

**Marianne McDermott**

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**From:** "Marianne McDermott" <marimcd@cox.net>  
**To:** "Milligan, Douglas E - Merrifield, VA" <douglas.e.milligan@usps.gov>; "Albertson, Mila" <MAlbertson@kellencompany.com>  
**Cc:** "Root, Randall R - Merrifield, VA" <randall.r.root@usps.gov>  
**Sent:** Thursday, October 20, 2005 6:21 PM  
**Subject:** Re: Envelope Testing

Thanks, Doug:

We will look forward to hearing the results in November.

Marianne

----- Original Message -----

**From:** Milligan, Douglas E - Merrifield, VA  
**To:** Marianne McDermott ; Albertson, Mila  
**Cc:** Root, Randall R - Merrifield, VA  
**Sent:** Thursday, October 20, 2005 3:23 PM  
**Subject:** RE: Envelope Testing

Marianne, Mila,

I had wanted to update you last week with the status of our testing on the GCA samples, but I just didn't get it done. I have been temporarily diverted to another high-priority project in order to meet an October 31st completion date. After that, testing the GCA samples will be my highest priority. I expect to have results for you in November.

At this time our test, our Test and Evaluation group, here at USPS Engineering, has completed the initial assessment of all the samples you provided. We need nothing more in the way of samples. The initial tests are being used to guide us in the most appropriate tests to follow.

As it stands now, we are preparing for three tests: a rotational (transportability) test on the square samples, an ID tag readability test on the bright colors, and a low contrast readability test on the dark colors. Some samples were clearly beyond current DMM requirements. These samples have been problematic for us historically. However, as promised, we will take a fresh look by conducting tests on our latest equipment.

I do appreciate your patience. We have had four retirements in our Image and Recognition Process group since January so the work load here is quite a bit heavier than normal. I do apologize. Please bear with us - we will get this done as soon as possible.

Regards,

Doug Milligan  
(703) 280-7017

-----Original Message-----

**From:** Marianne McDermott [mailto:marimcd@cox.net]  
**Sent:** Tuesday, October 18, 2005 1:03 PM  
**To:** Milligan, Douglas E - Merrifield, VA  
**Cc:** Valerie Cooper; Albertson, Mila  
**Subject:** Envelope Testing

Hello Doug:

10/20/2005

We were wondering how the envelope testing is going? Do you need anything more from us? Hopefully it is progressing well. Any idea when we might see some results?

Marianne

10/20/2005

**USPS/GCA-T3-2**

Please provide copies of all correspondence, e-mails, documents and other communications created by the Greeting Card Association, its members, affiliates and/or representatives, in 2005 and 2006, which discuss the results of any tests conducted by the United States Postal Service in either 2005 or 2006 of the machinability and/or readability of envelopes or cards currently defined as nonmachinable by the Domestic Mail Classification Schedule and Domestic Mail Manual. If there are any communications for which a duplicate hard copy does not currently exist and cannot be created, please provide a summary of the communication, the date on which it was transmitted, and identify by name and title the senders and recipients.

**RESPONSE:**

GCA's file search has not identified any documents responsive to this inquiry. GCA will continue its search and supplement this response upon finding any responsive documents.

**USPS/GCA-T3-3**

Please provide copies of all correspondence, e-mails, documents and other communications received in 2005 and 2006 by the Greeting Card Association, its members, affiliates and/or representatives from the United States Postal Service regarding the design, operation, and/or results of any postal test of the machinability and/or readability of envelopes or cards currently defined as nonmachinable by the Domestic Mail Classification Schedule and Domestic Mail Manual. For any documents reflecting test results, please indicate as accurately as possible, the date on which such results were first received by GCA, its members, affiliates and/or representatives; and identify each recipient by name and title.

**RESPONSE:**

On May 18, 2006, the Postal Service provided Ms. Valerie Cooper, GCA Executive Vice President, a disk containing the final Merrifield report on envelope testing (both color and sizes). Within a few days of GCA's receipt of the disk, GCA's Postal Affairs Manager, witness Morrissey produced and distributed copies of the report for himself and the other members of the GCA Postal Affairs Committee: Ms. Cooper; Marianne McDermott, GCA consultant; David Stover, GCA attorney; Tom Trumble; CEO Leanin' Tree, Inc. and GCA Postal Affairs Chairman; Ms. Barbara Koirtyohann, Public Affairs Executive for Hallmark Cards, Inc.; Steve Laserson, Vice President, Sales, American Greetings Corp.; and Hamilton Davison, then CEO, Paramount Cards, Inc.

See attached, Documents Produced in Response to USPS/GCA-T3-3

**Marianne McDermott***Call Randy Root*

**From:** "Marianne McDermott" <marimcd@cox.net>  
**To:** "Valerie Cooper" <vcooper@kellenco.com>; "Albertson, Mila" <MAlbertson@kellencompany.com>  
**Sent:** Thursday, June 02, 2005 5:51 PM  
**Subject:** Fw: FW: Greeting Card Association

Valerie and Mila:

Well, here is a not very satisfactory response from the USPS guy at Merrifield. Valerie, I wonder if you would want to relay some of this back to Nick because I think he would take issue with some of the comments. Give me a call on Friday and we can discuss.

