

Pressing Issues

Maximize Your 2026 Mail ROI

with our USPS Promotions Playbook

Thursday, November 20th

8:00 a.m. PT | 10:00 a.m. CT | 11:00 a.m. ET

Glen Swyers, The Imagine Group, Director of Marketing Integration
Chris Lien, BCC Software, EVP of Postal Affairs



The World's Paper Company

Carl Boettner

Program Manager, United States Postal Service



Chris Lien

*Executive Vice President of Postal
Affairs, BCC Software*





Glen Swyers

*Director of Marketing Integration,
The Imagine Group*

AJ Layo

Sales Manager, Sylvamo



Direct Mail Still Works

- Response rates are up 8% to 11% for direct mail as a single channel
- Over half have tried a new product, service, or establishment in the past 6 months after receiving marketing mail.
- 90% believe mail is as important or more important to them now than it was three years ago.
- Multiple independent neuroscience research studies show the physical materials activate the brain more deeply.

Integrated Campaigns Create Lift

- Mail + email + web - 37% lift over individual channels
- Digital + mail - 40% greater customer engagement
- Mail + digital + tv - 17% higher purchase intent

Sources:

Millward Brown, "Understanding Direct Mail with Neuroscience," Case Study

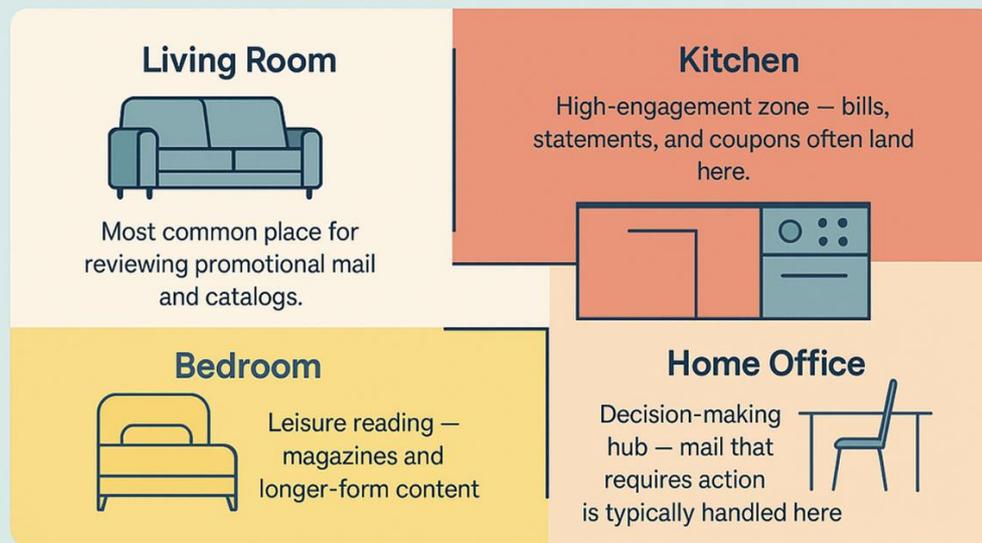
USPS Office of Inspector General, "Enhancing the Value of Mail: The Human Response," Research Report

Canada Post, "A Bias for Action: The Neuroscience Behind the Response-Driving Power of Direct Mail"

Forbes, "Finding Brand Success in a Digital World"

How Mail Moves Through the American Home

Insights adapted from USPS "Gateway to the Household" research and the USPS Household Diary Study



About the Promotions

Why Participate?

- Offset cost of postage
- New marketing ideas
- Increase ROI

Industry Perceptions

- “Too complex!”
- “Not worth my time”
- “I don’t know where to get support”

What I hear from customers and MSPs who take advantage of the promotions:

- Once you get used to the Mailing Promotion Portal in the BCG, it’s easy.
- Takes less than 5 minutes to upload a campaign
- Enhances my value to my customer

2026 Promotions Overview

2026 PROMOTIONS CALENDAR

 Registration Period
  Promotion Period

PROMOTIONS	2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INTEGRATED TECHNOLOGY 5% Discount Marketing Mail First Class Mail	 NOV 15, 2025												DEC 31
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CATALOG INSIGHTS 10% Discount Marketing Mail	 AUG 15, 2025												JUN 30
	 OCT 1, 2025												

Add-on & Upgrade | Additional discount to base/primary promotion all year long

INFORMED DELIVERY

- + 1% to mailer
- + 0.5% credit to eDoc submitter

SUSTAINABILITY

+ 1%

TAKE THE SENSORY EXPERIENCE OF DIRECT MAIL UP A NOTCH

RESEARCH SHOWS THAT DIRECT MAIL WITH COMPLEMENTARY COMPONENTS CREATES A MULTI-SENSORY EXPERIENCE

UPGRADE YOUR DIRECT MAIL WITH SYLVAMO'S SET CERTIFIED PAPER TO MAKE IT YOUR OWN SUSTAINABLE PROMOTION

LEARN HOW WE CAN HELP YOU THROUGH YOUR OWN PERFECT GAME

AN YOU FEEL VICTORY?

