



Penfold Buscombe

Penfold Buscombe Australia Pty Ltd

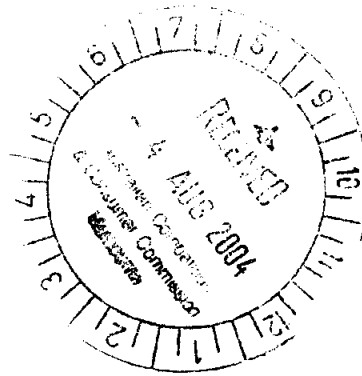
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PENFOLD BUSCOMBE AUSTRALIA PTY LTD

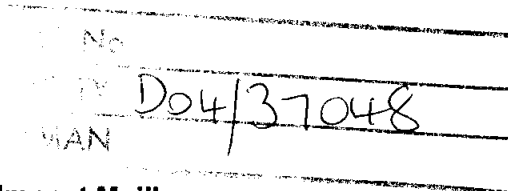
ABN 73 096 088 854

3 August 2004



Ms Margaret Arblaster
General Manager, Transport & Prices Oversight
Australian Competition & Consumer Commission
GPO Box 520J
Melbourne VIC 3001

Dear Ms Arblaster



Australia Post Proposed Category 'Impact Mail'

We wish to advise the Commission of our support for Australia Post's proposed new category of mail.

The printing industry has urged Australia Post for some time to consider relaxing their current mailing requirements when mailing small and medium size mail. The current requirements restrict direct marketers from using mail products creatively, to sell their products and services.

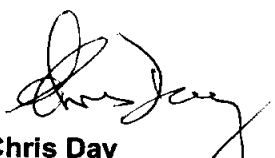
Overseas marketers have always been able to be far more creative with mailing products and it has always been a frustration that similar campaigns which, as a manufacturer, we could have produced in Australia but have been unable to mail.

The end result has either been that the campaigns are produced overseas or did not eventuate at all.

Whilst we would have preferred the pricing to be closer to the existing small price structure, we believe this new proposed category will give marketers new opportunities to use direct mail and gain improved responses with the flow on multiplication effect to the printing and mailing industry.

If you require any further information from us, please let me know.

Yours sincerely
Penfold Buscombe


Chris Day
National Sales Manager
Direct Marketing Products