

Cenveo®

2025 USPS PROMOTIONS



AUGUST 2024

CORPORATE UPDATE

- Leading envelope manufacturer in the \$1.8B addressable US envelopes market covering a broad range of end-markets from financial, insurance, telecom, logistics and healthcare to CPG and government.
- Produces one out of every three envelopes in the US
- Cenveo is Management owned
- Member of the Envelope Manufacturers Association (EMA)



11
Locations Across
North America

~2x
Larger than
the nearest
competitor

~22bn units
manufactured
annually

~1,900
Employees

Strategic
Productions &
Fulfillment Centers



USPS PROMOTION
APPROVED

2025 USPS PROMOTION CALENDAR

2025 PROPOSED PROMOTIONS CALENDAR

PROMOTIONS DEC JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

INTEGRATED TECHNOLOGY

Marketing Mail First Class Mail

 Mailers pick a start date for 6 consecutive months

TACTILE, SENSORY & INTERACTIVE

Marketing Mail First Class Mail

 DEC 15  FEB 1 JUL 31

CONTINUOUS CONTACT (NEW)

Marketing Mail

 FEB 15  APR 1 SEPT 30

REPLY MAIL IMbA™

First Class Mail (QBRM only)

 MAY 15  JUL 1 DEC 31

FCM ADVERTISING (NEW)

First Class Mail

 JUL 15  SEPT 1 DEC 31

ADD-ON & UPGRADE | Additional discount to base/primary promotion all year long

INFORMED DELIVERY

SUSTAINABILITY (NEW)

2025 MAILING PROMOTIONS

PENDING PRC APPROVAL



INTEGRATED TECHNOLOGY

3% DISCOUNT
mailers chose 6 consecutive months

- Integrate technologies that enhance mail's performance, such as Augmented, Mixed or Virtual Reality; NFC; Video in Print and Voice Assistants
- Mobile shopping will be changing



TACTILE, SENSORY INTERACTIVE

4% DISCOUNT
Feb 1 - July 31

- Enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements and finishing techniques
- Gloss stock not eligible



CONTINUOUS CONTACT

3% DISCOUNT
APR 1 - Sept 30

- Increase customer touchpoints by mailing more frequently to the same households.
- Contents of each mailing must be iterative or complementary, not duplicative



REPLY MAIL IMbA™*

3-6% DISCOUNT
July 1 - Dec 31

- Encourage Qualified Business Reply Mail™ (QBRM™) and High-volume QBRM customers to adopt IMbA™.



FIRST-CLASS MAIL ADVERTISING

3% DISCOUNT
Sept 1 - Dec 31

- Leverage First-Class Mail® to promote your offerings to customers.



2 ADD-ONS | Additional Discount to Promotion



INFORMED DELIVERY®

1% discount, and the eDoc submitter the same .5%

AND/
OR

SUSTAINABILITY

1% discount. To qualify you must use recycled paper that bears an FSC mark or equivalent



*Reply Mail IMbA is not eligible for Add-Ons

** Up to two Add-Ons can be claimed. Add-ons must be claimed alongside a promotion

2025 TACTILE, SENSORY, INTERACTIVE PROMOTION



Registration Opens
Dec 15, 2024



Promotional Features:

- Specialty Inks
- Sensory Treatments
- Interactive Elements



Promotion Period
Feb 1 – July 31 2025



Discount Savings
4 Percent

Eligible Mail: First-Class Mail® letters, cards & flats. USPS Marketing Mail™ letters & flats. Nonprofit USPS Marketing Mail™ letters & flats.



Cenveo® has the largest offering of qualifying enhancements to engage your audience:

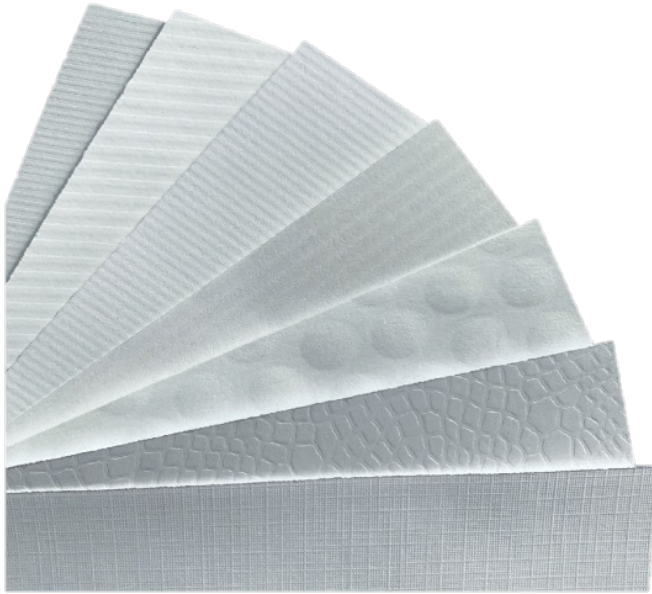
- Embossing
- Coatings & Varnishes
- Metallic Inks
- Trailing Edge
- Scented Envelopes
- Perforated Pull Tabs

TSI PROMO | OVERALL EMBOSSING TECHNIQUE

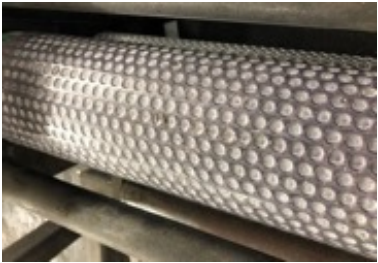
CREATES A THREE-DIMENSIONAL DESIGN THAT ADDS TEXTURE AND VISUAL INTEREST TO THE ENVELOPE.

