

MailPro

NEWS FOR MAILING PROFESSIONALS



DELIVERING
WITH EVERY
SCAN

PAGE 3

RIGHTSIZING THE NETWORK

REALIGNMENT OF POSTAL SERVICE FACILITIES SAVING MILLIONS

FYI

The Postal Service is the first federal agency to publicly report its greenhouse gas emissions and receive third-party verification of the results.

The ongoing realignment of postal facilities to better fit the changing needs of customers is saving the Postal Service millions of dollars, but on June 15, USPS officials told a U.S. House of Representatives subcommittee that rightsizing and other cost-cutting measures are not enough to stave off a fast-approaching liquidity crisis.

“The Postal Service knows how to cut costs, streamline our excess processing network and make the necessary changes to bring our organization further into the 21st century,” said David Williams, vice president of Network Operations. “Rightsizing our network is only one of many strategies the Postal Service has employed in our efforts to cut costs and improve efficiency.”

Over the last four fiscal years, the Postal Service has reduced its size by 110,000 career positions and saved \$12 billion in costs. “Our achievements notwithstanding, issues that fall outside our control continue to prevent us from being able to close the gap between revenue and costs,” said Williams.

The Postal Service is seeking passage of legislation that would address the statutory schedule for prefunding of retiree health benefits and the overfunding of pension benefits. USPS also is seeking authority to adjust delivery frequency.

Williams said the lack of congressional action could threaten a mailing industry that pumps \$1 trillion into the nation’s economy each year and employs more than 7 million Americans. “More than 90 percent of mail-related jobs are in private companies of all sizes,” said Williams. “The success of these firms and their millions of employees depend on a healthy and thriving Postal Service.”

Williams said legislative action must occur in concert with the continued efforts of the Postal Service to reduce costs by trimming its network footprint. Area mail processing studies have been used since the 1970s to reduce a mail processing network that once consisted of more than 2,000 facilities to fewer than 300.

The Postal Service is taking a similar business case approach to streamline the number of postal-operated retail locations. With more than 100,000 places to buy stamps and ship packages — including grocery stores, drug stores, office supply stores and other retail locations — customers have more than double the number of retail outlet options for postal products and services compared to the number of brick-and-mortar Post Offices. Also, with *usps.com*, customers can request free Priority Mail Flat Rate packaging, print a label, pay for postage with Click-N-Ship and request free Carrier Pickup for packages.

FIND IT EASIER AND FASTER — LABELING LISTS HAVE A NEW HOME

The labeling lists that customers rely on for their mailings were formerly located in the *Domestic Mail Manual* (DMM), but are now conveniently located on the Postal Explorer home page at *pe.usps.com* under the “Additional Links” tab in the lower right corner.

Mailers can select between PDF or HTML versions, by simply clicking on “Go to PDF Version” or “Go to HTML Version” in the upper left hand corner.

Updates to the labeling lists will continue to be posted in the *Postal Bulletin* every two months. The schedule for the updates for the remainder of 2011 on Postal Explorer is Oct. 3, 2011, and Dec. 5, 2011.

You can also subscribe to labeling list products and updates using PS Form 8184, *National Zone Charts Matrix and Labeling Lists Product Order Form*.

For more information, contact the National Customer Support Center at 800-238-3150.

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FYI

The Postal Service uses more than 10,000 pieces of automated processing equipment to sort nearly half the world's mail.

DELIVERING WITH EVERY SCAN: CUSTOMERS ASKED, WE ANSWERED

They've got to see it to believe it. In today's world, customers are accustomed to following their mail and packages from acceptance to delivery — and they want to be updated along the way.

That's what scanning from the Postal Service must offer. With one simple sweep of a USPS scanner, customers know where their shipments are throughout transit.

"Each postal employee plays a fundamental role in increasing end-to-end visibility," said Jim Cochrane, vice president, Product Information. "We made a promise to our customers that by the end of the year, we'd have 100 percent visibility on all barcoded packages — that means capturing each and every scan throughout our entire network."



