

PRESS RELEASE.

Pianists's invention is a *SME Bucks Business Awards 2017* Finalist.

When Chalfont St Peter based pianist and conductor David Meacock withdrew his dog-bitten bleeding hand from a letterbox after delivering a leaflet, little did he know the incident would result in him being a finalist in the *SME Bucks Business Awards 2017* – in the **Dentons Best New Business Award** category.

Having played Beethoven's virtuosic Third Piano Concerto in St James' Piccadilly, London a couple of months before, David was now unable to even hold a pen, nor play the simple duet parts of his beginner pupils' pieces. Researching the prognosis for a lost index finger nail, he was horrified to find that 5,000 UK Communication Workers' Union members are bitten every year – half while working for the Royal Mail – and many leafleters have lost one, or in one case three, fingers.

So, David had to invent something to make future leafletting safe. His two further aims were that leaflets should land flat on the mat to maximise impact, even through the very awkward to deliver letterboxes with draught-proofing bristles and inner flap, and it shouldn't hold him up as would the few existing cumbersome alternative methods.

Keen on DIY, David made his own wooden prototype with which he delivered 3,000 leaflets, and on his first outing was amazed to find that it increased his house to house delivery rate by 50% - thus for any paid leafleter on the current minimum wage, Postie Mate pays for itself after only a few hours and for a full-timer recoups a few thousand pounds in just a year!

David then tweaked the design for a second wooden prototype and delivered a further 12,000 leaflets. A very encouraging small trial of Mini Postie Mate took place in Milton Keynes after a Parcelforce van driver saw Postie Mate in action – in fact someone thought it was so good they stole one of the six samples! Having had positive comment from various Royal Mail Posties, and a local Manager, who have seen it, David believes that Postie Mate Pro could potentially save the Royal Mail millions of pounds every year as well as improve the working conditions of Posties, particularly as the Royal Mail seek to replace their lost letters volume with "business advertising" – which in ordinary English translates as "house to house leaflet delivering"!

Tradesmen working at houses to which David had delivered also making consistently encouraging comments gave him the courage, last year, to invest all of his dog-bite out of court settlement and a bit more, to turn Postie Mate, which is now a Registered Design, into the available for all, UK manufactured, mass producible moulded plastic version.

Customer feedback has been brilliant, and more significantly some who initially purchased one have since bought a batch for their fellow deliverers.

David said: "I hope that leaflet and magazine deliverers using Postie Mate will become as standard as motorcyclists wearing a crash helmet, so that the national scandal of people losing fingers from delivering mail ends."

With over 200 Postie Mates sold all over the UK, one wonders how many lost fingers might have already been prevented - quite apart from also saving the NHS thousands of pounds . . .

ENDS

Notes for editors.

1. For further information see www.postiemate.com
2. Contact David Meacock via email or 01753 886005
3. Feedback below.

Reviews of Postie Mate - feedback has been brilliant:

- “fantastic product . . . congratulations” “ingenious” “very good! Clever invention” “innovative” “I will certainly be recommending your product to my colleagues.”
- “Hi David,
I bought one of these from you a couple of weeks ago. Just been out this morning to use it for the first time. Although I’m setting up a new team of leafleters, it’s only right to test this myself. The device is almost magical ! I think it doubled the speed of delivery along rows of terraced houses, particularly where so many have those awkward thick brush letterboxes that ruin any leaflet delivered by hand. I delivered nearly 500 A5 leaflets in little more than 2 hours. During that time 4 dogs launched themselves at the letterbox, with one of them ripping a leaflet to shreds ! Neither I, nor any of my leafleters will deliver any leaflets again without using your devices.”
Neil Stelling, NS Properties, Manchester
p.s. please use any of the above as credited testimonial
- “impressed with your Postie Mate. It’s so much quicker. Managed 4 houses a minute on my estate.” Richard, Chesham, Bucks..
- “A friend tried it out last weekend and said it was brilliant and resulted in far fewer crunched up leaflets arriving on people's mats.” Gloucester

Postie Mate sold out at a recent Conference and leafleters in Scotland, Wales, the Isle of Wight and all over England have been buying it.

These comments from purchasers followed the huge fascination and interest I had when trialing my wooden prototypes which encouraged me to launch it in the first place – and has continued, esp. as the luminous yellow/green, which my daughter thinks is ‘really cool’, really can’t be missed!