



Direct marketing

Good addresses are well received MAT[CH] – the comprehensive data management series

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SWISS POST 



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 In addition to the services described in the brochure, the General Terms and Conditions of Swiss Post apply. They are available from your post office or online at www.swisspost.ch/gtc. If you have any questions, please contact our Customer Service. Tel. 0848 888 888, custcare@post.ch, www.swisspost.ch

Address Centre of Excellence

We know addresses

Correct and up-to-date addresses are the basis for lasting customer and business relationships. The Address Centre of Excellence at Swiss Post is your professional partner for comprehensive data management.

The address – opens doors to customers and interested parties

To retain existing customers and win new ones, the right address is not only the first but also the most important step.

Making sure the spelling is correct and that all details are up-to-date will decide whether a mailshot fails or succeeds. At Swiss Post, we know the exact addresses of your customers and potential customers.

Address Centre of Excellence

Every day, over 11,500 employees at around 2,500 post offices throughout Switzerland deliver 15 million letters – ranging from greeting cards to love letters to business correspondence, direct advertising and newspapers. Impressive figures that also highlight our proximity to all residents of Switzerland. Our Address Centre of Excellence in Kriens near Lucerne is kept abreast of changes to street names, building numbers and imminent moves. This information is incorporated into useful services relating to your addresses and made available to you.

MAT[CH] – the comprehensive data management series for optimum address management

MAT[CH] was developed to enter address data efficiently and keep them up-to-date effectively and sustainably. MAT[CH] is the comprehensive data management series comprising four fundamental areas, enabling optimum address management from A to Z:

Basic data

“Raw data” as the basis for reliable address information

Data updates

Practical applications for correct, up-to-date addresses

Data services

Useful services for your addresses

GeoPost

Building addresses throughout Switzerland with coordinates

Each of the four areas has a number of different products that you can combine as you wish. This brochure presents the available MAT[CH] products. You'll see: when it comes to keeping your address data up-to-date, we're the address you need.



Basic data

The basis for reliable address information

Spelling for street names, postcodes, town and city names – the details are essential for optimum address quality. We handle this for you and provide you with a postcode index and various street indexes.

Improve the basic quality of your address data

In cities and towns with several postcodes it is not always easy to find the right number for a specific street. We have thus made our postcode and street indexes for the 17 biggest towns in Switzerland available online, free of charge. For a modest price you can also obtain the street data for the whole of Switzerland.

N.B.:

You can find information and documentation about our postcode and street indexes at www.swisspost.ch/match. We recommend that you use the postcode and street indexes together with the "Official address changes (OAP)" feedback (can be downloaded free of charge at the same link). This will enable you to optimize your address data for the long term.

@ You'll find everything you need to know about postcodes and street directories and about the "Official Address Changes" at www.swisspost.ch/match.

Accuracy means progress

Have your customers complained about incorrectly spelt street names, out-of-date postcodes or incorrect town names? If so, we would be pleased to help you find the correct numbers and names. Using feedback from the list of "Official address changes (OAP)" you obtain a solution that will improve the long-term quality of your address database.

Pay attention to detail

Did you know that at Swiss Post we distinguish between a domicile postcode and a P.O. postcode for larger places?



MAT[CH]street and MAT[CH]zip

The street and postcode index

With MAT[CH]street and MAT[CH]zip you receive the correct, officially valid street names and all postcodes valid for addresses in Switzerland and the Principality of Liechtenstein.

MAT[CH]street – the street name index

MAT[CH]street contains the correct, officially valid street names for Switzerland and the Principality of Liechtenstein.

@ Download
MAT[CH]street Cities
free of charge at
www.swisspost.ch/match.

MAT[CH]street Cities

This product includes a free file with the street names and house numbers for the 17 biggest cities in Switzerland. The file is conform to the list of telephone books available from Swisscom Directories.

MAT[CH]street Switzerland light

This classic “street index” data management product serves to verify addresses. It includes a file with all street names for the whole of Switzerland plus a partial file with the house number ranges for the 17 biggest cities in Switzerland. These data include streets, hamlets or areas of land that contain postal domicile addresses.

