

MAIL:

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A Mail Expeditor Can Help Your Business Through The Rate Case

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Is your business already feeling the pain of Postal Service rate increases? The looming rate case and its complex array of new rules and regulations have landed with a loud thud on our doorstep and, more importantly, on our docks and in our mailboxes. The 7.6% average increase in postage costs delivers a striking blow to the bottom line, and new shape-based regulations cause mailers to rethink what they mail, and how they mail it.

It's not all gloom and doom. There are ways to win in the challenges of the rate case. As a workshare partner of the USPS, DHL Global Mail is equipped to guide you through the complexities. As a mail expeditor, we also have the network strength, volume density and deep mailstream penetration to help minimize the financial impact of the rate case.

Achieve Discounts Through A Powerful Network

Business mailers achieve volume density discounts only when their mail qualifies for the high-volume requirements of the USPS. Even high-volume mailers may not send enough mail to qualify on their own.

Expeditors keep your flats, parcels and bound printed matter moving through the postal network by commingling mail at mailing facilities. Mail expeditor DHL Global Mail uses a streamlined delivery model to quickly reach volume density requirements, unlike consolidators who have to wait to build density levels. We keep mail and parcels moving through the most powerful delivery network in the world and the largest distribution system in the United States, with 422 dedicated shipping facilities and 17 mail terminals strategically located near high-volume cities. Through this expedited model, our customers save on postage without sacrificing delivery performance.

Go Deeper In The Postal Stream

The premise is simple. Deeper mailstream insertion enables deeper discounts because the USPS does less of the mail processing. Factoring in the new rate case pricing structure, a mailer with an annual volume of 250,000 parcels (2 lbs., zone 5) sent via Parcel Post will feel the pain

of a 30% increase. An expeditor can slice that increase down to 4%. Why? Because the USPS encourages businesses to partner with third-party providers and offers significant incentives for depositing mail and parcels closer to their endpoint.

Expeditors pick up, sort and insert your mail downstream, as close as possible to the final destination. DHL Global Mail has the deepest mailstream penetration in the industry, reaching 23,000 Destination Delivery Units (DDUs), unlike many competitors who reach a mere 9,000. DHL Global Mail also reaches all key Bulk Mail Centers (BMCs) and Sectional Center Facilities (SCFs).

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Leverage The Expertise Of Industry Leaders

Mail expeditors understand the entire postal landscape, from processing and distribution to packaging and compliance. We also must quickly adapt to ever-changing regulations. The rate case has been a postal curve ball with its many complexities regarding shape and automation compliance. A mailing industry leader like DHL Global Mail can advise you on how to modify packaging

and investigate alternative designs to help your business meet automation requirements and achieve greater discounts.

Expedite Your Success

While the challenges are daunting, the rate case provides an opportunity for you to improve business processes. Work with a proven partner to identify operational efficiencies in all areas associated with mailing. A partner like DHL Global also offers numerous ways to help you get more for your mailing dollars. Our mailing and shipping products are enhanced by an array of value-added services that include online tracking and selective routing and delivery. You'll also access benefits such as delivery to P.O. Boxes and Saturday delivery for 52 extra days of service per year.

The rate case is here, but you don't have to go it alone. Choose an expeditor to get on the fast route to success. (For more information, please call us at 1-866-616-MAIL or visit us at www.dhlglobalmail.com.)

