



connecting and
communicating

2012

United States Postal Service Customer Awards



**Sun Ballroom A
Gaylord Palms Resort & Convention Center
Wednesday, April 4, 2012 ■ 5:30 P.M.**



**UNITED STATES
POSTAL SERVICE®**

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Introduction

The United States Postal Service (USPS) and the National Postal Forum (NPF) would like to welcome you to the 2012 Forum at the Gaylord Palms Resort & Convention Center in Orlando, Florida. At each National Postal Forum, the United States Postal Service recognizes a select group of postal customers for their continued success of the mailing industry.

These awards honor the best in class in two categories: Mail Innovation and Mail Technology.

This awards booklet was created as a way to recognize and honor all of the 2012 USPS award recipients. We appreciate your innovations, technology and support of the mailing industry.

On behalf of NPF and the U.S. Postal Service, congratulations to all award winners and thank you for your continued support and for joining us at the 2012 National Postal Forum.



USPS Presentation of Awards

Customer Recognition Awards Ceremony

Sun Ballroom A

Wednesday, April 4, 2012 – 5:30 p.m.



Patrick R. Donahoe
Postmaster General and
Chief Executive Officer
U.S. Postal Service



Maura Robinson
Vice President
Consumer and Industry Affairs
U.S. Postal Service

USPS Directory of 2012 Winners

Mail Innovation Award

Advanced Direct, Inc.

Tracy Brooks
Vice President
Sales & Marketing

Atlantic Coast Media Group

Darek Hrynkiwicz
Chief of Operations

Avanzado

Craig Frye
President

Beall's Department Store, Inc.

Geoff Ashman
Director
eCommerce Marketing and
Operations

Bogo™ Magazine, LLC

Chad & Jill Shea
Founders

Campus Book Rentals

Ken Martin
Chief Operating Officer

Guitar Center

Rick Wallis
District Manager

The UPS Store®

Stuart Mathis
President

Menus For Less, Inc.

Mikhail Slobodskoi
Vice President

Segerdahl Group™

Mike Buttita
Director
Postal Affairs

SendOutCards, LLC

Sam Robinson
Chief Operating Officer

Mail Technology Award

American Bank Note Company

Larry Graves
Vice President
Stamps to Go Program
Operations & Government Sales

Glidewell Laboratories, Inc.

Anna Ameduri
Vice President
Global Logistics

Home Shopping Network, Inc.

Robert Monti
Senior Vice President
Supply Chain Operations

Integrated Printing Solutions

Joe Chalmers
Vice President
Client Services

Kewill, Inc.

Alan E. Gold
Vice President
Marketing & Business
Development

Medco Health Solutions, Inc.

Tom Underkoffler
Director
Medco Corporate Logistics

Stamps.com®

Ken McBride
Chief Executive Officer
Chairman of the Board

Wolverine Solutions Group

Darryl English
Vice President

Chief Marketing Officer's Mail Innovation Award

Avanzado

Craig Frye
President

Chief Information Officer's Mail Technology Award

Stamps.com®

Ken McBride
Chief Executive Officer
Chairman of the Board

Mail Innovation Award

This award recognizes customers who have demonstrated creativity by finding new ways to use the mail to drive significant business results and mail growth. They have taken calculated risks by using the mail in new and innovative ways to help achieve their business objectives with successful, quantifiable results. They are committed to producing winning results for their customers and the mailing industry.





Advanced Direct, Inc.

Tracy Brooks
Vice President
Sales & Marketing

Founded in 1989 and headquartered in Greensboro, North Carolina, with sales and marketing offices in Atlanta, Georgia, Advanced Direct, Inc. (ADI) is a leading direct marketing solutions provider to regional and national firms across a broad

spectrum of industries.

ADI offers the knowledge, expertise and ability to create cross-channel integrated campaigns that achieve exceptional results through the use of personalized URLs (PURLs), mobile barcodes, triggered messaging, and end-to-end analytics. Their services include prospect identification, list acquisition and maintenance, design, production and delivery. Using CONFIRM to monitor the mail through the postal system via their internal “My Tracking System” empowers their customers to precisely pinpoint in-home delivery windows that are seamlessly integrated with their total marketing efforts.

ADI recently worked with one of their national retail clients to implement a highly successful direct marketing campaign utilizing a gift card incentive. The objectives of this campaign were to: 1) create a “traffic stimulus” during poor economic times; 2) acquire new customers, and 3) acquire email addresses. ADI executed the direct marketing initiative with a targeted mailing to 1.8M households in 65 markets with a \$50 gift card offer through an online activation code. Signature and email were required.