FEEL THE SUPPORTIVE POWER OF YOUR MAIL

PUT YOUR GLOVES ON

FOR THE GAME OF DIRECT MAIL

KNOWLEDGE IS YOUR SECRET WEAPON

KNOWLEDGE IS YOUR SECRET WEAPON

KNOCK OUT HIGH POSTAGE COSTS

THE NEW SCORES ARE IN

UPGRADE YOUR DIRECT MAIL

MEET GREEN

FOR SUSTAINABLE PROMOTIONS

NOW IS THE TIME TO GO FOR THE CUP WITH FIRST-CLASS MAIL

LET'S GO!

KEEP THE BALL MOVING

WITH CONTINUOUS CONTACT

THE MORE TOUCHPOINTS...

THE BETTER ASSURANCE OF STAY AND BRAND ENGAGEMENT

UPGRADE YOUR DIRECT MAIL WITH SYLVAMO'S SET CERTIFIED PAPER TO MAKE IT YOUR OWN SUSTAINABLE PROMOTION

PARTNER WITH SYLVAMO FOR AN EASY SCORE!

LET'S GO!

FOR SUSTAINABLE PROMOTIONS

TABLE OF CONTENTS

- INTRODUCTION 02
- ABOUT SYLVAMO 04
- OUR HISTORY 06
- OUR PRODUCTS 08
- OUR SUSTAINABILITY 10
- CONTACT US 12

WELCOME TO THE SYLVAMO CHAMPIONSHIP TEAM LINEUP!

WE'VE GOT YOU COVERED WITH THE BEST OF BOTH WORLDS

PHYSICAL OR DIGITAL? WE'VE GOT YOU COVERED

PHYSICAL OR DIGITAL? WE'VE GOT YOU COVERED

PHYSICAL OR DIGITAL? WE'VE GOT YOU COVERED

THE OFFICIAL SYLVAMO CHAMPIONSHIP TEAM LINEUP

Dear "First Name"

Thank you for your interest in Sylvamo's Set Certified Paper.

Learn how we can help you through your own perfect game.

Sand Sustainability & Save

Helping you save money and the planet.

THE PLAYBOOK: CREATING COST-EFFECTIVE DIRECT MAIL

MEET THE SYLVAMO CHAMPIONSHIP TEAM

HOW TO MASTER THE 2024 USPS PROMOTIONS TO HELP YOUR CUSTOMERS REDUCE POSTAGE — AND HELP YOU GROW YOUR BUSINESS

2026 Integrated Technology

Definition

- Select your start date at any point in the 2026 promotion calendar.
- Must run for 6 consecutive months during the January 1 - December 31, 2026 calendar year.
- Augmented Reality, Mixed Realty, Virtual Reality, Integration with Voice Assistant, Video in Print Technology, Near Field Communication, Mobile Shopping, AI

Mark Your Calendar



Customer has flexibility to choose their promotion start date. Up to 6 consecutive months during the 2026 calendar year (January 1 - December 31, 2026).



Integration with Voice AI Assistant Example

DAVE,
Want to be the first to see this incredible home?



Stephanie Lucky
REALTOR

530 Carysbook Cove | Memphis, TN 38120

5 Beds 8 Baths 6597 SQ FT MSCS Schools

just listed

DAVE,
YOU WON'T WANT TO MISS THIS NEW LISTING!

Discover luxury living in this stunning 5-bedroom, 8-bathroom traditional home featuring 6,597 square feet of elegantly renovated space with premium finishes, situated on a private 1.06-acre wooded lot with an in-ground pool in the prestigious River Oaks neighborhood of East Memphis.

INTERESTED IN LEARNING MORE ABOUT THIS LISTING?

SCAN NOW



and ask your questions to a virtual assistant!

RL Properties
1234 Lawn Avenue
Memphis, TN 45111

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 123
CINCINNATI, OH

Dave Rosendahl or Current Resident
1229 Digital Dr.
Irvine, CA 45123



RL properties

BE ONE OF THE FIRST TO WALK THROUGH THIS HOME!

 daverosendahl.rlproperties.info

 800.123.4567

Printed on Sylvamo's 80# Accent Opaque Cover

Integration with Voice Assistant Example

DAVE, YOU WON'T WANT TO MISS THIS NEW LISTING!

Discover luxury living in this stunning 5-bedroom, 8-bathroom traditional home featuring 6,597 square feet of elegantly renovated space with premium finishes, situated on a private 1.06-acre wooded lot with an in-ground pool in the prestigious River Oaks neighborhood of East Memphis.

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RL
properties

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INTEGRATING DIGITAL TECHNOLOGY...

