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Western States Envelope & Label

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Fall 2012

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Postal Reform Legislation

By Steve Bocker

Stuck in the Muck with Inactive Congress

It has been nearly one year since the U.S. Senate introduced its Bill S.1789 – 21st Century Postal Service Act of 2012. The bill was passed by the Senate on April 25, 2012. The House Bill H.R. 2309 is a partisan bill sponsored by Congressmen Darrell Issa [R – CA] and Dennis Ross [R – FL]. It was reported out by House Committee on Oversight and Government Reform chairman Issa, but has gone no further toward House passage. Without a House postal bill there is nothing to confer a compromise bill with the Senate, and ultimately nothing for a President to sign. The House could vote to pass the Senate version of postal legislation, but there are very striking differences between the bills making such a vote unlikely to happen.

For many of us in the printing and mailing industry this failure to act has been very frustrating. The Postal Service continues to do its job right now, but the bad press around facilities closures and a financial cliff of their own is calling into question the future viability of the Postal Service. It is frustrating that our industry associations, individual companies, and employees have spent the last two years meeting with all of the key House members educating them about the 8 million private sector jobs in the mailing industry. The Institute for Postal Studies Mailing Industry Job Study of 2010 (currently being updated) listed these job categories by State and Congressional District. This has given our House of Representatives specifics about

the number of industry-related jobs and revenues in their own Districts. One would think this information would motivate a call to action. Apparently not.

We are now in a state of unlikely activity on the legislation. There are few legislative workdays between now and Election Day. Following that is the lame-duck session, and who knows what will happen before the holiday break? I would not bet anything on House passage. The odds are thin and getting thinner every week. If we go into the next Congress, we start over. In the end it may take a Postal Service fiscal crisis for Congress to act. In my opinion, this drama of inaction has been a willful disrespect of our industry by our elected Representatives, placing unnecessary risk to its growth and 8 million jobs.

There is still time to write your Representative and express our need for action on H.R. 2309. Let them know how many employees work in your organization. A suggested template for your letter can be found on our website: www.wsel.com/legislate. Your Congressional Representative can be found at www.house.gov. These Representatives should go to work for us now and earn our votes in November.

Steve Bocker is vice president sales and marketing. He is chairman of the Postal/ Government Affairs Committee for the Envelope Manufacturers Association (EMA) and is a member of the Postmaster General's Mailers Technical Advisory Committee (MTAC).

President's Perspective

So far this year, the print and mail markets haven't been as busy as most industry analysts expected them to be. If your business currently isn't as strong as you thought it would be, it might be time to review your plan and make some adjustments.



Are your current suppliers living up to your expectations? Have you investigated utilizing your best suppliers to the full extent of their capabilities? A great supplier doesn't just offer great pricing. Great suppliers offer great ideas, products and performances.

Our mission is to perform for you in a way that will exceed your expectations and help your business achieve success. We have nearly 1,600 stock envelope and label items on the shelf available for immediate delivery to you. Ninety-six percent of our stock item orders ship the same day as ordered. Ninety-five percent of our orders for custom-made products ship on or before the acknowledged date. We offer unlimited product variety with virtually no minimums. We promise you a quick and rewarding buying experience. You will deal with an educated, experienced live person...never an automated attendant. Our manufacturing facilities operate three shifts daily plus weekends and are designed with redundancy, reliability and industry leading state-of-the-art equipment to serve your needs.

Are you currently utilizing us to the full extent of our capabilities? I invite you to partner with us and push us to the limit to give your business the best chance to succeed. Call your Western States representative and put us to work for you today!

Thankfully yours,

Mark

Mark Lemberger
President

If your customers are expecting postal discounts such as Presorted First Class and Standard Mail automation rates January 28, 2013 and beyond, then use of the Intelligent Mail barcode (IMb) is a must. The Postal Service first rolled out the IMb in 2006. You may recall the May 2011 deadline for universal adoption being postponed indefinitely. The carrot (discounts) and stick (deadlines) approach wasn't working for the Postal Service, so they backed off.

