



PS Insider

Welcome to the April issue of the PS Insider!

In This Issue

Pricing Limbo

Important Postal Updates

PS April Trivia

Get to know the PS Staff

Quick Links

[Production Solutions](#)

[USPS](#)

[RIBBS](#)

Cumulative client savings since January 2009 from commingling is now over \$725,000!

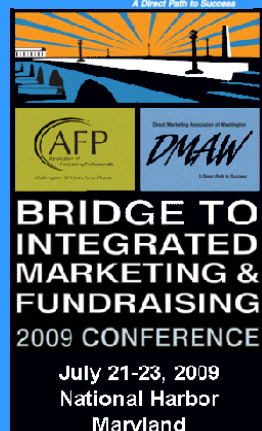


PS to host a suite at 2009 Bridge Conference

Direct Marketing Association of Washington

DMAW

A Direct Path to Success



BRIDGE TO INTEGRATED MARKETING & FUNDRAISING
2009 CONFERENCE

July 21-23, 2009
National Harbor
Maryland

PS attended the 2009 Innovative Formats & Inventive Techniques

Did you miss this DMAW session on March 30th due to time or monetary restrictions?

Contact the Client Services department to set up a personalized review of these packages, as well as other ideas that PS is working on!

Pricing Limbo-How Low Can It Go... ?

Over the past few months, printing and mailing costs for direct mail can be best described as a limbo stick, while printing and mailing suppliers would be described as the limbo contestants, having to bend and lean lower, and lower, and lower in order to stay competitive within the market. Anyone who has ever had the pleasure of watching or participating in a limbo contest can attest that the dropping bar means falling participants, and eventually, there are only one or two remaining that have the strength, the flexibility, and the talent to endure. Let's be honest here-a real limbo champ is someone who can literally bend over backwards and not break while doing so!

This "pricing limbo" or "pricing game" has greatly impacted the supplier network during the past few months-and more importantly, the forecast calls for continued negative impacts over the next six to twelve months. The dropping limbo bar has caused more than a dozen mail shops and half a dozen printers to either suddenly close their doors, or cut significant capacity; those still alive are bending as low as possible, in dire need of more business. There is simply much less demand, and after monitoring the unprecedented price fluctuations during the first quarter of this year, printing and mailing costs for direct marketers and fundraisers are being driven to an industry wide low.

Click [here](#) to read more...

Important Postal Updates

Standard Mail Move Update - POSTPONED

The USPS officially announced that they will not be enforcing the penalty phase of Move Update non compliance until January 4, 2010 for all Standard class mail; there is no word yet on any delays for First class. Production Solutions will keep you posted on this information as it becomes available.



Don't Forget...

Address Placement for Flats...

Effective March 29, 2009, if you are mailing a flat at standard or non-profit rates, you must have the address in the top half of the carrier (see diagram to the left). The top is defined as

the right or left edge as viewed in this horizontal orientation. The outgoing address can be parallel or perpendicular to the short edge, as long as it is entirely on either the right or left side.

The penalty for non-compliance is quite severe - being charged 1st class rates for standard mail, upwards to 100% increase in postage!!

New Postal Rates - Effective May 12, 2009

New Production Solutions postal rate charts coming soon - ask your PS account manager for details!

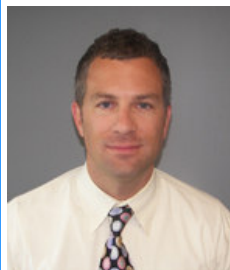
How Many? The PS April Trivia Question

How many resources are you saving by using 30% Post-Consumer Waste recycled paper?

- A) 2 trees and 650 gallons of water per ton
- B) 4 to 8 trees and 2,625 gallons of water per ton
- C) 9 to 13 trees and 22,800 gallons of water per ton
- D) 14 to 20 trees and over 50,000 gallons of water per ton

The first person to e-mail the correct answer to Mandy Centracchio at mandyc@psmail.com will win a restaurant gift card.

Get to know the PS Staff



Benjamin Harris VP of Operations

Tenure at PS-10 years, and 7 months

Education-B.A. Business Management from Washington College, Chestertown MD

Favorite Restaurants-Guapos, Rio Grande, Sweet Water, Wendy's, Central, Faccia Luna

Favorite Movies-Groundhog Day, Ring of Fire, Any horror movie or science fiction movie, Forrest Gump

Must Tivo TV-Any show my lovely wife is currently watching (Gossip Girl, American Idol, Ugly Betty, Grey's Anatomy, Desperate Housewives, The City, So You Think You Can Dance)

Favorite Music-I am very music-centric, and appreciate all types of music. I especially like live concerts, and outdoor concerts in the summer time - although I am not a big country music fan

Leisure Interests-Hanging at the beach, staying active outdoors, shopping, and watching football

Most Memorable Direct Mail Adventure-Once we produced a personalized coffee mug, and the raw materials that were used to produce the mugs in China, varied in weight - and the per piece weight on the package varied from piece to piece, making the count total reconciliation an absolute nightmare. There were only 10,000 pieces total, however the weight variance created issues that took weeks to reconcile with the USPS and we eventually got an exception and did not have to pay the additional \$10,000 in excess postage for mugs that were technically not even there!

Thank you again for choosing Production Solutions as the partner for your direct marketing needs!