VIA QR CODES CAN INCREASE RESPONSE RATES

With the USPS® Integrated Technology promotion, you can use augmented reality, virtual reality and video in print to create more engaging, cost-effective mailers. The quality and consistency of Sylvamo's premium paper is the perfect one-two punch to help your customers maximize their investment in print.

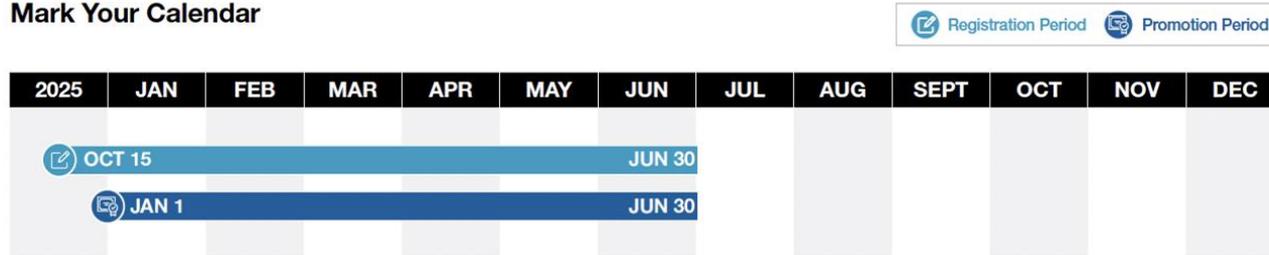
© 2025 Sylvamo Corporation. All rights reserved. This is a promotional offer. See USPS.gov for details. The promotion is subject to change without notice. The promotion is available to all USPS customers. The promotion is available to all USPS customers. The promotion is available to all USPS customers. The promotion is available to all USPS customers.



Definition

- Create a multi-sensory experience through special visual effects, sound, scent, texture, and taste
- Specialty inks, sensory treatments, interactive elements

Mark Your Calendar



5%
Discount

Sylvamo

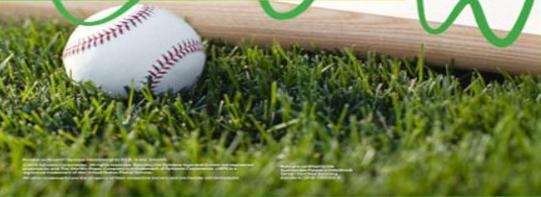
TAKE THE SENSORY EXPERIENCE OF DIRECT MAIL UP A NOTCH

SPECIALTY INKS, TEXTURED OR SCENTED PAPERS AND DIMENSIONAL COMPONENTS CREATE A MULTI-SENSORY EXPERIENCE.

Sylvamo's premium paper can help your customers financially - integrate these interactive elements to take advantage of the USPS® Tactile, Sensory & Interactive premiums to boost response rates and ROI.

UPGRADE YOUR DIRECT MAIL WITH SYLVAMO'S SFI CERTIFIED PAPER TO EARN A 1% ADD-ON SUSTAINABILITY DISCOUNT

LEARN HOW WE CAN HELP YOU THROW YOUR OWN PERFECT GAME

2025 USPS® PROMOTION: TACTILE, SENSORY & INTERACTIVE

CAN YOU FEEL A VICTORY?



FEEL THE DIFFERENCE TEXTURAL FINISHING CAN MAKE AND TAKE HOME A WIN WITH DIRECT MAIL

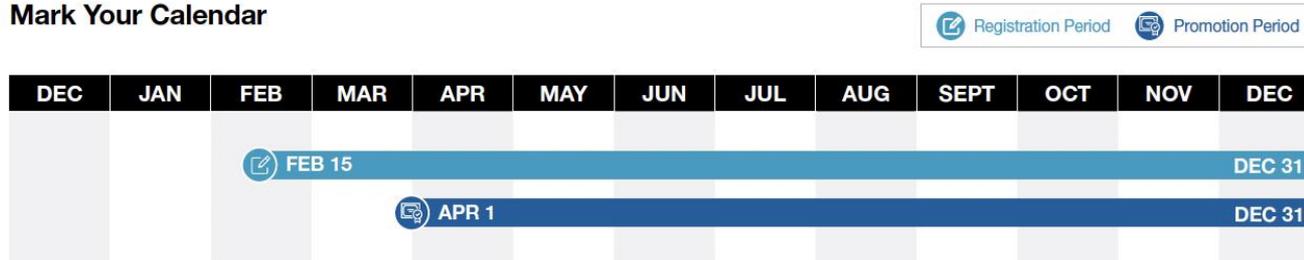
MARK E. RIZZO
2016 WRIGHT WAY
CHICAGO, IL 60657

100% Recycled
Sylvamo
The World's Paper Company

Definition

- Plan marketing campaigns with multiple touchpoints that drives customer behaviour.
- Participants receive a discount for sending follow-up mailing that repeatedly deliver to the same address.
- They must complement or build upon the initial mailing.

