



POSTAL NEWS

FOR IMMEDIATE RELEASE
April 14, 2003

Contact: Media Relations
202-268-2155
Release No. 028
www.usps.com

POSTAL BOOK A TOOL FOR SMALL BUSINESS

NEW ORLEANS, LA – A new book developed by the U.S. Postal Service will hand small business owners an invaluable tool to help them use mail to grow and sustain their businesses says Anita Bizzotto, Chief Marketing Officer of the Postal Service.

“Mail is the most extensive marketing and fulfillment tool in the history of commerce. Small business owners that are adept at making postal products and services work for them can have the same advantages and opportunities as the owners of larger businesses in attracting new customers, strengthening customer relationships, and fulfilling orders,” says Bizzotto.

The mailing industry generates approximately \$900 billion in commerce annually, and employs about nine million workers. According to Bizzotto, “A Guide to Mailing for Businesses and Organizations,” walks small business owners through a myriad of mailing standards that govern mail use and make it easier and more convenient for them to use mail to their advantage.

The book is divided into three sections. The first discusses the advantages, costs and preparation for retail mailing services and includes information on adding extra services for additional protection, confirmation of delivery and choosing a postage payment method.

The second section outlines discount mail, or “bulk mail.” To claim these discount rates, a mailer must have a minimum quantity and must do some additional work to make it easier for the Postal Service to handle their mail. Much of the growth of today’s mailing industry has been fueled, in part by the Postal Service’s worksharing program that offers customer opportunities to do some of the mail preparation and transportation that would otherwise be performed by the Postal Service. In return for

performing these tasks, customers receive a rate discount reflecting the costs avoided by the Postal Service.

Lastly, the book discusses online mailing services – those services that a postal customer can access from their computer – digital alternatives for both retail and discount rates. These services combine the speed of the internet with the effectiveness of traditional mail.

“A Guide to Mailing for Businesses and Organizations” supports one of the key strategies in the Postal Service’s Transformation Plan – the Postal Service’s blueprint for the future that was unveiled a little over a year ago. The new book sets out to improve access to and ease-of-use of postal products and services as a way to build additional customer loyalty and for the Postal Service to create growth through added value.

The book, released today in New Orleans at the National Postal Forum – the mailing industry’s premier educational and networking event for mailing professionals, business mailers and the Postal Service, will be available nationwide this summer. The Postal Service plans to make copies available free at larger post offices and online at www.usps.com. In addition a direct mail promotion offer featuring the book will be mailed to 500 thousand small business owners and nonprofit organizations nationwide.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that makes deliveries to about 140 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world.

The U.S. Postal Service delivers more than 43 percent of the world's mail volume - some 203 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.

###