Working closely with ADI, the U.S. Postal Service (USPS) team has consistently supported the concept, creation, and gift card strategy with research, white papers, and previous successes regarding the use of gift cards and redemption. ADI and their client took it to another level by combining this strategy along with the power of marketing in a down economy. In doing so, they seized the moment by appealing to all new prospects to increase traffic, grow their customer database with email addresses for future marketing, and to increase store sales and profit...a 1-2-3 punch. All achieved with direct mail.

The campaign resulted in a 7.64% response rate with 6.2% overall card redemption – 111,600 cards redeemed and emails obtained. When factoring the average persons per visit - 2.3 average persons – by the overall response rate, the campaign resulted in 318,785 new customers! All important same store sales rose by 18.4% during the quarter with much of the credit given to the direct mail campaign.



Atlantic Coast Media Group

Darek Hrynkiewicz
Chief of Operations

Headquartered in Jersey City, New Jersey, Atlantic Coast Media Group (ACMG) is a highly successful company specializing in luxury beauty brands and products designed to meet the lifestyle needs of baby boomers and more. ACMG is a multi-channel marketer, including direct mail, internet, TV, radio and prestige retailers.

One of the company's goals was to increase its direct mail market pieces from 6 million to 30 million per year. By handling their outgoing packages and developing a returns program for the under 1 pound packages, the U.S. Postal Service (USPS) helped ACMG achieve that goal within 9 months.

In collaboration with ACMG, USPS showed how making returns easier for ACMG's customers would increase sales through customer satisfaction. The solution of Bulk Parcel Return Service (BPRS) permit and enclosed return label provided a new and simplified returns process for their customers.

ACMG, already a Priority Mail user, wanted to expand into Standard Mail for their reorders, as they were on an auto-reship scheduled basis. Endicia partnered with them and developed a program for ACMG to use PC Postage on Standard parcels for their reorders. In doing so, ACMG was the first company in the nation to utilize that process.

ACMG is a truly innovative company and partnering with USPS has helped them grow in every aspect of their business.



Avanzado

Craig Frye
President

Located in Farmington Hills, Michigan, Avanzado, is a technology company that specializes in digital, full-color variable, personalized communications. Avanzado provides measurable, effective and fully integrated marketing solutions to help clients and their channel partners, which include retailers, dealers, franchisees, and agents, increase in-store traffic, add new customers and revenue, and improve loyalty and customer retention. Their existing clients range from national advertising agencies to multiple industry manufacturers and service providers. Avanzado is the largest minority-owned digital print provider in the Midwest with four IGen printers.

Avanzado works to provide companies with marketing solutions, as well as, new, innovative ideas. With variable data printing, Avanzado is able to customize and personalize high quality direct mail promotions. This capability ensures that their customers receive a highly interactive, personalized direct mailpiece which captures car owners' attention while engaging them to visit their local dealership for service.

Avanzado creates interactive direct mail campaigns with Variable Data Printing using full-color variable technology. Personalized uniform resource locators (PURLs) enhance the effectiveness of each mail campaign, allowing real-time measurement for tracking, giving the customer the ability to respond to the offer. Another interactive tool is the Quick Response Code (QR Code) on direct mail, which can link to the customers' website, upload a map to the nearest retail location, and reveal an offer of the month, or even a YouTube commercial.

To maximize use of space on the mailpiece, Avanzado wanted to use the indicia area for "creative branding" which would allow their customers to choose approved images and colors to showcase their corporate brand. This initiative came about while brainstorming ways to replicate the customized stamp options in a commercial print environment. Through collaboration with local U.S. Postal Service (USPS) officials, they developed and launched the first picture permit mailing in 2011 for Jeep Brand 75th Anniversary.

According to an Avanzado executive, this is the culmination of a vision that has been in the making for years. "We are very proud to be the first vendor for this milestone development. It's great to see it move from a concept to an actual offering." Avanzado is currently working with several clients to be among the first to use the Picture Permit when the product launches in 2012!



Beall's Department Store, Inc.

Geoff Ashman

Director

eCommerce Marketing and Operations

Located in Bradenton, Florida, Beall's Department Store, Inc., is a leading provider of men's and women's apparel and accessories along with household goods. By providing customers with in-store shipping options along with an online platform to reach customers throughout the U.S., Beall's has continued to see impressive growth through tough economic times. Nonetheless, they were still looking to increase overall profits through innovative shipping methods.

Previously, Beall's employees shipped items up to two pounds via the U.S. Postal Service (USPS). The USPS team initiated a study for utilization of Priority Mail (PM) Cubic Pricing throughout Beall's store locations. This process was unique in that a store employee could scan a barcode correlating to the box selected and the correct carrier would then be selected. PM Cubic Pricing allowed the customer to take the weight element out of the equation and decide based on cubic composition of packaging anything that would fit within the designated range would go to USPS.