MAT[CH]street Switzerland

This offering comprises address details for all buildings with postal service in Switzerland (“Street name index incl. house number for the whole of Switzerland”). You can thus also identify the address for each building.

MAT[CH]street Switzerland plus

This file includes all data that can be found in “MAT[CH]street Switzerland”. In addition, you receive the municipality number of the Swiss Federal Statistical Office (SFSO) and the total number of house-holds at each address.

MAT[CH]zip – the postcode index

This includes all valid postcodes for Switzerland and the Principality of Liechtenstein.

In addition to information about postcodes, this service includes other elements such as alternative place names, area names and municipality numbers from the Swiss Federal Statistical Office. The “Postcode community” postcode index also provides you with the municipality names, the SFSO municipality number, details for the canton and the conurbation. These data are taken from the official list of the Swiss Federal Statistical Office (SFSO).

Advantages

- The postcode and street indexes are easy to use.
- The indexes can be easily integrated into address software for updating your customer addresses.
- Our raw data will help you check and process your address database quickly and thus save time.
- You receive monthly updates of street names, postcodes and town names.



MAT[CH]sort


The sort file

Sort your bulk mailings easily by current delivery district bundle. MAT[CH]sort can help you with this. You can obtain high-quality data every month directly on the Internet.



MAT[CH]sort, the sort file, is useful for pre-sorting bulk mailings by delivery district bundle.

The database is updated regularly, and the data it contains are of the highest quality. You thus always have up-to-date data. After signing a usage agreement you can download these sort files/updates monthly on the Internet.

 **Download the "Test file sort file" free of charge at www.swisspost.ch/match.**

You can download the "Test file sort file" at www.swisspost.ch/match free of charge. It is to be used for test purposes only. The file also shows the data structure of the sort files to be used for sorting. The addresses they contain are not up-to-date and must not be used for pre-sorting letters, newspapers, magazines or catalogues weighing more than 500g.

Advantages

- Includes the current street, hamlet and land area names for 1,300 places in Switzerland and the Principality of Liechtenstein.
- Can be used for simple pre-sorting of bulk mailings by current delivery district bundle (sort file).

MAT[CH]official

Official address changes

MAT[CH]official provides you with the various changes to existing addresses as well as new addresses online each month, free of charge.



If a street is renamed or a house renumbered, this information will be available each month online – free of charge.

It's official

The MAT[CH]official product provides you with up-to-date information each month about which buildings have been given a new official address. The following changes are listed in the database:

Changes

- Change to a postcode, place name or street name
- Several street names grouped into a single name
- Several street names created from a single street name
- Change to a street name and house number
- Change to a house number (renumbering)
- Change from a house name to a street name with house number
- Allocation of a new postcode to a district

@ → Download MAT[CH]official free of charge at www.swisspost.ch/match. Additional information about MAT[CH]move on page 10 of this brochure.

Officializations

- Introduction of official street names and house numbers by the political community (in places without official street names and house numbers)
- Fire protection numbers converted into official house numbers
- Officialization of non-official names and house numbers by the political community

Advantages

- You update your addresses once a month free of charge with the official address changes.
- Your consignments can be sorted and delivered without delay.
- You create a professional impression on your customers in terms of address management.

Easy to download

MAT[CH]official is available as a free download at all times at www.swisspost.ch/match. As a subscriber to the MAT[CH]move service – address updates from the relocation database, see page 10 in this brochure – you receive these changes regularly on CD ROM.

MAT[CH]official is thus the ideal tool for updating your customer data and can be integrated into the other MAT[CH] products too.

Data management

Correct addresses are well received and pay off

50 million undeliverable items each year and 100 million customer addresses updated each month by the Swiss Post system: impressive figures that prove how important it is to manage your address database correctly.

Address data are a key source of potential customers for any company because up-to-date addresses are the basis for dialogue or a business relationship. In Switzerland, almost half a million people move house each year, corresponding to around ten percent of the population. There is thus a considerable risk of losing contacts or even customers. It is therefore particularly important to have up-to-date address data.

