



LA POSTE

**PRESS RELEASE**  
Paris, 30 July 2015

## **Change in mail and parcel prices on 1 January 2016:**

- **Substantial decrease in retail Colissimo prices for items weighing up to 2 kg**
- **Adjustment of mail prices and new postage method for letters**
- **Stable advertising mail prices for the next two years**

**To ensure the sustainability of the Universal Service in an environment with rapidly declining mail volumes, to maintain a high quality of service, to continue innovating and to offer prices that are better suited to different uses, La Poste will be making necessary price adjustments on 1 January 2016 as part of its multi-annual price cap scheme decided on 25 July 2014 by Arcep (French regulator of the electronic communications and postal sectors).**

### **- Colissimo prices are decreasing for private individuals' items weighing up to 2 kg**

For example, the price of Colissimo France for retail customers (0/250 g) is down by more than 10%, from €5.50 to €4.90. Items weighing less than 2 kg account for 80% of the volume of parcels shipped by retail customers.

### **- Mail prices are increasing 3.6% on average**

Green Mail prices are increasing from €0.68 to €0.70, while the Priority stamp is increasing from €0.76 to €0.80. Green Mail, more economic and eco-friendly and delivered within 48 hours, is now the shipping method most used by customers, with 130 million letters delivered each month. In order to take into account customer usage, La Poste has decided to increase the price advantage offered by Green Mail, which is now 10 cents compared to Priority Mail.

### **- A new postage method for private individuals**

La Poste is simplifying mail postage. Starting on 1 January 2016, a book of stamps will be enough to apply postage to items of any weight. Simply apply the number of stamps that correspond to the weight of the letter: One stamp for mail weighing less than 20 g, two stamps for an item weighing between 20 g and 100 g, four stamps for items weighing between 100 g and 250 g, six stamps for items weighing between 250 g and 500 g and eight stamps beyond 500 g (up to 3 kg).

- In order for its customers to access its innovations, in 2016, La Poste is maintaining **a two cent discount from the classic stamp price for all print-at-home stamp purchases** (MonTimbrenLigne service, accessible via [laposte.fr](http://laposte.fr)). In addition, for the fourth consecutive year, Online Mail prices are not increasing (€0.99 for one-page items via Internet, La Poste will print and ship).

- To encourage companies' use of mail as a media, **base prices for advertising mail (direct marketing) are going to remain unchanged for the next two years.** Prices for products from the industrial business mail range will increase 2.6% on average in 2016.

### **Point of reference**

Household spending on postal items totals around €48 per year on average, i.e. less than €4 per month.

### **Press contacts**

[service.presse@laposte.fr](mailto:service.presse@laposte.fr)  
+33 (0)1 55 44 22 37