

Print Image Network T/A PIN communications.

Secure hybrid mail – Service profile

At PIN Communications, we do more than just deliver communications. Backed by over two decades of experience, we partner with brands and organisations in the Public and Private sectors to deliver communications that drive customer and citizen engagement and bring your elections, projects and campaigns to life.

From local authority elections to NHS ballots and BID campaigns, PIN Communications is a trusted partner to public sector organisations across the UK. With decades of experience, we deliver secure, compliant and accessible Electoral communications that support democratic engagement, community trust and operational efficiency.

We work with Membership organisations to oversee hundreds of unique processes and contests each year, with an impeccable track record that includes a 100% customer satisfaction rating and the prestigious Customer Service Excellence Standard since 2012. We deliver a comprehensive suite of democratic solutions encompassing traditional postal voting, online voting, elections, ballots, and AGMs.

We are a trusted partner to private sector brand across the UK, delivering everything from In-store POS to highly personalised Campaigns, brochures and promotional incentives. With decades of experience, we deliver secure, targeted and engaging communications that drive customer engagement, brand awareness and increased ROI.

Customer Service Excellence

We are proud to hold the Customer Service Excellence (CSE) standard and put customer service at the forefront of everything we do. We are independently assessed each year and hold a number of compliance plus awards for many of the assessment areas. We also won Printweek's Customer Service Team of the Year in 2025 for the dedication our team shows year in, year out to deliver excellence in everything we do.

Delivering big projects with a personal touch

We are fortunate to work with organisations of all shapes and sizes. Our client-centric approach means that every client, big or small, will receive a dedicated and personal service. From our extensive print capacity supply chain to the security and functionality of our online democracy systems, we can manage processes of all sizes, using a variety of channels. We are big enough to deliver, but small enough to care!

Our Core Values

Our core values represent what we stand for as a company. We live and breathe our values, and they are evident in our service to clients. Our values are:

Be Yourself: Our people express themselves. They learn, they ask questions, and they are encouraged to be true to themselves, quirks and all. We are authentic, in what we do, what we say and how we act.

All For One: We are a team. Our business is built on our people, and our people work together to make brilliant things happen for our customers. We are passionate about delivering service excellence and work together to find a solution to any challenge.

Be Curious: We have an entrepreneurial approach to helping our customers. We focus on where we can help, we find out what is needed, and we are innovative in driving improvements. We ask questions. We understand challenges. We find the solutions.

Do What's Right: We do the right thing for our clients to get results that always benefit their business. We work honestly, we work diligently, and we work with a desire to make continual improvements with our clients every day.

Be Brilliant: We get it right by being focussed, being happy and being as brilliant as we can at what we do. We continually learn so we can continually improve. We aspire to be better, so our customers get the best possible service and solutions.

Superior Technology

To deliver the communications and outcomes our clients want, means having the latest print and online technology. As the two main channels used in many democratic processes, we ensure that our technology, be it print facilities or online systems, meet our stringent requirements for security and quality, according to ISO 9001 and ISO 27001. Our print capacity network spans the length and breadth of the country and comprises the latest print technology. For online democracy, our superior technology boasts the most secure system in the country. Furthermore, should you require an additional level of security, our enhanced online voting system is secure enough to run end-to-end verification.

All services are delivered to the highest quality, by a knowledgeable and qualified Account Manager and overseen by our Customer Service & Production Manager and our General Manager. All services will conform to our ISO 9001 & ISO 27001 certifications, Customer Service Excellence (CSE) Standard, ICO and Cyber Essential certifications.

Solution description

The PIN Communications hybrid mail solution provides clients with a flexible and cost-effective method for sending out both individual letters and bulk mailings. Our hybrid mail solution will deliver costs savings, reduce staff time spent on processing mailings, deliver consistent high-quality output, all processed in a GDPR compliant environment.