Beall's partnered with USPS to develop customized packaging to secure shipments of up to five pounds, and these, in turn, comprised 80% of all outbound shipments. By using current and customized packaging, Beall's kept the total cost per piece down while maintaining a simple process for store employees to follow. The concept was simple and worked effectively.

A store employee picks a box to pack an item and then scans a barcode that correlates with the selected box. At that point, any box with dimensions .4 cube or under is routed with the U.S. Postal Service and a cubic Priority Mail label is created.

This shipping method has been tremendously successful for both Beall's and USPS. The process has allowed the customer to upgrade service to customers while cutting overall shipping costs by approximately 8% annually. Beall's and the USPS team continues to look for innovative ways to enhance the customer experience while reducing costs and increasing profitability.



Bogo™ Magazine, LLC

Chad & Jill Shea
Founders

Bogo™ Magazine was launched in 2010. The familiar Bogo acronym, (Buy One Get One) is the perfect name for a magazine which consists entirely of advertising by local businesses offering special deals to consumers. Bogo's long-term business plan involved shifting distribution to direct mail. Delivery of their magazine directly into homes would accomplish two goals that would drive the growth of the magazine. First, U.S. Postal Service (USPS) delivery would have a positive impact on ad sales by distinguishing Bogo from a crowded field of local advertising publications that are not delivered into homes. Secondly, by increasing the amount of advertiser offers, the magazine would become even more popular with consumers which would lead to even more ad sales. It was clear that delivery via the USPS would accelerate the business.

After evaluating the costs and preparation work associated with traditional direct mail, it was decided that 2013 would be the target year for Bogo to shift to mail. However, with the launch of Every Door Direct Mail in January 2011, Bogo moved forward much sooner with their business initiative than planned. Every Door Direct Mail offered simplicity, the ability to choose routes via a mapping tool, and eliminated list costs. Every Door Direct Mail was the perfect solution to allow Bogo in-home distribution of their magazine while helping them control costs.

Working closely with USPS sales team, Bogo became proficient in how to execute a multi-zip/multi-route campaign using Every Door Direct Mail. In May 2011, two years ahead of their original plans, Bogo moved their magazine from rack distribution, starting with a monthly volume of 20,000 pieces into ten ZIP Codes in the central Florida area.

Working with a group of their advertisers to gather data on the redemption rate of their ad offers, Bogo discovered that its advertisers experienced a marked increase in redemption percentage with USPS delivery versus rack distribution. Advertising sales have increased and the magazine page count has doubled since home delivery began. Bogo has now added a solo direct mail option for advertisers who want to do a stand-alone mailing.

With the delivery of its magazine directly into homes being such a tremendous success, Bogo plans to double the amount of magazines mailed into their original target ZIPs, as well as, roll out to a new distribution area. This has turned into a win-win for Bogo, their advertisers, the consumers, and the USPS.



Campus Book Rentals

Ken Martin
Chief Operating Officer

Located in Ogden, Utah, Campus Book Rentals (CBR), is a privately owned company, which was founded in August 2007, and employs 119 people. CBR has established itself as one of the largest independent online destinations for textbook rentals and a leading provider of rental solutions to the college bookstore market, providing a flexible, convenient and economical alternative to buying textbooks for the price-conscious student.

While CBR was using UPS for their rental return shipments, the U.S. Postal Service (USPS) and CBR had a well-established partnership for their outgoing book shipments. USPS had developed three customized boxes meeting tiers 1, 2, and 3 cube sizes and were shipping most of their outgoing books with Priority Mail using cubic rates. The USPS team realized there could be a great partnership on the returns as well and to that end started developing a solution that would work efficiently, increase the speed of returns while at the same time reduce costs.

The new Cloud technology and Scan-Based Payment Return (SBP) system with flat rate pricing created a world-class integration and customer service experience with CBR. Using the Cloud system for the outgoing and return label integration provided CBR with a very fast integration and ability to provide USPS return labels to all their customers.

The sampling is now done using a Full Service eVS scanner and scale. Since the packages are all returning Priority Mail, the returns come back much faster so *Campusbookrentals.com* is able to make them available more quickly to the next student. CBR is also using a Priority Mail padded bag that USPS developed for the returns. The one padded bag replaces the three boxes that were provided previously which dramatically improves package processing time for CBR's outgoing orders.

Speed, tracking and accuracy of delivery have reduced call center volumes by over 60 percent and increased customer satisfaction levels. With an increase in customer satisfaction, and a decrease in inventory turnaround time, CBR has experienced higher profits. Engineers are currently integrating the API for "Schedule Free Carrier Pickup" into their system by April 2012.



