



Universal Mailing Service Inc.

postmark

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VP MESSAGE

Welcome to the latest installment of our customer newsletter, PostMark™. We're excited about this opportunity to share some insights with you

Mike Maroney Jr.
Executive Vice President

regarding our company. The first is that Universal Mailing Service, Inc. (UMS) turned thirty this year. We are proud of our legacy as one of the most well-established firms in our field. But there's something we've learned over the years, and that is that you cannot simply rest on your accomplishments.

Our business is built on a foundation of on-going performance with speed, efficiency, reliability and cost effectiveness. That's one reason technology is such an integral part of our operational mindset. Just take a look at our Industry Trends discussion of Intelligent Mail® barcodes, the latest technology from the US Postal Service.

Our innovative approach has earned us an excellent reputation in the industry. Perhaps that's why we were recently honored for our ingenuity by the Mailing & Fulfillment Service Association, a prestigious national trade association. You can read more about it in our Special Announcements.

"WHAT REALLY MATTERS IS HOW YOU, OUR CUSTOMERS, FEEL"

Being singled out for excellence among our peers is an honor, but what really matters is our customers' satisfaction. That's why we are continually focused on performance and the things we can do to help meet your business mailing and fulfillment needs. We often draw on our technological expertise in our Computer Services department to fill a much-needed niche. One example is PlanetTrack™, our value-added service that will change your view of mail tracking. We will talk more about it in future issues of PostMark, or you may contact a UMS representative for more information.

Our dedication to technology and innovation has been our hallmark for years, and it shows in everything we do, from how we run our shop to how we help our customers.

As we embark on our fourth decade, all of us at Universal Mailing Service wish to thank you for helping us reach this important business milestone. We look forward to serving you in the future and wish you the very best!

Thank You.

INDUSTRY TRENDS

INTELLIGENT MAIL® BARGOGE HAS ARRIVED

With Intelligent Mail® barcodes from the United States Postal Service (USPS), we can now streamline mail capabilities and provide seamless acceptance and delivery.

Until now, the USPS added barcodes/lines "as needed" for new services or discount programs, resulting in multiple lines of information. The Intelligent Mail barcode is four lines in one, combining data into one convenient barcode. It uniquely identifies the sender, individual mail piece or mail shipment for tracking. It also provides a destination Zip Code for sorting and routing. Finally, it can be encoded with multiple special service indicators and requests for automation discount handling.

THE NEW LOOK OF INTELLIGENCE

Intelligent Mail barcode has more data capacity than existing barcodes, with the ability to join disparate sets of data (POSTNET™ and PLANET Code® or letter and package data) in one. The Intelligent Mail barcode is slightly longer, which accommodates more information. It also allows greater coding flexibility, letting you select an entire suite of automated services with a single code, or movement between multiple services within the mailing itself - something a standard barcode cannot do.



FROM THIS – TO THIS



This advanced technology also provides tracking capability through subscription services such as OneCode Confirm™, which uses electronic tracking to estimate delivery time for both outgoing customer mail and incoming replies.

Intelligent Mail barcode technology also allows for update of incorrect addresses. It is so accurate that our mailers report a two-fold improvement in the quality of their address lists, reaching more target customers. With this technology, we can more effectively identify transportation bottlenecks at the USPS and suppliers, helping us to streamline and improve service performance.

IT'S ABOUT QUALITY AND ACCOUNTABILITY

UMS has invested in this technology and is using Intelligent Mail Barcodes. Once it leaves our site, mail is scanned to confirm its acceptance by the Postal Service. Subsequent real-time scanning provides an electronic trail throughout the processing cycle until it reaches end delivery. At any point in time, mail can be traced and delivery predicted. And with our unique web-based PlanetTrack™ system, customers can now logon and see detailed mail tracking.

UMS PARTICIPATES IN NATIONAL PCC EVENT

UMS's Jim Lombard, is also Industry Chairman of the Greater NJ Postal Customer Council (PCC). Jim will be a featured speaker at the Council's National PCC Day event. With today's emphasis on conserving the environment, Jim's presentation, the "Greening" of mail, is a timely and relevant topic. The PCC fosters a close working relationship between the Postal Service and business mailers. It helps members grow professionally through focused education programs. The more than 120,000 members across the nation work closely with the local Post Office™ locations to make mail service more efficient, resulting in improved delivery and greater customer satisfaction.



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innovation makes the **difference**

For over thirty years, our customers have relied on our expertise for creative IT solutions to solve their unique mailing challenges.

SPECIAL ANNOUNCEMENTS



UMS Receives Award for Excellence

Universal Mailing Service was honored as a recent winner of one of the Awards of Excellence, given by the Mailing & Fulfillment Service Association (MFSA). The MFSA is a prominent national trade association headquartered in Alexandria, VA. The awards, presented at MFSA's 87th Annual Conference, acknowledged contributions of innovation and excellence in the mailing service industry. UMS received the prestigious Mailing Ingenuity Award. It is given in recognition of creative problem-solving in the areas of management and lettershop and production. Reflecting our strength in innovation, UMS received the award in the management category. We were cited for our sophisticated job tracking program, which helps us track in-house production efforts every step of the way for enhanced job handling, efficiency and timeliness.



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UMS NEWS: TECHNOLOGY LEADS THE WAY

Technology – leading the way into the future.

As we enter our fourth decade, cutting edge technology continues to be the driving force by which UMS is taking the lead to bring our customers the best possible performance and service. We pride ourselves on not only staying abreast of current developments in the industry, but on being among the first to implement these innovative changes to better serve our clients.

We have long recognized the importance of the new Intelligent Mail® barcode, and have already made it available to our customers. As an early adopter, UMS went “live” with this new technology in September, 2007. Although still optional, the USPS is encouraging mailers to take advantage of the benefits and start using Intelligent Mail barcodes for letters and flat mail now. Starting as early as May, 2009 additional postal discounts may be available to users of the Intelligent Mail Barcode. This is with the expectation that in May, 2010 the IMB will be required for all automation mailings. Contact UMS to take advantage of this technology today.

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