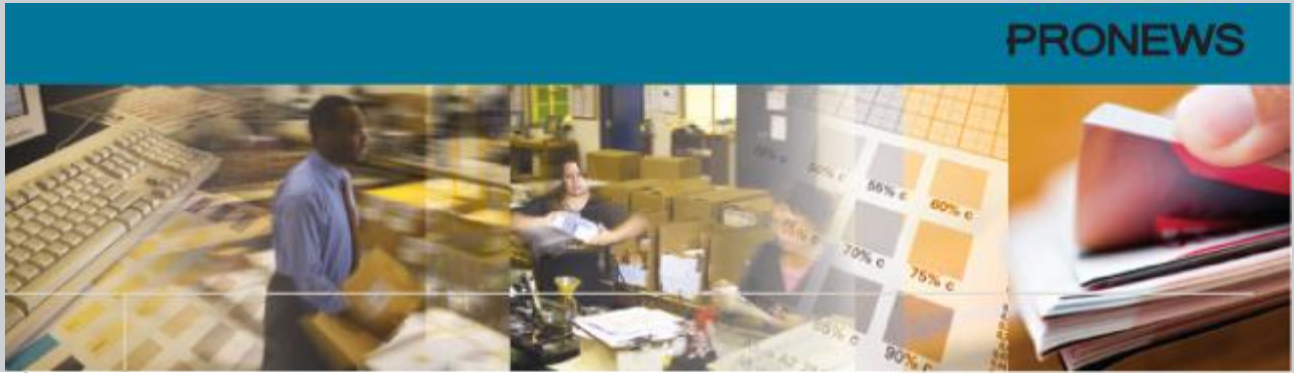


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May 2018

ProList Open House Scheduled for June 28 You don't want to miss this!

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



We can think of few better ways to spend a Thursday afternoon than seeing what direct mail looks like in 2018. ProList is opening its doors to our customers and friends on June 28, and it is expected to be a great event.

Many of our clients comment on how it helps them conceive their mailing programs if they can see the production in process. This is that opportunity - with so much more.

Of course we'll have plant tours – including our new state-of-the-art KM-1 Ink Jet press. Of course we'll have delicious Maryland crab cakes and other catered treats. We'll also have wine and local craft beers. And multiple educational sessions –

- new Postal Service offerings,
- the latest on upcoming postage changes, and
- the latest production techniques.

Quality Service Guaranteed!



This will essentially be a mini Postal Forum in Frederick.

Often the management teams from other mailing companies across the country come visit to see our technology – for you it's a quick trip up I-270.

We will be running shuttles from DC and from the Shady Grove Metro station if you're not up for the trek.

This open house is co-sponsored by Konica Minolta, the manufacturers of the AccurioJet KM-1. They will have production experts on hand to answer your questions. They are also providing

some exceptional door prizes.

We encourage you to join us on June 28. We'll be going from Noon to 6:00 PM. There is no cost, but we would like to know who will be coming. You can learn more about the event and [register here](#).

We look forward to seeing you on June 28!

Contact Us Today!

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Delivery and Financial Performance at USPS Have we mentioned challenging times?

The Postal Service had a less-than-wonderful second quarter, which for them runs from Jan 1 through March 31. Volume and revenue were down in virtually every category except parcels, where they have some issues with the current administration. At the same time, delivery performance is showing great inconsistency.

For the month of March, First-Class and Standard Mail volumes were both down more than 6%, while at the same time labor costs were up over the same period last year. While some of this can be attributed to the higher cost of processing packages, which were up about 4% over last year, costs directly attributable to mail processing were also up. The problem is pretty simple arithmetic. People keep getting born and eventually building homes to live in. This adds millions of delivery points to the postal network every year. At the same time there is less mail to pay for carriers serving all of those new delivery points. In the current fiscal year, the Postal Service is losing money – a LOT of money – no matter which expenses they choose to include.

One result of this financial struggle is diminished service performance, particularly in Standard Mail. “Inconsistent” is probably a fairer word than “diminished.” Flats are particularly volatile. Overall, 70.3% of Standard flats were delivered within service standards. In some areas – Atlanta, Southern Florida, Chicago – the on-time percentage was much worse. For letters, 86.6% were delivered within standards.

Take aways from all of this bad news:

- There is a lot of upward pressure on postage rates, and the PRC has the ability to allow substantial increases. The current White House want postage rates to go up, at least on some mail. Budget higher postage amounts in your long-range planning;
- The upside to reduced volume is that your mail piece has less competition in the mail box. This could help response rates;
- Delivery times are harder than ever to predict. Pay attention to your mail tracking results. Don't assume the delivery times you got last year or earlier are the same;
- USPS mail tracking resources are better than ever, so you can

at least know precisely when your mail is delivered, and what course it followed.

All of that said the mail remains a unique and indispensable channel. Just make sure you do all you can to mail efficiently and effectively.

To learn more about ProList on our website visit: <http://www.prolist.com>
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