Guitar Center

Rick Wallis
District Manager

The Guitar Center (GC) began as a small storefront back in 1959 in Hollywood, California. Today, GC is the largest music instrument retail chain in the nation. With the forward-moving momentum of the previous decade and a vision of vast expansion, GC plunged into the new millennium.

To drive traffic to retail stores and web pages, GC utilizes their traditional buyers guide. During the 2011-2012 holiday season, GC direct mail promotions targeted novices, (i.e., those buying their first instrument), serious musicians and today's hottest music professionals. Music education is important and GC is committed to providing 'how-to's' via classes, seminars, and clinics presented by both trained GC staff, and many of the industry's top instrument manufacturers.

Working with the GC, the U.S. Postal Service (USPS) assisted in developing market strategies for seasonal promotions, including a First Class Mail gift card promotion, and a new, unique catalog - "Musical Dreams Come True". The USPS team continues to provide new marketing tools to further the relationships among USPS, GC, and their customers. Another new marketing initiative was the Mobile Barcode (or QR Code) promotion, which was introduced in the summer of 2011. Today, GC's mobile barcode connects tech savvy customers to GC's web pages directing them to new offers and events. The mobile barcode is now a standard on GC's buyers guide and other promotional mail pieces.

Through ongoing dialogue, USPS assisted GC in better understanding FCM, and as a result, they now utilize this product in a big way. GC introduced a holiday 'magalog' entitled: 100,000 Holiday Dreams - Choose Yours. This piece leveraged the holiday mailer to also promote Black Friday by including a special vertical 'half wrap' cover in florescent orange with single use coupons/bar codes. This was also supplemented with First-Class Black Friday postcards.

A re-activation mailer was initiated as part of a CRM strategy aimed at re-engaging customers that lapsed on their normal purchase cadence. The promotion also included a First-Class postcard with a holiday greeting, a thank you from the companies CEO with a 15% coupon attached. A First-Class letter of appreciation was mailed with an offer to expand credit lines and take an additional 15% discount when utilizing GC credit services.

Direct mail has clearly helped lead GC from a small storefront in Hollywood into one of the nation's largest music instrument retail chain.



The UPS Store®

Stuart Mathis
President

With more than 4,300 independently owned locations in the U.S., The UPS Store network is the nation's largest franchise system of retail shipping, postal, print and business service centers. The UPS Store, which has been ranked #1 in the postal and business services category for 22 consecutive years in Entrepreneur magazine's annual "Franchise 500," is franchised by Mail Boxes Etc., Inc., and a subsidiary of UPS.

In 2011, Postal Service representatives met with The UPS Store to discuss a new direct mail program offering—Every Door Direct Mail™. The UPS Store felt this new program was something their franchisees could sell: it's simple to execute and can drive print revenue—a key business objective for the franchised network. Through this relationship, small business owners can work with their local The UPS Store to print and distribute high-quality direct marketing pieces to every address in a designated neighborhood.

USPS agreed to assist in the training of the franchise owners through a series of webinars on direct marketing and Every Door Direct Mail. The UPS Store franchisor encouraged all their franchisees to attend the webinars and nationwide Grow Your Business Day events to learn about the program and meet their local Postal representatives.

The UPS Store jumped at the opportunity to sell Every Door Direct Mail; dedicating October 2011 as Every Door Direct Mail Month to promote the direct mail product to its network of franchised small business owners as well as their customers. During that time period, The UPS Store collaborated very closely with the USPS to educate franchise owners on the process as well as how best to position the program to small businesses in their communities.

Since the start of the relationship, The UPS Store network has been more engaged with the small business community, attracting and retaining small business owners. At the same time, USPS realized an increase in direct mail volume. With a continued strategic focus to grow print in 2012, The UPS Store network is striving to expand the number of The UPS Store locations participating in Every Door Direct Mail.

Throughout 2012, the franchised organization will conduct multiple trainings and workshops, continue to encourage attendance at Grow Your Business Day events, as well as, offer special promotions to its franchisees to continue to increase participation in this program.



Menus For Less, Inc.

Mikhail Slobodskoi
Vice President

Located in Feasterville, Pennsylvania, Menus For Less, Inc., has over 25 years of experience in the print and graphic design industry. Due to their dedication to quality and determination to exceed customer expectations, Menus For Less, Inc., utilizes specialists who have access to state-of-the-art equipment, resulting in a vibrant and professional final product. Their products include business cards, brochures, banners, fliers, door hangers in-house and take-out menus.

