



**MAIL BOXES ETC.®**  
**#PeoplePossible**



# The partner of your greatest beginnings

Supercharge your business: start with MBE and choose from a full range of Print & Marketing solutions, and so much more.



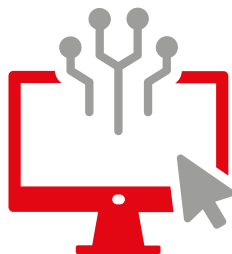
# Every new beginning has potential to be discovered.

In this e-Book we will talk about **strategies to kick-start the new year**, how to supercharge your business, and **trends** that are shaping the market.

## Focusing on three key goals:



**Enhancing your brand image**



**Making the most of your digital tools**



**Improving your international shipping**

# Kick start 2023 with a brand new image.

The beginning of the year is the perfect time to make a choice that shifts gears for your business. Having the right partner by your side can reinvigorate your image and growth strategies, adding skills and resources to bring new goals and catch new opportunities. Especially at a time when the market and production sectors are increasingly competitive. So, are you ready to kick off the new business year with your best foot forward?



Start working on the image your customers have of your brand: giving it new shape and energy can really impact your business. Letting customers know **the story of your brand**, the team that makes everything work in your company and the products or

services you offer is essential, which is why more and more companies are relying on effective **corporate communication**. Print ads, as well as **business cards, brochures and personalized gadgets**, or a brand new website can help you generate leads and boost sales by **reaching potential customers**, linking your company to **positive images and stories**.



Let's take a look at some **global numbers** to understand the importance of printed materials and marketing actions for a **remarkable business strategy**.

**+400%**

**the effectiveness of marketing campaigns\***  
that combine print and digital content.

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**82%**

**the consumers who trust print materials the most\***  
when making a purchase decision

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**77%**

**the businesses who say print communication drives higher levels of client recall\*** and rely on this type of strategy to attract more customers.

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These statistics, gathered by analyzing the current market, show how necessary it is today to invest in a **distinctive and personalized communication style** capable of positively impacting and attracting consumers and future partners.

**MBE Print & Marketing Solutions** can help you supercharge your business.

[ASK FOR A QUOTE](#)

\*Source

# Online shopping is already the future. Is your company taking out the most from the digital world?

There is no doubt that **presiding over the offline channel** is important for your company. But so too is considering that **digital tools are now indispensable**. That's why it's crucial for you to be able to count on a solid partner with a wide range of digital solutions and a team capable of managing not only logistics and shipping, but also e-commerce orders.

More and more consumers around the world are buying online, with **e-commerce estimated to generate \$6.542 trillion by 2023\***. Creating memorable shopping experiences that keep customers coming back is the key to building a solid business that can meet the challenge of a dynamic, digital market. Let's take a look together at some statistics to better understand the numbers of e-commerces:



**1.5%**

**the rate at which e-commerce share of total retail sales has been increasing\*\* revealing a growing trend for the future.**

**4,5 trillion**

**the volume of online sales achieved in 2021\*\*.**

**4 billion**

**the consumers who globally buy online every week\*\*\* a habit developed in the last few years, which is now an established behavior.**

Does your company have the time and the tools to stay on top of e-commerce trends? Choose innovative solutions for your e-commerce business that can optimize your website, your online shop and, of course, your packaging, shipping and logistics processes. Set a new course for your future, with the support of **MBE Digital Solutions**.

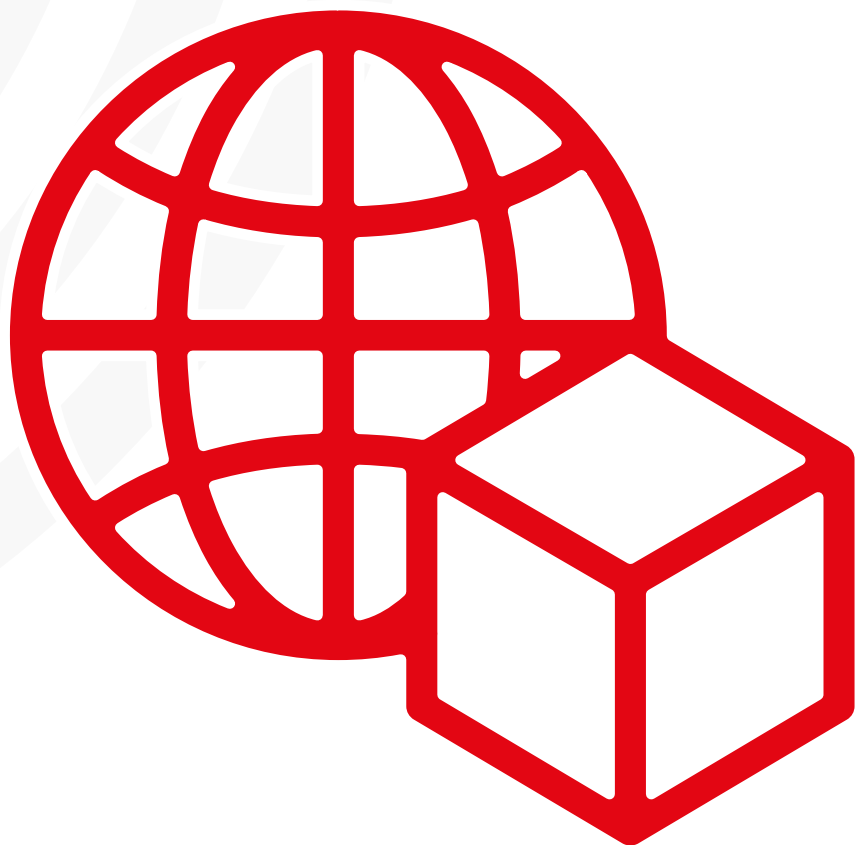
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# Reaching customers requires resources. Why not expand your brand vision?

Meeting customers' expectations has become a real full-time job, especially when it comes to shipping products and goods around the world. Starting a new partnership with a professional partner can be just what you need to build a more efficient year ready to meet market challenges.

For companies, 2023 will be all about flexible organization of their business. While 2022 was marked by a number of emerging trends in the e-commerce market, this year is expected to see a strong demand for flexible, agile and, above all, customized shipping services. But what are the trends that are shaping the **international shipping market**? According to the data:

- ✓ Parcel deliveries will increase by **78%** globally **by 2030\*** leaving companies with the hassle of packing, tracking and shipping an increasingly burdensome volume of orders.
- ✓ The global container shipping market is also **expected to grow\*\*** to reach a value of around **\$15.87 billion in 2028**.



**So, how to handle the increase in shipments predicted by global data?** Properly packing your customers' parcels and shipping them around the world is a **mission possible** with a partner who has the right expertise, materials and resources to ship your goods and track them to their destination. You'll be able to tackle international shipments as easily as domestic ones, thanks to expert support and advice on bureaucratic aspects. Every new beginning is an opportunity to do things better: **let MBE International Shipping Solutions help you expand your horizon.**



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# **SUPERCHARGE YOUR BUSINESS: START WITH MBE AND CHOOSE FROM A RANGE OF SOLUTIONS.**

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