

Welcome to the September Issue of the PS Insider!

Eco-Corner: Consumer Choice



DMA Fighting Do Not Mail Campaign!

The Forest Ethics Organization has long targeted commercial companies to persuade them to use recycled paper and has been quite successful in lobbying this industry to become environmentally conscious. Now they are endorsing the [Do Not Mail campaign](#) in an effort to reduce or even eliminate (yes, that 4 letter word) Junk Mail.

October 2007, the Direct Marketing Association initiated the Commitment to Consumer Choice (CCC) to encourage the direct mail community to become more responsible in this regard. The CCC mandates that you notify your consumers that they have the option to modify or eliminate future mail solicitations altogether. If you are a member of the DMA, your organization must abide by this regulation as of October 2009!

There are a lot of questions you have, no doubt, regarding the impact of this mandate - how it affects a renewal compared to an acquisition mailing, for example. The DMA website www.dmacc.org addresses all of your questions and more. There is no one distinct verbiage that needs to be included, as long as the message is clear. Some of the suggested options are as follows:

- If you wish to reduce the amount of mail you receive from us, please visit our website at www.yourwebsite.com/consumerchoice
- We make a portion of our mailing list available to reputable organizations that may interest you. If you prefer that we not exchange your name with other marketers, or if you wish to modify future mailings from us, please call xxx.xxx.xxxx or go to www.yourorganization.org/customerservice.
- We believe in doing our part to help the environment, and we know many Americans feel the same way. To view our environmental practices and policies or to modify or eliminate the amount of mail you receive from us, go to www.yourorganization.org/environment.

If a member of the DMA doesn't appear to be upholding this measure, the organization will be contacted and asked for immediate compliance. While there doesn't appear to be any punitive fees for noncompliance, unanswered requests to adhere to the CCC could potentially cause suspension or expulsion from the DMA. If you have any questions about how you can best include this information in your campaigns, please don't hesitate to look to PS for help!

Industry Updates

Paper prices on the rise!

It has just been announced by the major paper manufacturers that there will be a price increase on various freesheet, offset and commercial printing grade papers that takes effect this month! The immediate increase is an additional \$2.00 per CWT (hundred-weight) on offset paper. This translates to an additional \$.30/M on a 60# 8 1/2 x 11 one sheet letter. Envelopes should generally not be affected by this increase since wove sheets, rather than offset sheets are used most of the time.

In close concert with the above announcement, North America's two largest coated paper producers are also planning an increase that will begin in early October, although the amount has not been solidified. While coated stocks do not comprise a significant percent of most direct mail programs, the increase will impact brochures, self-mailers, calendars, and collateral materials that are produced in bulk.

It has long been conjectured in the industry that buyers accustomed to the cut-rate prices they've been enjoying due to the global economic downturn will eventually see prices rise again and this is the first such indicator. Reasons stated by the mills for the increase range from a general increase in commodity prices brought on by anticipated economic recovery to a weak U.S. dollar. We also expect future capacity reductions to impact pricing, as it has in the past, as well. Stay tuned for more details as they develop!

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In Other News

Cumulative client savings since January 2009 from commingling is now over \$1,390,000!



August Trivia Question

There are different lengths of bar codes that represent a total number of digits.

Which is NOT an acceptable length?

Answer: D) 29 digits

(There are 9 digits in a zip+4, 11 digits in a zip+4 with a delivery point & 31 digits in an IMb)

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

Which is it? The PS September Trivia Question

How many gallons of wastewater are saved by using 30% PCW compared to virgin stock for every 2,000 pounds of paper used?

A. 450 gallons B. 2,625 gallons C. 5,325 gallons D. 8,750 gallons

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



Drew Wilson
Production Director

Tenure at PS: 6 years!

Education: B.S. Business Management from Roger Williams University, Bristol, R.I.

Favorite Restaurants: Capital Grille, Monterrey Bay Fish Grotto, P.F. Changs, Chipotle.

Favorite Movies: *High Fidelity*, *Wedding Crashers*, *Zoolander*, I can't seem to change the channel when *Drumline* or *Roadhouse* are on TV.

Must Tivo TV: *The Soup*, *Criminal Minds*, *Law & Order*, *Family Guy*, *Tool Academy*, *Flipping Out* (Jeff Lewis is my management idol).

Favorite Music: Anything, it depends on my mood that day - Black Crowes, Dave Matthews Band, Beatles, Van Morrison, Rusted Root, Neil Diamond, Linkin Park.

Leisure Interests: Playing with my dog, Baker, traveling to see family and friends, the gym, watching TV, people-watching.

People Would be Surprised to Know: I spent my college internship with a professional soccer team where one of my many responsibilities was to be the team mascot (a fox) at various marketing functions, i.e. the grand opening of a Dunkin' Donuts. I'm happy to say that I was terrible!



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