

## QW MLT Offers Complimentary Testing On Client - Prospect Files

QW Mail List Technologies (QW MLT) offers clients and prospects the expertise of a dedicated research and development team with an extensive background in postal regulations, mailing and distribution. With the use of a variety of products and services offered by QW MLT, the R&D team explores the best possible solutions to meet the client's mailing and distribution needs in a test environment, ultimately striving to achieve maximum cost savings.

The R&D team combines company resources by working hand-in-hand with QW Logistics on the majority of the tests clients request. Whether clients are looking for a postage estimate, a freight estimate or a co-mail analysis, the testing team analyzes how clients currently mail, how often they mail, how many entry points they're going to and if there could be added value in selective presort runs, co-mailing, consolidation or any other aspect of the overall client profile.

Through the testing process, new clients have realized the benefit of partnering with QW MLT and QW Logistics and existing clients have opted to expand their business with Quebecor World. A Test to Live procedure is in place to assure clients that specified results from testing are carried over into live processing and distribution.

A test can be requested by QW sales executives, QW customers, plant managers, QW Logistics and QW MLT representatives. The products and services available for testing include: CCP (QW MLT's complimentary two-pass coding processing), Merge/Purge, Postal

Presort, Add-A-Name, VIP, Freight Analysis and Co-Mail Analysis.

For more information on the testing process, or to schedule a complimentary test, please contact Shirley Japlon, QW MLT Test Coordinator, at 630-438-2999. ■

### MERLIN Deployment: Quebecor World a Leader in the Industry

The U.S. Postal Service began deploying MERLIN machines at Quebecor World facilities in the third quarter of 2001. To date, the USPS is utilizing the equipment to perform mail verification and acceptance processes at 16 Quebecor World facilities. By year end, the USPS will have deployed this equipment at a total of 21 Quebecor World sites. Quebecor World has had, and will continue to have, more MERLIN's deployed within the company than any other in the industry.

Quebecor World initiated a MERLIN Workgroup through the Mailer Technical Advisory Committee, which in 2002 was charged with resolving deployment issues. Quebecor World participated extensively in these meetings and provided the manufacturer of the equipment with suggestions for improving both the hardware and software, particularly for the testing of flats. In the first quarter of 2002, Quebecor World hosted a two-day MERLIN training session with over 100 attendees.

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Quebecor World

# Logistic Solutions

## QWL Cornerstone Welcomes Distinguished Guests

- On May 6, 2003 Deputy Postmaster General John Nolan will be visiting the Logistics "Cornerstone" facility and touring several other Quebecor World facilities. The U. S. Postal Service Board of Governors will be holding its monthly meeting in the Chicago area and DPMG Nolan is taking time out to visit QW, the largest business partner of the Postal Service.
- On April 30, 2003 several members of the Government Accounting Office (GAO) will visit Cornerstone. The following day, they will tour the Chicago Consolidation Facility. The GAO is interested in learning how successful mailers have integrated their processes with those of the Postal Service.
- Last month, Postal Rate Commissioner Tony Hammond and members of his staff visited Cornerstone for a QWL presentation, tour and lunch. Immediately following, they toured the Bensenville bindery and the Chicago Consolidation Facility. Fairly new to the Commission, Mr. Hammond is interested in getting acquainted with the Postal Service's largest customers. ■

## President Signs CSRS Act: Rates Freeze

On April 23, 2003, President Bush signed the Postal Civil Service Retirement System Funding Reform Act into law, guaranteeing that domestic postal rates for all classes and categories of mailers will REMAIN STEADY UNTIL 2006. Without this legislation, postal officials would have begun seeking approval for the next rate increase this fall. The unified support of the mailing community is a major reason this legislation has moved forward. Over 100 companies and organizations in the mailing industry, including Quebecor World, have voiced their support for this legislation.

*What are mailers doing now that rates have been stabilized? The passing of this legislation is estimated to save mailers approximately \$7 billion in postage costs over the next three years. Quebecor World is interested in knowing how mailers plan to modify their strategies now that the rate increase has been postponed. Tell us! Contact Jennifer Lukasiak at 630-438-2317 or [jennifer.lukasiak@quebecorworld.com](mailto:jennifer.lukasiak@quebecorworld.com). ■*

Congratulations to Anita Pursley, Vice President Postal Affairs for Quebecor World Logistics, who was presented with the United States Postal Service's Special Achievement Award at a special awards luncheon during the National Postal Forum in New Orleans on April 14, 2003.

The U. S. Postal Service's Special Achievement Award recognizes individuals or corporations that have demonstrated a high degree of innovation, leadership and influence within the mailing industry. They have created and implemented efficient, cost-effective enhancements to increase the value of mail to their customers and their companies. Anita was recognized for her leadership and direction relative to improving barcode quality in order to achieve high barcode readability scores throughout the Quebecor World corporation and across the mailing industry. ■

## MERLIN Deployment Cont.

These attendees included representatives from all Quebecor World plants with MERLIN, USPS DMU acceptance staff, Bell & Howell (the manufacturer of the equipment) and several USPS Area and Headquarters personnel.

In addition to the various equipment suggestions, Quebecor World worked with USPS to design the standard operating procedures utilized by USPS acceptance staff at its locations, which is now being utilized throughout the nation. Quebecor World continues to work with the USPS on developing industry guidelines relative to reflectance and address background color schemes, which would be consistent with the industry's methods for measuring color in screen tint values.

Quebecor World's level of mail make-up quality has been extremely high, with a corporate average of 96.5 percent for barcode readability and 100 percent for presort. In order to avoid penalty for barcode readability, the USPS requires 80 percent readability, as determined by MERLIN tests. ■

**Questions or Comments?  
Contact Jennifer Lukasiak  
630-438-2317**