Per IBIS World Reports, the biggest challenge in the print and graphics industry is the decline in life cycle stage. This creates an environment that is tough to navigate successfully, requiring equivalent cost cutting and strong resource management to maintain narrow profit margins. Furthermore, the difficulty is exacerbated by a high level of competition. Businesses competing fiercely for market share are forced to incur expenses to differentiate their offerings, while keeping prices low to entice demand for both.

Menus For Less, Inc. created a campaign to grow their customer's business as well as their own by utilizing the U.S. Postal Service's (USPS) Every Door Direct Mail service offering. They created templates to meet the needs of their current customer base, then expanded their service offerings to other industries, including health care and educational facilities. After ensuring that their process was manageable and well received by their current and prospective customers, they used direct mail to promote their Every Door Direct Mail service to restaurants and pizzerias nationwide. To date, they continue to expand their customer base by offering Every Door Direct Mail to businesses that have never used the mail.

Menus For Less, Inc.'s goal is to become the nation's first choice in print and design. This innovative process has resulted in over 1 million Every Door Direct Mail mailpieces going to print in less than a 90-day turnaround.



Segerdahl Group™

Mike Buttita
Director
Postal Affairs

As a Business Alliances Partner, Segerdahl Group (SG) has worked with the U. S. Postal Service (USPS) to bring in new revenue opportunities through their clients, adding value to both companies. SG does that continuously by developing programs such as their Combined Mail Solution and Direct Social

Media programs which have benefited both SG and the USPS. SG expertly integrates their digital pre-press and web printing capabilities with bindery and personalization. This, in turn, allows their team to take clients seamlessly from strategic and creative planning through all phases of production and delivery, as well as fulfillment, analysis and reporting. They not only have the capability of producing state-of-the-art direct mailpieces that tie into a Direct Social Media (DSM) program but also offers an innovative Combined Mail Solutions (CMS) which combines the power of co-mingling, co-palletization and drop ship optimization. Segerdahl's CMS process drives down postage costs and provides substantial additional postage savings every time. In addition, CMS helps to control transportation costs and optimize delivery.

A large producer of fashionable, yet durable footwear, handbags, outerwear and accessories was looking to engage a younger demographic group to shop their retail stores and/or online, while trying to expand its customer database through viral sharing. SG developed an innovative solution that would meet their client's needs.

Using both a direct mail and an email campaign, SG developed an offer for their client of a 25% savings and a chance to win twelve months of free shoes by sharing the offer with friends on their social networking sites. The campaign used SG's sharing platform to build an interactive online microsite which funneled customers in from multiple entry points, including direct mail, email and social networking. Each direct mailpiece was imaged with a personalized URL (Uniform Resource Locators) while the email included a general link leading to the microsite. Upon entering the client's holiday microsite, customers were able to walk through a quick process to input their data, answer questions, and share the offer with friends.

Through Segerdahl Group's innovative solution for their client's cross-channel approach for its Holiday Campaign, more than 8,000 new, future marketing customers were identified. With a 34% conversion rate (25% to 40% is considered good), as well as controlled growth and consistent input ratios (30% PURL, 45% social, and 25% direct), this campaign showcases the powerful benefits of direct mail as a vital component of viral peer sharing through the integration of SG's social media platform. By partnering with the USPS team and their clients, SG is able to show the value of having a direct mail component that utilizes other marketing channels allowing clients to "reach deeper" and see an increased Return On Investment (ROI).



SendOutCards, LLC

Sam Robinson
Chief Operating Officer

Founded in 2004, SendOutCards, LLC, (SOC) has been changing people's lives one card at a time. An online greeting card and gift company with over 50 million cards sent, SOC is one of the fastest growing network marketing companies in the world.

By using SOC's site to send personalized, printed greeting cards and gifts, customers reach out and make a difference in the lives of others.

One of the largest users of the First-Class Mail stamps in the country, SOC wanted to develop a customized permit imprint with their own customized image. The image could then be applied to their letters and post cards allowing them to take advantage of the presort First-Class Mail rates. It was essential that the image of the permit be very similar to that of a 'live postage stamp'.

During the 2011 National Postal Forum (NPF), SOC met with U.S. Postal Service (USPS) representatives and proposed their idea. The timing of their proposal couldn't have been better, as the Customized Permits were introduced during the 2011 NPF. SOC immediately volunteered to take part in the testing of this new initiative.

SOC submitted their request along with samples to be approved. Once approved, they were allowed to begin sending their postcards and letters using this new innovative solution. In December 2011 alone, they mailed over five million postcards using their Customized Permit. This not only saves them time and money, but increases the speed and efficiency in which the postcards are processed.

Mail Technology Award

This award is presented to customers who have taken steps to implement new technologies and best practices to maximize efficiencies in the mail value chain. They have employed innovative technologies and automation in their mail operations to improve productivity. These operational improvements have streamlined their production and provided their customers with a mail product that delivers increased value and business results.