Companies, associations and institutions that want to keep their address databases up-to-date are only too aware of the work generated by this tendency to move frequently. Incorrectly addressed mail is delayed, addresses have to be re-entered or corrected, and additional costs are incurred for address notifications.

On average, a demographically and geographically balanced address file loses between 8% and 10% of the addresses each year on account of people moving. This means that in around four to five years, over one-third to one-half of the addresses will be unusable. The following figure is also impressive: at Swiss Post there are around 50 million items we are unable to deliver because they are addressed incorrectly or inadequately.

Swiss Post – your data management specialist

The Address Centre of Excellence at Swiss Post is your reliable partner for comprehensive data updates. We are able to check precisely whether addresses are correct and up-to-date. For several years we have kept an up-to-date database of movers with well over five million archived and linked addresses. Each month, over 100 million customer addresses are updated in our systems.



MAT[CH]move

Updating addresses

MAT[CH]move provides you with relocation addresses for natural persons, official address changes and officially published death notices in Switzerland. You can choose from four different services.

The four service types

1. MAT[CH]move online – practical individual queries

- Would you like to have online access to the MAT[CH]move relocation database at all times?
- Do you appreciate simple handling and would you like to avoid tying up IT resources?

You can carry out individual queries with MAT[CH]move online. The MAT[CH]move database – with the corresponding password – is available online.

2. MiniBAT[CH] – the online tool for searching, checking and testing your address data

- Up to 30,000 addresses can be efficiently processed for each file that is uploaded. You can use this service 24 hours a day, 365 days a year and our database is available for you to access round the clock.
- Even relative IT novices can update their address data (in .txt format) in no time at all.

3. MAT[CH]move update service – retroactive updates

- We update the address data you provide retroactively and send you the relocation-related information as required.
- **Option 1:** You receive the relocation-related addresses in a separate file and add them yourself to your address database.
- **Option 2:** We add the relocation-related addresses to your address file and return it to you.

4. MAT[CH]move subscription – update your own systems

- Each month you receive a CD ROM with information for an average of 40,000 relocations. The comparison software integrated into the CD ROM approves the addresses to be updated. They are then displayed in a separate file.
- To ensure that you start work with up-to-date addresses we recommend that you compare your address data with the MAT[CH]move update service from the outset.

Advantages

- Updating your addresses saves money and is efficient.
- Your mail will always be sent to up-to-date addresses.
- You won't lose any contacts or customers as a result of people moving.
- You reduce the number of returns and avoid manual changes having to be made.

@ Access
MAT[CH]move
online at
[www.swisspost.ch/
match](http://www.swisspost.ch/match).



MAT[CH]swiss / MAT[CH]post

Correct postcodes, street and place names

The comprehensive MAT[CH]swiss database contains all officially published private addresses in Switzerland. MAT[CH]post corrects and updates your addresses with street names, postcodes and place names.

MAT[CH]swiss – checking postal deliverability

MAT[CH]swiss is a comprehensive database containing all private addresses in Switzerland registered with Swiss Post. It contains over six million addresses.

You can thus verify your address database

The following settings exist for a MAT[CH]swiss comparison:

- Hard comparison (tends to mark too few)
- Soft comparison (tends to mark too many)
- Person and household comparison (first and last name)

MAT[CH]swiss identifies addresses to which postal deliveries can be made in case you have an obsolete database with inactive addresses. This gives you useful information on address deliverability.

MAT[CH]post – checking street and place names

MAT[CH]post corrects and updates your addresses. All officially registered street names, postcodes and place names are written correctly.

With minimum effort you can thus ensure that your mail will be received. If you then compare your addresses with MAT[CH]move you can ensure a high delivery rate.

How important is a correct address?

A correct address is like your company's business card. Incorrect street names, postcodes or place names will cause delivery problems and result in returns. Duplicates may also be generated in your database. This then increases labour costs and financial outlay.

What is MAT[CH]post?

MAT[CH]post is a reference file used to ensure correct spelling of streets, postcodes and place names. Your address data are checked against the Swiss Post street name file.

