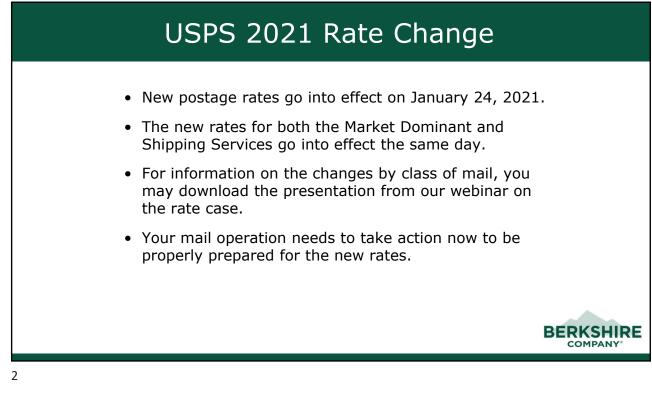
Preparing Your Mail Operation for the U.S. Postal Service 2021 Rate Change

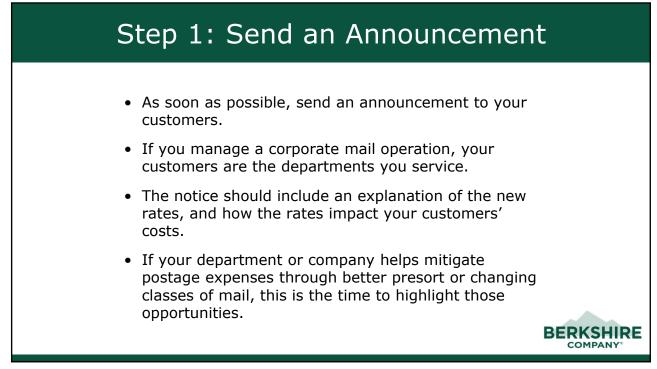
Mark M. Fallon President and CEO The Berkshire Company

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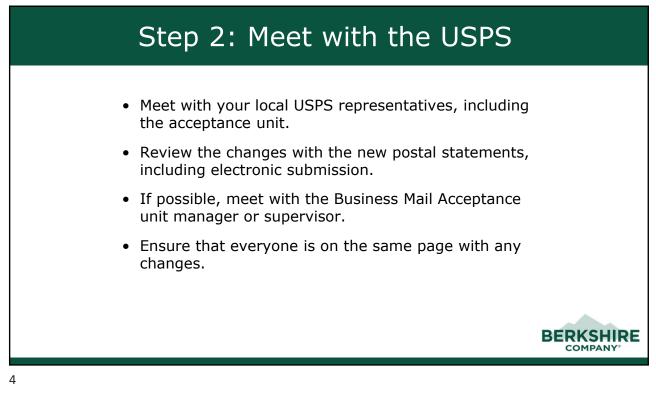
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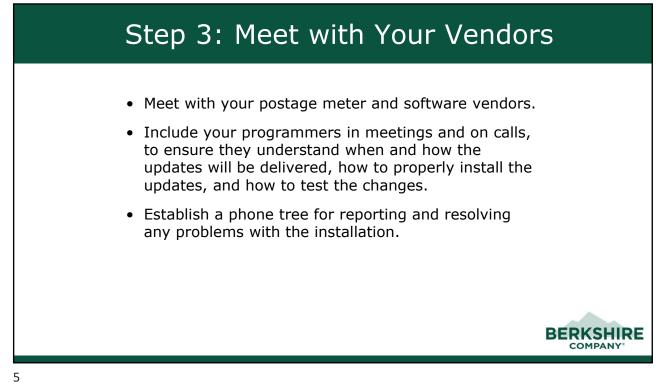


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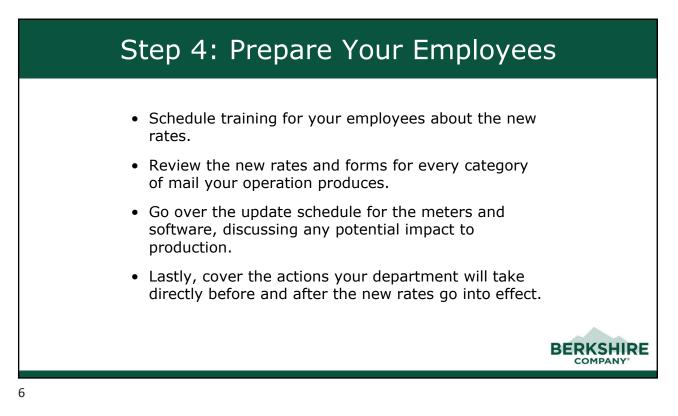


