



ABOUT BLADKOMPAGNIET

Bladkompagniet is the second largest postal company in Denmark. It was founded in 1920 by de Københavnske Dagblade as a distribution collaboration to ensure newspaper distribution throughout the country. With 4,000 distributors in its distribution network, Bladkompagniet delivers mail and shipments throughout the country 7 days a week, which is unique in Denmark.

Bladkompagniet is also responsible for the distribution of Danish and international newspapers and magazines to more than 5,000 outlets in Denmark. Bladkompagniet operates in accordance with the Postal Act and distributes around half a billion items annually.

SUPPORTING GROWTH WITH NEW TECHNOLOGY AND SERVICES

To successfully continue Bladkompagniet's growth, new sorting machines were purchased to enable greater efficiency and create more capacity for increasing mail volumes. More mail means more items that cannot be automatically assigned by the sorting machines due to illegible or incorrect address combinations. These items have to be processed separately so that the sorting machine can then allocate them correctly. This process usually places a lot of strain on day-to-day business, as it requires constant process and personnel adjustments based on the actual volume of mail.



BLADKOMPAGNIET

Bladkompagniet

At a Glance

 **Industry**
Postal & Logistics

 **Headquarters**
Rødovre

 **Website**
www.bladkompagniet.dk

Highlights

- ✓ Second largest postal company in Denmark
- ✓ Around half a billion items mail per year
- ✓ 4,000 distributors in distribution network
- ✓ Mail delivery 7 days a week

In addition, the work itself is usually done at night, which is not attractive to many. Thus, following a reference, Bladkompagniet turned to Spectos for video coding support in 2018.

FLEXIBLE OPERATIONS AND PUNCTUAL DELIVERIES WITH OUTSOURCED VIDEO CODING

When the project started, the initial video coding volume was 40.000 letters a month. By now, about 100.000 mail items per month go through the video coding service of Spectos.

Outsourcing video coding has brought many benefits for Bladkompagniet. By using this external service, the postal company has become independent of fluctuating mail quantities and unforeseen events in its daily operations. It can flexibly handle any mail volume and easily scale operations to actual demand. Outsourcing saves the postal operator times and costs, as it no longer has to plan and constantly adjust its staff based on the volume of mail, allowing it to operate efficiently and with stable processes.

The decoding of the mail is carried out via remote session simultaneously with the ongoing sorting, so that there are no delays in processing at the sorting center. This makes it possible for Bladkompagniet to ensure on-time delivery and compliance with quality standards and transit times.

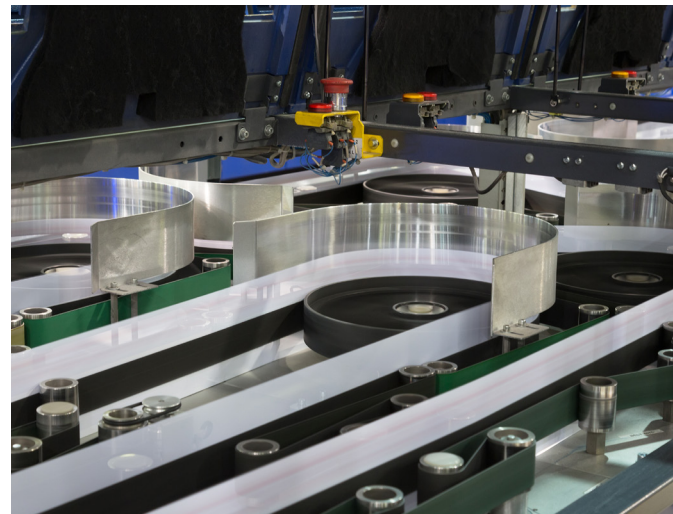
✓ **EFFICIENT DECODING OF NON-READABLE CONSIGNMENTS VIA REMOTE SESSION**

🗨️ **FLEXIBLE WORKFLOWS THANKS TO OUTSOURCING**

🏗️ **COST SAVINGS THROUGH PAYMENT PER ITEM VS. FIXED PERSONNEL COSTS**

🔄 **COMPLIANCE WITH TRANSIT TIMES AND DELIVERY QUALITY DUE TO HIGH SORTING QUALITY**

📈 **HIGH EFFICIENCY EVEN WITH VARYING MAIL VOLUMES**



” *It is Bladkompagniet’s goal to ensure excellent service quality in mail delivery at all times. The Spectos digitization services are a valuable support in our daily operations. They enable us to operate efficiently and deliver letters to our citizens’ mailboxes on time, 7 days a week.*

Maj Høysholdt | Project Manager Bladkompagniet