

# MEMO to MAILERS

UNITED STATES POSTAL SERVICE  
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## WHAT'S INSIDE

- 2 AUTOMATED POSTAL CENTER
- 3 PARCEL RETURN SERVICES
- 4 CUSTOMIZED MARKETMAIL
- 5 KEEPING POSTED
- 7 POSTAL NEWS BRIEFS

# TRANSFORMING POST OFFICE TRANSACTIONS

Automated Postal Center

APC Services

- Express Mail
- Priority Mail
- First-Class Mail
- Parcel Post
- Extra Services
- Stamps
- ZIP Code Search

Fast.  
Easy.

NEW

UNITED STATES  
POSTAL SERVICE

Story page 2

# Transforming Post Office transactions

**M**ail packages? Indeed. Buy stamps? Of course. Extra services? Sure. Check the ZIP Code? Yes. Take credit cards? Certainly – and debit cards, too. It's easy at the Automated Postal Center (APC).

In a move to extend quick, easy and convenient access to postal products and services when and where customers want it, the Postal Service this month introduces its new self-service kiosk. The APC enables customers to weigh and mail packages at their convenience rather than just during business hours.

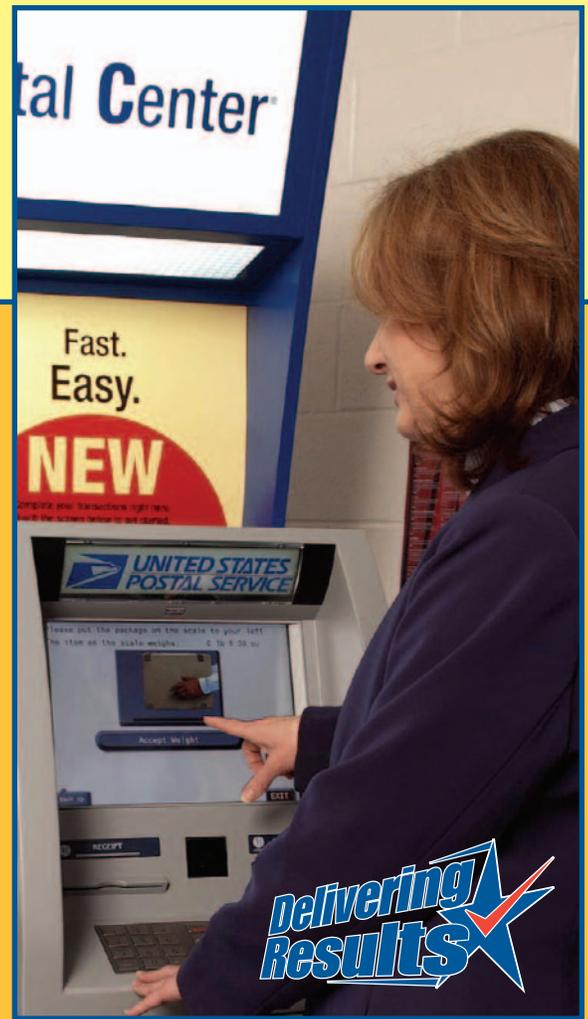
"The Automated Postal Center has the potential to revolutionize Post Office transactions for customers," says Acting Delivery and Retail Vice President Bill Galligan.

It's a multi-functional self-service machine that lets customers send packages and letters, buy stamps and some extra services, and search for ZIP Codes. Available services include Express Mail, Priority Mail, First-Class Mail, Parcel Post, Delivery Confirmation and stamps in self-adhesive sheets of 18.

"What ATMs did for banking, APCs could do for Post Offices," says Galligan. APCs accept most major credit and debit cards.

USPS will install APCs in about 105 Post Offices nationwide during the first wave of deployment. By the 2004 holiday season, there will be 2,500 APCs installed throughout the country.

"The Automated Postal Center is, in effect, a stand-alone Post Office," says Galligan. "We're using technology to expand access to our products and services and making it easier for our customers to take care of business through the mail." ■



## Delivering results

**T**hat's what we're all about. When you see the "Delivering Results" symbol, you'll know it's about how we're making the Transformation Plan a part of everything we do. ■



## Questions? Answers!

**A**re you looking for a way to find mailing products and services quickly and easily? Do you need to know about delivery options? Are you moving? *A Customer's Guide to Mailing* is available now at your Post Office. The guide contains information on the products and services most commonly used by retail consumers and small business mailers.