Improving the visibility of packages — from acceptance to delivery — offers huge benefits to customers. Not only does scanning information offer transparency and predictability into the Postal Service's infrastructure, it allows customers to track all volume with more detailed data to support customer service.

This wealth of information also allows mailers to improve the effectiveness of their mailings and provides the opportunity to increase media advertisements based on the delivery of direct mail. Scanning also produces data to support marketing campaigns and helps

customers better manage mail processing and logistics.

USPS is committed to capturing every scan it can — and helping customers capture all the business they can.

ADULT SIGNATURE: AN OPTION FOR MAILING UNDER THE PACT ACT

The Postal Service's introduction of Adult Signature Required and Adult Signature Restricted Delivery extra services provides two additional options for shipments of cigarettes and smokeless tobacco products sent by individuals.

The Prevent All Cigarette Trafficking Act, or PACT Act, bans the mailing of cigarettes and smokeless tobacco products, with some exceptions. These include the "certain individuals" exception, which

allows infrequent, lightweight shipments mailed by age-verified adults.

Under this exception, customers now can use Adult Signature extra services with Express Mail and Priority Mail services to ship cigarettes and smokeless tobacco products to persons at least 21 years of age.

In addition, Express Mail Hold For Pickup remains a valid option for mailing under the "certain individuals" exception, as well as other exceptions allowed by law.

Rules for shipments to APO/FPO/DPO addresses remain unchanged. Express Mail or Priority Mail with Delivery Confirmation is required for overseas military shipments only.

For more information on the PACT Act, visit usps.com/ship/domestic-tobacco-restrictions.htm. Go to usps.com/business/add-extra-services.htm for more details about Adult Signature extra services.

Adult Signature Required — Requires the signature of anyone 21 years of age or older at the recipient's address.

Adult Signature Restricted Delivery — Requires the signature of the specific addressee or authorized agent, who must be 21 years of age or older.

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A SIMPLER WAY TO SHIP YOUR ONLINE ITEMS

SELL ONLINE. SHIP WITH USPS — QUICKLY, EASILY AND AFFORDABLY. WANT TO LEARN HOW?

Internet sites such as eBay offer online sellers a world of buyers for their products. The Postal Service offers a wide range of shipping options to deliver those products to the buyers' doors. That's why USPS and eBay are partnering to provide information about online selling and shipping at "Grow Your Business Days" seminars at many Post Offices.

From online price breaks to convenient Flat Rate products to free Carrier Pickup, USPS can help online sellers lower their shipping costs.

With more than 94 million active users globally, eBay is one of the world's largest online marketplaces. USPS shipping options are integrated with eBay's shipping platform.

Topics at the Grow Your Business Days seminars will include:

- How to sell on eBay and ship with the Postal Service.
- Domestic and international shipping options.
- Flat Rate products.
- Online postage and pricing.
- Free supplies and free Carrier Pickup.
- Returns.

And much more!

For more information about shipping options from the Postal Service, visit usps.com.

STUDY FINDS DIRECT MAIL MAKES A DEEP IMPRESSION



A recent scientific study suggests that direct mail makes deeper and longer-lasting impressions on people's brains than digital advertising.

The study was conducted in the United Kingdom jointly by research firm Millward Brown; Bangor University, North Wales, UK; and the Royal Mail.

Researchers used neuroscience technology to see which areas of the brain became active when

participants viewed the same marketing message as a physical piece of direct mail and digitally on a computer screen.

Their findings suggest "the brain is more emotionally engaged and is potentially reflecting more on a response" when viewing direct mail, says Graham Page, executive vice president of consumer neuroscience at Millward Brown. Also, because the brain sees mail as real, deeper memories are likely being created.

Direct mail hadn't been the subject of any major neuroscience research until Royal Mail and Millward Brown teamed in 2009 to investigate its place in the evolving media landscape. "We were keen to understand how direct mail would work within new emerging media," says Mike West, head of data products at Royal Mail.

Page says the implication is clear — direct mail should still have a place in marketing strategies, even in the digital era.