Advantages

- Increased delivery quality for your mail
- Address corrections are made cost-effectively and efficiently.
- Your mail is always sent to clearly written streets, postcodes and place names.
- You reduce the number of returns and avoid manual changes having to be made.
- MAT[CH]post corrects the address in such a way that a comparison with the MAT[CH]move relocation database can be made more accurately.
- Customers will not be annoyed if the correct address is used.

➔ Additional information about MAT[CH]move on page 10 of this brochure.



MAT[CH]double

Avoiding repetitions

MAT[CH]double identifies duplicates (addresses entered more than once) in your database and eliminates them. This saves not only time and money but also enhances your image among your recipients.

How important is a database without repetitions?

Duplicates in your database are expensive and unnecessary. The consequences of duplicate entries are clear. They make it more difficult to interact with your customers and are annoying. In addition, duplicate entries cause unnecessary production and postage costs and create confusion in allocating transactions.

MAT[CH]double – a service?

When making a comparison you can choose between searching for the same person or several family members in the same household. You can also compare customer addresses with third-party addresses. After running the comparison we create a file for you with all the duplicates (double file) and a file with the deduplicated addresses (clean file).



What is MAT[CH]double?

Even minor deviations in an address can result in double-tracking. The latest “fuzzy search” technology identifies them uncompromisingly.

The advantages are as follows:

- An address database free of duplicates
- Professional dialogue for a successful brand identity
- Unique identification e.g. of your addresses or transactions

MAT[CH]test

Checking address quality

Are you unsure whether your address data are still up-to-date? MAT[CH]test checks and analyses the quality of your data precisely and provides you with an optimum evaluation.

MAT[CH]test – checking address quality

Make use of our experience in address updating and run a test with your entire database.

➔ Additional information about MAT[CH]post on page 11, MAT[CH]move on page 10, MAT[CH]swiss on page 11 and MAT[CH]double on page 12 of this brochure.

If requested, the test can be done in several stages.

- Checking the accuracy of street and place names with MAT[CH]post: this shows you the quality of your addresses and how many addresses need to be corrected, supplemented or standardized.
- An analysis of your address data in terms of relocation potential with MAT[CH]move: we quantify the number of relocation addresses in your database.
- Analysis of addresses to which deliveries can be made. If you have an old database with inactive addresses, we can use MAT[CH]swiss (database of over six million addresses of individuals) to identify those addresses that are probably still valid. Upon request, we can also offer a test run with MAT[CH]double to identify address duplicates.

What do you get?

You get a precise analysis with a commentary as well as a customized offer for updating your data. Data that are no longer current are separated into the following categories: “moved”, “new address unknown”, “moved abroad”, “deceased” or “official address change”. Addresses that are incomplete or which cannot be checked (missing first/last name or street files, abbreviated first names, international addresses, etc.) can be provided in a separate file upon request.

Advantages

The test run is a way for you to assess the status of your addresses. It is a useful tool to help you decide which address update service is right for you.

MAT[CH]case

Using upper/lowercase

Addresses in uppercase or lowercase that are entered incorrectly create inconsistencies in the database. MAT[CH]case recognizes them and increases the legibility of your addresses.



MAT[CH]case – using upper/lowercase

MAT[CH]case makes the big letters small and the small ones big. Capital letters that should really be lowercase and vice versa are identified and entered correctly using MAT[CH]case. The result is a flawless address file that corresponds to current standards.

How important is it to use upper/lowercase correctly?

Addresses written in capital letters are more difficult to read, enter and compare and no longer conform to the latest standards. For larger databases in particular, a uniform address structure is indispensable. It also acts like a business card for the company.

What is MAT[CH]case?

MAT[CH]case correctly converts address files that contain only upper- or lowercase letters. Language-specific features such as accents and umlauts are taken into account.

Advantages

- Your address file corresponds to the latest standard.
- Address legibility is enhanced.
- Manual and electronic processing is simplified.