Learn about your mailing options for bills, cards and letters, and shipping merchandise and gifts across

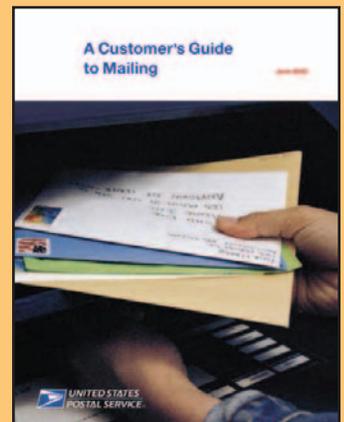
the country or around the world. Take advantage of all delivery options



and learn the different ways you can receive your mail. *A Customer's Guide to Mailing* will help you find mailing and shipping solutions to make money and save money. You can learn how to change your

address online when you move or have us hold your mail while you're away on vacation.

We want our customers to know more, have a positive mailing experience, and choose the best products and services to meet their needs. Pick up a copy at your local Post Office or read it online at [www.usps.com](http://www.usps.com). *A Customer's Guide to Mailing* also is available in Spanish and Chinese in many Post Offices. ■



# Returns? Make it easy for your customers

**M**ore direct sales from catalogs and the Internet mean more outbound packages — and more returns. Make returns easy for your customers. Turn to Parcel Return Services (PRS) from the U.S. Postal Service.

PRS was launched as a two-year pilot program in October 2003. This new service offers convenience to customers and provides lower rates to shippers who pick up returned parcels at an origin Post Office or bulk mail center.

PRS provides three rate categories:

- **Return Delivery Unit:** Shippers pick up parcels from a delivery unit at a flat rate of \$2 per piece.
- **Return Bulk Mail Center:** Shippers pick up parcels from a bulk mail center at rates starting at \$2.10 to \$10.54 for machinable items up to 35 pounds and starting at \$3.45 to \$13.14 for non-machinable items.
- **Bound Printed Matter Bulk Mail Center:** Shippers pick up qualifying Bound Printed Matter parcels from a bulk mail center at rates starting at \$1.63 to \$5.17

for items up to 15 pounds.

PRS offers these important benefits:

- Lower rates.
- Increased customer satisfaction.
- Reduced handling costs.
- Reduced call volumes from customers inquiring about returns.
- Improved turnaround time for restocking and reselling items.
- Reduced paperwork with postage-due statements from *Postal One!*
- Shippers may offer free returns to customers, or they may bill customers later.

The biggest winner is the consumer, who enjoys the convenience of preprinted, prepaid return labels and the ease of handing a package to a letter carrier, dropping it in a collection box or taking it to a Post Office. Consumers also appreciate the reliable service they know and trust from the Postal Service. “No

one can take a merchandise return from a household better than we can,” says USPS Package Services Manager Jim Cochrane. “We touch every household every day.”

For complete details, and to see how your business can qualify to take advantage of reduced rates for parcel returns, please visit [www.usps.com/parcelreturnservices](http://www.usps.com/parcelreturnservices). ■



# FYI

**H**ave questions about your Global Express Mail package? Customers with outgoing Global Express Mail inquiries can call the Express Mail Service Inquiry Center at 800-222-1811 within 90 days of mailing. For inbound Global Express Mail, the sender in the foreign country must contact their Foreign Partner Administration to initiate an inquiry in the United States. ■

# You've got access at eBay

**Y**ou get convenient access to Postal Service shipping options from eBay's new online postage solution. The Postal Service is now directly accessible from the eBay and PayPal websites. eBay.com and PayPal users can purchase postage online and print USPS shipping labels directly from their computers, making shipping easier and more efficient.

“We are making the U.S. Postal Service directly accessible within the World's Online Marketplace,” says USPS Chief Marketing Officer Anita Bizzotto. “This relationship with eBay is yet another example of our commitment to improving access, convenience and

value for our customers, already the benchmark for the shipping industry.”

Integrated on both PayPal and eBay.com sites, the eBay Online Postage solution, powered by Pitney Bowes, lets customers print a USPS shipping label and pay for the postage via their PayPal account. Once

the label is purchased, both the buyer and seller will be able to track the delivery status of the package online. In addition, when eBay's Online Postage is used together with the Postal

Service's free Carrier Pickup, eBay and PayPal users can save a trip to the Post Office.

