



November 16 2016

## Stuffing Envelopes Faster than a Speeding Bullet

### First come the rules, then the rates...

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

OK, there's no cape dangling from it, but ProList's new FlowMaster high-speed inserter is a mail shop superhero. The new Pitney Bowes machine is the state of the art inserting equipment. As ProList continues to grow and thrive, even in a tough direct mail market, the addition of this new piece of equipment will help us continue to meet your most demanding mailing requirements.

When you think of an inserter, you probably envision the old swing-arm style of machine, which has been the industry standard for well over fifty years. The FlowMaster incorporates an entirely different approach, incorporating friction feeders at every feed station allowing operators to feed much larger quantities of material and cycle at a higher speed with less downtime.

The new inserter also incorporates an MCS Perfect Match camera system which allows us to insert a personalized piece into a close-face envelope, and address it on the fly, eliminating the opportunity for matching errors, and increasing throughput. The system is known as "read and print." We can also address in a single pass while we insert without a matching piece.

The bottom line is that this new equipment gives us expanded capacity and greater efficiency so we can keep our services affordable for you. If you would like a tour of ProList, to see our new FlowMaster, and all we have to offer, give us a call. We love showing off!

## Remember Bulk Rate Mail? It's Kinda Back...

### Industry does not react well to "USPS Marketing Mail"

Feeling nostalgic? Let's drift on back to the 1990's when mailing was easy. For



**Quality Service Guaranteed!**



classes of mail you had First-Class Mail, Second-Class Mail, Third-Class Mail, and...you guessed it - Fourth-Class Mail. Everyone knew what they were, and it worked pretty well for decades. But, ewww, who wants to be second-class, much less third or fourth? So the Postal Service came up with groovy new names: Well, First-Class was too perfect to change, but Second-Class Mail became "Periodicals," Third-Class Mail became "Standard (A)," and because they had apparently run out of good words, Fourth-Class became "Standard (B)." One other change they made was to remove the term "Bulk Rate" from mail markings, and replace it with "Presorted Standard." No more bulk rate mail!

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But "Presorted Standard" is such a dry term. The Postal Service, with their latest rate case, has decided to rename it USPS Marketing Mail. Whee! Unfortunately, the mailing industry is not amused.

If you currently use the term Presorted Standard, or its sexier abbreviation "Prsrt Std", in your postal markings (and on precanceled stamps), plan on changing that term to USPS Marketing Mail, probably abbreviated to "USPS Mkt Mail." We don't expect markings to change on Nonprofit mail.

If you are mailing publications or other non-advertising items via today's Standard mail, you may not like marking your mail as marketing mail. PostCom, a large mailer's association has filed with the Postal Regulatory Commission (PRC) to not make the name change. Apparently the Postal Service was surprised that industry wasn't tickled.

It's probably worth watching to see if the name change comes through.

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