Mark Your Calendar



THE MORE TOUCHPOINTS...

THE BETTER AUDIENCES RETAIN AND RECALL BRAND MESSAGING

The USPS® Continuous Contact promotion makes it cost-effective for your customers to create a series of mailers that establish a steady line of communication with target audiences. Sylvamo's broad portfolio of premium paper means the line is wide open for an easy layup in helping customers boost response rates and ROI.

UPGRADE YOUR DIRECT MAIL WITH SYLVAMO'S SFI® CERTIFIED PAPER TO EARN A 1% ADD-ON SUSTAINABILITY DISCOUNT

PARTNER WITH SYLVAMO FOR AN EASY SCORE!



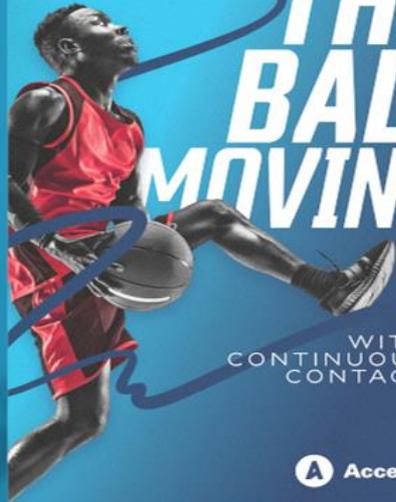
MICHAEL KERR
33322 PAINTED LANE
TRES PUNTEROS, IL 60612



ADDRESS
NAME
PERMIT #000
CHICAGO, IL

2026 USPS PROMOTION: CONTINUOUS CONTACT

KEEP THE BALL MOVING



WITH CONTINUOUS CONTACT



2026 First-Class Mail Advertising

Definition

- Promote offerings by using First-Class Mail service.
- Craft standalone advertisements or incorporate marketing messages into First-Class Mail pieces.

Mark Your Calendar



5%
Discount

Definition

- Bound, mailpiece with at least 12 pages, providing an organized listing of products.
- Must include images, photographs or illustrations of the products or services, descriptive details, fulfillment information and prices or contain an alternative method for the reader to determine prices.

Mark Your Calendar



Catalog promotion to run until June 30, 2026



YOUR CHAMPIONSHIP RUN STARTS...NOW

Partnering with Sylvamo for high-quality, cost-effective direct mail catalogs can help your customers create a faster, more satisfying sales experience — and help you score more print jobs to grow your business.



«« SCAN TO LEARN MORE
ABOUT HOW SYLVAMO CAN
BE YOUR BEST TEAMMATE

 Sylvamo



HAMMERMILL



Printed on Accent® Supreme 60 lb. Text Smooth.

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Stock photos are provided by the Photo Infrastructure Group® (PIG)®. Chain of custody registered (COC) catalogs are available for Sustainable™ (S1)™ and Certified™ (C1)™. Certified Recycled material (CRM) catalogs are available for Sustainable™ (S1)™ and Certified™ (C1)™.

Chain of custody certifications for FSC, SFI and PEFC are available upon request.

2025 USPS PROMOTION CATALOG INSIGHTS

 Sylvamo
The World's
Paper Company

THE OFFICIAL SYLVAMO CHAMPIONSHIP TEAM LINEUP





INFORMED DELIVERY®

- Enhance your mailings with USPS' omni-channel feature to give your mailpiece a digital element when using Informed Delivery® campaigns.

DISCOUNT MAILERS: 1%

eDoc SUBMITTER: 0.5% Credit



SUSTAINABILITY

- Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

DISCOUNT: 1%

Send Sustainably & Save

Keep the forests and your wallet healthy.

Printing your pieces on Sylvamo's iconic paper brands, all of which are FSC® or SFI® certified, qualifies your mailing for USPS' 1% add-on sustainability discount.

