



POSTAL NEWS

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Contact: Toni DeLancey
202.268.3118
Toni.g.delancey@usps.gov
usps.com/news



Postmaster General Optimistic About Mailing Industry Opportunities Amid Stronger Economic Conditions

Says marketers giving mail a fresh look due to better data and technology integration

SALT LAKE CITY — In a state of the business address to postal customers, Postmaster General and CEO Patrick R. Donahoe gave an upbeat assessment of the opportunities facing the mailing industry.

“With all of the changes occurring in the way people communicate, mail is proving to be an especially resilient marketing channel, and its value to America’s businesses is increasing due to better data and technology integration,” said Donahoe. “When you combine these important technology-driven changes with the strength we’re starting to see in the economy, there are a lot of reasons to be optimistic about mail’s role in America’s marketing mix.”

Donahoe emphasized the transformative role of technology in driving industry growth at the annual National Postal Customer Council (PCC) Week event, which brings together thousands of mailers, industry partners and customers nationwide to strengthen collaboration and strategic alignment with the Postal Service.

“The Postal Service is making great strides with the rich data we provide to our customers,” said Donahoe. “We are enhancing our products and services based on a much stronger data and technology platform, and that is driving a lot of exciting opportunities for America’s marketers and businesses.”

The Postal Service is currently enabling a smarter delivery system through technology investments that include geo-fencing — creating a digital address — for every delivery location in America, and providing letter carriers with greatly enhanced mobile delivery devices. These investments provide better delivery accuracy and visibility, and enable enhanced product and delivery offerings — such as package redirect and Priority Mail features that include free insurance, tracking and date-specified delivery.

“Businesses are getting very savvy about integrating and combining mailing data with data from other marketing channels — especially digital,” said Donahoe. “When you marry those data streams, businesses can create much more effective offerings and get a much better return on mail, especially when used as part of integrated marketing campaigns. All of this is driving a fresh look at the power and value of mail.”

Donahoe identified four key strategies to enhance the value of mail: making mail pieces more personally relevant to the recipient, more actionable in terms of enabling speed to purchase, more functional by embedding technology such as QR codes in mail pieces, and making mail more creative by using more color and design.

The Postmaster General also discussed ongoing improvements to Postal Service mail processing, delivery and retail operations, and the urgent need for comprehensive legislation to enable further needed delivery fleet and package sorting equipment purchases.

PCCs are a network of community-based business mailers and representatives of the Postal Service, who meet regularly to share ideas and resources to create a closer working relationship. Local PCCs provide access to a network of mailing and business professionals who share best practices and offer

solutions that help keep the mailing industry strong.

National PCC Week also showcases the work of PCCs across the country and includes a series of awards recognizing outstanding service and individual achievement. The following award winners were announced:

PCC Industry Member of the Year

Lucie Jameson, Greater Hartford (CT) PCC	Gold
Julian Kasten, Baltimore (MD) PCC	Silver
Kim Harrison, Capitol City (MO) PCC	Bronze

PCC Postal Member of the Year

Shawneen Betha, Greater Portland (OR) PCC	Gold
Laurel Stengel, Long Island (NY) PCC	Silver
Vicki Lincoln, Greater Hartford PCC	Bronze

District Manager of the Year

Lorraine Castellano, Long Island PCC	Gold
Kim Anderson, Greater Portland PCC	Silver
Dale Walker, Lehigh Valley (PA) PCC	Bronze

PCC of the Year – Large Market

Greater Portland PCC	Gold
Greater Dallas PCC	Silver
Tampa Bay PCC	Bronze

PCC of the Year – Small Market

Cedar Valley (IA) PCC	Gold
Lehigh Valley PCC	Silver
Capitol City PCC	Bronze

PCC Innovation of the Year

Greater Dallas PCC	Gold
Tampa Bay PCC	Silver
Greater New Jersey PCC	Bronze

Communication Program Excellence

Baltimore PCC	Gold
Greater Portland PCC	Silver
Greater Birmingham PCC	Bronze

Education Program Excellence

Greater Portland PCC	Gold
Greater Birmingham (AL) PCC	Silver
Long Island PCC	Bronze

More information on Postal Customer Councils and National PCC Week can be found at usps.com/pcc.

To view the Postmaster General's PCC Day video, or read a transcript, go to about.usps.com/what-we-are-doing/pcc-week/.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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