Since that false start, the Postal Service has recalibrated its effort to educate and show the value of the IMb to the mailing industry. Their promotions, such as the Mobile Barcode Promotions of 2011 and 2012, have required IMb usage. Early this year, the Postal Service announced the new IMb implementation date. This time, there will be no postponement. It is January 28, 2013 for sure.

Basic or Full Service Now, Full Service 1 Year Later

Basic or Full Service can be used until January, 2014. Then Full Service is required. Currently 50% of all commercial mail is Full Service. The benefits to mailers include visibility of their mailpieces in transit and knowing the timing of delivery in-house. The benefit to the Postal Service is also visibility of mail in transit, but that information is used to improve service levels. There are discounts available with Full Service, so earlier transition to it provides immediate benefits.

Even with Basic Service, a Mailer ID (MID) is required. This is one of the main differences

when it comes to generating the IMb versus the POSTNET barcode. There is no need to obtain a MID with POSTNET. The MID is issued only by the Postal Service through their Business Customer Gateway.

Here is information from the USPS RIBBS website: "To request a Mailer ID (MID) go to www.usps.com and select the Business Customer Gateway located on the bottom right-hand corner of the web page footer. You must either be an existing or a registered user, or can sign up as a new user for a business account to gain access to the Business Customer Gateway. Once you have access, request the "Mailer ID" tool and proceed with the "Request a MID" button to obtain a MID."

Domestic Mail Manual (DMM) Change Coming for Reply Mail

A notable change is coming to the Postal Service's DMM on January 28, 2013. A requirement that business reply mail (BRM), courtesy reply mail (CRM), and meter reply mail (MRM) have an automation compatible barcode if enclosed in automation mail is being removed from the DMM. This applies to First Class letters and flats, as well as Standard Mail letters and flats. Four different clauses in the DMM referring to this are being removed. This means that BRM, CRM, and MRM without the IMb can be enclosed in an automation mailing and not lose the automation postage discount. Inventories of reply envelopes with the POSTNET will still be acceptable. Proper Facing Identification Marks

(FIMs) will apply to an IMb or POSTNET (or no barcode) if used in reply mail. The Postal Service strongly encourages mailers to adopt the IMb on reply mail. The traceability of the IMb is a value to mail owners, so moving from POSTNET to the IMb is recommended at the time of reorders.

Some Reply Mail Requires the IMb

Qualified Business Reply Mail (QBRM) and Permit Reply Mail (PRM) will require an IMb. This is because these are discounted reply mail programs. For more information on the IMb, including Postal Service resources, go to www.wsel.com/imb to download our free Intelligent Mail Survival Guide II.

YOUR INTELLIGENT MAIL SURVIVAL GUIDE II

An Overview of the Latest Updates
Effective January 2013 the United States Postal Service (USPS) will require an Intelligent Mail barcode (IMb™) to claim automation discounts on all letters and flats. In fact, a rating was posted on March 2, 2012 discontinuing POSTNET™ barcodes from automation eligibility. Intelligent Mail™ barcodes, basic or full service, will be the only barcodes eligible for automation pricing as of January 2013.

The IMb™ requirements apply to the following types of mail:

- First-Class Mail™ letters and flats
- Standard Mail™ letters and flats
- Periodical letters and flats
- Bound Printed Matter flats
- Reply Mail- Qualified Business Reply mail (QBRM) and Permit Reply mail (PRM) only.

Two IMb™ Options

Basic Option

- Unique Intelligent Mail tray and pallet barcodes (not required; Intelligent Mail™ barcodes on mail pieces, but no unique serial number).
- Electronic documentation is not required; allows additional time to comply with Full Service requirements.

Full Service Option

- Accesses the full suite of Intelligent Mail™ benefits (See Address Change Service, etc.) and discounts.
- Provides maximum mail stream visibility.
- Requires use of unique Intelligent Mail™ piece, tray and container barcodes.