 **Accent**

 **HAMMERMILL**

 **Postmark**

 **Springhill**

 **Williamsburg**



The mark of
responsible forestry



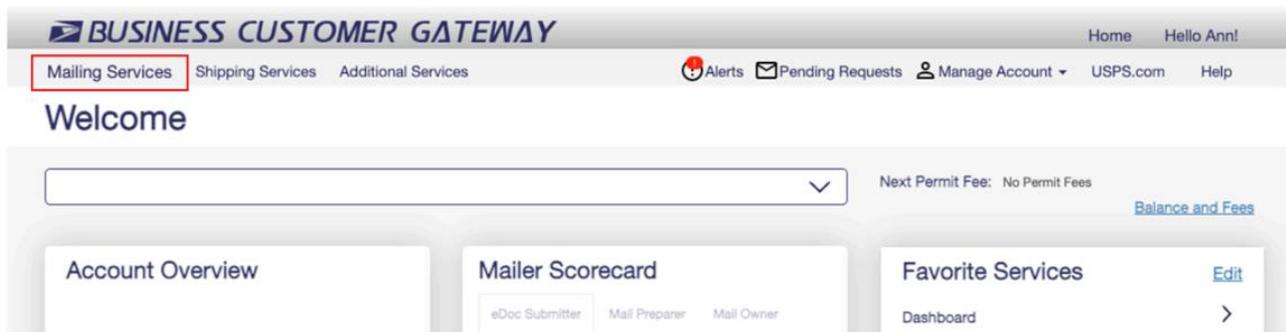
Sustainability Add-On Steps

Mailing Promotions Portal

Follow the USPS Sustainability Add-On steps

Step 1

Log in or create an account using the QR code, then click on Mailing Services.



The screenshot shows the Business Customer Gateway interface. At the top, the header includes the USPS logo and the text "BUSINESS CUSTOMER GATEWAY". Navigation links include "Home" and "Hello Ann!". A secondary navigation bar contains "Mailing Services" (highlighted with a red box), "Shipping Services", and "Additional Services". On the right, there are links for "Alerts", "Pending Requests", "Manage Account", "USPS.com", and "Help". Below the header, a "Welcome" message is displayed above a search bar. To the right of the search bar, it says "Next Permit Fee: No Permit Fees" and a link for "Balance and Fees". The main content area features three panels: "Account Overview", "Mailer Scorecard" (with sub-links for "eDoc Submitter", "Mail Preparer", and "Mail Owner"), and "Favorite Services" (with a link for "Dashboard" and an "Edit" link).

Step 2

Select "Mailing Promotions Portal"



The screenshot shows a list of services with "Mailing Promotions Portal" highlighted by a red box. Each service entry includes a plus icon, the service name, a "more info >" link, and a "Go to Service" button.

+	Mailer ID	more info >	Go to Service
+	Mailing Promotions Portal	more info >	Go to Service
+	Mailing Reports (PostalOne!)	more info >	Go to Service

Don't Leave Money Behind

2026 PROMOTIONS CALENDAR

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Add-on & Upgrade | Additional discount to base/primary promotion all year long

INFORMED DELIVERY

- + 1% to mailer
- + 0.5% credit to eDoc submitter

SUSTAINABILITY

- + 1%

A New Tool to Assist with Selling USPS Promotions - Coming Soon!

A New ROI Tool from BCC that:

- Assists with selecting an available promotion
- Calculates estimated incremental response rates
- Determines added value based on incremental piece impressions

This online tool will help you sell USPS promotions based on the incremental impact they have to the mailpiece!

The screenshot shows the BCC Direct Mail ROI tool interface. At the top, it displays 'BCC Direct Mail' and user information: 'Impact Credits 1,250', 'John Doe', and 'john.doe@example.com'. The main heading is 'Unlock new value and performance from your direct mail.' Below this, it explains the tool's purpose: 'Take advantage of postal promotions, incentives, and add-ons to boost revenue and per-piece value for your customers.' A note says 'Fill in the fields below to see the value BCC can deliver.'

The 'Add Campaign Parameters' section includes:

- Mail Drop Date:** 11/22/2025
- Campaign Name:** Holiday Campaign
- Mail Class & Format:** Marketing postcards \$0.17

The summary section shows:

- Total # Mailpieces:** 50000
- Print CPC:** \$ 0.10
- Service Charge:** \$ 100.00
- Service Click Fee:** \$ 0.001

The 'Select Programs' section allows choosing one promotion and any add-ons:

- Promotions:**
 - Catalog Insights (Not eligible for this mail class or date range)
 - Integrated Technology (Must enroll by CRID into a 6 month window of your choosing)
 - Continuous Contact (Must submit first 2 mailpieces for approval)
 - Tactile, Sensory & Interactive (Not eligible for this mail class or date range)
 - First-Class Mail Advertising (Not eligible for this mail class or date range)
- Always Available:**
 - Informed Delivery (1% Savings / 1.8% Lift)
- Add-On:**
 - Sustainability (1% Savings / 1% Lift)

On the right, a 'Value For Your Business' summary shows:

- \$150 Incremental Revenue¹**
- 1626 Free Mailpieces²**
- 99% Direct Mail Response³** (Baseline rate: 5.7% EDI)
- 73953 Omnichannel Impressions⁴**

A 'Continue >' button is at the bottom right.

A Tool to Assist with Registering for USPS Promotions - Coming Soon!

