

# enhanced mailing techniques

**As the postal service continues along a strategy of enhanced automation, the catalog industry continues to move to creative and complex techniques which can result in distribution savings.**



## EduPak

This mailing technique combines two or more individually addressed catalogs into a poly-wrapped bundle that can be mailed via bound printed matter rates. The process, termed "EduPak" can generate significant postal savings under the right circumstances:

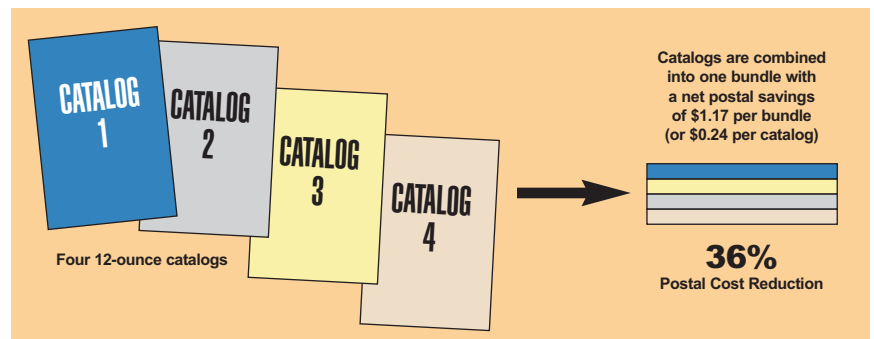
- 1) If you mail 2 or more Catalogs at one time (up to 15 lbs.) to the same address.
- 2) If the various titles involved are within a quarter inch of each dimension, with none taller or wider than the heaviest catalog in the grouping.
- 3) If all of the various titles are planned to arrive at the same time.

CATALOGS AMERICA  
**EduPak**

We have found that our perfect bound clients who mail to education markets are the best candidates for this service.

### *For example:*

If you are mailing four 12-ounce catalogs to a single destination you will achieve a gross postal savings of approximately \$0.65 per catalog for the 2nd, 3rd and 4th catalogs in the bundle. After poly-wrap and bundling costs are factored in the net savings would be \$1.17 per bundle, or an average savings of \$0.24 for each catalog – a 36% reduction in postal costs for each book that qualifies for a bundle.



As an added service to educational catalogers we offer bundled mailings to public and private U.S. Schools K-12 of combined educational titles throughout January and August. Please contact your Catalogs America account representative to schedule your work into these drops which offer significant savings over individual mailings.

## Stop the Guesswork

Catalogs America account representatives are equipped with postal estimating software and are happy to show you how the above and other postal processes can help you to save valuable distribution dollars.

**CA**  
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