

# Our Innovation ... Your Savings!

## The Power of “The Cube”



## Parcel Pak

### USPS Regulation Change

When the USPS introduced the capability to electronically track First Class Parcels, the change allowed light weight parcels to essentially include the same services as Certified Mail. The parcel however, was defined as a box or an item that was at least three-quarters of an inch thick at its thickest point. The change offered opportunity, but with a catch; the Delivery and Signature Confirmation program was not permitted in conjunction with letters or flats.

### Leveraging Opportunity

The new regulation for First Class Parcels was significantly less expensive than Certified Mail by nearly one dollar per piece! Mailers requiring tracking or recipient signatures on simple letter-mail still had no alternative to traditional Certified Mail. Certified Mail continued to be labor-intensive, logistically cumbersome and expensive. So how could we fully leverage the new opportunity for clients, by simplifying the process, enhancing capabilities and expediting accountability... and by turning a letter into a parcel?

### The Challenge

Our challenge was not only to convert a letter or a flat into a parcel, but to do so without adding weight and therefore requiring additional postage. If the challenge could be overcome, it would provide an alternative to Certified Mail with its tracking and recipient signature characteristics, as well as offer the benefit of reduced expense.



### The Solution: The Cube & Our ParcelPak™

With the implementation of a one inch styrofoam cube that transitions a letter into a parcel and our proprietary package call the “ParcelPak™” we resolved the challenge. A mailer simply determines the tracking or signature requirements and addresses the mail piece via ConfirmDelivery. A simplified processed, enhanced capabilities, expedited signature return and ... savings!

**To Add The “Power of the Cube” to Your Accountable Mail Arsenal,  
(As Well as Significant Savings),  
Call Us at Today at 888-960-6245!**

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