

PS Insider



Welcome to the August Issue of the *PS Insider*!

Eco-Corner: Think Ink



"Green" Ink Isn't Just a PMS Color!

There's more to making your direct mail piece more eco-friendly than just the type of paper you choose. Don't forget to think about the ink! Inks have varying levels of VOCs, or Volatile Organic Compounds. The higher the VOC level, the more it contributes to health problems and air pollution.

Petroleum based inks have much higher VOC levels than soy, water or other vegetable-based inks. There are, however, pros and cons to each. Soy or vegetable-based inks are available in brighter colors and can be easier to recycle than petroleum inks. But because of the lack of solvents in vegetable based inks, they tend to take longer to dry.

Given the choice between soy-based inks, vegetable-based inks, water-based inks ... is one better than the other? Well, it can depend on who you ask. The use of soybeans has been up for debate - is it the most sustainable option? Vegetable-based inks are at times said to be "more" environmentally friendly because they are not restricted to one particular crop.

Because the vast majority of our supplier partners already use environmentally friendly inks, you can utilize this option at no additional cost! A safe claim to make when pointing out this sustainable fact on your direct mail pieces would be to refer to the inks as being "eco-friendly", which covers all bases.

Postal Updates

USPS Rolls Out New Specs for Letter-Sized Booklet Mail!

The USPS is establishing new requirements for letter-sized booklet mail that will go into effect on September 8, 2009. Booklets that do not meet the following guidelines will not be eligible for machineable or automation letter rates.

- Maximum height is 6" with the maximum length varying between 9" - 10.5".
- Maximum booklet weight is 3.0 ounces with a thickness between .009" - .25".
- Booklet mailers must be sealed with either 3 non-perforated tabs that are 1.5" wide, by glue spots or glue lines.
- Non-perforated tabs can be made of plastic, vinyl or paper substrates.
- Minimum paper weight is 40# book weight but can be as high as 80# book weight, depending on the design.
- For more details on tab placement locations and paper requirements, please click [here](#).

There were over 900 comments sent to the USPS in response to these guidelines when they were first suggested. The top 2 concerns were the tab placement and the usage of tabs without perforations. Studies and tests were performed on these and other industry concerns and the USPS found no appreciable change in response rate when non-perf tabs were used. However, for continuing process improvement, it will continue to monitor performance once these guidelines are set.

Which is it? The PS August Trivia Question

There are different lengths of bar codes that represent a total number of digits used by the USPS for automation purposes. Which of the following is NOT an acceptable length?

A. 9 digits B. 31 digits C. 11 digits D. 29 digits

The first person to e-mail the correct answer to Marie Kosanovich at mariek@psmail.com will win a restaurant gift card.

Get to Know the PS Staff



Adam Glantz
Senior Account Manager

Tenure at PS: 4 years, 4 months

Education: BA in Political Science from Rutgers College 1993, MA in International Relations and Comparative Politics from CUNY - Graduate Center 2005

Favorite Restaurants: Lebanese Taverna, Moby Dick's, Five Guys, TurCuisine, Thai Old Town of Alexandria, Isabella's in NYC (for brunch), and when in lovely northern NJ: Baumgart's.

Favorite Movies: *Saving Private Ryan*, *Goodfellas*, *The Thin Red Line*, *The Matrix*, *Cold Dog Soup* (which, alas, is apparently not available on DVD)

Must Tivo TV: *Royal Pains* ... I'm so hooked! Other than that, I'm a documentary and news junky.

Favorite Music: Everything, with rock, rap, reggae and country jockeying for the top of the list

Leisure Interests: Being with my family, being with animals (especially dogs, cats and horses), reading, jogging, learning other languages (though I'm still basically monolingual), and Facebook ... I'll see you online!

Most Memorable Direct Mail Adventure: While I was working at a mail shop, a large client radically changed its monthly renewal format one month, suddenly requiring an unbelievable amount of work. I was checking dumps and setups literally all weekend long, from sunup til sundown each day, then I started work at 3 AM the next week. My boss bought me breakfast, the client was grateful and I felt like I had won the Direct Mail Triathlon.

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In Other News

Cumulative client savings since January 2009 from commingling is now over \$1,230,000!



July Trivia Question:

What percentage of the world's forests are certified through organizations such as FSC, SFI, PEFC or CSA?

Answer: B) 10%

Production Solutions is being proactive in preparing for an IMB discount! Is your direct mail campaign ready? Ask your account manager for details!

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