American Bank Note Company

Larry Graves
Vice President
Stamps to Go Program
Operations & Government Sales

Since 1795, American Bank Note (ABN) has been the premier leader in designing, producing and distributing unique, highly secure valued documents worldwide. These critical documents include gift certificates, stock certificates, ownership titles, manufacturers certificate of origin, certificates of authenticity, vital records, corporate checks, stamps, identification cards, passports, banknotes, food coupons, vouchers and stored value cards. Headquartered outside Philadelphia, ABN has two manufacturing and distribution centers located strategically in Pennsylvania and Tennessee. Employees at the Tennessee facility are responsible for fulfillment of the United States Postal Service (USPS) Stamps to Go® postage stamp stock shipments.

ABN uses Priority Mail with Signature Confirmation service and Express Mail service for postage stamp stock shipments. They utilize the Business Service Network's (BSN) eService application to resolve delivery issues with lost postage stamp stock shipments. They are one of the first and one of the most prolific eService users having submitted an average of 160 delivery issues via the eService application, over the past 3 years. Their eService usage is trending upward as they successfully expand the Stamps to Go Program to more locations.

ABN's use of the BSN eService application has allowed for identification of problem areas such as lost shipments and mishandling as it related to scanning. This added level of security and follow up is a feature of the Stamps to Go Program at ABN, making their services even more desirable.

Through patterns identified by these eService entries, USPS has not only improved the problem areas, but has improved customer service and satisfaction for ABN and all customers nationwide.



Glidewell Laboratories, Inc.

Anna Ameduri
Vice President
Global Logistics

Based in Newport Beach, California, Glidewell Laboratories, Inc., is an industry-leading provider of high-quality dental lab products and services to dental professionals worldwide for a low cost. Established in January 1970, by Jim Glidewell, CDT, the lab specializes in crown and bridge, ceramic, removable full and partial dentures, dental implants and prosthetic components, and full-cast restorations. Glidewell is an industry leader thanks to its innovative dental technology, experienced Research and Development Department, and dedication to providing free or affordable clinical and technical education to promote industry growth.

The U.S. Postal Service (USPS) team worked together with Glidewell Laboratories to create an innovative and successful ease-of-use return program utilizing USPS and Stamps.com.

The solution was to implement a test using the Scan Based Payment System, formerly Scan Trigger Pay. Glidewell Laboratories' use of this USPS program marked the first trial run for return packages that qualified for cubic pricing utilizing Scan Based Payment. There is no weighing required, so operationally, it is an efficient returns method for both the USPS and the customer. Glidewell sends the shipping labels to their dentists, who in return, send their dental molds back using those labels. Once the package has been scanned at USPS, the customer is charged cubic pricing. The label is not live until it is scanned.

The test was successful, and as a result, Glidewell signed the Customer Commitment Agreement for CPP Cube Pricing for their returns. This agreement provided Glidewell both cost savings and ease-of-use for their clients. Additionally, it provided reliable transit times dentists and patients could count on. Glidewell ensured that any and all future Glidewell-owned companies would share the same distribution pattern and package dimensions as their parent company.



Home Shopping Network, Inc.

Robert Monti
Senior Vice President
Supply Chain Operations

Home Shopping Network, Inc., (HSN) is a \$3 billion interactive multi-channel retailer with strong direct-to-consumer expertise via two business segments – HSN and Cornerstone. HSN offers an innovative retail experience through various mediums, including TV, online, via mobile, in catalogs, and in brick-and-mortar stores. Delivering an assortment of exclusive products and top brand names, HSN broadcasts live 24 hours a day, seven days a week, 365 days a year, reaching approximately 96 million homes. Their e-commerce site is in the top 10 most trafficked websites. They are an industry leader in transactional innovation, offering services such as HSN Shop by Remote®, the only service of its kind in the U.S., and various mobile applications. Cornerstone is comprised of leading home and apparel lifestyle brands, including Ballard Designs, Frontgate, and Garnet Hill. Cornerstone operates eight separate e-commerce sites, distributes more than 275 million catalogs annually, and has several retail and outlet stores.

For customer convenience HSN typically inserted a return label with tracking in each of its outgoing shipments allowing visibility for their returns. In order to save on return costs, many HSN customers were sending returns back on their own – especially if the postage was less than HSN charged or if they wanted to improve transit time. This practice did not afford HSN – and often times the customer – visibility of the returns, and that was something HSN wanted. To solve this problem, HSN decided to introduce a lower cost option to their customers with lighter weight items that included tracking. This would provide their customers with the incentive to use the enclosed return label, which then provided tracking visibility.

