

For Immediate Release

SingPost Clinched World Mail Award



Mr Woo Keng Leong (centre), SingPost's Executive Vice-President (Mail) receiving the World Mail Award (Quality) from award sponsor, Hungary Post.

Singapore, 28 May 2007 – Singapore made its mark in the international postal industry with SingPost's first win in the annual World Mail Awards for the Quality category. The Awards which are supported by the Universal Postal Union (UPU) were recently presented at a ceremony in London. The Quality Award is in recognition of SingPost's long-time initiatives which have significantly advanced its mail quality. SingPost was chosen from a total of eight entries in the Quality category including participants from USA, UK, Germany and Spain. This was also the first time SingPost participated in an international mail award and won.

The World Mail Awards which were launched in 2000 aim to encourage and celebrate best practices within the mail industry worldwide. These awards are presented to postal operators or service providers worldwide, public or private, which have been reviewed by a prestigious panel of judges comprising UPU members and international postal industry leaders and users.

SingPost's win for its entry on 'Quality Excellence' was based on several initiatives undertaken over the past years which have resulted in better mail quality due to the reduced manual handling of mail during mail processing, improved sorting and delivery time, increased postmen productivity, and higher sorting accuracy, as follows:

Improvements to Automated Mail Processing

- 6-digit postal code to sort mail to postmen's delivery sequence
SingPost's 6-digit postal code system introduced in 1995 was an evolution from its 4-digit system, which assigns a unique postal code to a specific delivery point either a

house or building. Mail can be automatically sorted according to the delivery sequence of each postman, and SingPost achieved a higher level of automatic sorting rate at 85%, which means a significant reduction in manual handling of mail and improved delivery time and accuracy. (See **Annex** for details on history of Singapore's postal code system)

- Barcoding to facilitate automated sorting
For the sorting of mail, SingPost's mail processing machines read handwritten or printed addresses on envelopes and prints on them the barcodes that represent the 6-digit postal code. Most Postage Paid Impression (PPI) and bulk mail customers are encouraged to barcode their envelopes which allow them to skip certain automated mail processes, hence translating into postage savings for them.

Improvements to Manual Sorting and Mail Delivery Processes

- Vertical sorting frames and larger postmen scooters' pannier boxes
For mails which require manual sorting, SingPost has installed vertical metal sorting frames which offer five times more slots than the previous models. Hence, mail can be sorted according to a more defined level i.e. house numbers. Also, they accommodate large and A4-sized mail better and their units can be easily configured.

The enlargement of the pannier boxes on postmen scooters created more room for mail storage and protect mail better while on delivery route. There is also less need for the postmen to make second trips to collect mails from delivery base.

Improvements to Mail Reception

- Bigger Redesigned Letterboxes
In collaboration with the Housing Development Board (HDB), the public housing agent, and the Town Councils in Singapore, SingPost redesigned the letterboxes with a bigger size and wider apertures to replace the old ones. Postmen are able to deliver bigger items into the letterboxes without asking the residents to collect the item from the post offices, thereby enhancing public convenience.

In presenting the award to SingPost, the panel of judges commended, "SingPost has succeeded in offering a very high quality mail processing, transportation and delivery service to all its citizens. Combining modern automation technologies and improved physical infrastructure, SingPost has increased productivity, provided discounts to customers, reduced the incidence of damage and improved accuracy of sorting and delivery. This comprehensive and successful project is a very worthy winner."

Mr Woo Keng Leong, Executive Vice-President of SingPost who was in London to receive the Award, said, "We are grateful for this international recognition of quality in our mail service. Through the years, SingPost has invested considerably in improving its mail handling processes. These efforts have contributed to SingPost's high standards of mail delivery of more than 99 per cent of mail delivered to the Central Business District (CBD) by the next working day, and over 98 per cent delivered outside the CBD by the next working day. In addition, customers have



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benefited in terms of cost savings. This quality and reliable service has earned SingPost its customers' long-standing trust."

Information and enquiries

For more information on the World Mail Awards, visit <http://www.mailawards.com>.

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About Singapore Post Limited

SingPost is a trusted household name in Singapore, enjoying strong brand recognition. It is the dominant provider of domestic and international postal services, offering an efficient and high quality mail delivery service utilising a sophisticated distribution infrastructure and advanced mail processing technology. SingPost is one of the most efficient postal operators in the world. It is also the dominant logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. In Singapore, SingPost owns one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAMs) and *vPOST*, its internet portal. With its extensive network, SingPost provides a one-stop convenience to its customers for a wide range of products and services, including agency, postal and financial services.

SingPost has recently won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its Speedpost Worldwide courier service and is the only postal administration in the world to win the award for six consecutive years since 2001.

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**For general information on SingPost, call 1605 toll-free  
or visit us at [www.singpost.com](http://www.singpost.com)**

## ANNEX

### History of Singapore's postal code system

**1950** – Singapore's postal service started with a **2-digit postal code** system to demarcate Singapore into 28 postal sectors.

**1979** - With rapid pace of industrial, housing and urban development, the mail volume grew and the 28 postal districts were subdivided into 81 sectors, hence the 2-digit postal code system evolved into **4 digits**.

**1995** - The **6-digit postal code** was introduced for the mechanised sorting of mail to delivery sequence i.e. the order in which mail is being delivered. Under the new system, every house or building is assigned with a unique 6-digit postal code. The *first two digits* represent the *sector* which came from the last two digits of the old 4-digit code. The *last four digits* define the *point of delivery* i.e. house or building.