8 existing & custom patterns:

Vertical & Diagonal Groove, Laid, Blind laid, Bubble, Leatherette, Herringbone & Brick



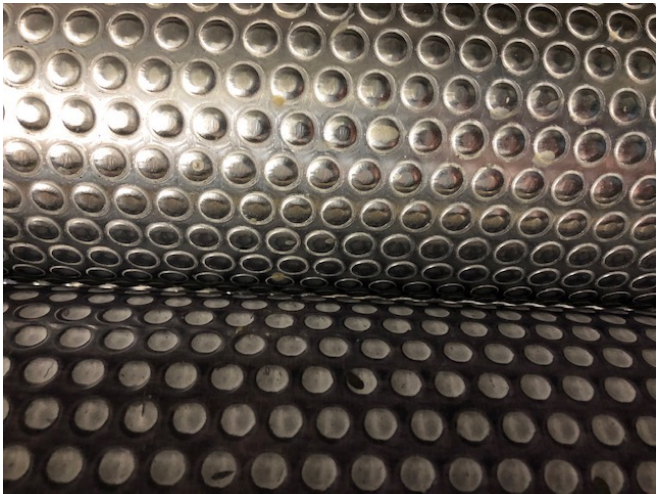
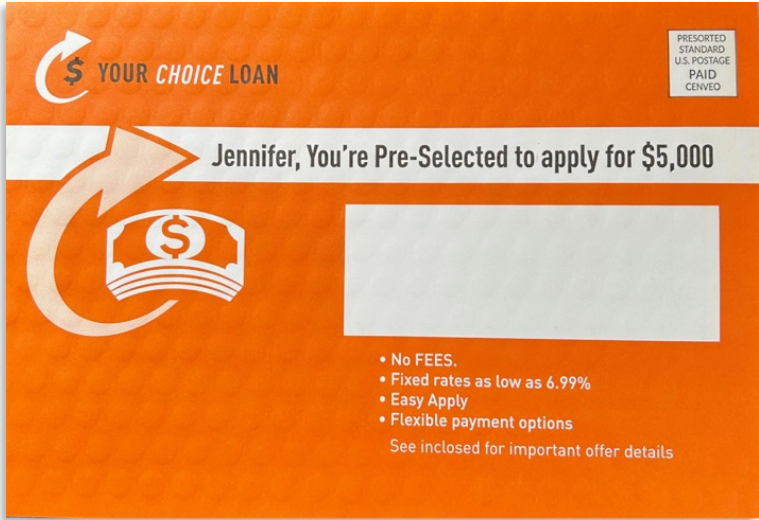
Production
Web In-Line
24# White Wove
Overall Bubble Embossing
Enhanced Flexo
PMS Flood Coat



Female Cylinder with concave inward cells



Male Cylinder with convex outward cells



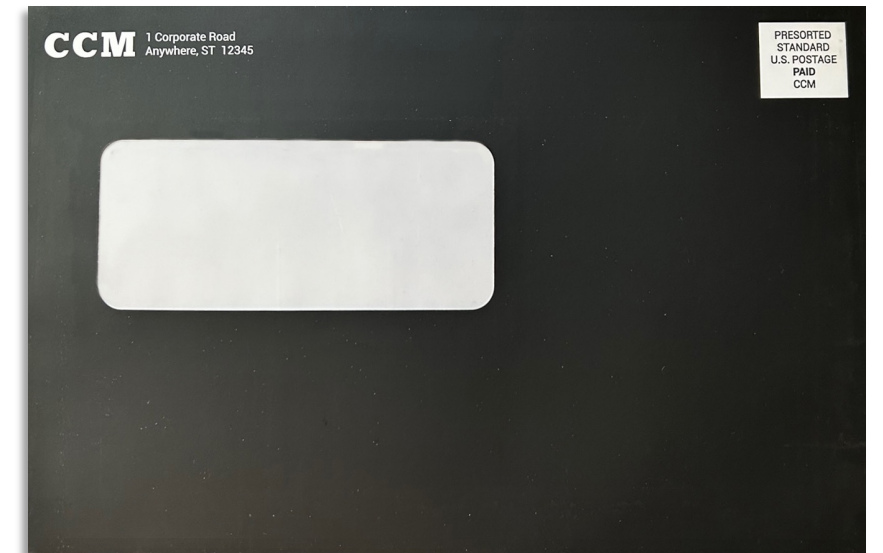
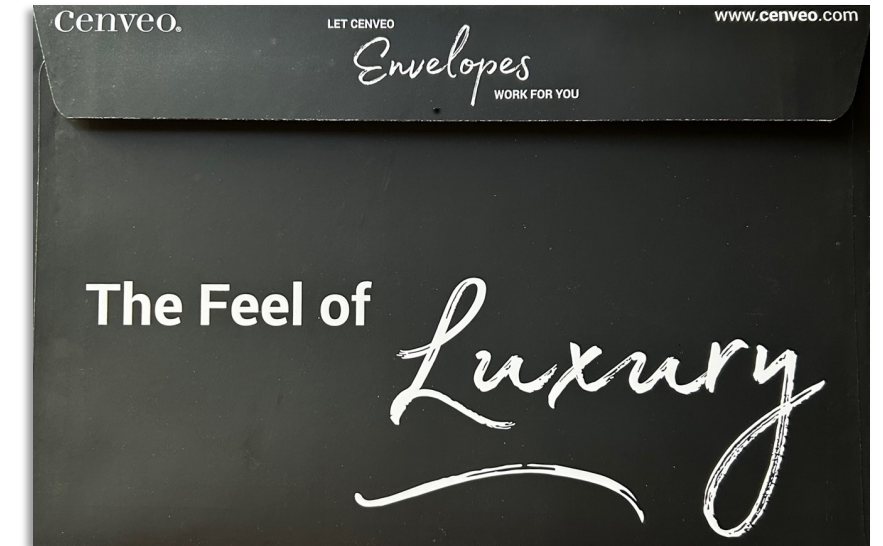
TSI PROMO | COATINGS AND VARNISHES