MAT[CH]box

Up-to-date P.O. box addresses in Switzerland

The ideal complement to all update products in the MAT[CH] range – free of charge. The comparison software combined with MAT[CH]move provides even more precise data for correct P.O. box addresses.

MAT[CH]box has been used by over 5,000 customers since 1998. This unique comparison software for P.O. box addresses is the only way to ensure you have up-to-date P.O. box details for your business partners before each dispatch.

➔ **Additional information about MAT[CH]move on page 10 of this brochure.**

P.O. box comparisons made simple

Do you already use MAT[CH]move to manage your addresses? MAT[CH]box offers you an additional service to make your data even more accurate: before dispatch, you receive the P.O. box number and correct P.O. box postcode for your existing domicile addresses. This practical software expands your current address database to include the "P.O. box number", "P.O. box postcode", "P.O. box place" and "P.O. box type" if the customer has a P.O. box, thus ensuring a complete address comparison at no cost.



Advantages

- MAT[CH]box is an ideal addition to all address update products in the MAT[CH] range. If you use MAT[CH]box to update your address database at the start we will only charge you for the relocations but not changed P.O. box addresses when you use MAT[CH]move.
- By using the correct P.O. box address you show your customers that correct addresses are important to you. Your mail will also be delivered to the P.O. box without any detours.
- We provide you with the software.
- A letter with the correct P.O. box address is delivered straight to the P.O. box by the postal carrier.
- MAT[CH]box is delivered twice a year (in April and October).

Data services

Comprehensive coverage from a single source

From returns to downstream address updates – take advantage of our comprehensive solutions and tools and our impeccably tailored infrastructure.

Data input

Manual data input from slips and with an input interface, form recognition for data transfer via fax lines or electronic scanning: we can handle it.

Data processing and updates

Verifying, correcting, updating, deduplicating, indexing and coding data or making statistical evaluations: this is what we mean by a comprehensive data processing and update service. We have developed the necessary tools. So let us handle these tasks.

Data management

Entered, changed and updated data must be kept in a medium suitable for storing, quickly calling up, changing, amending and updating information. We can also help you with developing and implementing an ideal database solution.

Output

Regardless of the form or format of the data output and subsequent processing steps, we are a professional partner for all your needs. We also know what is needed in terms of preparing data for printing and archiving. We work hand in hand with other specialists at Swiss Post in the fields of dispatch and mail management.

Infrastructure

- 120 data input terminals in an area of 1,500 m²
- State-of-the-art printers
- Electronic access control with batch entry
- Protected and monitored server rooms
- Construction-related and technical security measures to protect against fire and water damage, power cuts, theft, etc.
- Swiss Post letter centre in Kriens in the same building



MAT[CH]search

Reactivating address data

Use MAT[CH]search to reactivate contacts you thought had been lost. We make use of the entire know-how of our specialists at Swiss Post and of the local authorities beyond the Swiss borders.



How important are up-to-date addresses?

Address data are a key source of potential business for many companies. Without an up-to-date address it is not possible to establish contacts – meaning that neither a dialogue nor profitable customer relations can be established. Many databases contain obsolete addresses. If they have been out-of-date for some time, it will not be possible to update them using the Swiss Post relocation database.

What is MAT[CH]search?

MAT[CH]search is used if an invalid postal address cannot be found even after a comparison with our relocation database. However, because the address is important, further steps must be taken to obtain the correct address.

How is a successful search conducted?

In order to find the correct address for undeliverable mail, we make use of the long-standing, in-depth expertise of our local employees.

In 60% of these cases we obtain details of the postal address and thus the whereabouts of the address data. If this first step is successful you will be sent the information right away. You pay only for this service. If the enquiry is unsuccessful we will automatically take further action.

What do you, the customer, do?

You can send your address data in a pre-defined format to us either anonymously via a third party or directly. The data will be encrypted.

In respect of third parties, we always act as the party enquiring about postal addresses that are no longer valid. The client is not known to the person providing the information. This guarantees full protection of your company and customer interests.

Can enquiries be made abroad?