Easily register and submit necessary USPS promotional materials from within your presort software

The screenshot shows a dark-themed web interface for a user named John Doe (john.doe@bcco.com) with 1,250 credit points. The main section is titled "Upload Supporting Materials" and includes an "Edit Campaign Settings" link. Below this, there is a list of programs to register for, with "Integrated Technology" selected. The registration form for "Integrated Technology" includes the following fields:

- Campaign Information:**
 - Promotion Year: 2026
 - Submitting on Behalf of Another?: Yes No
- Multipiece Details:**
 - Multipiece Title: Tech Enhanced Mailer
 - Technology Used: Select technology...
 - Description of Technology Used and Placement: Describe the technology and how it's integrated into the mailpiece... (0/255 characters)

A note states: "Note: Fields marked with * are required for submission." Below the form is a "File Attachments" section with an "Upload Files" button and instructions: "Drag and drop files here, or click to browse. You can upload multiple files at once." A message below the upload area says "No files uploaded yet for this program." At the bottom, there are expandable sections for "Informed Delivery" and "Sustainability". Navigation buttons for "Back" and "Finalize Submission" are located at the bottom of the interface.

An Easy to Monitor Dashboard for all your Enhanced Campaigns

BCC SOFTWARE

Dashboard

Impact Credits 1,250

John Doe john.doe@example.com JD

ROI Tool

Dashboard

Campaigns

Settings

Dashboard Overview

Welcome back! Here's what's happening with your campaigns.

Total Campaign Submissions
12
+4.75% from last month

Total Incremental Revenue
\$45,231
+12.5% from last month

Total Free Mailpieces
573
+3.2% from last month

Total Omnichannel Impressions
284
+8.1% from last month

Recent Campaigns

[View all](#)

CAMPAIGN NAME	STATUS	DATE	PROGRAMS	REVENUE
Spring 2025 Promotion	Active	Mar 14, 2025	3	\$12,450
Holiday Mailer	Completed	Dec 19, 2024	5	\$8,920
Summer Sale Campaign	In Progress	May 31, 2025	2	\$15,230
Back to School	Draft	Aug 14, 2025	4	\$0

[Logout](#)

An Easy to Monitor Dashboard for all your Enhanced Campaigns

BCC SOFTWARE

Impact Credits **1,250**

John Doe
john.doe@example.com JD

Campaigns

Submitted Campaigns

Click on any campaign to view detailed information

CAMPAIGN NAME	USPS CAMPAIGN ID	SERVICE REQUEST #	STATUS	DATE SUBMITTED	USPS STATUS REFRESHED	PROGRAMS																
> Spring 2025 Promotion	1	SR-8472	Approved	Mar 14, 2025	Mar 14, 2025	3																
> Holiday Mailer	2	SR-7329	Approved	Dec 19, 2024	Dec 19, 2024	5																
∨ Summer Sale Campaign	3	SR-9156	Pending	May 31, 2025	May 31, 2025	2																
<h3>Campaign Details</h3> <table><tbody><tr><td>USPS Campaign ID</td><td>Service Request #</td><td>Mail Class</td><td>Total Mailpieces</td></tr><tr><td>USPS-2025-0601-003</td><td>SR-9156</td><td>First-Class Letters</td><td>75,000</td></tr><tr><td>Drop Date</td><td>Projected Revenue</td><td></td><td></td></tr><tr><td>July 14, 2025</td><td>\$15,230</td><td></td><td></td></tr></tbody></table> <p>Programs (2)</p> <div><p>Tactile/Sensory/Interactive 0 files Discount: 3%</p><p>Informed Delivery 1 files Discount: 3%</p></div> <p>Notes</p> <p>Awaiting USPS verification. Additional documentation requested for Tactile program.</p>							USPS Campaign ID	Service Request #	Mail Class	Total Mailpieces	USPS-2025-0601-003	SR-9156	First-Class Letters	75,000	Drop Date	Projected Revenue			July 14, 2025	\$15,230		
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July 14, 2025	\$15,230																					
> Back to School	4	SR-9384	Error	Aug 14, 2025	Aug 14, 2025	4																

[>] Logout

The Foundation of Your Promotions



Intelligent Paper

A partnership between Sylvamo and MindFire enhancing direct mail with personalized tracking technology (PURLs & PQR codes) to measure individual-level responses, allowing marketers to track performance, ROI, and optimize campaigns.

When you use Sylvamo paper for your direct mail, Sylvamo will subsidize MindFire's OmniChannel technology costs, giving you valuable response data at no additional expense.