TACTILE AND VELVETY FINISH, KNOWN AS A "SOFT TOUCH" OR "SOFT FEEL" COATING.

Features & Benefits:

- **Enhanced Aesthetics:** Soft touch envelopes have a luxurious and premium appearance, making it suitable for special occasions communications.
- **Tactile Appeal:** Pleasant tactile feel makes a strong impression
- **Differentiation:** In a competitive market, Soft touch envelopes offer a distinctive tactile quality that can set them apart.
- **Printability:** Compatible with various printing processes makes them versatile
- **Attention-Grabbing:** Creates a positive and memorable moment.
- **Elevates Brand**

Production
Web In-Line
80# Paper
PMS Flood coat
Varnish: Soft Touch



TSI PROMO | COATINGS AND VARNISHES

A GLOSSY COATING CREATING CONTRAST BETWEEN THE COATED AND UNCOATED AREAS.

Features & Benefits:

- **Visual Appeal:** Enhances the visual appeal of the envelope by creating a contrast between shiny and matte surfaces.
- **Highlighted Graphics or Imagery:** Accentuates specific graphics or images on the envelope, adding depth and visual interest.
- **Texture:** Creates a tactile experience that is physically engaging, making the envelope more memorable.
- **Customization:** Allows for a high degree of customization.
- **Luxury and Elegance:** Adds a touch of sophistication and elevates overall presentation for envelopes for special event invitations, such as weddings.
- **Elevates Brand**

Production
Web In-Line
70# Matte Paper
Varnish: Spot Gloss



TSI PROMO | COATINGS AND VARNISHES

A THIN, EVEN LAYER OF WATER-BASED AQUEOUS COATING ACROSS THE ENTIRE SURFACE OF THE ENVELOPE.

Features & Benefits:

- **Improved Appearance:** Provides a smooth, semi-gloss or gloss finish to appear more vibrant
- **Protection:** Serves as a protective layer, helping to guard the envelope against wear, tear, and exposure to environmental elements.
- **Quick Drying:** Dries quickly, speeding up the production process.
- **Ink Protection:** Protects the ink from fading.
- **Customization:** Achieves specific finishes, such as matte or gloss to meet design preferences.
- **Environmentally Friendly:** A water-base and generally considered more environmentally friendly than some solvent-based coatings.
- **Elevates Brand**

Production
Web In-Line
70# Matte Paper
PMS Flood coat
Varnish: Aqueous
Flood coat



TSI PROMO | SCENTED ENVELOPES

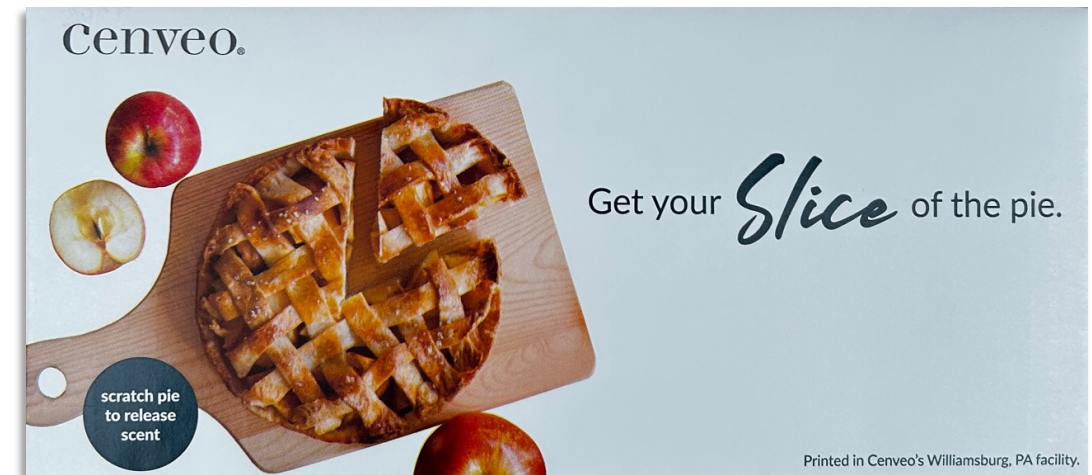
WHY SCENT MARKETING?