Getting Started

Follow these steps to implement Intelligent Mail™ barcodes:

1. **Download and install an encoder and font.** The IMb™ consists of a 20-digit Tracking Code (4 of the 5 key barcode data fields mentioned earlier) and up to an 11-digit Routing Code. The barcode encodes up to 31 digits of the mailpiece data into 65 vertical bars using 4-state symbology. You need an encoder to convert the Tracking Code and Routing Code into a 65-character barcode string. Note that the IMb™ is always 65 bars, regardless of zip code length and does not require check digit or frame bars. Also note: IMb™ is not human readable like the POSTNET™ and requires the encoder available at the link described on the next page. To download a

Requirements and Positioning

Every IMb™ requires two (2) key data fields:

1. **Barcode ID** – This must be "000" if an Optional Endorsement Line (OEL) is not printed on the mailpiece.
2. **Service Type ID (STID)** – A three-digit field that identifies class of mail and any additional special services requested (OneCode ACS, etc.). At a minimum, provide mail class; do not use "000".
3. **Mailer ID (MID)** – Identifies mail owner or preparer; this 8 or 9-digit field is assigned by the USPS (go to <http://gateway.usps.com> to request an MID).
4. **Serial Number** – A unique 6 or 8 digit field assigned by the mailer (for mailing events, recipient identifiers, etc.). For Basic IMb™ service or all Reply Mail, this number can be the same on all mailpieces.
5. **Routing Code** – A 5, 9 or 11-digit field that identifies delivery ZIP code data (same as info used in current POSTNET™ barcodes; 11-digit delivery point routing codes not permitted on QBRM/CRM).

Press Adds Productivity and Value to Every Run

It's an 8-color wonder with the fastest makeready times in the industry. It's virtually waste-free. It's perfect for longer runs with multiple versions, color changes and narrow web applications. It's your next label run on the new Performance Series P5 press at Western States Envelope & Label.

The new Mark Andy 13" P5 is truly the workhorse of flexographic label presses. Nimble yet precise, it delivers quality to all your label orders:

- Integrated with award-winning workflow technology for exceptional color reproduction
- Uses either water-based or UV inks, and has both pre-register and auto registration to save valuable time and waste

- Eliminates need and cost for pre-priming most substrates
- Costs less than click-charge digital models
- Delivers simple, immediate production proofing and test marketing
- Max print speed 500 fpm; max run speed 750 fpm
- Handles web widths up to 13" (prints up to 12")

The P5 label press features simple, repeatable settings for ink and impression; a self-positioning rigid doctor blade system; and fewer operator tasks that reduce set-up time. This press is ideal for any size label run. The P5 also accommodates conventional 13" tooling for projects that can't be laser die-cut. Existing 7"

dies tooled for 7" presses are also available to meet any unique label need.

Discover how this new generation of label press technology gives your customers a better label product for their investment. For more information, go to www.wsel.com/labels/capabilities. Also, watch for future articles with details about the types of packaging and label applications that are an ideal fit with this new P5 press.



Make it a Merry Mobile Season

Mobile barcodes. This two-dimensional barcode that's scanned with a smart phone has taken the digital marketplace by storm. In fact, according to a 2011 report by Mobio Identity Systems, scanning traffic increased 459% between first quarter 2010 and first quarter 2011.

From past communications to the industry's latest findings, you know that print and digital provide a win-win combination. For instance, a direct mail envelope with a mobile barcode is the perfect way to reach today's traditional and tech savvy customers. But to create a more triumphant multichannel campaign, consider these important factors:

- **The right code does wonders.** Nowadays, "QR Code" (aka Quick Response Code) has become a generic industry term for mobile barcode. There are actually several mobile barcode options to ponder, so be sure to use the one that works best for what you want to convey and the customer you're targeting.
- **Demographics, demographics, demographics.** As a tie-in to the above tip, knowing your target audience inside and out (age, gender, etc.) will help you determine which mobile barcode is most appealing and tracks the best response rate.
- **Best results come from best barcode practices.** Be sure the mechanics behind

your barcode are successful. That means everything from keeping data density low to creating a mobile-friendly landing page (not an ordinary web page). You want whatever information you relay to be relevant, simple to access and valuable to your end-user. From coupons and special offers to videos and white papers, make it appeal to the intended audience.

- **Always use analytics.** The data your barcode generates is as valuable as the value you put into it. Although there are many free online code generators, make sure you're getting the analytics. After all, you want to know how often your code is being scanned and who is scanning it to promote future mobile marketing efforts.
- **Test to perfection.** Nothing's worse than dumping a bunch of time and resources into a code that doesn't work properly. Before final production, try your code out on several phones and mobile scanning devices, and use multiple code scanners.

