



# FP National Dealer Summit

## Mailing solutions company hosts event Feb. 18-20

by: Elizabeth Marvel, Office Technology Magazine

On Feb. 18-20, FP Mailing Solutions hosted 92 attendees from 64 dealerships at its 2026 National Dealer Summit at the Omni Hilton Head Oceanfront Resort in Hilton Head, South Carolina. The event featured keynote presentations from FP executives and guest speakers; a panel on how dealers are succeeding with selling FP products and solutions; breakout sessions; breaks with sponsors; and networking events.

FP CEO Friedrich Conzen presented the first keynote, “2026 FP Group Focus,” where he spoke about the challenges the company has experienced in recent years and how it has met those obstacles head-on. “The last few years were economically challenging and full of uncertainty, but FP did what FP always does well — stay calm, stay focused and keep building a strong foundation,” Conzen said, noting that FP has been completely debt-free since November 2025. “With delisting, we significantly reduce our regulatory overheads and complexity ... less bureaucracy, more business.”

Some of the economic challenges Conzen spoke about were U.S. tariffs and trade policy, and how they have affected the business. “We did everything in our power to minimize the impact of import tariffs,” he said. “We optimized our internal financial setups and processes to avoid pushing unnecessary costs to you or the end customers. Many of you noticed that the price adjustments were lower than the import tariffs themselves. That was intentional.

“This brings me to a topic that is, let’s say, diplomatically delicate,” Conzen continued. “U.S. trade policy does not make life easier for a small, specialized European manufacturer like FP — especially the frequency and the speed with which policies are reviewed, questioned or changed ... It’s not my place to judge the meaning or the strategic intent from an American perspective, but I do know this: Almost every economist on both sides of the Atlantic agrees that tariffs rarely benefit consumers in the long run. And, ultimately, it is the American customer who pays more. And then, there is this weak dollar.



*Friedrich Conzen*



*Michael Hannon*

From our perspective, it reduced U.S. revenue by roughly 13% in 2025.”

The reduced U.S. revenue was also noted during the second keynote by Michael Hannon, FP Mailing Solutions USA’s managing director for North America. He acknowledged that tariffs and market conditions created challenges across the industry in 2025, impacting new equipment placements and overall performance. Despite declines in new business and postage volumes, cancellations also fell while renewals increased. Hannon emphasized that FP chose to absorb much of the tariff impact rather than pass additional costs on to dealers and customers.

“We had a solid Q1,” Hannon said. “We launched the [FP PostBase] Fusion [postage meter], everything came out and was rolling really well, and then tariffs ... So that also had that secondary effect for us on the exchange rate side. So we saw both those things hit immediately and everyone just kind of froze for a little bit ... On our side, our quicker response was to try to get as much equipment into the U.S. as we could [before tariffs went into effect].”

Hannon went on to share some potential market opportunities for FP dealers in 2026 that may help to reverse last year’s declining revenue and profitability trends:

**(1) Decertification campaigns** — Many decertified competitive machines are still in the field, but need to be replaced. This is an opportunity for new equipment sales.

**(2) Renewals** — Forty-one percent of FP’s installed base is up for renewal this year, which presents another opening for new equipment sales.

**(3) Upgrades from PostBase Vision meters** — Vision meters have been discontinued, so Fusion meter sales will be key.

**(4) Opportunities within existing accounts** — Dealers should sell FP Smart Lockers, the TRAXsuite inbound parcel tracking solution and folder inserters to existing customers.

Hannon also emphasized the importance of new customers. “We need to focus on new,” he said. “We need to focus on the competition. We need to make sure we have a way we can grow.”

To accomplish this, FP has created several programs and incentives for dealers to help increase revenue and get more new customers. These programs were detailed in the “Marketing Spotlight” keynote by Amanda Fletcher, director of marketing for North America, at the end of the first day, as well as during several of the breakout sessions throughout the summit: “From Fold to Finish: Closing the Gap Between Interest and Investment,” “Unlocking Growth: How to Sell TRAXsuite and Smart

Parcel Solutions,” “Maximize Your Mailing: Showcasing the Full Value of Postage Meters,” and “Training to Sell Value: A Better Approach to Hardware Sales.”

During the “Maximize Your Mailing” breakout, regional sales managers Nick Panagakos and Mike Albanese gave more specifics about the amount of opportunity there is in mailing, noting that FP dealers hold about 345,000 customer accounts, approximately 30% of the total U.S. meter population of 900,000 units. They also shared that competitors Pitney Bowes and Quadient have about 650,000 unprotected units — devices with limited or no active rep coverage — that could be picked up by FP dealers.

They also gave details on one of FP’s new programs to sell meters to new customers, emphasizing the support the company will provide to its dealers. “We’re all part of the program and we’re here to support you,” Panagakos said. “We’re going to give you that targeted list ... We’re going to do monthly training and help train you guys on how to prospect, cold call and do all of the stuff with your reps you may not have time to do.”

The summit also included two special guest speaker keynotes focused on artificial intelligence (AI), how dealers can use it to their advantage and how FP is leveraging it to improve outcomes for its dealers. The first of these keynotes was “From PDFs to Answers: How FP & GoWest.ai are Rewriting the Service Playbook,” presented by West McDonald of GoWest.ai. He shared how his company is working with FP to create a Service Knowledge Engine that uses AI to provide easily accessible answers for service technicians. “We ended up building something that actually answers only from official knowledge,” McDonald said. “The documentation that’s provided is the only thing that it can answer on and that’s really important ... If it is asked about any device outside of its realm of expertise, it simply will not give the answer.”

He noted that the engine will deliver validated output

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with accurate and cited information. This, in turn, should improve technician confidence, producing a more profitable business overall. “So, the faster we get to resolutions with any toolset — be it going through ClubRED or be it having a good repository of PDFs or being able to use a tool like this — and the fewer callbacks we have, the greater the profitability,” McDonald said. “So, confident technicians — they work faster. All of us do. The more confident we are, the faster we can move

through things because we feel like we’re empowered. The second thing is that the faster resolutions we get are going to give us all better margins.”

The second guest speaker keynote, “Leveraging AI in Prospecting: Breaking Into Net-New Business in 2026,” was presented by Derek Shebby of Modern Sales Training. He encouraged reps to embrace “scary prospecting,” like in-person and phone cold calling, and to use AI to find real-time opportunities. He recommended using ChatGPT Agent Mode, which can search databases and extract relevant opportunities, build Excel spreadsheets and provide daily prospecting plans. During the presentation, he showed a video of how he used ChatGPT Agent Mode to put together a spreadsheet of opportunities, sharing his exact prompt, which asked for recent requests for proposals (RFPs) and requests for quotes (RFQs) in his area.

“When you’re done ... there’s your spreadsheet of all the RFPs/RFQs in your territory that came out in the last 45 days,” Shebby said, showing the final output on screen and encouraging dealers to explore AI. “If you haven’t started using AI for yourself, this is where it starts,” he said. “You’ve got to become familiar with trying to do it just to make your own life better, easier.” ■

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