



POSTAL NEWS

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Retail Shippers offering Postal Service Products Pay Off *USPS Approved Shipper Program Helps Businesses Grow*

WASHINGTON, DC — Hundreds of retail shipping service owners accepting letters and packages for their customers are finding that offering U.S. Postal Service products and services makes good business sense and pays off big. Since its inception two years ago, more than 2,000 retail shipping service operators have surpassed \$40 million in sales by participating in the Postal Service's Approved Shipper program.

"The Approved Shipper Program enables the Postal Service to become more competitive in the retail package market while providing our customers with alternate access to postal products and services," said U.S. Postal Service Retail Vice President Kathy Ainsworth. "Since our April 2006 program launch, more than 2,000 shipping retailers have realized the value of the program through nearly \$42.5 million in sales. Retailers have the option of adding a surcharge while continuing to sell competitor products and services."

According to Gary Laing, owner of The Shipping Room, in Oneonta, NY, his walk-in business increased 50 percent since signing up two years ago, and Postal Service sales exceeded \$500,000 last year.

"The 'Ship Package Here' signs bearing the U.S. Postal Service Eagle logo gives me an edge as it tells my customers I offer products and services my competitors don't," Laing explained. "My revenue numbers make it clear that Postal Service offerings are in high demand."

Other benefits include the program's no-fee license agreement, free signs and other Postal Service materials.

To offer postal products and services, retail shippers must:

- currently use a postage meter or PC Postage account
- ensure physical security of the mail
- properly display Postal Service signs
- comply with aviation security and hazmat requirements
- follow the Postal Service product guide for approved shippers
- accept Click-N-Ship® and other prepaid packages
- obtain approval of the Postal Service's local district manager

To request a contact or additional information, e-mail HQ-USPSApprovedShipper@usps.gov.

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An independent federal agency, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services, not tax dollars, to pay for operating expenses. The Postal Service has annual revenue of \$75 billion and

delivers nearly half the world's mail.