- 100X more likely to remember something we smell than something we can see, touch or hear.
- 40% of consumers improved in mood when exposed to scent.
- More than any of the other 4 senses combined, smell is an immediate trigger for emotions and memories.
- 75% of the emotions we generate on a daily basis are affected by smell.
- Creation of a new and deeper connection

Process & Technology: Scratch 'n Release Feature

- Scalable and economical with in-line applications.
- Seamless integration into your supply chain.
- Minimal upcharges for application.

Production
Web In-Line
80# coated paper
4CP 2/S Offset
Apple Scent



Spacing Limitations:

- Scent material must be above horizontal centerline on addressed side
- No restriction on Rub 'n Smell feature on non-mail side

TSI PROMO | TRAILING EDGE #10 ENVELOPES

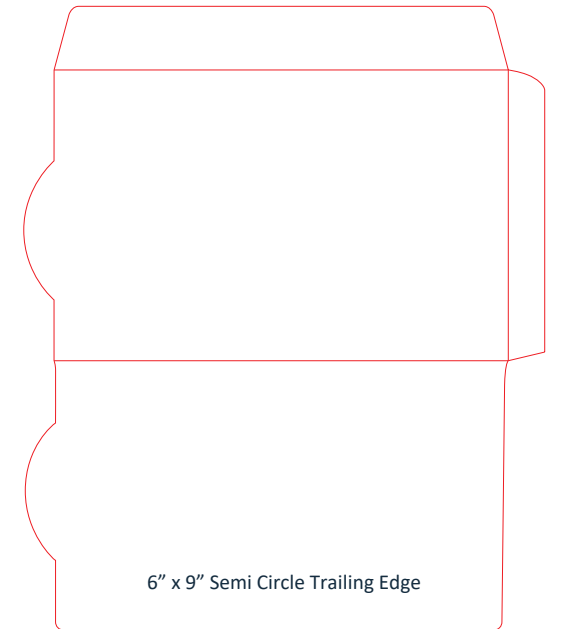
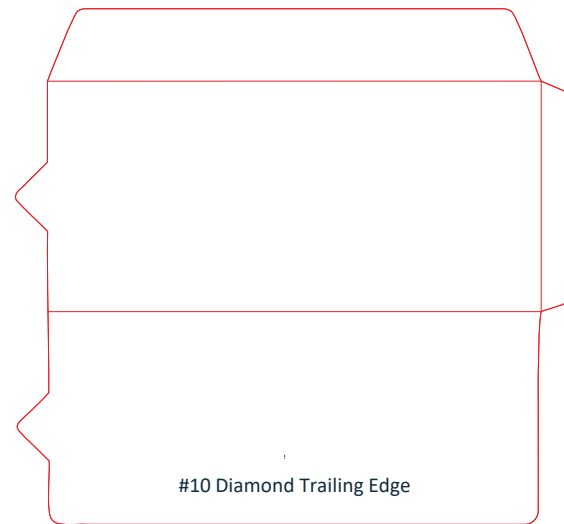
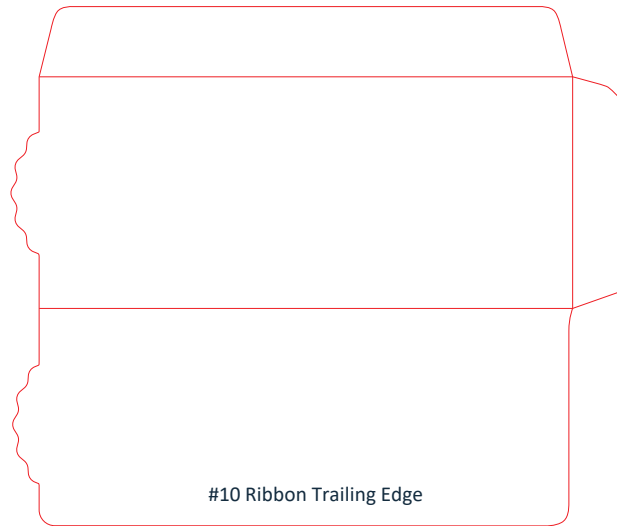
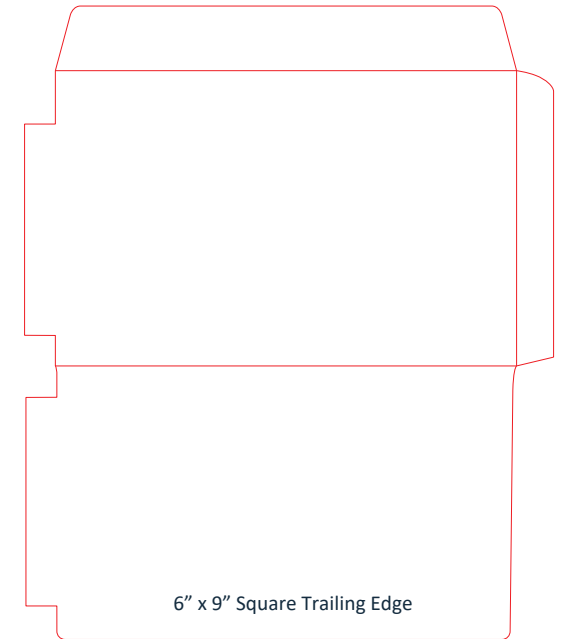
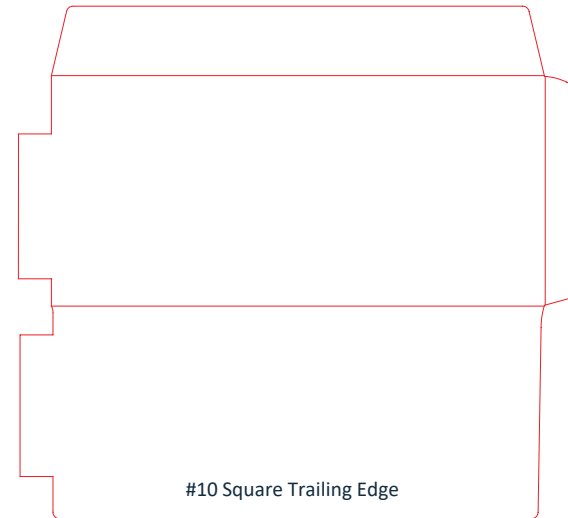
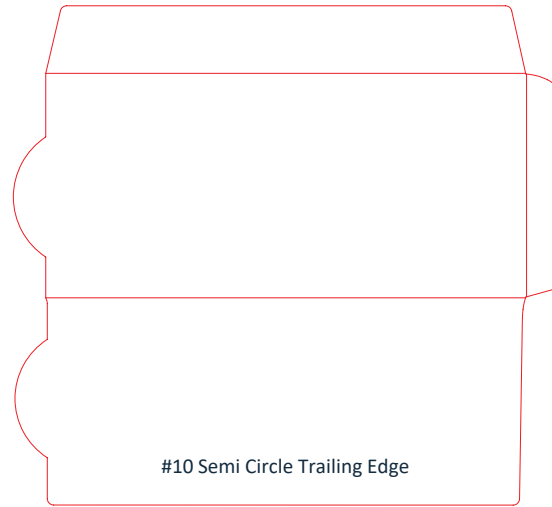
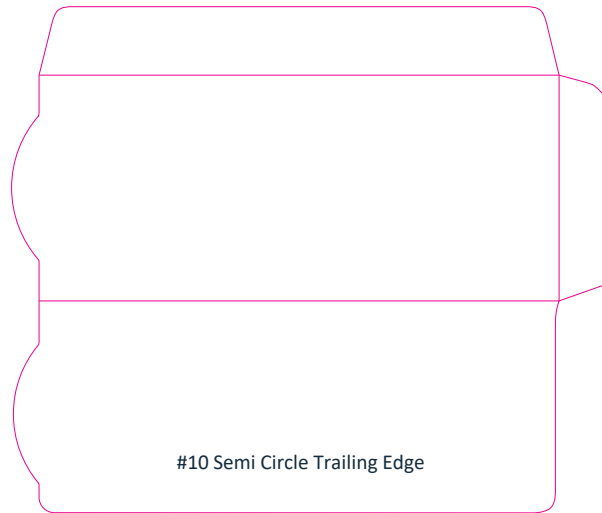
Production
 Web In-Line
 24# Glatfelter Appeal
 4 Color Spot
 Enhanced Flexo
 Long Run