“Fast and reliable shipping services are essential to eBay buyers and sellers,” says Gary Dilabough, vice president of eBay Strategic Partnerships. “Integration of Online Postage will allow the eBay and PayPal communities to manage their online sales and postage needs easily and conveniently from one place.”

For more information or to access to the new online postage page on eBay or PayPal, visit <http://pages.ebay.com/usps> or <http://www.paypal.com/shipping>.



# Is that a puppy in your mailbox?

The Postal Service's Customized *MarketMail* (CMM) is bringing to life the dreams of creative advertising mail designers nationwide. Perhaps you've seen the Krispy Kreme donuts, jet airplanes, giant quarters or reindeer antlers in your mailbox, promoting products and services in your community. If you want to stand out in the crowd, CMM is the way to do it.

These potentially three-dimensional mailpieces can take virtually any shape and design to deliver high impact, demand attention and generate greater response rates.

Supra Telecom is a continuing local exchange carrier (CLEC) that offers local and/or long-distance telephone service in 26 states. The Miami, FL-based company decided to take a creative approach in its direct marketing efforts to announce a unique, community service effort with The Salvation Army. Supra Telecom designed an original Customized *MarketMail* piece in the shape of a puppy in a holiday gift box as a way of introducing their donation of about 10,000 calling cards to people in need identified by The Salvation Army. The CMM

piece, which dropped right before the Thanksgiving holiday to about 300,000 addresses, was also designed to provide an incentive for recipients to increase their contributions to The Salvation Army during the holiday season.

"This direct mail piece was extremely effective as a marketing vehicle for us," said Carlos Lopez, marketing director for Supra Telecom. "We used the CMM puppy piece to refresh our brand, and it definitely cut through the Christmas mailbox clutter and found its way into the hands of our intended target audience," he said.

Lopez says Supra Telecom is always searching for innovative ways to integrate the company's message so that consumers receive it from different angles. "This direct mail effort helped bolster our bottom line during the holiday season, and the expe-

**Delivering Results**



## Key facts about Customized *MarketMail*:

- Postage for Customized *MarketMail* pieces is 57.4 cents for Regular Standard Mail service and 46 cents for Nonprofit Standard Mail service.
- CMM pieces can be as small as the smallest mailable letter (3.5 inches by 5 inches), as large as the largest flat (12 inches by 15 inches), and any size in between. The maximum weight for a CMM piece is 3.3 ounces. For safety, CMM mailpieces cannot have sharp or pointed edges.
- Customized *MarketMail* pieces do not have to be uniform in thickness as long as the thickest point is less than 0.75 inch. The minimum thickness is 0.007 inch. To ensure adherence to standards, mailers should have their local Postal Service acceptance unit review their CMM mailpiece designs before production.
- Customized *MarketMail* users must have or obtain a Standard Mail permit and send a minimum of 200 pieces per mailing, but not necessarily per destinating delivery unit (DDU).
- CMM pieces must be dropshipped or taken to the DDU. Mailers may send their Customized *MarketMail* mailing to the DDU via Priority Mail service or Express Mail service in packaging marked "Postmaster — Open and Distribute."

rience has only strengthened our belief in the power of direct mail, when successfully integrated with other marketing mediums. We think that direct mail is the right channel for a new wave of marketing to consumers," said Lopez.

The CMM direct mail piece was very successful for Supra Telecom, yielding an impressive four-to-one response rate. The company continues to receive letters of acknowledgement about the uniqueness of the piece.

And now, CMM is an even more attractive option for direct mail advertisers because of recent enhancements. Business mailers

can attach Standard Mail matter — such as business reply cards and envelopes, coupons and coupon booklets, thin merchandise samples, promotional magnets and other marketing material — to their Customized *MarketMail* piece. CMM mailers can now use standard delivery addresses in addition to the "Occupant" and "Exceptional" address formats. Changes in the CMM mail preparation procedures also have taken effect recently.

Look for more information about Customized *MarketMail* at [www.usps.com/customized-marketmail](http://www.usps.com/customized-marketmail). ■

## BUILDING A KNOWLEDGE BRIDGE: THE NEW LINKAGE BETWEEN PCCS AND MTAC

Postal Customer Council (PCC) members and their counterparts at the Mailers' Technical Advisory Committee (MTAC) are now just a click away from each other's national websites. For PCC members, this means instant access to the latest research and thinking on a host of leading-edge initiatives and programs.



