



'A Clear Commitment'

FP Mailing Solutions hosts National Dealer Summit

by: Brent Hoskins, Office Technology Magazine

FP Mailing Solutions hosted its 2025 National Dealer Summit Feb. 12-14 in Las Vegas, Nevada. The summit provided the mailroom, digital and shipping solutions company an opportunity, in part, to thank dealers for their partnership and to emphasize the continuing but changing opportunities in the market. The total attendance was 138, which included dealers, sponsors, media, guests and FP staff.

The summit schedule included three guest speakers, including BTA General Counsel Greg Goldberg, who presented "Legal Perspective: What to Watch for in 2025," and several breakout sessions, such as "Thinking Outside the Box: FP Smart Lockers." Attendees also had the opportunity to learn about the latest products and services from 10 exhibiting sponsors.

In the opening general session, Friedrich "Fritz" Conzen, CEO of Francotyp-Postalia Holding AG, based in Berlin, Germany, welcomed dealer attendees, emphasizing that while the postage industry is changing, physical letters have endured for 4,500 years. "So, they probably will not disappear overnight, but change is here and we must change as well," he said, noting that FP has two business units — one for mailing and shipping solutions, and the other for digital business solutions. He also reminded dealers of the long history of the company. "FP is a small, but very healthy business ... We are not a startup. We were founded in 1923, so have more than 100 years of experience."

That longevity, along with FP's modern line of mailing machines, help to set the company apart from competitors, Conzen said. "We combine the flexibility of a small business with the experience of a 100-year-old company," he said. "Our team is very accessible and we have a clear commitment to our dealers. We almost exclusively focus on dealers in the U.S. and, with this approach, the U.S. is our most successful and biggest market."

Beyond the mailing machine market, "we have entered the parcel market, which has been growing rapidly in recent years," Conzen said. "And, with FP Sign, we're active in the digital signature market, which is only now really picking up speed." He also listed among FP's efforts to diversify: its smart lockers, and parcel and assets solution, Tracks.



Friedrich Conzen



Michael Hannon

FP dealers are selling "into the mailrooms of a lot of companies and, from there ... should see a lot of opportunities to sell this tracking solution," Conzen said, emphasizing his goal in providing a brief overview of FP's scope of solutions. "I'm telling you this because I'm convinced that we can be very successful together," he said. "We are strongly committed to our partnership ... We know the world of mailing and business communications is evolving fast, but we think FP is at the forefront. So, let's innovate together and build the future of smart office solutions."

In his general session presentation, Michael Hannon, FP's managing director of North America, likewise emphasized the importance of FP and its dealers working together for mutual business growth. It is particularly important, he said, given the state of the industry and the declines following the COVID-19 pandemic shutdown. "We see that the market overall is declining," he said, noting that in 2021-22, the number of postage meter imprints declined across the entire customer base. "In 2022-23, we saw a big jump of 12 million imprints, an almost 10% increase. Last year, there was an increase of another 3 million."

While "mail is starting to come back" in recent years, the market is still considerably down from what it was prior to the pandemic, Hannon said. "We grew new customer placements only a little over 1% last year, but we are down almost 36% from what we were in 2018-19," he said. "We do that much less in new customer business."

Despite the declines, FP is targeting substantial growth in 2025, Hannon said. "We're going to try to grow our equipment sales by 15%," he said. "We don't want to just maintain the installed base this year, we need to get back to focusing on net new; we want to grow the installed base. For 2025, the objective for us is to expand revenue in solutions sales — production inserters, lockers and Tracks."

Hannon asked dealers to consider the question: "How do we sell more?" "You don't just sell mail, you sell other [FP] products as well," he said. "Selling other products, getting in there and having more to offer the customer makes your customer more sticky. So, we are going to make sure we are there to focus with you, to see that you have these other products and services to offer the customer, making it easier to retain them." ■

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