Solution benefits

- Online communications portal with drag and drop interface
- Communication templates to control output
- Options to define page count and text requirements
- Instant on screen proofing
- Same day despatch for comms submitted before noon
- Bulk production runs to access benefits
- Easy to use and easy to install
- Clearly defined 4-step process to submit mailings
- Error checking and on-screen warnings if potential issues detected
- Options to choose postal class, print styles, colours, inserts
- Secure online meeting solution with advanced voting processes.
- Reduced consumables costs
- Access to high volume print rates normally only accessible to bulk mailings
- Postal cost discounting up to 30%
- Reduce staff time spent on processing mailings
- Brand consistency in your communications
- Higher quality of output than office printers
- Fully automated enclosing for 100% mailing integrity
- Easily installed as a print driver or an integrated MSI installer for larger organisations
- Option to reset parameters of a mailing after it has been submitted
- Archive of letters and mailing history that are fully searchable
- Tiered access to the portal to ensure control over permissions and your data
- Dashboard and reporting for transparency and control over output
- Item level reporting on all Royal Mail returns, with items scanned and uploaded into the portal for review

Solution workflow

Clients will be given secure access to the web-browser based system and/or a printer driver to allow them to create and send postal mailings directly from their local PC. The system is easy for the user to use, with the following steps are undertaken:

Step One - Allows the user to choose the postal class they wish to use and to select colour and print styles.

Step Two - Ensures that the correct letterhead stationery has been selected.

Step Three – The solution offers three alternative ways to split a mail merge file to ensure the correct number of pages and envelopes are mailed out.

Step Four - Is the submission stage and again a screen will provide a final confirmation of what is being submitted for printing and mailing.

A key benefit of the application is that it is possible to reset the parameters of a mailing after you have submitted it. For example, a mailing could be submitted as 2nd Class but then upgraded to

1st class at a later stage. It is even possible to change individual letters within a mailing in the portal. One letter could be upgraded to 1st Class, while the remainder stay at 2nd Class. It is also possible to put jobs on hold or amend the scheduled production date.

The portal provides a job history for clients to review mailings sent out up to three months previously. Letters are archived in PDF format but are also scanned with all text fully searchable to facilitate searches for individual documents across the organisation.

The system provides tiered access to the Portal, with Company Administrators, Supervisors and Users all having defined access to different functions and permissions to ensure control over your data.

The portal also provides dashboards and reporting to ensure your organisation has transparency and control over all the mail you are sending out.

The system monitors all undelivered mail, and we provide clients with item level reporting on all items that get returned to us by Royal Mail and the reasons for non-delivery. It is also possible to include a Freepost envelope in your mailings.

Any items sent back to us using the Freepost service are scanned and uploaded to a secure portal and notifications are emailed to advise that you have new returned mail to view and process.

Further information

Organisations can benefit from postal discounting, reduced consumable costs and high-volume print rates normally accessible only to bulk mailings using the system. The solution consolidates all the outbound mail from our many hundreds of active clients, grouping them into one daily production run and then applying mail sortation to reduce the cost of postage by around 30%.

We provide high quality print and mail services to many clients across the UK. We use the latest technology to create print that consistently reflects your brand, to far higher quality than can be achieved on office printers. Our fully automated enclosing lines operate with 100% mailing integrity eliminating the possibility of errors that can occur when you have to hand enclose items into an envelope.

The solution provides you with instant on screen proofing as soon as you upload your letters, and immediately you approve the mailing the job will go straight into our production queue. All 1st class mail submitted before 12 noon will mail same day, while all 2nd Class post received by 5pm will mail the following day. All our mail is pre-sorted before it leaves our factory, ensuring it can be prioritised once received by Royal Mail.

The application has been designed to be easily installed by small businesses as a print driver on laptop or desktop PCs. For larger organisations the integrated MSI installer means it can be rolled out to multiple users in the organisation with the appropriate deployment software. It can also be linked to existing client document management systems using the built in API.

Clients can also submit PDFs directly via the portal using their user login without the need to install the print driver.