiate ourselves by allowing consumers to create custom stamps and telegrams online.

Iceland Post had an existing proprietary system that allowed consumers to call in and have their personal message applied to pre-made products via a live operator. This method did not allow for consumers to use their own pictures or images on products and could not easily be modified to order custom stamps. The existing methods were becoming time consuming and costly to operate in their current form. Iceland Post began searching out a replacement that would not only replace the existing processes, but allow us to expand the product offering and improve the consumer experience.

Throughout an extensive research and testing process it was determined that purchasing a solution was the smarter business plan. *Months were spent evaluating the plethora of web to print solutions that existed, but only one company was willing to make the necessary customizations needed to fit all of Iceland Posts' needs. PrintNow was first introduced to Iceland Post at OnDemand 2007. We were astonished at the robustness and ease of use of the PrintNow solution. After spending some time discussing the needs of Iceland Post, the PrintNow team was the only one willing to make the necessary changes and customizations to fit all of our needs with a single solution.*

Iceland Post receives all of the customizations exactly as specified. *Working with the PrintNow team initially did produce some reservations; as would working with any company across international borders. PrintNow was always quick to respond to any questions and concerns that came up. The customizations required were no small task: integrating with Kortabjónustan, an Icelandic merchant account; integration into SAP; integration into Samskipti's accounting software Navision Financials; modification of the Flash editor for the specific needs of the stamp system; modification of the Flash editor for the specific needs of the telegram system; expanding upon the my account system; adding for the ability to be multi-lingual, not only English and Icelandic, but Spanish, French, and any other languages. All changes were made and delivered to exacting standards. The consumer experience is fantastic. For the stamp application, consumers need only upload one copy of their imagery. The image is then properly placed, rotated portrait or landscape, and scaled into multiple positions to fill an entire sheet of stamps to be printed.*

The results exceeded the expectations. *The PrintNow solution has allowed Iceland Post to remain at the pinnacle of customizable, printed, and mailed products in Iceland. The PrintNow team is*

always helpful and quick to respond to our needs. The robust PrintNow solution has been amazing and an integral piece in our "www.postur.is" site. Its use has shortened production times while keeping to the high quality standards we demand. Recently, Iceland Post won "Best Corporate Website" from the Icelandic Web Awards; this honor was with no doubt bestowed with the help of the addition of PrintNow. <http://www.svef.is/islensku-vefverdlaunin/>

Iceland Post can highly recommend the PrintNow solution to any print provider. *The PrintNow solution is simply amazing. It is robust, flexible, easy to use, and well thought out. Any print provider will quickly and easily see that even prior to integration PrintNow is a complete solution for your needs. The PrintNow team is tech savvy, professional, and always helpful. Iceland Post cannot recommend enough the capabilities and uses of PrintNow.*

Iceland Post

It is young company but has a firm foundation based on over 230 years of postal history in Iceland. Iceland Post is a comprehensive transportation and service organization doing its utmost to deliver letters and larger items anywhere in the country as well as world-wide. We pride ourselves in providing the best and fastest possible service to consumers and businesses alike. The firm has operations all over Iceland. Besides Post Offices and depots, there are service outlets in most parts of the country, and a rural service that operates in a manner similar to a mobile Post Office is operated in the more remote areas. About 280 postboxes guarantee, nobody needs go far to drop off mail. We operate two sorting centers, one in Reykjavik and the other one in Akureyri.

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