Production
 4CP Digital Inkjet Press
 24# PRINTMASTER Treated Inkjet
 Short Run



TSI PROMO | TRAILING EDGE SHAPES



TSI PROMO | METALLIC INKS

ENHANCED FLEXO WEB IN-LINE

Features & Benefits:

- Enhanced Aesthetics – Luxurious appearance captures attention and leaves a lasting appearance
- Brand Differentiation – Creates a distinct identify for your brand, chose from a variety of color options:
 - Gold_(displayed), Silver, Bronze
- Texture and Depth – More tactile to engage your audience
- Durability – Resistant to fading, maintains shine over time

Production
Web In-Line
80# paper
PMS Flood coat
Metallic Varnish-Gloss



TSI PROMO | PERFORATED PULL TABS

Features & Benefits:

- Designed for easy opening
- Creates a moment of surprise and delight
- Enhanced security
- Professional appearance

Production
Web In-Line
24# paper
2C PMS



Production
Web In-Line
100# paper
PMS Flood coat
Varnish-Gloss



CONTINUOUS CONTACT

2025 OVERVIEW

Plan campaigns with a series of follow-up mailings that deliver targeted information to the same household to increase spend or conversion. First and all subsequent mailings must occur during the promotion period.

Discount will apply to each mailing following the first mailing. Content must be iterative or complementary, not duplicative.



