

POSTAL NEWS

No. 131/2009

**Formulated by UNI-Japan Post in cooperation with UNI-Apro,
ASPEK Indonesia and SPPI**

- | |
|--|
| <ol style="list-style-type: none">1. Postal gold buying service launched . July 18, 2009.2. Economy, Internet put dent in US Postal Service. July 18, 2009. |
|--|

1. Postal gold buying service launched

UK residents can now send broken or unwanted gold jewellery through the mail and receive its cash value in return.

By Garry White

Published: 8:16PM BST 18 Jul 2009

Cash4Gold is hoping for a golden opportunity in the UK. Cash4Gold, which pioneered the gold buying service in the US, is launching in the UK with what it claims to be one of the "biggest direct response advertising campaigns in the UK's history".

The company has been successful in the US, where 800,000 people have used the service since it was launched two years ago. It now employs 300 people and receives more than 1,700 oz of gold per day, with 94pc of respondents accepting its cash offer.

Gold vending machines are a sign of the times, German inventor claims. Jeff Aronson, founder and chief executive of Cash4Gold, said: "With times being tough in the UK, just as they are in the US, we know people are hurting and look forward to providing them with a way to turn broken or unwanted items into cash. Many people may not realise that they can sell items which otherwise would just collect dust lying around the house."

Cash4Gold plans an extensive advertising campaign, similar to its launch in the US. The company made history when its TV advertisement featuring rapper MC Hammer became the first from a direct response company to be aired during the Super Bowl. By the end of this year, the company expects to be the UK's largest direct response advertiser, with spots airing in dozens of television, radio, online and print outlets.

The company also makes offers to celebrities and governments to garner publicity. The company has recently offered to buy America's entire national gold reserves for \$240bn (£147bn) and it has also offered cash for Padraig Harrington's British Open trophy for its melt value.

In the UK, Cash4Gold will operate out of a high-security processing facility in Sheffield.

"We look forward to playing a positive role in helping boost Sheffield's economy, hiring local workers and becoming active in the city's business community," said Mr Aronson.

000

2. Economy, Internet put dent in US Postal Service

July 18, 2009, 8:41 am [Comment on this story](#) | [Print this story](#) | [Email this story](#)

By Bill Byrns

bbyrns@daily-journal.com

815-468-7349

The nation's sluggish economy has brought some changes to the U.S. Postal Service, one of its most venerable institutions.

A first-class stamp, the foundation of most traditional mail, has jumped more than 33 percent over the past decade.

Competition from the Internet and pressures by increasingly tighter federal budgets has changed traditional mail handling and even the ways people communicate.

Increasingly, electronic mail is taking a bite out of traditional postal revenues.

000

Collected by Chairul Anwar, Bandung, Indonesia.

E-mail address : chairulanwar49@operamail.com, uyungchairul@plasa.com.