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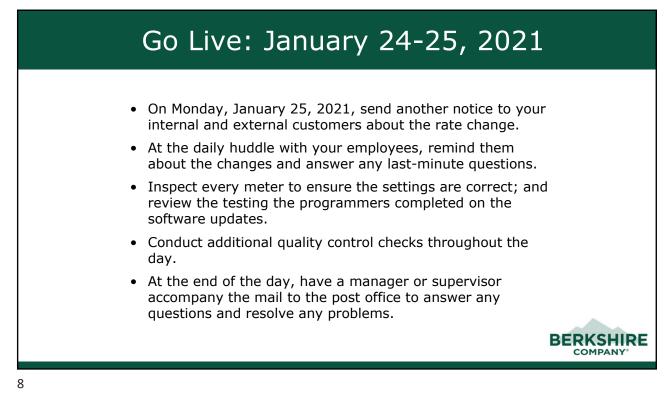


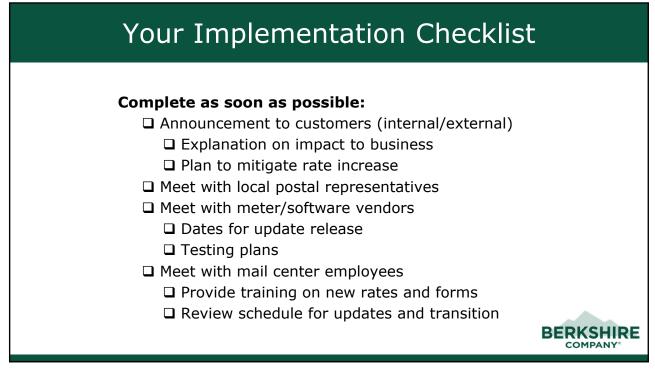


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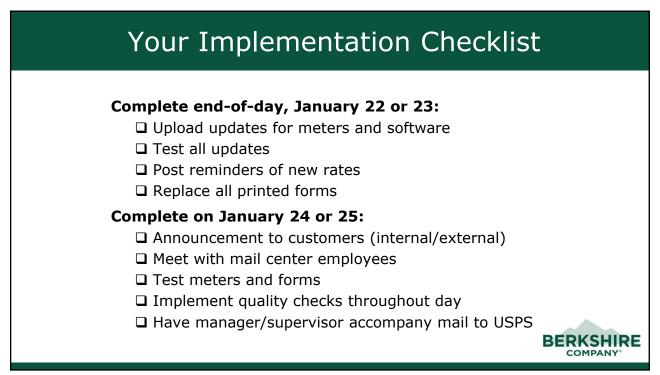


Final Prep: January 22-23, 2021 Prepare to implement all changes by end-of-day on either January 22 (Monday through Friday operations) or January 23 (Monday through Saturday operations). Download and install meter and software updates. Replace all internal and postage statement forms. Post reminders around your mail center about the new rates, including printed notices at the meters, the inserters, and the customer service desk. For corporate mail operations, post reminders at internal mail stops.





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US Postal Service Resources · In addition to the local post office, mailers should take advantage of the US Postal Service's online resources. One of the most important sections of the USPS website is the • Postal Explorer page. In addition to access to all USPS publications, Postal Explorer provides the new price list, updated postal forms, and Federal register notices. The <u>PostalPro</u> website is the hub for information on service alerts, the Intelligent Mail Barcode, the Mailers' Technical Advisory Committee, and much more. Mailers should also subscribe to the DMM Advisory and PCC Insider. These emails provide information on price changes, the Domestic Mail Manual, and educational opportunities. • <u>PCC Voice</u> – a LinkedIn group supporting Postal Customer Councils. BERKSHIRE COMPANY

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 the services of a consulting team with extensive experience helping mail and print operations. We understand the challenges facing the print and mailing industry.
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