"While there are huge benefits of taking advantage of virtual media, our research suggests that we shouldn't be forgetting more physical media like direct mail," says Page. "Physical, 'real' events like receiving direct mail add an element that virtual campaigns cannot."

Go to delivermagazine.com/2011/04/mining-the-mind to read the original story in *Deliver* magazine.

FYI

The Postal Service website usps.com is one of the most frequently visited government sites with more than 413 million visits in 2010 — averaging more than 1.3 million visitors each day.

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THE SMP TOOL FOR EDDM — CHANGING FOR THE BETTER

The “brains” behind Every Door Direct Mail (EDDM) and EDDM Retail is an online, interactive resource known as the Simplified Mailing Process (SMP) tool (<https://smp.usps.gov/>). The tool helps customers determine which type of EDDM mailing they qualify for and walks them through the process of preparing mailpieces and selecting routes promising the best return on their investment. In the following interview, David Mastervich, manager, USPS Saturation and Catalog Mail, describes how the SMP tool is being improved.



What's the difference between EDDM and EDDM Retail?

Both EDDM types are essentially saturation mail with simplified addressing. It is nothing more complicated than that. This type of Standard Mail has been delivered by rural routes for decades.

EDDM got started with Business Mail Entry Unit entry only. As such, it requires a permit. However, it offers more versatility in terms of mail volume and types of mailpieces accepted. Rural routes will accommodate letters, flats and irregular parcels in a number of mail categories (Standard Mail, Bound Printed Matter, Periodicals and Nonprofit Standard

Mail). City routes will accept all the same except for letter mail and Bound Printed Matter parcels.

EDDM Retail was launched to make it easier for small businesses and organizations to send direct mail. EDDM Retail mailings are accepted at any Post Office for local delivery. Permits are not required but existing permits may be used for indicia markings. If the mailer does not already have a permit, they use a universal indicia specifically designed for EDDM Retail. All payment is made up front and cannot be made through trust accounts.

What are the upper limits on EDDM Retail volume?

To make sure we didn't overburden our Post Offices, we restricted EDDM Retail mailings to Standard Mail flats only in quantities of 5,000 pieces per mailer per day at each location.

However, if a mailer wants to send 5,000 pieces to ZIP Code 90010 and 5,000 pieces to ZIP Code 90020, that's OK as long as those routes are delivered from different units. Keep it coming!

Is the SMP tool used with both EDDM and EDDM Retail?

Yes, and one of its functions is to help mailers determine whether they qualify for EDDM Retail or EDDM, or both. We are making changes to make these selections more “intuitive” as the customer engages in route selection using the tool.

We listened to our customers' suggestions, so the tool will be more convenient and easier to navigate.

We also are making improvements to the mapping software. We have purchased mapping upgrades and the tool will be updated twice a year. That should help us capture new streets that are missing from the previous version. The first of these mapping updates will be incorporated in the next revision, due in August.

In its next revision, the tool will accept 200 delivery points or fewer in cases where the entire Post Office delivers to 200 or fewer addresses.

You can find information about EDDM at usps.com/business/every-door-direct-mail.htm.

SHIPMENT OPTIONS

Did you know mailers and mail service providers can ship EDDM mailpieces to destinating offices or facilities without having to travel to those locations to drop off mailings in person? Procedures differ for EDDM and EDDM Retail.

- **EDDM** customers (BMEU entry) may ship their mailings to destinating facilities using Priority Mail Open and Distribute Service. More information is at usps.com/business/priority-mail-open-for-business.htm/.
- **EDDM Retail** customers can ship their Standard Mail flats to destinating Post Offices using regular Priority Mail with delivery instructions, documentation and payment enclosed. Find information at the EDDM Retail website usps.com/business/every-door-direct-mail-retail.htm/.

