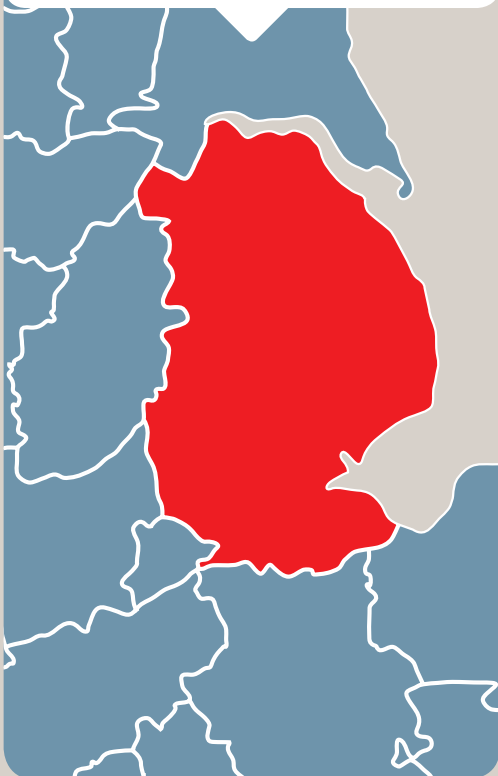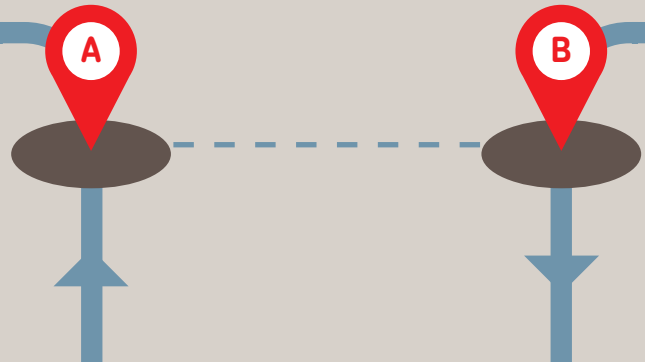# PAF® Identifying Addresses in a Specific Geographic Area

Whilst **PAF** contains address information for all of the UK, organisations can simply access address information for the Postcodes Areas where they operate and their customers are based. This provides SME's with a cost effective way to access high quality, postal address information.

There are 124 Postcode Areas across the UK.

Organisations can license **PAF** data in any single Postcode Area.

PAF is used in mapping software and helps organisations plan optimal delivery routes.

A

B

Postcode information helps organisations to map where people live.

This helps organisations plan local door drop campaigns.

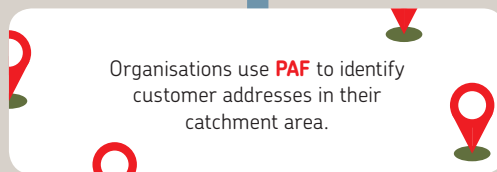Organisations use **PAF** to identify customer addresses in their catchment area.

Using **PAF** to identify addresses in specific areas means organisations are able to focus on their target audience, providing a better service and creating happy and satisfied customers.

To identify addresses in a Postcode Area, contact us:

w. www.poweredbypaf.com
e. address.management@royalmail.com
t. 0345 606 6854

Royal Mail