Source: Polaris Industries

3% DISCOUNT

Discount is only applied to mailings
AFTER the initial mailing

REGISTRATION PERIOD

Feb 15, 2025 – Sept 30, 2025

PROMOTION PERIOD

Apr 1, 2025 – Sept 30, 2025

ELIGIBLE MAIL:

- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats

FIRST-CLASS MAIL® ADVERTISING

2025 OVERVIEW

Leverage First-Class Mail to promote your offerings. Seamlessly integrate marketing messages onto First-Class mailpieces utilizing non-traditional marketing materials or opt for standalone advertisements. Enhance your marketing strategy and maximize the impact of your mailings with First-Class Mail Advertising.



3% DISCOUNT

First-Class Mail Advertising

REGISTRATION PERIOD

Jul 15, 2025 – Dec 31, 2025

PROMOTION PERIOD

Sep 1, 2025 – Dec 31, 2025

ELIGIBLE MAIL:

- First-Class Mail® letters and cards

REPLY MAIL IMBA PROMOTION

Registration begins May 15, 2024

Promotion Period July 1 – Dec 31

- **3% Discount** Static bar code
- **6% Discount** Serialized bar code

Discount is earned on inbound QBRM pieces that are pre-approved and registered.

This promotion is not eligible for ADD-ONS

Eligible mail: First-Class Mail® QBRM Letters & Cards and high Volume QBRM Letters & Cards



Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.

2025 PROMOTION ADD-ONS



INFORMED DELIVERY®

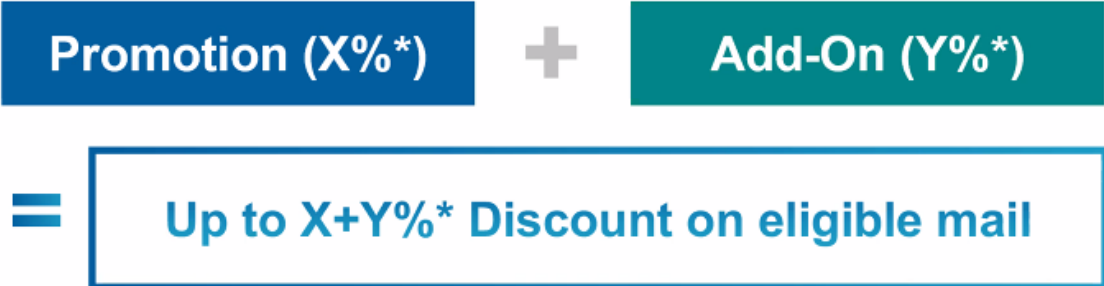
- Enhance your mailings with USPS' omni-channel feature to give your mailpiece a digital element when using Informed Delivery® campaigns.



SUSTAINABILITY

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











2025 PROMOTION ADD-ONS OVERVIEW



* For demonstration purposes

- ✓ Increase the Promotion discount by qualifying for 2025 Add-Ons.
- ✓ Add-Ons cannot be claimed alone.
- ✓ Mailers who qualify may leverage one or both Add-Ons in addition to the Promotion.
- ✓ Add-On discounts are added to the Promotion discount percentage on eligible mailpieces.

2025 PROMOTIONS & ELIGIBLE ADD-ONS

| Promotion | Eligible Add-Ons | |
|-------------------------------|---|---|
| | Informed Delivery® | Sustainability |
| Integrated Technology |  |  |
| Tactile, Sensory, Interactive |  |  |
| Continuous Contact |  |  |
| Reply Mail IMbA™ |  |  |
| First-Class Mail® Advertising |  |  |

