



OVERVIEW

Postal geography is the most common method of analysing and mapping corporate information for business users due to the almost universal knowledge of the Postcode by consumers and businesses alike.

Many businesses hold postcoded address databases of their customers. The use of digital Postcode geography, allows the relationship between the customer and their geographic location to be established.

The Postcode Address File, or PAF, is the most up-to-date and complete address database in the UK, containing over 27 million addresses. PAF is an invaluable tool for creating and maintaining mailing-lists and databases, helping you to reduce the number of returned or undelivered items, sharpen your customer profiling, and improve customer satisfaction.

APPLICATIONS

Used for all market analysis applications including direct marketing, retail planning, media analysis

Management of territory structures on a local level

Integrate with data e.g. Census to display geodemographic trends and patterns

KEY FEATURES / BENEFITS

A Unique database on which the Royal Mail stores all UK Postcodes together with their correct address details

Data can be updated daily, monthly or quarterly in complete editions and stand-alone updates, or a combination of both

Extracts of PAF based on selected Postcode Areas are also available

PRODUCT CONTENT

Latest Postcode geography (provided every six months or quarterly on request)

UK coverage: Includes England, Wales, Scotland and Northern Ireland. Also includes the Channel islands, and also the Isle of Man providing extensive Postcode coverage.

Contains address details for every household in the UK including: Organisation, Sub-Building Name, Building Name, Building Number, Thoroughfare Name, locality, Posttown, County and Postcode.

27,000,000 UK addresses

1,300,000 organisation names

180,000 large business addresses

1,760,000 Postcodes

SUPPLY OPTIONS

Available in Comma Delimited Text format

Data can be supplied via CD or via our FTP server

Organisation	Department	POBox	Subbuilding	Building	Buildingnumber	Dependant	Thoroughfare	Thoroughfare
Post Office						11	Cambridge Road	Victoria Gardens
				Market Hall 2a		1	Victoria Gardens	Victoria Shopping
Julan Graves				Unit 11			Victoria Shopping	Victoria Shopping
				Unit 19			Victoria Shopping	Victoria Shopping
Caffe Latino				Unit 6			Victoria Shopping	Victoria Shopping
N H Smith Ltd				Msu 4			Victoria Shopping	Victoria Shopping
Ray Trading Co				Unit 13			Victoria Shopping	Victoria Shopping
Cafe 17				Unit 10			Victoria Shopping	Victoria Shopping
Scotts				Mail Kiosk			Victoria Shopping	Victoria Shopping
				Unit 21			Victoria Shopping	Victoria Shopping
Athens				Unit 28			Victoria Shopping	Victoria Shopping
Blooms				Unit 18			Victoria Shopping	Victoria Shopping
The Body Shop International plc				Unit 17			Victoria Shopping	Victoria Shopping
Chalon UK Ltd				Unit 25			Victoria Shopping	Victoria Shopping
Cherry Accessories				Unit 7			Victoria Shopping	Victoria Shopping
Cornish Pasty Bakery				Unit 18			Victoria Shopping	Victoria Shopping
Wesley Mays				Unit 24			Victoria Shopping	Victoria Shopping
Tr & Natural Care				Unit 23			Victoria Shopping	Victoria Shopping
Game Stores Group Ltd				Unit 22			Victoria Shopping	Victoria Shopping
Hair Cutlery				Unit 14			Victoria Shopping	Victoria Shopping
Hats On Top				Unit 9			Victoria Shopping	Victoria Shopping
Sportsdirect Com				Msu 1			Victoria Shopping	Victoria Shopping
La Senza				Unit 1			Victoria Shopping	Victoria Shopping
M One				Msu 2			Victoria Shopping	Victoria Shopping
Mothercare UK Ltd				Unit 26			Victoria Shopping	Victoria Shopping
New Look				Msu 3			Victoria Shopping	Victoria Shopping
Phones 4 U				Unit 4			Victoria Shopping	Victoria Shopping
Starbucks				Unit 3			Victoria Shopping	Victoria Shopping
				Unit 30			Victoria Shopping	Victoria Shopping
Thomas Of York				Unit 2			Victoria Shopping	Victoria Shopping
				Unit 20			Victoria Shopping	Victoria Shopping
T Mobile				Msu 6			Victoria Shopping	Victoria Shopping
				Unit 27			Victoria Shopping	Victoria Shopping
Cushion Flex				Unit 15			Victoria Shopping	Victoria Shopping
				Unit 5			Victoria Shopping	Victoria Shopping
Refer Maturi & Sons Ltd				Unit 8			Victoria Shopping	Victoria Shopping
H & M				Unit 12			Victoria Shopping	Victoria Shopping
				F13			Victoria Gardens	Victoria Gardens
DJ				F7			Victoria Gardens	Victoria Gardens
				F11			Victoria Gardens	Victoria Gardens
Athens				F12			Victoria Gardens	Victoria Gardens
TK Maxx							Victoria Gardens	Victoria Gardens
				Flat 1	30a		Commercial Street	Commercial Street
				Flat 2	30a		Commercial Street	Commercial Street

EXTRA FEATURES PROVIDED

Quarterly Updates

Geoplan update their entire Postcode product range every quarter so all data products will have the best possible match available.

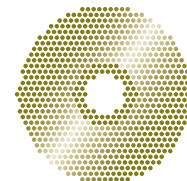
Technical Support

When purchased with Geoplan's ESP (Enhanced Support Programme) technical support is provided to give you assistance with your data. Geoplan's support team has a wealth of knowledge with which they can assist you getting the most out of your data.

Digital sample data NOW available covering the HG Postcode Area can be downloaded from www.geoplan.com or please ring on 01423 569538.

GEOPLAN SPATIAL INTELLIGENCE LIMITED
 Bilton Court Wetherby Road Harrogate North Yorkshire HG3 1GP
 tel: 01423 569538 fax: 01423 819494 email: info@geoplan.com

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OTHER OPTIONS

Royal Mail PAF Data can be purchased by selected Postcode Area instead of UK supply

Bespoke data supply

Specialised formats

PRICING

Price quoted is for single user. **For information on multi-user licenses please contact us on 01423 569538.**
Please note: Price quoted is per user, per annum and subject to annual RPI increase.

Single User License

£1,250 per user, per annum

FURTHER PRODUCTS AVAILABLE

If this product does not meet your requirements please speak with one of Geoplan's experienced sales consultants for advice on our other standard data sets, or consultancy options.

- Postcode Boundaries
- Postcode Points
- Postcode Databases
- Administrative Data
- Media Boundaries
- Demographic Databases
- Business Databases
- European Maps
- World Maps
- Map Bases