MAT[CH]search also offers international services. In most European countries and in North America, it is now possible to enquire about postal addresses that are no longer valid. Depending on the destination this is done by us, by a specialized third-party company in Switzerland or by a local service provider.

Advantages

- High success rate for address searches
- Possibility of reactivating customer contacts that were believed to have been lost
- Outsource the search process
- Electronic data transfer, eliminate a good deal of paperwork
- We act as the party enquiring about the addresses that are no longer valid. The party providing the information is not aware of your identity. This guarantees full protection of your company and customer interests.

MAT[CH]return

Processing returns

Swiss Post not only sends mail but also deals with returns. The Address Centre of Excellence will handle fulfilment upon request and will update your address database to factor in returns.

Collecting returns where they occur

Thanks to electronic returns processing, returns are handled directly at the letter centres. What makes more sense than collecting them where they occur? We can offer you the following solution so that you can concentrate on your core competencies:

- Returns are entered electronically and sorted, with no gaps.
- All returns are qualified and available in electronic form, scanned and – upon request – entered into your customer database or into a separate returns database.
- Within a very short time you receive high-quality data that you can process directly to compare with errors in your next dispatch.
- You also receive a detailed report about the campaign which you can integrate into your marketing analyses.
- The physical returns are either destroyed by Swiss Post, archived or returned to you, in line with your wishes.
- Upon request we can also update the entire address database with the MAT[CH]move relocation database.

Advantages

- Considerable improvement in address quality
- Reduced production, staff and infrastructure costs
- Elimination of physical returns
- Lower follow-up costs for subsequent mailshots thanks to far fewer returns
- Structured basis for evaluations and statistics in data format
- Transparent budgeting option in advance
- Optimization of follow-up mailshots

Choose between three options for returns processing. In addition to the basic “Standard returns” service we offer two other integrated services.

Option 1 “Standard returns”

Your returns are collected and scanned at our letter centres and returned to you as a data record. The physical returns are destroyed or, if requested, collected and sent back to you.

Option 2 “Move returns”

Building on the “Standard returns” service, returns are compared with the MAT[CH]move database. You thus receive the valid addresses for all persons in Switzerland entered in the database. This is of course compatible with your database.

Option 3 “Move and Search returns”

For particularly valuable addresses it may be worthwhile using this service in addition to the “Move returns” and “Search returns” service: we will enquire about lost forwarding addresses for you with the responsible post offices in Switzerland and abroad as well as at residents registration authorities or other authorities.

➔ Additional information about MAT[CH]move on page 10 of this brochure.

GeoPost

Georeferencing address data

The scope and possibilities for the use of GeoPost are unique in Switzerland. GeoPost provides geographic references for your address data and thus enables you to display your addresses in clear, cartographic format.



For each building, Swiss Post has precise georeference coordinates that define a point within its outline. The data are being expanded continuously and are updated periodically. GeoPost is the basis for successful marketing. Referencing your data geographically opens up new prospects for you. Use our products to benefit from this.

Coordinate

Coordinate pinpoints the details. The data record provides the official address details for all buildings in Switzerland with postal services and the geographic reference of each building address in the form of Swiss national coordinates.

The most precise collection of building address data in Switzerland provides the following information:

- Address ID
- Street ID
- Street name
- House number
- Building name
- Location name
- Postcode (4 and 6 digit)
- Place
- Canton
- Municipality number
- Entry status (provisional or definitive)
- Building coordinates (easting and northing)

PostData

The PostData data record provides information about post offices and Postomats as "points of interest" (POI) with data elements such as the location of the PO, POI type number, etc.

GeoPost

Georeferencing address data

MAT[CH]geo

MAT[CH]geo opens up a new dimension of visualization for the geographic referencing of address data, as complex evaluations appear more realistic thanks to cartography. We have access to over 1.5 million georeferenced buildings in Switzerland.

GeoPost data index every building in Switzerland to which postal deliveries are made. The data are expanded carefully on a continuous basis and updated regularly. The scope and range of uses for GeoPost data in Switzerland are one-of-a-kind.