INFORMED DELIVERY ADD-ON

1% DISCOUNT

Discount Added to Mailers
Promotion Discount on
Eligible Mail Pieces

.5% CREDIT

eDoc Postage
Statement Submitter

REGISTRATION PERIOD

Nov 20, 2024 – Dec 31, 2025

PROMOTION PERIOD

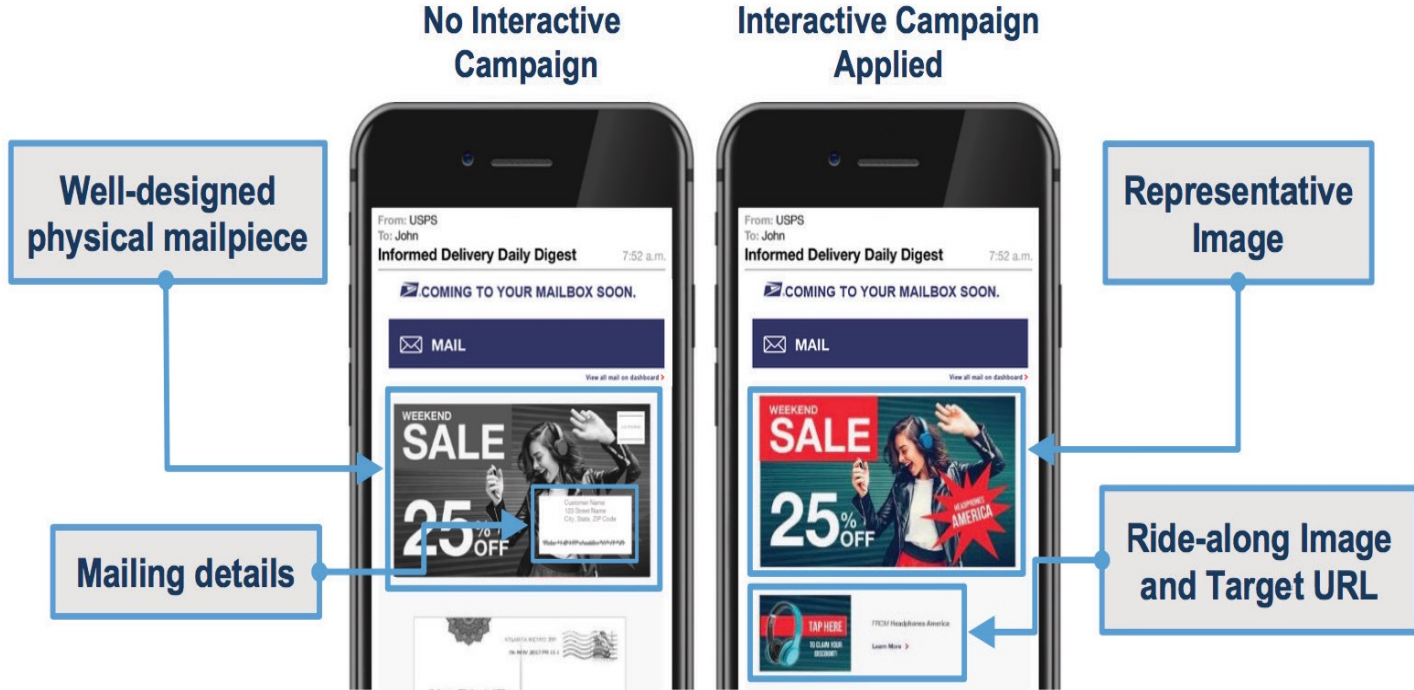
Jan 1, 2025 – Dec 31, 2025

- ELIGIBLE MAIL:**
- First-Class Mail™ automation letters, postcards, and flats
 - USPS Marketing Mail™ automation letters and flats
 - USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*
 - Nonprofit USPS Marketing Mail™ automation letters and flats
 - Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*

*Limited to addresses with a USPS delivery point which can receive an Informed delivery notification.

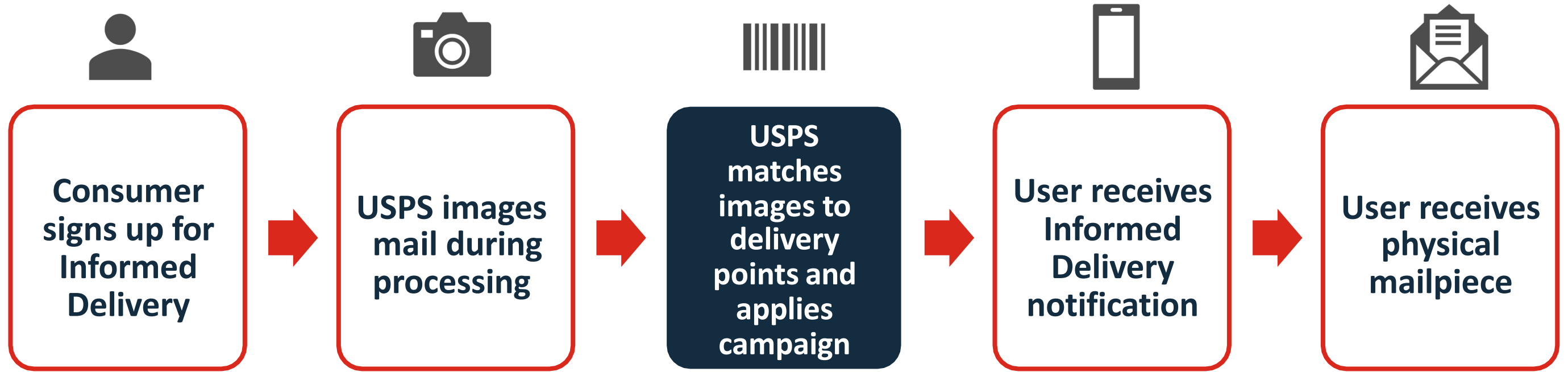
- 1.
- Representative Image
- 2.
- Ride-along Image
- 3.
- Target URL

Non Interactive vs. Interactive Campaign



HOW DOES INFORMED DELIVERY WORK?

USPS leverages existing mail imaging processes to provide digital previews of household mail to Informed Delivery users.



WHO CAN PARTICIPATE?

Informed Delivery is not a niche feature – organizations across a variety of industries can (and should!) conduct interactive campaigns.



Mail Owners / Brands

Companies that own the brand and the decision to mail



Mail Service Providers (MSPs)

Companies that support mail owners with mail printing, addressing, barcoding, sorting, distribution, and/or commingling



Advertising Agencies

Companies that support mail owners with media decisions, campaign creative, mailpiece design, etc.

SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make the Informed Delivery feature a powerful digital marketing tool.