*****ECRWSS****

PO Box Holder
City, State 5-Digit ZIP Code

*****ECRWSS****

Residential Customer
City, State 5-Digit ZIP Code

*****ECRWSS****

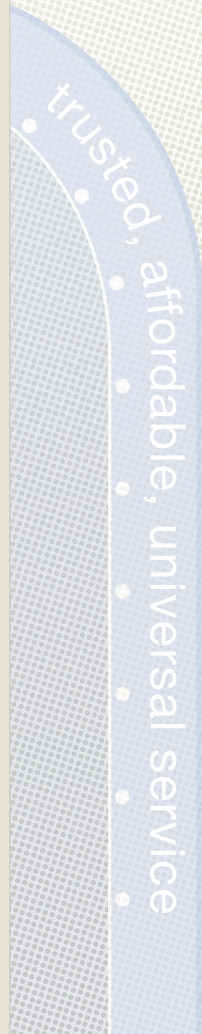
Local
Postal Customer

*****ECRWSS****

Postal Customer
City, State 5-Digit ZIP Code

FYI

In 2010, 25.1 billion stamps were printed. These stamps reflect the American experience and highlight our values, heroes, history, achievements and natural wonders in a collection of miniature works of art.



A LOEWY POSTAL SERVICE? LEGENDARY DESIGNER LEFT A MARK ON USPS

One of the 12 industrial designers featured on Pioneers of Industrial Design stamps — released June 29, 2011 — has a strong postal connection.

Raymond Loewy is arguably the most influential and well-known industrial designer of the 20th Century. From trains to cars, Coca-Cola bottles to household appliances, to the distinctive look of Air Force One, Loewy changed the look of corporate and government products.

Loewy also designed iconic logos for some of the country's most successful brands, including Studebaker, Hoover, Exxon and Shell — and the Postal Service.

With the U.S. Post Office Department about to become the United States Postal Service on July 1, 1971, former Postmaster General Winton Blount hired Loewy to create a new emblem to replace the "horse and rider" emblem that had been in use since the 19th century.

Loewy designed an emblem featuring a dark blue bald eagle poised for flight — a logo that better reflected a period when most mail was transported by air. The emblem's eagle sits above red and blue bars. In between the bars were the words "U.S. Mail," and surrounding all of the elements were the words "United States Postal Service" with nine stars.

The emblem was presented to the public Aug. 12, 1970, and the Postal Service officially began using it July 1, 1971. The emblem remained in service until former Postmaster General Marvin Runyon replaced it on October 12, 1993 with a streamlined eagle corporate signature.

The Postal Service issued an 8-cent First-Class Mail stamp of the Loewy logo July 1, 1971.

With the release of Loewy's emblem, Blount ordered changes from employee uniforms to vehicles to highlight "Postal Service" blue. The emblem also led to the appearance of one of the Postal Service's most

iconic images — the blue collection box. Each box was changed from red, white and blue to the new "postal" blue — the same color used today.

Loewy also worked for the Postal Service in 1963. Soon after the assassination of President Kennedy, the U.S. Post Office Department decided to issue a postage stamp on what would have been Kennedy's 47th birthday (May 29, 1964). Loewy, who knew the president and First Lady Jacqueline Kennedy, accepted only \$500 for this project as a symbolic gesture.

Loewy's stamp design consists of two side-by-side squares, the left one with a depiction of the John F. Kennedy Eternal Flame, the right one with a portrait of Kennedy.

The Postal Service has honored Loewy's work on several stamps. For the Pioneers of Industrial Design stamps, the Postal Service selected Loewy's "streamlined pencil sharpener" because it represents the designer's ability to make common objects look sleek and modern.



Additional Loewy projects honored on stamps include:

- 2007 Air Force One Priority Mail stamp. The stamp honors Air Force One. Loewy created Air Force One's distinctive look, which is still used today.
- 1999 All Aboard! Twentieth Century Trains stamps. The stamps honor five celebrated passenger trains from the 1930s and 1940s, including the "Congressional," which Loewy designed.
- 2005 America on the Move: 50s Sporty Cars stamps. Loewy designed the 1953 Studebaker Starliner, one of the five cars featured in these stamps.

QBRM MAILERS: TAKE NOTE

The Postal Service has issued revised standards for Qualified Business Reply Mail (QBRM) customers transitioning to the Intelligent Mail barcode (IMb). These standards were developed in collaboration with industry stakeholders.

