

Technology helps beat mail price rise

Submitted by: QiQ Communications PTY

Thursday, 31 March 2005

As Royal Mail prepares to increase the cost of first class mail from 28p to 30p on 7 April, more and more individuals and businesses are turning to an new online system to send their printed letters at frequently huge discounts to traditional mail operators.

L-Mail.com, is a new breed of web based letter writing system that enables users to write letters via their web browser then select where they would like their correspondence printing and posting from. L-Mail currently sends letters from 16 global locations and because local postage instead of Airmail postage is payable, savings are waiting to be had. Currently a three page letter to Australia via L-Mail.com costs UK users just 32p including the cost of the paper and envelope. When sent via Royal Mail, the cost of the stamp alone is 68p - approximately 52% more expensive.

But its not only the discounted prices that L-Mail users are benefiting from, the speed of delivery for international letters is another advantage. L-Mail aim to post all letters within 24 hours of receipt, so a letter to Sydney, Australia could arrive the following day, instead of the average 4 days quoted by other mail operators.

As Peter Harris, Managing Director of L-Mail points out, the cost of the stamp is not the only thing to consider when sending a letter, "The L-Mail price includes up to three pages of paper, the envelop and postage. Users should also consider the hidden costs in sending a correspondence such as the time queuing at the Post Office and the trips to the post box."

L-Mail uses 128-bit SSL (Secure Sockets Layer) encryption to ensure clients letters remain confidential and checks its systems daily for over 200 of the most significant internet security vulnerabilities identified by the SANS Institute and the National Infrastructure Protection Center (NIPC) at the FBI. L-Mail is also more secure than email. Email does not include any encryption and in theory every privileged person on the net (e.g. all hosts on your mail-path) could read or even modify your communication.

Once letters leave L-Mail they are as secure as any other letters trusted to local post office services. However, as L-Mail print at a location nearer to the recipient of the letter, likelihood of correspondence being lost or delayed is minimised. There are no flights to miss and less chance of disruption through local outages in the postal system.

Whether users wish to send a single letter, maybe to try the system, or open an account with its own letter storage system and address book, all 'L-Mailers' benefit from the competitive pricing and convenience. Online businesses can even integrate the system into for automated letter production and Braille and Audio letters are available as optional extras.

L-mail is available now at <http://www.l-mail.com>