At the MTAC February quarterly meeting, for instance, MTAC work group leaders reported on topics such as PostalOne!: Postage Payment and Statements — Approach and Design, Enhancing Confirm, Flat Mail Preparation Optimization, MERLIN, Product Redesign, Corporate Automation Plan — Phase 2 and the USPS Mailer Technology Study within the Intelligent Mail and Address Quality Group. These reports, and supplementary materials and commentary, have been posted on the MTAC site, says MTAC program manager Ernie Harris.

"With technology dramatically impacting the way we all do business, there is real opportunity to add value by disseminating results coming out of our work groups to as broad an audience as possible," says Bob O'Brien, vice president for Postal and Distribution Policy at Time Customer Service, Inc., and MTAC's industry chair. The linkage between the MTAC site and the national PCC network site — [www.usps.com/nationalpcc](http://www.usps.com/nationalpcc) is part of an effort to enhance the PCCs' role as an education, communications and growth engine.

"As we plan for the revitalization of the Postal Customer Councils, it's clear there's an opportunity to

enhance the role of PCCs as a communications channel," says John Wargo, USPS vice president for Service and Market Development, "In that regard, MTAC members will be encouraged to attend PCC meetings to share knowledge as well as to listen for ideas which may be appropriate for future MTAC work group initiatives."

MTAC membership includes representatives from 55 major mailer associations. The committee's historic mission continues to be to make a "joint effort ... to share technical information, advice and recommendations on matters concerning mail-related products and services to enhance customer value and expand the use of these products and services for mutual benefit." The next MTAC general membership meeting is scheduled for May 5 – 6 at Postal Service headquarters in Washington, D.C.

To learn more about MTAC and the reports of its work groups, go either to the MTAC home page at <http://ribbs.usps.gov/mtac.htm> or to the PCC national website ([www.usps.com/nationalpcc](http://www.usps.com/nationalpcc)). From the PCC site, click on the "Mailers' Technical Advisory Committee" link listed in the "Quick Links" section.

For additional information, contact MTAC Program Manager Ernie Harris at 703-292-3815 or PCC Program Manager Lewis Johnson at 703-292-3884.

## CENTRAL OHIO RECOGNIZES EIGHT FOR EXCELLENCE

The Central Ohio Postal Customer Council (PCC) at its 2004 Awards Banquet honored five mailing professionals, two postal employees and one Post Office for outstanding performance. The Postal Service's Chief Operating Officer and Executive Vice President Pat Donahoe was guest speaker and helped present awards at the Feb. 19 event.

"Postal Customer Councils do a

wonderful job of recognizing and rewarding mailing excellence," said Donahoe. "I'm delighted to be able to participate in this annual process."

"All the award winners have earned this recognition by having made outstanding contributions to their organizations and the mailing industry at large," said John Wargo, vice president, USPS Service and Market Development. "We also want to acknowledge the Central Ohio PCC leadership and its members for their tireless efforts in making this event a great success."

The award winners represented the best in the spirit of cooperation, education and communication. The award categories and winners are:

**Ruth Banner, Chemical Abstracts Services, Mail Center Manager Award** — in recognition of an individual who has successfully implemented mail-related innovations that have enhanced the value of mail as a strategy to generate revenue or reduce costs for their organization.

**Cyril Farms, One Write, Mailing Excellence Award** — in recognition of outstanding achievement in the effective use of the U.S. Mail to meet marketing objectives.

**Annette Dressler and Groveport Post Office, Excellence in Postal Service Award** — in recognition of both a postal employee and a U.S. Postal Service Post Office for their outstanding service to customers.

**Trinka Kitchen, BankOne Card Services, Partnership for Progress Award** — in recognition of either a person or an organization for their significant contributions in partnership with the Postal Service and to advancing the value of mail as a strategy to achieve users' business objectives.

**Debbie Pfeiffer, PSI Group, Inc., Mailing Industry Leadership Award** — in recognition of organizations whose mail-related innovations have

enhanced the value to their organization in the marketplace.

