

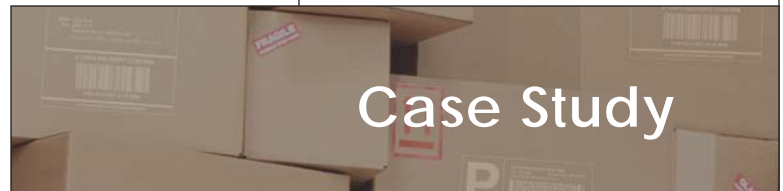
TransGuardian

For High Value Gem & Jewelry Transactions
Secure Transit is Just a Click Away



www.endicia.com
800-576-3279,140

The Gem and Jewelry industry trusts TransGuardian to provide a wide-range of online security solutions for transactions valued at up to \$150,000; and TransGuardian trusts Endicia's Label Server web service to generate USPS shipping labels for their customers.



Background. In the 30 years Jim Moseley has spent working with the gem and jewelry industry he's seen the business change dramatically. Today, many of the companies who used to exclusively deal with wholesalers, distributors and retailers now sell and ship directly to the consumer as well. This increase in shipments to residential addresses has made the USPS a preferred carrier for the industry. With the USPS free carrier pick up program; over 38,000 Post Office locations; and Express Mail delivery 7 days a week, including Sundays and even Christmas; the gem and jewelry industry was ripe for a solution that could take advantage of this very attractive transportation option.

The gem and jewelry industry, however, needs more than just a shipping solution. The industry now also has to conform to strict and complicated regulations under the USA PATRIOT Act.

With these changes and challenges, Jim saw opportunity. In 2006, he started TransGuardian, a comprehensive web-based service that provides acutely needed and customized solutions for the gem and jewelry industry.

Not only does TransGuardian offer online wizards to help their members comply with the USA PATRIOT Act's tough new anti-money laundering laws, but it also allows them to print USPS postage-paid shipping labels insured for up to \$150,000 per label for Express Mail and Priority Mail; and \$1,000 for First-Class Mail. The postage labels are paid for and printed online using the Endicia Label Server API.

Endicia's Role. Jim knows first hand about shipping expensive merchandise - for four years he headed up the high-value shipping



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division for a well-known private carrier. As a former district manager for one of the top mail machine manufacturers, he knows the mailing industry, too. There have always been complex restrictions insuring gems, jewelry and precious metals. He wanted TransGuardian to provide comprehensive insurance coverage plus paid USPS postage labels for valuable shipments.

After discussing options with his USPS representative, Jim found that the Endicia Label Server API was the best, and only, solution that allowed his customers to print complete, trackable USPS shipping labels without leaving the secure www.transguardian.com website. It only took about two weeks for his team to fully integrate the Endicia Label Server API into www.transguardian.com. Jim states:

"The integration was very smooth from start to finish, and I could tell right away that we made the right choice in going with Endicia."

In less than a year, TransGuardian acquired 600 customers from the gem and jewelry industry and other industries that require high-value shipping. During that time they've also taken advantage of a Label Server feature which allows TransGuardian customers to schedule a carrier pickup right after they've printed their shipping labels.

"I've seen other companies spend \$100,000 trying – and failing – to achieve what Endicia helped us deliver to our industry in two weeks. Endicia stands alone."

TransGuardian's growth hasn't affected their personalized customer service. Whenever new customers print USPS postage labels and insure their shipments, a TransGuardian representative will try to contact them to make sure they are taking the necessary steps to be fully covered under TransGuardian's insurance policy. Sometimes this might include using a TransGuardian Digital SmartBox: a secure shipping container that can only be opened by the intended recipient.

The Future. In a short amount of time, TransGuardian has become a real success. Well over 4,000 USPS postage labels are printed each month on www.transguardian.com. This year, the Postal Service has even opened a small Post Office within the Los Angeles Jewelry District to specifically serve the industry. All of the mail that goes through this office has Endicia postage labels printed via TransGuardian's website.

Jim feels that USPS is a preferred service for most high-value shippers. As far as technology, dependability, and service, Jim feels that the combination of USPS and Endicia's Label Server API are "light-years ahead of the competition."

To learn more about TransGuardian, visit www.transguardian.com.