ZipCodes+ Geo

ZipCodes+ Geo is the digital postcode map from Swiss Post generated from the GeoPost data record as an area (ZipCodes+ Geo Area) and point data record (ZipCodes+ Geo Point) for the four- and six-digit postcodes in Switzerland and the Principality of Liechtenstein. The postcode areas are compared with the official municipal boundary data record GG25 of the Swiss Federal Office of Topography (Swisstopo). ZipCodes+ Geo is updated regularly, integrating the GG25 file of municipal boundaries.

ZipCodes+ Data

ZipCodes+ Data comprises geographic population statistics for your market analyses (by postcode).

The figures are based on the most recent federal census conducted by the Swiss Federal Statistical Office. Data in ZipCodes+ Data allow a detailed analysis of areas in a wide range of sectors.

YellowMap – Geomarketing

Visualize, analyse and evaluate company, customer and market data using digital maps. Take farsighted, carefully considered entrepreneurial decisions on the basis of the results. Translate complex subjects and extensive data records into meaningful, clear and up-to-date visuals that are easy for everyone to understand.

Make a significant contribution to the company's sustained development and success. Get ahead with YellowMap – minimum effort, maximum impact.

YellowMap – “my personal solution”

Tailor-made customer solutions including advice – YellowMap “my personal solution”. We offer suggestions for new locations or for branch network expansions or streamlining. And we help to identify and analyse competitor situations. Whatever your needs: YellowMap “my personal solution” is tailor-made for you.

YellowMap – “my business solution” (software)

Our innovative, professional software enables you to analyse your own customer data, sales figures and other relevant information and to present the results in map form – concisely, clearly and up-to-date. This creates the best preconditions for all types of marketing decisions.

YellowMap – “my geo solution” (standard maps)

YellowMap, my geo solution offers you various standard maps in the form of posters or PDF files. Maps with political or organizational borders and themed maps dealing with issues such as population density, workplace distribution and similar areas.

Addresses

Correctly addressed mailshots are well received

To ensure that your items arrive safely, it's not only the recipient addresses that must be complete and correct. The guidelines for the address field should also be observed and implemented.



You can find additional information about addresses in the brochure "Briefe Schweiz" (available in German, French and Italian, art. no. 202.17).

What makes up a correct address?

- The address must be complete and indicate the recipient so clearly that no confusion is possible.
- An address comprises at least three and no more than six lines.
- The company name or first and last name should be written out, if possible.
- The complete and official street names with the house number
- P.O. box and – if available – the P.O. box number
- The postcode and place must always be included.

How should addresses be written?

- Completely, including the postcode
- In the longitudinal direction of the item. This automatically produces a landscape format. Portrait-format standard and midi letters are considered to be special items.
- No blank lines in the address block
- Do not underline the postcode or town or write in capital letters.
- Write the text left-aligned



Addresses

Correctly addressed mailshots are well received

Where can I find the correct postcode?

You can find the correct postcode for addressing an item in the list of places in the telephone directory, the lists of postcodes published by Swiss Post or online.

Swiss Post leaves no stone unturned

Swiss Post does everything it can to deliver items to their destination. Did you know that a delivery attempt is made for every item – even if the address is incorrect? A delivery attempt means that the postal carrier takes the item on his/her round in order to determine the correct address. If this is unsuccessful, a follow-up enquiry is made.

Sample private address

Residential address with street and house number:

Mr
Hans Schweizer
Gerechtigkeitsgasse 10
3011 Berne

Sample business address

Business address with street and house number:

Müller AG
Zollikerstrasse 788
8008 Zurich

Sample P.O. box address

The note "P.O. box" must appear in the penultimate line of the address. If this information is missing or incorrect, the item will be rerouted, which may result in late delivery.

Schweizer AG
Gerechtigkeitsgasse 99
P.O. Box 75
3000 Berne

Meier AG
Mühlegasse 15, Bolligen
P.O. Box 20
3000 Berne 8

Tip

Please enter the P.O. box number too when entering addresses. This will make our work easier. However, the exact name of the P.O. box location – e.g. 4125 Riehen 2 – is more important than the P.O. box number.

Letters

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