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news

Zairmail Brings Internet-based Direct Mail to USPS

By [Michael Chait](#)

With the United States Postal Service facing challenging times with competition from email and other parcel services, the post office has teamed up with Portland-based Zairmail to offer small businesses access to direct mail campaigns.

When small businesses visit the Postal Service's newly launched [USPSDirectMail site](#), they can access the Zairmail Web site, where they can launch their direct mail campaigns directly from their desktops.

"Zairmail was selected to be part of the Postal Service's new merchant program because it has the ability to make direct marketing more easily accessible to small and medium-sized businesses. It has a nationwide network of printing facilities, direct mail experience and large volume printing capacity," said John Ward, Vice-President of Core Business Marketing of the United States Postal Service. "Through our postal Web site, we are providing small businesses with the most effective tools to produce a direct mail campaign online."

The agreement, announced today at the National Postal History Museum in Washington, DC, gives users the option to create direct mail campaigns, ranging from one letter to thousands of printed materials, and send them into the postal stream for delivery in one to two business days.

The electronic materials get printed on Zairmail's nationwide network of printing facilities and turned over to the Postal Service for distribution.

According to Wilson Zehr, CEO of Zairmail, the relationship with [USPSDirectMail.com](#) underscores the businesses core philosophy of empowering associations, franchises, and small business by providing them with tools and resources necessary to compete.

April 19, 2001

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