



*Office*  
338 3rd Avenue • PO Box 39  
Duncansville, PA 16635-0039

*Telephone*  
814-696-3553

*Fax*  
814-696-2512

*Web site*  
[www.nacmail.com](http://www.nacmail.com)

*Single Source Solution*

**FOR IMMEDIATE RELEASE:**

**CONTACT:**

Eilon Amir  
North American Communications  
(814)696-2583  
(814)696-6814  
[eamir@nacmail.com](mailto:eamir@nacmail.com)  
[www.nacmail.com](http://www.nacmail.com)

**USPS Approves North American Communications for Copalletization**

**DUNCANVILLE, PA – May 20, 2008** — North American Communications has been approved by the United States Postal Service (USPS) to utilize an “in-house” copalletization process at all three of its facilities nationwide. As the first direct mailer to offer this advantage “in-house” as well as Mexico, NAC enables all mailers regardless of size to realize the benefits and savings typically given to large mailers.

Copalletization consolidates physical trays of mail from client’s mailings that do not have enough volume to generate a Bulk Mail Center (BMC) or Sectional Center Facility (SCF) pallet based on the USPS requirements. These trays from multiple mailings are “copalletized” by zip code on a destination pallet in order to meet the minimum USPS standard.

Due to recent changes in the postal rates, BMC and SCF delivery has become more popular. The incentives and discounts to maximize preparation and delivery of standard class mail to these areas have increased dramatically. Using copalletization, North American Communications can move more Local Entry mail, which otherwise generates no destination entry discounts, onto BMC or SCF pallets. Not only will customers receive a larger postal discount, but the speed of traditional mail will increase noticeably.

“Copalletization maximizes penetration to the SCF, generating the destination entry discounts and in-home speed improvements that our customers want,” said NAC President, Rob Herman. “Now, with the addition of on-site commingling, NAC will have an unmatched postal optimization solution to offer the marketplace.”

**About North American Communications** - Founded in 1979, North American Communications, Inc is one of the nations largest vertically integrated direct mail manufacturers with three international production facilities providing regionalized, efficient services throughout the US and Mexico. The company offers a wide range of services designed to empower our associates to meet our client’s expectations and demands.

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