



**Greeting Card Association Opposes Unilateral Action
by USPS to End Saturday Mail Delivery**

**Greeting Card Association response to the USPS announcement on February 6,
2013 on eliminating Saturday mail delivery:**

The Greeting Card Association is disappointed at today's announcement by the Postmaster General that the Postal Service intends to bypass Congress and eliminate Saturday mail service.

- Members of the greeting card industry regret that Congress has not passed meaningful reform legislation in a timely manner that would make today's announcement unnecessary.
- We agree that the USPS must make fundamental changes to its financial structure to ensure its long-term financial viability.
- There are better options that address the USPS financial crisis other than eliminating Saturday service, which is short-sighted and self-defeating.

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Greeting Card Association Position Statement About 6-Day Delivery February 6, 2013

A financially stable postal service, providing universal service at affordable rates, is vital to the nation – to each of us as citizens, to the eight million workers employed by the mailing industry, and, since more than 60% of greeting cards are delivered to the final recipient by the US Mail, to the greeting card industry, as well as other industries that rely on timely mail service to every address in the country six days a week.

Eliminating Saturday service is short-sighted and self-defeating. There are much better alternatives that will lead to a stronger Postal Service, without significantly and negatively impacting the citizen mailer, including:

- Consolidating processing services, as is already underway by the Postal Service;
- Restructuring Postal Service health insurance, retiree health and retirement programs to bring them in line with the private sector;
- Refunding overpayments by the Postal Service to retirement health and pension programs and ensuring that future prefunding payments are based on current labor and cost projections; and,
- Further consolidation of USPS infrastructure and labor to right-size the organization for today's and tomorrow's reduced mail volume. This includes closure of some post offices, but only those that are redundant and for which other post office options are conveniently available to consumers.

This type of stepwise approach was included in the bipartisan bill passed by the Senate last year, delaying any reduction in service days for two years and requiring the Postal Service to exhaust all other options. Reducing service before these structural issues have been resolved will only drive more volume and revenue from the system.

Last year, a majority (222 Members) of the House of Representatives sponsored a resolution supporting continued 6-day mail delivery, and a similar resolution this year has been gaining support rapidly. These are clear indications the Postal Service's unilateral action today is inconsistent with the will of Congress and sets a troubling precedent not only for this issue, but also for the responsibilities of other Federal agencies.

In addition, the Postal Regulatory Commission's advisory opinion and research conducted by the Postal Service itself last year have suggested service reduction will not produce the projected savings and could result in substantial lost volume and revenue. The Postal Service's indication that they will continue to deliver parcels on Saturday is also troubling, raising questions as to how the projected savings can be achieved, as well as issues of discrimination among mail customers. Citizen mailers paying the First Class mail rate should not receive lesser service than any other mail customer.

While reduction in overall First Class mail volume of 20% in the last 3 years has occurred, the volume of greeting cards mailed has been quite stable during that same period. As a result, greeting cards are now an even more important part of the mail stream, and are in fact a primary "value driver" of the mail as a whole—the reason people open their mailbox each day.

We hope that the Postal Service's announcement today will spur Congress to act to pass much needed reform legislation to ensure the long-term financial health of the Postal Service, and we will continue our education efforts with members of Congress as to what we believe is the best shape of that legislation and urge them to oppose this unilateral and potentially unlawful action by the Postal Service.