



SMARTParcel: A solution for overcoming USPS Package Rate Increases

Contribution by OMG, LLC Senior Account Manager, Mark Hale, CMDSM, CMDSS, EMCM, MDP, MDC

Mailers have seen new requirements and recently enacted price increases that significantly impact the costs associated with USPS Priority and Priority Express Mail services. On January 18th, Priority Mail prices increased an average 9.8% while Priority Express Mail prices increased an average of 15.6%. These increases along with the IMPb (Intelligent mail Package Barcode) initiative have mailers looking for a solution to overcome these higher costs.

SMARTParcel by Stamps.com may be your solution to this financial and processing challenge. SMARTParcel provides a simple and **cost free solution** that achieves significant discounts without significant additional processing or production time by meeting USPS IMPb requirements.

USPS Priority and Priority Express Mail is processed through a web-based system where mail addresses are entered and validated through a minimum of keystrokes saving time and identifying bad addresses on the front end, thus, eliminating the costs associated with return mail. USPS approved labels are printed and affixed to the mail piece and ready to present to the post office. SMARTParcel provides \$100.00 insurance coverage for each mail piece which is twice the insurance provided with retail and commercial rates.

SMARTParcel takes advantage of Stamps.com's experience and knowledge in the industry to provide better than commercial-based rates while simplifying the process. Rates are an average savings of 30% off of retail rates. All that is needed to begin the process is a computer with internet access, a scale and a label printer. Most mail centers will have these items available, but if not, it represents a small investment to generate significant savings and create a process that meets all USPS requirements.

To learn more about SMARTParcel and how OMG can implement and identify many more cost savings and process opportunities within your organization, call us today at 513-429-9526 or e-mail info@omgservices.com. We can help you find solutions in mailing that will bring more dollars to your operating bottom line.