

Paper Company hosts 'Postal Boot Camp' for Printers and Mailers

Sponsored by EPICOMM (Association for Leaders in Print, Mail, Fulfillment and Marketing Services), NY Chapter and PIA (Printing Industries Alliance), serving New York State, Northern NJ

East Hanover, NJ – May 5, 2015 -Leading Paper Merchant Distributor, Paper Mart Inc. hosts training meeting titled 'POSTAL BOOT CAMP'

Postage is often the highest portion of the total cost of mailing. Understanding how mail piece design and postal processing affects these costs will assure your clients that they are paying the most favorable postage rates. Featuring National Speaker & Business Leader George Heinrich, the 'POSTAL PROFESSOR', this intensive one-day course is an excellent way to educate new employees or employees new to the mailing process. In addition, it's a great way of introducing the printer partners to the postal regulations world. Whether the mailing is produced in-house or through an outside vendor, your staff must have a basic understanding of USPS rules and regulations to effectively manage this work. If the process is not done correctly, the USPS will turn it back. If this happens a few times, the client will look elsewhere for someone who will prepare the mail correctly.

About George Heinrich



George P. Heinrich, PhD, CQMP, PIG, CMDP, OMG, CMQCS

The Professor has been in the mailing industry for over 40 years. Along with owning two successful direct mail companies, he has served in the leadership positions for some of the most respected graphic communication corporations in the country.

Although he has never worked for the USPS, George is recognized as a postal authority and mailing operations specialist. As a featured speaker at industry related conferences, he provides insight on the relationship between mailers and the US Postal Service. A long time member and supporter of EPICOMM, he is also an active member of PIA and the former Industry Co-Chair of the Denver Postal Customer Council.

About Paper Mart

This year Paper Mart celebrates a major milestone, its 75th anniversary! Since 1940, thousands of customers have trusted Paper Mart to deliver superior products with exemplary support, service, and responsiveness. Combined with unmatched expertise in paper and envelope selection and usage, Paper Mart offers one of the most comprehensive inventories available today. Need an envelope for your next mailing? Why settle for a silent one? Select a size - add a voice - give it purpose! Over the past 40 years, Paper Mart has structured a world class printing operation that generates millions of high-quality impressions per day through our company-owned and operated, equipment - trade protection guaranteed!

About EPICOMM (Association for Leaders in Print, Mail, Fulfillment and Marketing Services) New York Chapter

EPICOMM, formerly AMSP/NAPL/NAQP, offers a comprehensive slate of business-building solutions, resources, events, and business advisory services for leaders in the print, mail, fulfillment, and marketing services industry. The combination of management tools, learning and professional development opportunities will help you make informed business decisions in an ever-changing market environment.

About Printing Industries Alliance (PIA)

Printing Industries Alliance is the trade association serving the graphic communications industry in New York State, Northern New Jersey and Northwestern Pennsylvania.

Printing Industries Alliance offers a broad range of services, benefits, and support to the industry. In conjunction with our national affiliate, Printing Industries of America, member companies can establish a presence far beyond what is achievable on an individual basis. When your firm becomes a member of Printing Industries Alliance, every member of your staff becomes eligible to utilize services. We offer resources for Executive Management, Sales and CSRs, Production, Financial, Human Resources, Regulatory, Digital/IT