

POSTAL NEWS

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1. Postal Service to transfer 35 metro area jobs

By John Schmid of the Journal Sentinel

Nov. 17, 2010 |(14) Comments

The U.S. Postal Service, which is losing money as society transitions to digital communications, will eliminate 35 positions in metro Milwaukee branches and move the employees elsewhere, a Postal Service spokesman said Wednesday.

It's the second round of cuts in recent months after the agency cut 82 clerks in late summer at the Main Distribution Center in downtown Milwaukee, which continues to employ 1,150, and cut an additional 23 positions in suburban branches, spokesman Jim Mruk said.

"No one will be laid off," Mruk said. The federal agency will try to find other jobs within the postal service and will pay to relocate displaced workers to other parts of the country, if necessary, Mruk said.

In the fiscal year that ended Sept. 30, the self-supporting agency reported a loss of \$8.5 billion. "We've had an unprecedented decline in volume in the last two years," disproportionately in first-class mail, which generates higher revenues than bulk mail. "We don't have the workload to support these jobs," the spokesman said.

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2. U.S. Postal Service Revamps 'How-To' Direct Mail Website

delivermagazine.com Now Includes More Content and Smart Phone Interface

WASHINGTON, Nov. 16, 2010 /PRNewswire-USNewswire/ -- Embracing electronic technology to promote the use of direct mail, the U.S. Postal Service recently revamped the companion website to Deliver, its magazine for marketers. The new

"how-to" website, delivermagazine.com, offers all the direct mail and multichannel marketing strategy of Deliver — and much more — including for the first time, a smart phone interface.

delivermagazine.com provides direct marketers and agency professionals from businesses of all sizes with scores of articles, case studies, white papers and online marketing tools to help them grow their businesses through acquisition, retention and brand-building.

"We redesigned the website with more content and a new look, and made it easier for direct marketers to find just what they need," said Paul Vogel, president, Mailing and Shipping Services. "delivermagazine.com is a great place for direct marketers to gather and share success stories, and with the smart phone option, these busy professionals can keep tabs on the hottest direct mail and multichannel news."

With approximately 7,000 visitors a month, delivermagazine.com features the latest research, news and commentary for the direct marketing industry. Article topics include brand marketing, prospecting and green marketing, among other direct marketing strategies.

The site also includes an array of online marketing tools, including a "Direct Marketing 101" series that teaches the basics of an effective marketing strategy, helping marketers make smart use of their resources, according to Vogel. A "Resource Wizard" helps users search for articles based on business size and marketing needs and includes information on "Using the Intelligent Mail Barcode."

To learn more about mail marketing strategies from the Postal Service, visit delivermagazine.com.

The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, usps.com, the Postal Service has annual revenue of more than \$67 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 29th in the 2010 Fortune 500. Black Enterprise and Hispanic Business magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

SOURCE U.S. Postal Service

3. 8,000 Dutch postal workers strike over downsizing

About 8,000 striking postal workers protested in The Hague Tuesday against plans by Dutch-based international postal and courier company TNT to retrench 3,100 staff.

"We do not agree with the 3,100 retrenchments -- it is possible to reduce that figure," Abvakabo labour union spokeswoman Ilse van der Poel told AFP.

The cuts could instead be made through natural attrition, such as retirement, she said.

Police estimated about 8,000 people joined the protest outside TNT's headquarters, spokeswoman Annemarie de Mooij told AFP.

TNT and its staff are at loggerheads over the company's plans to reduce its full-time workforce by 11,000, including 3,100 forced retrenchments, in a cost-cutting drive.

No post was delivered in the Netherlands on Tuesday, except for medical documents and death notices, TNT said.

The workers would resume their action on November 25 and 26 "if management does not give heed to our demands," said Van der Poel.

The head of TNT's postal branch, Harry Koorstra, told public television the company would be willing to consider "creative" solutions and re-negotiate the collective labour agreement.

TNT Post saw volumes drop 7.7 percent in the previous quarter due to the liberalisation of the Dutch market last year and competition from the Internet.

TNT, which employs about 160,000 people in the world, plans to split its two core operations, post and express delivery, into two new companies by January 2011.

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4. Shipping Sidekick Offering Free Digital Postal Scales

Aberdeen, SD, November 15, 2010 --(PR.com)-- Shipping Sidekick (www.ShippingSidekick.com), the web's leading shipping rate comparison website, announced today that it has extended its offer for free digital postal scales until 6/30/11. Through this special offer, Shipping Sidekick is offering to its users free digital postal scales (after rebate*) for shipping just 20 items through the Shipping Sidekick discount shipping console. Three different digital postal scales are offered with capacity up to 330 lbs to suit most package and small freight shipping needs.

Shipping Sidekick is completely free to use and saves you money by showing you the best shipping price for your package. Comparing shipping prices used to mean going to each shipper website and entering the package data over and over. With Shipping Sidekick, this can be done all in one place in less than 30 seconds providing ground, priority and overnight shipping rate quotes side-by-side with no obligation to use any particular service. Shipping Sidekick also offers discount ground, express and freight shipping right from your computer through discount shipping partners offering the same great shipping services for up to 60% less than retail shipping rates. Compare rates, print labels and request pickup without leaving your home or office! And if you are looking for digital postal scales for sale you can now get a digital postal scale absolutely free from Shipping Sidekick after rebate*.

To save money on shipping go to or order one of the digital postal scales, please visit www.ShippingSidekick.com or email sales@shippingsidekick.com.

*Rebate terms: Shipping Sidekick will refund the purchase price of above postal scale (less shipping and handling) upon buyer shipping at least 20 shipments through our Discount Shipping Console and making a written rebate request via the instructions on the rebate form included with the postal scales. Not valid with any other offer. Void where prohibited. Offer expires 6/30/11. Limit 1 rebate per account. Rush shipping is available on all postal scales for sale.

About Shipping Sidekick

Launched in 2006 by web tools pioneer, Webplus, Inc, Shipping Sidekick is your headquarters for everything shipping. Users simply enter their package information and Shipping Sidekick shows the shipping rates and estimated delivery times of all major US shippers side-by-side. Shipping Sidekick saves you money by showing you the best shipping price for your package. Comparing shipping prices used to mean going to each shipper website and entering the package data over and over. This can now be done all in one place in less than 30 seconds. Shipping Sidekick also offers multi-carrier package tracking based on the same principle so you can find out if your packages were delivered quickly, easily and all in one place even if they were sent via different shippers. Shipping Sidekick provides numerous other resources for shipping including insurance, moving, freight, shipping supplies and much more in addition to instant discount shipping to almost any country on earth. Best of all, Shipping Sidekick is completely free to use.

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