To accomplish their goal, HSN asked the United States Postal Service (USPS) for assistance. The USPS sales team analyzed the HSN returns data and determined that the new First-Class Returns Scanned Based Payment option would be the perfect solution to meet all their needs. USPS was able to offer the customer a fixed, low rate per piece cost that HSN could pass on to their customers. This solution allowed HSN to better plan its return costs, while at the same time, adjust staffing and improve efficiency and reporting capability. It also provided tracking visibility for HSN and their customers because the customer took advantage of the enclosed return label. In addition to being one of the first mailers to participate in the new scanned-based payment returns option, HSN was the first to produce their own bar-coded returns label that would integrate with the program providing ease of use to their customers.



Integrated Printing Solutions

Joe Chalmers
Vice President
Client Services

Integrated Printing Solutions (IPS) located in Centennial, Colorado, caters to the needs of some of North America's largest businesses by providing solutions in card personalization services, full-service fulfillment, distribution and warehousing, commercial printing and direct mail, as well as print management for the retail, pre-paid card, financial and advertising industries.

One client of IPS, a leading provider of prepaid products for consumers, required fast and reliable delivery of their gift cards. Additionally, this client needed to improve the overall shipping performance to their consumers from their current courier options. The U.S. Postal Service (USPS) offered up a solution that would ensure faster delivery, tracking, and, offer proof of delivery - Critical Mail.

IPS worked with the USPS to research payment options, label requirements, and data integration. In turn, they made the decision to use mail manifest and permit imprint for postage. Working together, IPS and USPS technical and production teams developed a shipping label which included the IMpb for tracking, permit imprint and manifesting for postage, electronic data exchange for postal documentation and tracking files, and mail acceptance with daily pick-up. The USPS team also worked with IPS to provide supplies of Critical Mail branded envelopes.

IPS wanted to have the solution in place in time for the high-volume holiday gift-card season. Testing was successfully completed in June, and their client began offering Critical Mail for fulfillment of gift cards. Priority Mail was added in October as another option for consumers. The overall customer experience has improved with faster delivery, full tracking, and high impact of the Critical Mail-branded envelopes. Currently one of USPS' highest volume mailers of Critical Mail, IPS is now positioned to offer Priority Mail and Critical Mail to other clients.



Kewill, Inc.

Alan E. Gold
Vice President
Marketing & Business Development

Kewill, Inc., located in Chelmsford, Massachusetts, has been in the global trade management and logistics business since 1972, with over 600 employees worldwide. A long-time innovator of solutions for manufacturers, distributors, retailers, freight forwarders, transport companies, customs brokers, as well as, other related institutions, Kewill's solutions are in daily use by more than 7,000 customers worldwide with domestic and global supply networks and management.

Kewill's mission is to provide state-of-the-art software that enables their customers to drive shipping efficiency, flexibility, and performance whether they are moving products across the state or around the world, from anyplace to anyplace. In partnership with the U.S. Postal Service (USPS), Kewill ensured that their parcel shipping products (Kewill Flagship, Kewill Clippership, and Kewill Netship) support the latest technology offerings within USPS. Investing both time and resources into designing products that enhance and support the internal mail and parcel acceptance procedures, Kewill worked closely with USPS technical support to ensure that the final release gives their clients access to the latest technology and easier integration with all their carriers on the same shipping system.

The partnership between Kewill and USPS progressed to the establishment of resources for Kewill to develop an Electronic Verification System (eVS) compliant system which would allow their customers seamless access to USPS solutions. This development created the first multi-carrier shipping system to be fully eVS compliant with the USPS. The expansion of customers utilizing a Kewill eVS compliant system allows the USPS to reduce acceptance time, improves tracking, and enhances reporting.

USPS field sales teams joined Kewill in a 'sell with, sell through' strategy that allowed both organizations to offer customers more cost-effective shipping and software solutions. As a result of this joint effort, the USPS sales team has been successful in identifying millions of dollars in new business opportunities.



Medco Health Solutions, Inc.

Tom Underkoffler

Director

Medco Corporate Logistics

Medco Health Solutions, Inc., is a leading health care company serving the needs of millions of Americans. As one of the world's most advanced pharmacies, Medco provides clinically driven services to improve the quality of care and lower total health care costs for private and public employers, health plans, unions, government agencies and individuals served by Medicare Part D.

Medco is the U.S. Postal Service's (USPS) largest user of the Priority Mail Open and Distribute (PMOD) product. In addition to being a pioneer for PMOD, Medco has worked collaboratively with the USPS to develop performance reporting metrics, provide data driven service measurements and diagnostics and implement results tracking. These collaborative efforts implemented together with Medco have benefitted other customers as well.