Integration with Voice AI Assistant Example

DAVE,
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Stephanie Lucky
REALTOR

530 Carysbook Cove | Memphis, TN 38120

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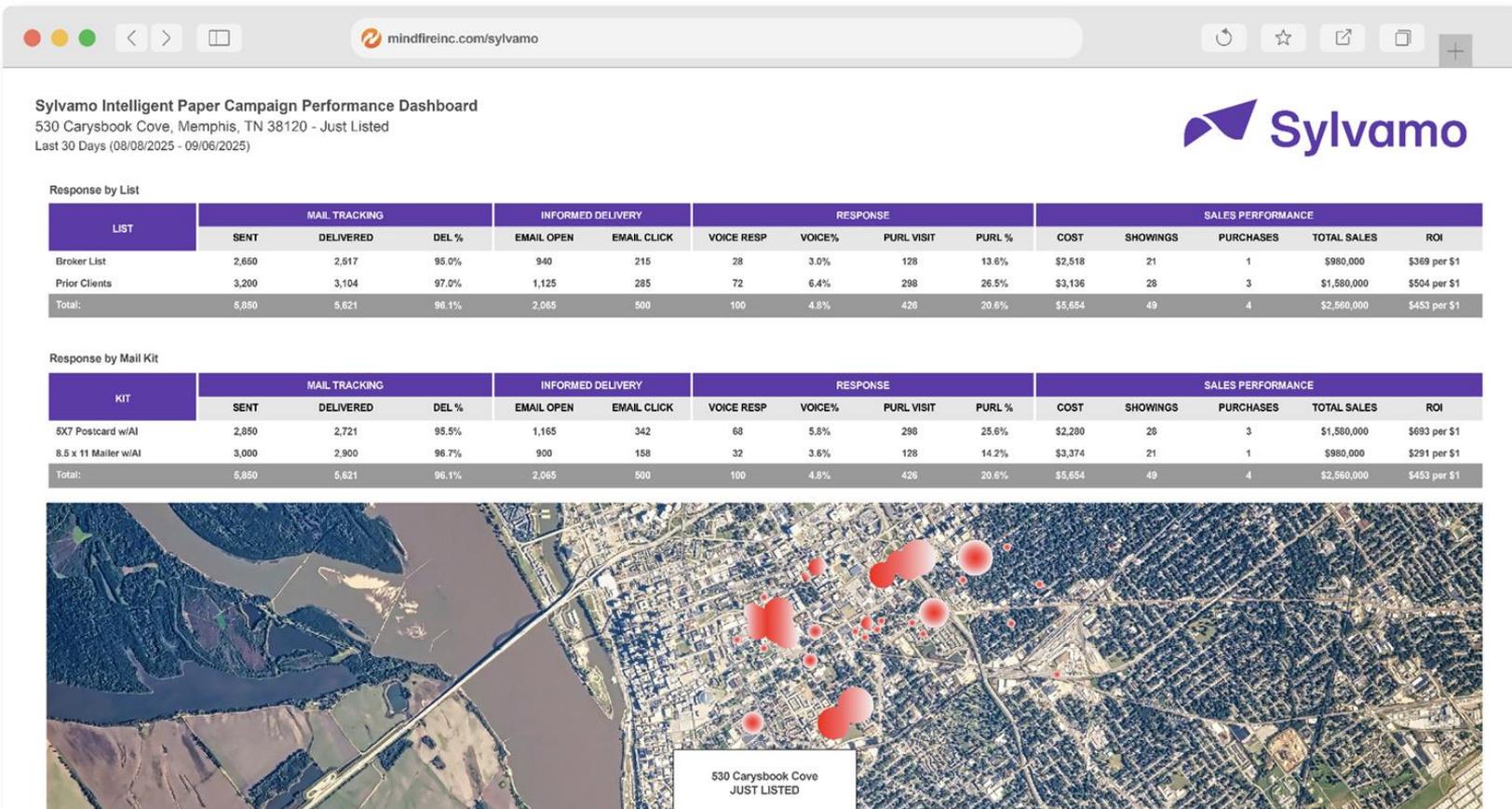
BE ONE OF THE FIRST TO WALK THROUGH THIS HOME!

daverosendahl.rlproperties.info

800.123.4567

Printed on Sylvamo's 80# Accent Opaque Cover

The Power of Intelligent Paper



Integration with Voice Assistant Example

DAVE, YOU WON'T WANT TO MISS THIS NEW LISTING!