Western States Envelope & Label has an expert staff and several resources to help you and your customers make the most of your mobile marketing efforts. Go to www.wsel.com/postal-news, contact your sales rep or call Customer Service at 800-558-0514 to find out more.

A Repeat for Rob Janowski

Achieving sales success is no small feat. But doing it two years in a row is truly exceptional.

At the July sales meeting, Outside Sales Representative Rob Janowski won Western States Envelope & Label's 2012 David C. Reed Sales Excellence Award. As the two-time recipient of this award, Rob was honored and grateful. "It's very flattering to be recognized individually, but I wanted to take this opportunity to recognize the people who really deserve the credit, and make an award like this possible." For Rob, that's everyone: "Somehow, or in some capacity, every person in this company touches the work needed to create, produce or finalize sales... It is truly a team effort with one goal in mind, and that is to take care of our valued customers."

Rob has been a committed professional with Western States since his first day here 28 years ago. Congratulations Rob—we look forward to celebrating your dedication for decades to come!



Rob Janowski receives his 2012 David C. Reed Sales Excellence Award.

Pantone Color Trends for 2013

Classic meets contemporary. That's the best way to describe Pantone's color trends for the upcoming seasons. It's an eclectic mix of bright bold hues and tints with a hint of nature. To learn more, go to www.theultrabright.com and click on "Forecast" (August 2012 posting).

Mobile Holiday Promo Rings in Benefits and Discounts

The 2012 Holiday Mobile Shopping Promotion from the United States Postal Service offers an upfront 2% discount on Standard Mail® and First-Class Mail® letters, flats and cards (presort or automation) that include a mobile barcode or print/mobile technology that's read or scanned by a mobile device and leads recipients to a mobile optimized shopping website. The technology must connect recipients to a webpage that allows them to purchase an advertised product from their mobile device (the sale of services will not qualify). Important dates include:

- Registration Period: September 15–November 21, 2012
- Promotion Period: November 7–21, 2012
- Rebate Claim Period: January 1, 2013–February 15, 2013
- Mailing Date: Mail must be tendered for acceptance during the promotion period (November 7–21, 2012). Qualifying Plant-Verified Drop Shipment (PVDS) mailings will be accepted through December 5, 2012.

Also, get an additional 1% rebate on postage of qualifying mailings if a portion of the orders are fulfilled via Priority Mail®. The Fulfillment Period is November 9–December 31, 2012.

Please note that if you participated in the Summer Mobile Commerce and Personalization Promotion, you'll need to register again for this promotion on the USPS' Incentive Programs Service within the Business Customer Gateway. For more details, download our flyer at www.wsel.com/postal-news, contact your sales rep, call Customer Service at 800-558-0514 or go to <https://ribbs.usps.gov/mobilebarcode>.

Holiday Mail + Mobile = Savings

USPS Holiday Mobile Shopping Promotion



It's the Season for Savings
We all know what stores are like during the holidays. They bring more peace, joy and online shoppers to your customers this season with a promotion from the United States Postal Service.

The 2012 Holiday Mobile Shopping Promotion helps build business for you and your customers by offering a 2% discount on mailings with a mobile barcode or technology leading to a webpage where recipients can purchase an advertised product from their mobile device.

Important USPS Downloads

- USPS Program Requirements: https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/2012holidaymobilebarcode/DocumentAutomationDeclaration.pdf
- USPS Incentive Programs Enrollment User Guide: https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/IncentiveProgramsEnrollmentGuideV2.pdf

For More Information...

- Download our Mobile Holiday Shopping Promotion Flyer at <http://www.wsel.com/postal-news>
- Go to <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>
- Contact your Western States Envelope & Label sales rep or call our Customer Service team at 1-800-558-0514.

Details and Dates to Remember

The USPS will offer an upfront 2% discount on Standard Mail® and First-Class Mail® letters, flats and cards (presort or automation) that include a mobile barcode or print/mobile technology that's read or scanned by a mobile device and leads recipients to a mobile optimized shopping website. The technology must connect recipients to a webpage that allows them to purchase an advertised product from their mobile device (the sale of services will not qualify).

