

DYMO

Desktop Mailing Solution

450

Desktop Label and Postage Printer with 10lb. Digital Scale



Get your mail out the door. And get back to work

Save money while you save time.

With the DYMO® Desktop Mailing Solution you get everything you need to transform your PC (Windows® 7, XP and Vista) or Mac® (OS 10.4 or higher) into a money-saving, mail processor -- all with no contracts and no monthly fee. The DYMO® Desktop Mailing Solution features three components: DYMO® USB Postage Scale, DYMO Stamps® Software and the DYMO LabelWriter® 450 Twin Turbo label printer.

DYMO Stamps® software

- 1 No hidden costs – just install the software on your computer and pay only for the postage you need
- 2 Just click to calculate the precise postage required based on weight
- 3 Calculate and purchase USPS®-approved postage without monthly fees, contracts or commitments*



Desktop Mailing Solution includes:

- DYMO® 10lb. USB Scale
- DYMO LabelWriter® 450 Twin Turbo Label Printer
- DYMO Stamps® Postage Software and DYMO® Label Software
- 2 DYMO® Starter Rolls

Discover mailing that's easy as 1-2-3.

The DYMO® Desktop Mailing Solution turns any desktop into a high-productivity mailroom.



1 Weigh

DYMO® 10 lb. Digital USB connected scale is precise and compact for weighing envelopes and packages.

2 Click

Just click to calculate and purchase the correct, USPS®-approved postage using DYMO Stamps® Software.*

3 Print

Print your postage—and your address label—with the DYMO LabelWriter® 450 Twin Turbo label printer.

* Internet connection required. DYMO Stamps® service provided by Endicia, a licensed USPS® PC Postage® provider. Account terms are subject to change. For current information visit www.dymo.com/endicia.

COMPETITIVE ANALYSIS

as of 10/2009



endicia[®]

Stamps.com

Pitney Bowes

MAIL CLASSES

	LW 450 Turbo	LW 450 TwinTurbo	LW Duo	Desktop Mailing Solution	Standard Plan With Thermal Printer	Net Stamps™ With Thermal Printer	Personal Post™
First-Class Mail® Service	■	■	■	■	■	■	■
Post Card	■	■	■	■	■	■	■
Priority Mail® Service	■*	■*	■*	■*	■	■	■
First-Class Mail International® Service	■**	■**	■**	■**	■	■	■
Express Mail® Service	■	■	■	■	■	■	■
Parcel Post® Service					■	■	■
Delivery Confirmation™ Service, Certified Mail™ Service & Insurance					■	■	■

FEATURES AND BENEFITS

PC and Mac Compatible	■	■	■	■	■		
Ability to Print Multiple Labels	■	■	■	■	■	■	■
Multi-Function Label Printer, Included***	■	■	■	■			
Scale Integration	■	■	■	■	■	■	
Monthly Service Fee	\$0	\$0	\$0	\$0	\$9 ⁹⁵	\$15 ⁹⁹	\$17 ⁹⁹
Total Cost Over 3 Years†	\$561 ³⁸	\$661 ⁸⁵	\$671 ⁸⁵	\$711 ⁸⁵	\$725 ³⁵	\$899 ¹⁰	\$1,303 ⁹⁸
Cost Per Piece Over 3 Years (excludes price of postage)	16¢	18¢	19¢	20¢	20¢	25¢	36¢

* Flat Rate only.

** 1oz letter only.

*** Integrated with your favorite software (MS Word®, Outlook®, QuickBooks®, and more)

† Includes monthly fee (not applicable to DYMO Stamps®) label costs, and ink costs (applicable to Pitney Bowes)

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endicia[®]

More function for less money.

- Upgrade to Endicia Standard software! Endicia Standard lets you buy and print postage for all classes of postage available at a retail counter.
- Send domestic or international packages.
- Add services like insurance and electronic Delivery Confirmation.