**Jeffrey B. White, The Ohio State University and Jacqueline Sherrod, U.S. Postal Service, Hall of Fame Award** — in recognition of individuals who have been instrumental in building the Central Ohio PCC into the outstanding organization that it is today. ■

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# Send mail they'll treasure

April is National Card & Letter Writing Month

Dear Fiona,

I miss you terribly - your lovely voice,  
your snoring, your smooth green skin.

I miss your spider pot pie, too.

Promise me you'll save me some beetle  
crisps for when I return. I can't  
wait to see you.

Love, Shrek

P.S. Donkey says "hello."



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# POSTAL NEWS BRIEFS

## PMG TO REPORT SUCCESSES DURING MAY 26 LIVE BROADCAST FOR PCC DAY

Tens of thousands of Postal Service customers around the country will hear Postmaster General John E. Potter May 26 when he delivers his first-ever national satellite broadcast on the state of the Postal Service.

The televised speech will highlight National Postal Customer Council (PCC) Day, an event honoring the 200 councils that serve as liaisons to the Postal Service's business and non-profit customers across the United States.

The Postmaster General is expected to talk about the Postal Service's successes in pushing service to new levels, increased efficiency due to new mail-processing technology, improved access to postal services, new and enhanced products and services and revitalizing the Postal Customer Council network.

"As the Postal Service continues to transform, our ability to communicate quickly, accurately and effectively becomes more important and more challenging," said Postal Service Chief Marketing Officer Anita Bizzotto. "The PCC network is an excellent channel for us to educate and communicate to our customers about how our transformation efforts are benefiting them."

The nation's PCCs are expected to meet May 26 to watch the Postmaster General's presentation. For more details on the broadcast, and National PCC Day events, visit the national PCC website at [www.usps.com/nationalpcc](http://www.usps.com/nationalpcc).

## JOINT HEARING EXAMINES POSTAL REFORM

U.S. Postal Service officials urged members of Congress to grant the Postal Service the tools it needs to continue providing affordable, universal mail service to all Americans.

Board of Governors Chairman David Fineman and Postmaster General John E. Potter testified before a joint hearing of the House of Representatives Committee on Government Reform and the Senate Committee on Governmental Affairs.

The Postal Service's 34-year business model is based on the outdated assumption that rising First-Class Mail volume will fund an ever-expanding delivery network, they said. "We must face the simple fact that our business model — established by the 1970 Postal Reorganization Act — is no longer valid," said Fineman.

Postal reform is fraught with challenges, said Potter, "but the rewards for the people of our nation can't be understated. If we are successful in our efforts, we will preserve the right of every American to affordable, universal mail service."



The Postal Service honors the United States Air Force Academy with its own commemorative stamp.

## MEMO to MAILERS

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## In the spirit of Benjamin Franklin

Gulfport, MS, Mailing Standards Specialist Jerry Hawk is the national winner of the 6th annual Benjamin Franklin Community Newspaper and Postal Service Partnership Award of Excellence. The award was presented by Postmaster General John E. Potter, National Newspaper Association (NNA) President Bob Sweeney and NNA Postal Committee Chair Max Heath during the NNA's 43rd Annual Government Affairs Conference at the Library of Congress in Washington, DC.

The Benjamin Franklin Award of Excellence is presented to a Postal Service employee who best represents the spirit of Benjamin Franklin, a newspaper publisher, statesman and the first Postmaster General. It was Franklin's commitment and dedication to service that helped set standards by which com-

munity newspapers and the Postal Service operate today.

NNA member newspapers nominate local Postal Service employees. Judges in each state select winners from those nominations. NNA's Postal Committee selected Hawk from among the state winners as the national winner.

"I congratulate Jerry. This award honors the postal employee

who has done the most to strengthen the partnership between the Postal Service and community newspapers," said PMG Potter.

Hawk is a 30-year Postal Service veteran. He began his career as a mail handler in Gulfport, MS, and has been a mailing standards specialist in Gulfport since 1992. ■



Mississippi postal employee Jerry Hawk (left) accepts award from Postmaster General John E. Potter and NNA Postal Committee Chair Max Heath.

Change Service Requested

# Priority Mail® bundles

1

with **Delivery Confirmation™**  
service



from  
**\$4.30**

2

with **Insurance**



from  
**\$5.15**

3

with **Insurance & Delivery Confirmation™**  
service



from  
**\$5.60**