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Western States Envelope & Label

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800-558-0514	800-835-3734	800-354-8008	800-366-1721

www.wsel.com



Breckridge Books

Your Challenge. Our Solution.

These case studies share innovative ways we've helped businesses face challenges by crafting new envelope and label solutions.

Client: A duplicator of CDs and DVDs

Product: eKEY® Mailers (6 x 8)

Challenge: Originally this company was interested in custom labels for the CDs they mail to prospects. But after discovering their mailing needs, our eKEY® Multimedia Mailers were a better option for saving valuable time as well as insertion and mailing costs.

Solution: For this client, the time and money savings with eKEY® Mailers was equal to an extra \$23,604 in sales. With traditional packaging, as much as 25% of multimedia materials are broken or damaged en route to recipients. But eKEY® Mailers reduce or eliminate damage to discs during processing. They also mail at First Class or Standard Mail letter rates and are approved by the USPS for automation letter processing.



Western States offers more than 21 different USPS approved custom styles of eKEY® Mailers.

See the eKEY® in action at www.wsel.com/videos/ekey.

Client: An innovative packager of scientific solution-based products.

Product: A custom label that could withstand large variances to safely transport sensitive pharmaceutical products domestically and abroad.

Challenge: This customer needed a lower cost alternative to the vinyl product labels that could withstand a huge range of temperatures.

Solution: The label samples we provided took 4 months of research and development to accommodate their very stringent temperature and water tests. The stock had to withstand a -121° Fahrenheit test and a 3-day water submerge test. The customer was pleased because the labels were 25% less expensive than their previous labels. We were also able to help the client with the flexibility of no die costs and multiple CMYK runs.



Free Print Apply iPhone App

Western States is proud to announce our sponsorship of a new iPhone app for printers and designers called **Print Apply**. Features include a QR Code reader, a proportion wheel, an envelope sizes/styles chart, a fraction converter, a spine width calculator, a sustainability paper section and more.

This app is FREE for our valued customers, and can be downloaded at <http://bit.ly/M0hf02>.



Holiday Closings

All Western States Envelope & Label locations are closed to observe these holidays, but our online ordering is always available for your convenience:

Thanksgiving:

Thursday and Friday,
November 22 & 23

Christmas:

Monday and Tuesday,
December 24 & 25

New Year's Eve:

Monday, December 31
and Tuesday, January 1

You can always find our latest holiday closings at www.wsel.com/holiday-closings.



Here to Serve You...

Click, Click, Done

What's available 24/7, lists thousands of items and arrives as fast as next-day delivery? Online ordering from Western States Envelope & Label. In fact, we'd like to thank these customers for their great feedback:

"It's QUICK—I know immediately whether the items I need are in stock and precisely what the pricing is. We get next-day delivery on the great majority of items we order. The online ordering is exceptionally smooth—I don't get to say that very often about other suppliers I deal with. It's easy to find exactly what you're looking for, easy to check current pricing and inventory, and easy to get the items you need and check out. Couldn't be better!"

"I've been using online ordering since it was offered. What I like best is that it's easy to find the product I'm looking for."

We're always working to improve our online ordering. Thank you for your suggestions. Watch for future updates. To register for online ordering, go to www.wsel.com and select "Order Online Now."



Read Our Blog

While you're finding valuable resources and products at your fingertips, stay in the know in our industry by reading our new blog. Hear what Western States Envelope & Label experts have to say about everything envelopes, labels, direct mail, postal, environmental...well, you get the idea. A link to our new blog is located in the white triangle at the top of our home page, or at www.wsel.com/blog.

Customers' Corner

Many thanks again for your loyalty and your business! We received 248 reply cards, 206 sample requests and 74 requests for online ordering from our last newsletter.

This is your newsletter—please continue to help us keep it going strong. Send your latest contact information with any comments or suggestions. There's no deadline because we're always looking for your input. Plus we'll reward you with a free gift! Contact:

Renee Berger, Editor
Eric Kidman, Marketing Specialist or
Russ Nadasdy, Graphic Designer
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Come Socialize
With Us



Please Call, Email, or Complete the Reply Card to Send Us Your Comments, Questions or Request Samples.



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