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RL
properties

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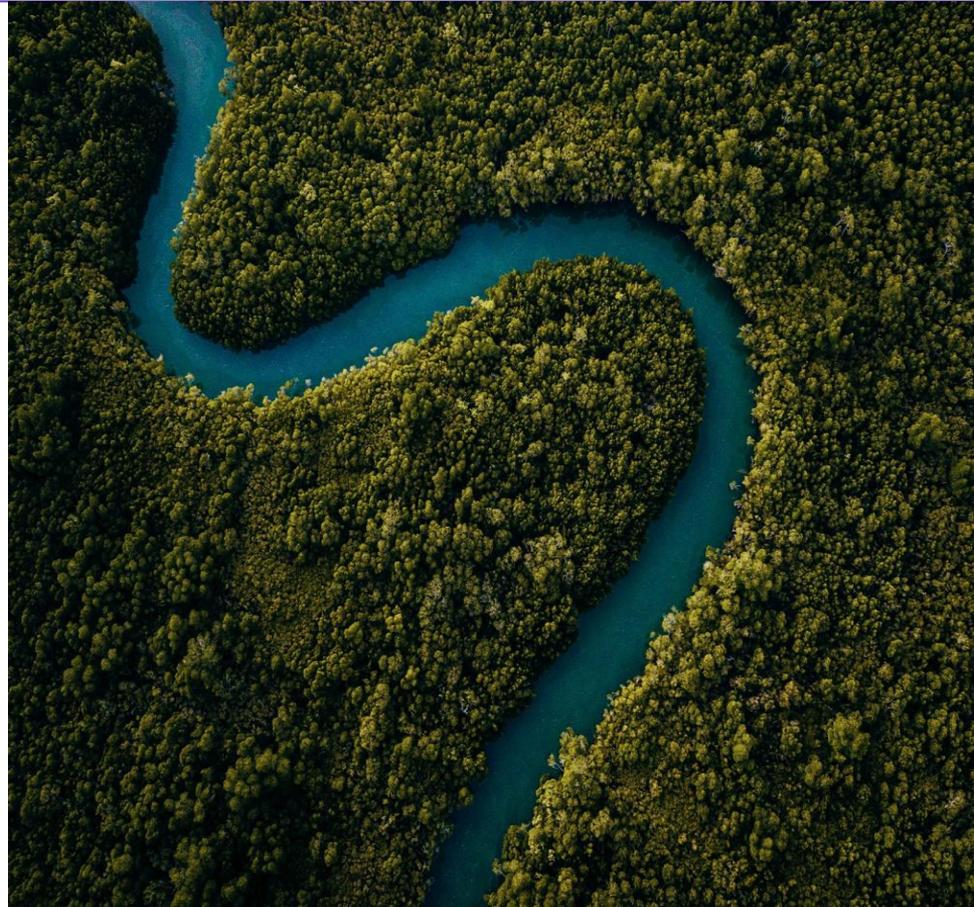
800.123.4567

Printed on Sylvamo's 80# Accent Opaque Cover

Turning Industry Conversations Into Measurable Impact for Forests

Through veritree, Sylvamo and our Hammermill brand are helping restore vital landscapes that support healthier forests and a thriving planet. veritree verifies every tree planted, giving us confidence that our restoration efforts make a real difference.

As part of Sylvamo's *Pressing Issues* webinar series, **we're planting five trees for every attendee**—turning industry conversations into measurable impact for forests.



Pressing Issues

The Shift in Recycling Costs— Time to Prepare.

With **Kevin Dehner**, Managing Director,
Americas Sustainability Tax Center of Excellence, Ernst & Young
and **Laura Pickard**, Director of Government Relations, Sylvamo



Pressing Issues

Playbook to Practice: Your USPS Applications Workshop



Step 1: Get Approved

Step 2: Register

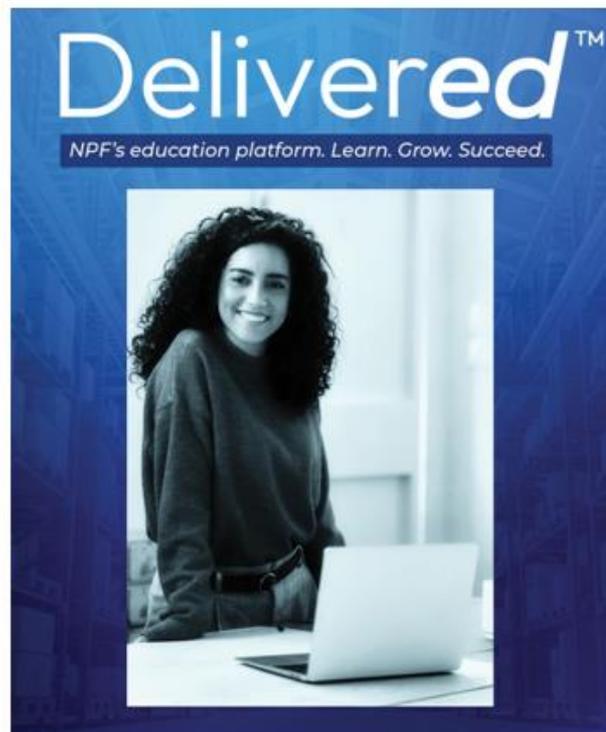
Step 3: Claim the Promotion

Introducing Delivered™

NPF's New Year-Round Online Education Platform

- Extends NPF's mission beyond the annual Forum
- Convenient and accessible live and on-demand learning
- Supports career growth, organizational performance, and industry innovation
- Launching two pilot sessions:
 - USPS Promotions Explained—December 9, 2025
 - Introduction to Addressing—January 20, 2026
- Lays the foundation for 2026 curriculum tracks, certification pathways, and more
- Complimentary session details and registration at:

NPF.org/delivered



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