



## Project Spotlight: Dougherty Equipment

**DOUGHERTY EQUIPMENT COMPANY**

**GETTING THE RIGHT TIRES FOR YOUR TRUCK MEANS EVERYTHING...**

...but with 3 profile options, 4 tread options, and 5 compounds to choose from, how will you know which tires are right for you?

Let our qualified staff help you choose the right options for your specific trucks and warehouse applications that will guarantee the very best performance, service, and value.

**TRELLEBORG MONARCH**

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Mention this coupon and  
**SAVE 10%**  
...on your next order of cushion, pneumatic, solid-pneumatic, or non-marking lift truck tires from Dougherty Equipment Company!  
Offer good for a limited time. Valid until February 16, 2006.

**TRELLEBORG MONARCH**

Permitted Standard  
U.S. Postage Paid  
Greensboro, N.C.  
Permit No. 506

To take advantage of this special offer, call Joe Eller at 803-779-2020. We look forward to serving you!

1231 Bluff Rd  
Columbia, SC 29201-4714

www.doughertyequipment.com

**Above:** Blank card provided to PostMark, Inc.

**Right:** Imaged card after processing

**Issue:** Dougherty Equipment Company wanted to achieve efficiency in cost savings and timing while having flexibility in their direct marketing campaign.

**Solution:** Print postcards with ample space to vary offers through the direct mail campaign. This allows testing of various elements within the campaign. By printing more of postcards they achieved the cost savings for cards they planned on using anyway.

**PostMark's Assistance in the Project:** PostMark, Inc. added value by using our multiple head ink jetting system to image the address side in one pass and coordinating the database with variable data. The imaging included the permit number, address with barcode, representative's name and phone number, and the coupon box in the bottom left corner. The representative's name and phone number above the address are variable data items that change based on the recipient.

### When is Personal Information too Much for Standard Mail?

The USPS has finalized its decision and rulings on the issue of "exclusive purpose" and it will go into effect on June 1, 2005.

Some important clarifications on this issue are what is "personal information." An example given is that if you receive a proxy statement in the mail and the number of shares you own of a stock are not discernable, but appear only as a number, then that is not considered to be personal information. However, if in that statement the number of shares owned is labeled as "Shares" it is then considered personal and the mail piece must go first class.

Recognizing that the employees of the Post Office are not "mind readers," the USPS has attempted to define this issue as much as possible. The final ruling states that personal information included in standard mail must be there to exclusively support the advertising or solicitation. Following are the three

criteria (as will be listed in the Domestic Mail Manual) that must be met for personal information to appear in Standard Mail.

#### 3.0 CONTENT STANDARDS

##### 3.1 Personal Information

*Personal information may not be included in a Standard Mail mailpiece unless all of the following conditions are met:*

- the mailpiece contains explicit advertising for a product or service for sale or lease or an explicit solicitation for a donation.*
- All of the personal information is directly related to the advertising or solicitation*
- The exclusive reason for inclusion of all the personal information is to support the advertising or solicitation in the mailpiece.*

For more information and the complete documentation, please visit [www.ribbs.usps.gov/files/fedreg/usps2004/04-23646.pdf](http://www.ribbs.usps.gov/files/fedreg/usps2004/04-23646.pdf)

### Hey, I Did Not Know That!

Did you know that on Standard Rate mail pieces you can print the phrase "Rush Delivery" or "Priority Delivery"? However, if you do that in the permit area the phrasing "Presorted Standard" or "PRSRT STD" must be more prominent (i.e. bolded or a larger font size) than the other words in the permit. Additionally, there must be at least 3/8" clear space around the entire permit.

#### Getting Connected

#### Email Addresses for PostMark, Inc.

General Email for Mailing Lists –  
GreatService@PostMark.ws

Dick Vann,  
President –  
RSVann@PostMark.ws

Rhonda Cathey,  
VP Operations –  
RCathey@PostMark.ws

Jon Bowman,  
VP Business Development –  
JBowman@PostMark.ws

Eric Cathey,  
Sales Representative –  
ECathey@PostMark.ws

Sherry Jackson,  
Customer Service Representative –  
SJackson@PostMark.ws

Be sure to visit our web page for an online version of our newsletters and other communications.

[www.postmark.ws](http://www.postmark.ws)

## Welcome Aboard!

PostMark, Inc. is fortunate to have added some faces to our staff recently. We have added 4 new members to the PostMark, Inc. team. They are Bambi Braun, Phillip Reehling, Warren Cloer, and Deidra Artis.

Bambi Braun is assisting in the data management area. She is responsible for manipulating and preparing data files for presorting and addressing in production.

Phillip Reehling is a member of our production team and in his short tenure thus far has already completed the Mailpiece Quality Control program from the USPS.

As most companies we are constantly seeking greater quality control with production efficiency. Warren Cloer has had an impact in this area thus far. Warren is helping us streamline the movement of data from data processing to production.

Additionally, we are developing a system of quality assurance on site at the time of addressing to improve verification the correct list is being used with the project.

Through Winston-Salem State University we are pleased to have an intern, Deidra Artis. Deidra is majoring in Information Technology, and we are doing all we can to expose her to a variety of issues faced by businesses on a daily basis not covered in text books. Thus far she says we are succeeding in that effort.



L to R Warren Cloer, Phillip Reehling, Deidra Artis, & Bambi Bruan (in back)