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MESSAGES THAT STICK: MAILERS CAN APPLY REPOSITIONABLE NOTES

WASHINGTON DC – Americans may soon notice colorful notes stuck on the envelopes in some of their mail. The US Postal Service today announced that direct mailers will now be able to enhance mailpieces using repositionable notes – those little squares of colored notepaper with sticky adhesive on them. The new regulations are spelled out in the April 3 *Postal Bulletin*.

Since the notes can be easily removed from the envelope, the recipient can place them somewhere handy — such as by the phone or the refrigerator, or on a mirror or a computer monitor — as a reminder of the offer.

“Research and live-mail testing have shown that through the use of repositionable notes advertisers can significantly increase their response rates by as much as 37 percent, making advertising mail an even more valuable medium,” says Nicholas Barranca, vice president, Product Development.

Repositionable notes add value to mail by:

- Catching a customer’s attention quickly, increasing open and read rates;
- Making mail more actionable, increasing response rates; and,
- Requiring no additional postage.

Direct mailers can use this new feature for teaser copy, coupons, and telephone or Internet address reminders. The notes help to call attention to a particular offer in a catalog, on the Internet or at a retail location.

The new regulations will allow repositionable notes to be applied to First-Class and Standard Mail letter-size automation compatible mailpieces that meet certain qualifying requirements. Details will be published in Domestic Mail Manual (DMM) C810 and will be available online via *Postal Explorer* at <http://pe.usps.gov>.