

**May 2009**

Welcome to "News You Can Use," an e-newsletter from [DATAMATX](#) designed to keep you informed about the printing and mailing issues and trends affecting your business.

For more information about solutions to address today's business communication issues or trends, visit [www.datamatx.com](http://www.datamatx.com).

**May 11th Postal Changes Fare Better for Business Mailers**

The spring season always brings change--including alterations to U.S. Postal Service (USPS) regulations and pricing. On May 11, the USPS will again be raising the cost for a one ounce, First-Class consumer mail stamp from 42 cents to 44 cents to offset the increasing expenses of USPS operations. Business mailers fared a little better. Due to the focused efforts of our President and CEO, Harry Stephens, and other concerned major mailers, we are told the cost for First-Class business mail will have an approximate increase of 1.3 cents--well below the 2 cent increase that was initially announced. This underscores the [DATAMATX](#) mission to always find ways to be proactive when it comes to postal optimization.

While this boost in the cost of business mail was lower than expected, it is still important to optimize the postal discounts available to your company for effective cost savings.

[DATAMATX](#) uses the most efficient and cost effective techniques and technologies to ensure you always receive the best postal discounts. For example, practicing methods like commingling allows us to provide you with more items per envelope for your customers as a cost-savings benefit. We also use the latest presorting methods and address updating software to speed your delivery and receipt of payment.

Our commitment to mailstream efficiency and mail preparation responsibility provides the ideal environment for your mailings to reach the right correspondents at the right address as quickly as possible. These practices also support the USPS in achieving leaner operations and reduced costs.

If you have any questions regarding the upcoming postal changes and how they may affect your business, please contact your sales representative

**A MESSAGE FROM  
OUR PRESIDENT  
HARRY STEPHENS**

At [DATAMATX](#), we're committed to staying ahead of USPS changes to ensure we are advocating for your mailing interests.

As a member of the National Postal Policy Council and the Major Mailers Association, I will continue to keep your business interests at the forefront of postal communications to help offset rising postal costs and focus on boosting your company's bottom line.

*Sincerely,*

Harry Stephens  
President, CEO  
[DATAMATX](#)

or account manager at [DATAMATX](#) directly.  
*We're here working for you!*

**DATAMATX, Inc.** - 3146 Northeast Expy NE, Atlanta, GA 30341-5345  
800-943-5240 - [info@datamatx.com](mailto:info@datamatx.com)

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