Medco has also been an industry leader in improving package visibility. They demonstrated this by implementing 24 digit sack labels, IMpb v1.6, eVS, and working with the USPS on the recent PMOD Pallet Box product offering. Always focused on continuous improvement, they have raised the bar for service performance and package visibility.

Medco's technology innovation has made them a role model in the industry. They have been a true strategic partner with the USPS in that they have worked together to improve and enhance the product offering, while at the same time, providing our mutual customers with secure, reliable delivery of their medications.



Stamps.com®

Ken McBride
Chief Executive Officer
Chairman of the Board

As the first software-only U.S. Postal Service (USPS) authorized provider of PC Postage, Stamps.com® has a proven track record of innovation in the postal industry. To date, over 2 billion letters and packages have been sent using Stamps.com software.

With a focus on ease-of-use, reliability and customer service, Stamps.com remains the industry leader in PC Postage with over 400,000 customers ranging from home offices to high volume shippers. In 2011, Stamps.com increased its shipping volume by 100% and brought new shipping customers to the USPS by introducing new technologies and expanding shipping-oriented marketing activities.

Stamps.com has always had a reputation for innovation and integrity in the shipping industry. When *Amazon.com* was searching for a company to provide USPS shipping services for its Marketplace customers, they chose Stamps.com. When Intuit was looking to integrate USPS services into its popular QuickBooks Shipping Manager application, they turned to Stamps.com. The list of trusted partners goes on and on... Microsoft, HP, Avery, Adobe, Corel, NCR, Kodak, Citrix and Vendio.

As a USPS business partner, Stamps.com currently supports USPS value-added partners with a unique platform that allows partners and USPS field reps to more easily win business. With Stamps.com's direct integration into QuickBooks Shipping Manager, USPS sales reps can now offer easy access to USPS services to over 4 million QuickBooks business users. In addition, Stamps.com is the only PC Postage provider with a direct integration into Microsoft Word. Stamps.com is also the only provider with direct e-commerce integrations into *Amazon.com*, Yahoo!, PayPal, Google Checkout, Etsy and more.

By providing continuous use of operational education and research, the USPS has become an invaluable partner in the success of Stamps.com. Working closely with the USPS sales force, Stamps.com has created products and services that better meet the needs of businesses of all sizes and shipping volumes.

In the final quarter of 2011, Stamps.com introduced one of its most important services to shippers... easy, no-cost USPS postage invoicing. Since its implementation, the Stamps.com invoicing program has helped win several high-profile accounts for the USPS. In 2012, this invoicing program will continue to help the USPS create additional revenue opportunities.



Wolverine Solutions Group

Darryl English
Vice President

Founded in 1978 as a direct mail production company, Wolverine Solutions Group (WSG) has evolved into a company that provides a complete array of print, mail and fulfillment production services to a diverse customer base. WSG's customer base includes a variety of local and national clients in automotive, retail, advertising, health care, and financial industries.

WSG wanted to give their customers and prospective customers an easy and direct way to estimate postage costs based on class, piece type and weight, while providing a simple option for contacting WSG to discuss ideas for new mailing programs. With the progression of digital solutions and the popularity of smart phone apps, they set out to develop a state-of-the-art solution.

The result was the development of a downloadable iPhone application, the WSG Rate Calculator, which can be located by searching for US Postage+ or key word postage. Available as a free application from the iTunes Store, this calculator caters to commercial mailers who need real-time access to postal rates and information through a simple application. The new app allows WSG to provide updated postage rates and allows the user to input specific information for the mailpiece which produces results for each level of postage preparation. The user can also contact WSG directly through phone or email with just one click. The new app is also used by WSG sales force to quickly access information when selling new mailing campaigns and advertising agencies to develop new ideas for clients.

Enhancements for the app are being developed and will include additional information such as physical and eligibility standards for different classes of mail. This app is compatible with an iPhone touch and iPad, and similar applications are being created for the Android and Blackberry platforms.

Chief Information Officer's Mail Technology Award



Stamps.com®

Ken McBride
Chief Executive Officer
Chairman of the Board

This award, handpicked by the Chief Information Officer and Executive Vice President, recognizes a customer who is one of the first to embrace new technologies. They are always working to improve their operations and provide customers with increased value and business results while benefitting the mailing industry overall. They are committed to delivering winning results.

Chief Marketing Officer's Mail Innovation Award



Avanzado

Craig Frye
President

This award winner was handpicked by the President and Chief Marketing/Sales Officer to receive recognition for their use of numerous innovative methods. They are creative risk-takers using the mail in new and different ways to deliver value to their customers and to the mailing industry. They created mail that gets noticed and integrates seamlessly with the larger vision.

Trademarks

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