



USPS new services

The USPS has announced a new service to the mailing community called “Simplified Way.” This service is designed for small businesses to enter into the direct mail market. The “Every Door Direct Mail” program is unique in that it gives small businesses the opportunity to reach every address in a neighborhood without needing names or street addresses.

To compete in today’s marketplace, small businesses need an avenue to draw local customers to their place of business. Letter carriers will surely see an increase in this type of advertising in the mail stream in the future. This will generate new revenue for the USPS.

USPS Handbook *M-41* revision to Section 322.311, When the Carrier is Authorized to Leave Parcels

This revision to the *M-41*, Section 322.3, Parcel Post, now permits letter carriers to leave a parcel in an unsecured location when it bears the “Carrier—Leave If No Response” endorsement. Uninsured parcels or parcels that do not require a signature may be left in an unprotected location such as a stairway or uncovered porch when the mailer participates in the Carrier Release Program by endorsing the parcel “Carrier—Leave If No Response” or when the addressee has given written directions for an alternate delivery location. PS Form 3849, Delivery Notice/Reminder/Receipt, with the “It Is Located: _____” block completed, must be left in the mail receptacle notifying the addressee of the mail left in the authorized alternate location.

Mailers who participate in the Carrier Release Program understand that there are unsecured areas where the Postal Service will leave parcels and also that carriers will leave packages without protection from inclement weather.

Mail, the myths of going green and the effects on working America

I am sure everyone has heard that mail is sometimes considered a contributor to harming the environment. Today you see some states trying to implement legislation to

prohibit advertising mail. Let’s look at how we should try to inform the misinformed on this subject.

Mail is environmentally friendly as it can be recycled and renewed and, in most cases, is biodegradable. Trees are replanted by the U.S. paper manufacturers and the forest industry to ensure that a growing supply will always be available. Today, for every tree harvested, three trees are planted. In this sense alone, it achieves the most responsible means for protecting the environment. That is why groups that advocate protecting the environment utilize the mail stream to raise money, have promotions looking for new members and send out information concerning their organization.

Don’t get me wrong, but many people think that e-mail and computers used today are the solution to resolving our footprint on the environment. However, that’s not exactly true. Computers require electricity and are full of heavy metals and toxic materials. Let me know when you find one that can be recycled, renewed and is biodegradable. Computers can be helpful, but they are not necessarily the answer. The traditional way of receiving mail provides for the American public to receive mail at their home, which they can review at their convenience and leisure and determine what they want to do with it.

The only thing that is still free in America today is the fact that you can receive mail. Yes, that’s right. Mail is delivered to every home six days a week. Let’s pause here for a moment. Have you written to your congressional representative or senators to encourage them to support H.R. 1351 and H.R. 137? These pieces of legislation will assist you in protecting your job and retirement by maintaining a healthy Post Office. It is only when you mail something that you pay for services. Remember, the amount you pay is still less than a candy bar, soda or a pack of gum and is not federally funded.

By using the mail, you sponsor all of the American workers who are associated with the mailing industry, from the lumber jack to the paper mill workers, printing companies, truckers, letter carriers, clerks, mailhandlers and all the businesses and their workers in between—all of whom pay taxes to cities, states and the federal government. That’s right, they make America work. So when people start talking about this topic, they need to be reminded of the effect this will really have on America. Unemployment is high enough, don’t you think? ☒