

## Great timing, guaranteed

TNT has announced the launch of its new service portfolio to offer customers an extended range of standardised international and domestic services across the globe. Placing a strong emphasis on morning deliveries, TNT has added two new time-guaranteed services - '10:00 Express' and '12:00 Economy Express' - to the existing '9:00 Express' and '12:00 Express'.

The '12:00 Economy Express' in particular is an industry first, providing customers with a service that is both economical and time guaranteed. The new service portfolio is launched globally and will be operational from 17 September.

The new offering is aimed at fulfilling a universal customer need for guaranteed morning delivery, more choice of services and less complexity through service alignment. TNT conducted extensive research involving 7,500 express service users in key markets around the world. The results demonstrate that, apart from speed, weight and coverage capabilities, customers expect convenience, reliability and control from their provider of express services.

Drawing on TNT's fully integrated air and road network infrastructure, the new service portfolio offers greater geographical coverage for deliveries by 9:00, 10:00 and 12:00 to more cities and business locations worldwide than before.

TNT is launching an international communications campaign to support its new portfolio. Using the theme 'Good Morning!', it combines print and outdoor advertising, viral and direct marketing, online and internal communications.

The '9:00 Express', '10:00 Express' and '12:00 Express' are time guaranteed, door-to-door delivery services for urgent shipments on the next or earliest possible business day to major cities and key business areas worldwide. '12:00 Economy Express' is a time guaranteed, day-specific, door-to-door delivery service for less urgent shipments, offering cost effective delivery to EU countries within two-to-four days. These products complement TNT's portfolio of day definitive services, such as 'Express' and 'Economy Express', and special services, including 'Sameday' for deliveries measured in minutes and hours. In some countries, TNT offers even more morning delivery options. In Germany and France for instance, TNT already offers an '8:00 Express' product.