60.6

Million
Users¹



39.2

Billion
Impressions²



30.0%

National
Saturation¹



63.9%

Average Email
Open Rate²



523,637

Campaigns
Completed¹



1:18

Average Time
Spent on
Dashboard²

©2024 UNITED STATES POSTAL SERVICE

¹Internal data as of December 31, 2023

²Internal data between January 1, 2023 and December 31, 2023

SUSTAINABILITY ADD-ON

2025 OVERVIEW

Shows efforts to be environmentally conscious by demonstrating the paper used in the mailing came from certifiable, responsible sources.



1% DISCOUNT

**Discount Added to Mailers Promotion Discount
on Eligible Mail Pieces**

REGISTRATION PERIOD

Nov 20, 2024 – Dec 31, 2025

PROMOTION PERIOD

Jan 1, 2025 – Dec 31, 2025

ELIGIBLE MAIL:

- First-Class® Mail letters, cards, and flats
- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats

2025 MAIL GROWTH INCENTIVES

USPS is pursuing two mail incentives to grow volume. Both First-Class Mail and Marketing Mail Growth Incentives will provide eligible mailers a credit on additional mail volume in excess of their baseline volume.

Eligibility Criteria

- 1 Products Eligible for Each Growth Incentive**
Products that are eligible for the **First-Class Mail Growth Incentive** include:
- First-Class Mail Presort Letters
 - First-Class Mail Presort Cards
 - First-Class Mail Presort Flats

Products that are eligible for the **Marketing Mail Growth Incentive*** includes:

- Marketing Mail Letters and HD/Saturation Letters
- Marketing Mail Flats and HD/Saturation Flats
- Marketing Mail Carrier Route
- Marketing Mail Parcels and Saturation Parcels

- 2 Volume Requirement**
To qualify for any credits, mailers must have had a **minimum volume of 1 million pieces** mailed during the incentive period (Jan-Dec 2025)

*Every Door Direct Mail - Retail is not included

Incentive Details

Credit for Mail Volume in Excess of FY24 Volume

Mailers will receive a credit for any volume in excess of FY23 baseline volume. Incremental volume above one million pieces and this baseline will be eligible for a **30% credit** that will be issued quarterly (CY25 Q2, Q3, and end of CY25).

Baseline Period: October 2023-September 2024 (FY2024)

Registration Period: November 2024 – June 2025

Incentive Performance Period: January-December 2025

Earned Credit to Customer Account:

- July 2025
- October 2025
- February 2026

ADDITIONAL PRODUCT OFFERINGS

DURAGUARD ENVELOPES

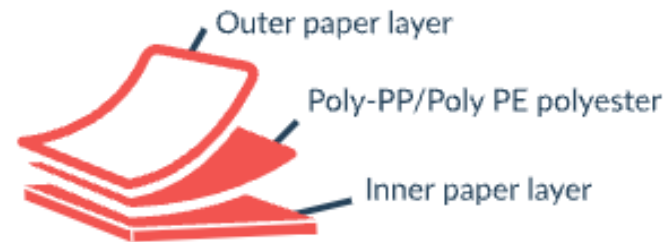
PUNCTURE, TEAR, AND MOISTURE RESISTANT



VARIOUS SIZES

| Property | Management |
|----------------------|---------------------|
| Basis Weight | 27 # |
| Thickness | 0.0043 in |
| Tear Strength | 0.18 lbf |
| Brightness | 92% +/- 1.5 |
| Smoothness | 110 Sheffield Units |
| Opacity | 92% |

DuraGuard Paper Specs



- UltraWhite Durable Paper
- Prints like real paper, no special inks
- Made with up to 15% recycled paper



- Durable machine insertable
- Puncture, Tear and Moisture resistant
- Increased Security with Envelock® tamper-evident protection
- Prints like real paper, no special inks or limitations
- Saves money through reduced labor costs
- Postal savings for high volume bulk rate indicia
- Web based, variable sizes offered
- Strategic manufacturing locations for fast delivery



SECURE MAILINGS



HIGH VALUE & CRITICAL DELIVERY



MEDICAL SCREENING TESTS

INSERTABLE BOARD MAILERS

Engineered for high-speed, automated insertion, ensuring your packaging process is both efficient and secure. Designed for businesses that demand speed without compromising on protection.

KEY FEATURES



Machine insertable for increased productivity, reduced production costs and faster speed to market.



Multi-color inline and Litho 4C process print options. 9pt & 7pt coated and uncoated paper options.



Various standard side seam sizes up to 9.5" x 12.5".



Closures: Perforated pull tab, standard gumming and Envelock®.

BENEFITS



Reliable Security: Ensure your documents, photos and other flat items remain protected and intact.



Enhanced Productivity: Significantly reduce manual labor and expedite packaging operations.



Cost-effective: Lower labor costs and increased throughput with automation.



24# PRINTMASTER TREATED INKJET vs. 24# WW

Superior runnability, uniform quality and excellent printability for Ink Jet technology

- With **Printmaster Treated Inkjet**, ink adheres without diluting pigment particles into the paper.
- Engineered for superior performance, exceptional image fidelity, consistent post-processing and unmatched value.
- Our inkjet papers meet the demanding needs of your digital applications

24# PRINTMASTER Treated Inkjet Paper



24# White Wove Paper



Cenveo®

THANK YOU!

Phillip Hinds

Senior Account Executive

(971) 421-6278

phillip.hinds@cenveo.com