This key change has been made with regard to sampling procedures:

Mailers are not required to submit samples for QBRM existing approved pieces or to reapply

for approval in the QBRM program when transitioning to the IMb.

For additional information about transitioning to use of the IMb on BRM pieces, download a pdf version of Business Reply Mail with Intelligent Mail Barcodes at usps.com/replymail/_pdf/BRM_IMB_Instructions1-3-11.pdf. For general BRM information, go to [usps.com \(https://abrm-prod.usps.com/ABRM/landing.do\)](https://abrm-prod.usps.com/ABRM/landing.do).

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POSTAL NEWS BRIEFS

NATIONAL PCC DAY — SEPT. 21, 2011

Planning is in full swing for National PCC Day Sept. 21. The live broadcast will begin at noon EDT and will feature a keynote address by Postmaster General Patrick Donahoe.

National PCC Day provides a venue to communicate the power of mail through educational programs and to celebrate the contributions and successes of PCCs across the nation. In addition, customers have the

opportunity to learn about current and future postal initiatives directly from the Postmaster General and network with local Postal Service executives and industry leaders.

Find a PCC and its events near you at usps.com/business/get-training-learn-to-grow.htm.



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MOBILE BARCODE PROMOTION RUNS THROUGH AUGUST

Quick response (QR) or “mobile” barcodes — two-dimensional barcodes that can be read by smartphones — are on the rise as a marketing tool. USPS is at the forefront of this wave with its newest pricing incentive for Standard Mail letters and flats and First-Class Mail cards, letters and flats that include a two-dimensional barcode that can be read or scanned by a mobile phone. The two-month promotion (July-August 31, 2011) is designed to increase the value of direct mail and build awareness

around integrating mobile technology into direct mail communications.

All companies who mail using a permit imprint and submit their mailing documentation electronically are eligible to participate, including mail service providers. No application or advanced registration is required.

Complete details about the promotion are available at delivermagazine.com/mobilebarcodepromotion/. For questions, contact the program office at mobilebarcode@usps.gov.



OPTIMIZING RETAIL NETWORK

As more customers choose to conduct their postal business online, on their smart phones and at their favorite shopping destinations, the need for the Postal Service to maintain its nearly 32,000 retail offices — the largest retail network in the country — greatly diminishes. USPS will be taking the next step in right-sizing its expansive retail network by conducting studies of approximately 3,700 retail offices to determine customer needs.

“Today, more than 35 percent of the Postal Service’s retail revenue comes from expanded access locations such as grocery stores, drug stores, office supply stores, retail chains, self-service kiosks,

ATMs and usps.com, open 24/7,” said Postmaster General Patrick Donahoe. “Our customer’s habits have made it clear that they no longer require a physical Post Office to conduct most of their postal business.”

For communities currently without a postal retail office and for communities affected by these retail optimization efforts, the Postal Service introduced the Village Post Office as a potential replacement option. Village Post Offices would be operated by local businesses, such as pharmacies, grocery stores and other appropriate retailers, and would offer popular postal products such as stamps and services such as flat-rate packaging.

FYI

The Postal Service, National Marrow Donor Program and Be the Match Foundation created the *Delivering the Gift of Life* campaign 14 years ago. More than 53,000 postal employees and their families have joined the *Be the Match* registry.

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NEW USPS.COM

NEW FEATURES.

EASIER-TO-FIND TOPICS AND TOOLS.

A FRESH APPROACH TO ONLINE INFORMATION.

Give the redesign a click.

Some of the website's new features include:

- "Quick Tools" section. Four of the most commonly used tasks by customers — Track and Confirm, Find USPS Locations, Calculate a Price and Look Up a ZIP Code — now are located in one easy-to-find area.
- The "Take Action" feature eliminates the need to navigate from page to page to find *usps.com*'s popular shipping and shopping Web pages, such as Ship a Package, Send Mail, Manage Your Mail and The Postal Store.
- Corporate information, including postal history, corporate structure and news and press releases, has been moved to a new website called *about.usps.com*.