Marianne

— Original Message —

**From:** Milligan, Douglas E - Merrifield, VA  
**To:** Marianne McDermott  
**Cc:** Root, Randall R - Merrifield, VA  
**Sent:** Thursday, June 02, 2005 4:18 PM  
**Subject:** RE: FW: Greeting Card Association

Marianne,

It is good to hear from you again. The request I made last time we talked, for 200 each of the colors (in a format no smaller than 3 7/8" by 7 1/2"), was made based on a copy of this list I received internally.

Because this list contains many colors that have been problematic for some of our machines and processes, I would not feel duly diligent recommending changes based solely on laboratory Print Reflectance Difference (PRD) readings taken with a USPS Envelope Reflectance Meter (ERM) on PMS color sheets.

The size requested for the color envelopes is the minimum size that we can proficiently prepare with postal barcodes and addresses for subsequent readability testing. By testing actual samples, all the characteristics (beyond color and reflectance) of the envelopes that influence mail processing can be evaluated. Additionally, please note that the last fourteen colors listed have no Pantone equivalent and hint at other special characteristics that are best evaluated with actual samples.

In regards size testing, again we would like to have 200 each of each size you would like to have tested. Any color that meets our current background optical spectrum reflectance requirements of 50% red and 45% green is fine. Optimally, the samples would be representative of products actually being considered; including a similar size, shape and weight card. Preferably, at least half of the cards would be in sealed envelopes with real handwritten addresses in a variety of hands and pens.

As you must already know from your many years of GCA experience, USPS has long objected to this type of preparation due to its tendency to rotate on transport acceleration and escape on deceleration. Although we can now read most handwritten addresses with recently introduced computer technology, the tendency of square mail to rotate, escape and jam remains a concern as the basic transport mechanisms have changed little in the last fifteen years. Now, we also have a concern that a lesser degree of rotation will prevent automated address reading of such pieces, even when they remain captive on a transport.

In any event, we are all striving to increase the use of first class mail, in any way possible. Send us your samples and we will take a fresh look to see what can be done. Please don't hesitate to call me at (703) 280-7017, for any reason at all. Better yet, since I am out of the office quite a bit more than usual these days, send me an email - I'll get back to you right away.

Regards,

6/2/2005

*- Recognition*  
*Don't need to test size w/color*

Doug Milligan  
 USPS Engineering  
 Image and Recognition Processes  
 8403 Lee Highway  
 Merrifield, VA 22082-8101

-----Original Message-----

**From:** Marianne McDermott [mailto:marimcd@cox.net]  
**Sent:** Thursday, June 02, 2005 12:58 PM  
**To:** Milligan, Douglas E - Merrifield, VA  
**Cc:** Valerie Cooper  
**Subject:** Fw: FW: Greeting Card Association

Hello Douglas:

Here is an e-mail that Valerie Cooper, the EVP for the Greeting Card Association sent to Nick Barranca with a list of the PMS colors and the sizes that we are hoping to clear with you. I wasn't sure you had received this.

Will you still need envelopes with all these colors to test or can you test PMS colors without envelopes? After I looked over my notes from our call, I was not clear on your needing envelopes that are smaller than 7 1/2". As one of our main concerns is the square envelope which is usually 5 1/4", we will need to test that size in particular and most greeting card envelopes are not as rectangular as the Monarch one you mentioned.

Valerie's department in DC is beginning to collect samples but it would be helpful if you could clarify what you need for testing.

Thanks. Douglas.

Marianne McDermott

----- Original Message -----

**From:** Cooper, Valerie  
**To:** Marianne McDermott  
**Sent:** Wednesday, June 01, 2005 4:30 PM  
**Subject:** [Norton AntiSpam] FW: Greeting Card Association

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**From:** Cooper, Valerie  
**Sent:** Monday, May 02, 2005 1:18 PM  
**To:** 'nicholas.f.barranca@usps.gov'  
**Subject:** Greeting Card Association

Nick,

It was good talking with you today regarding envelope sizes and colors. I will wait to hear from you regarding the non standard surcharge on envelopes. I have included our list below of sizes that we would like to have mailed without a surcharge. I have starred our number one wish -- square envelope sizes.

Further, per our discussion, I have listed a host of colors that we are hoping can now be

6/2/2005

approved. I understand that you are planning to forward this on to Tom Day, VP of Engineering. If you could let me know who I could follow-up, that would be helpful.

Thank you very much for your assistance in these matters. If there is anything that you think we should be doing, please let me know.

Again, thank you for your help on this.

Valerie B. Cooper  
Executive Vice President  
Greeting Card Association  
202-393-1778  
[www.greetingcard.org](http://www.greetingcard.org)

#### Envelope Sizes

3 7/8 x 5 3/4  
4 1/4 x 3 1/8  
5 3/8 x 6 1/2  
5 1/2 x 4 1/4  
\*5 1/2 x 5 1/2  
5 5/8 x 4 1/4  
5 7/8 x 4 1/8  
6 1/8 x 4 3/8  
6 3/8 x 4 5/8  
6 1/2 x 5 7/8  
6 5/8 x 5 1/2  
7 1/4 x 4 3/4  
7 1/2 x 2 3/4  
7 1/2 x 2 7/8  
8 x 5 3/4  
8 1/2 x 4 1/2  
9 x 6 3/8  
9 1/8 x 3 3/4  
9 1/4 x 3 3/4  
9 1/4 x 4 3/4  
9 1/2 x 4 3/4  
10 1/2 x 7 3/8  
12 1/2 x 9 7/8

#### Colors

Green PMS 355  
Green PMS 348  
Green PMS 347  
Green PMS 340  
Pantone 231U  
Pantone 232U  
Pantone 2985U  
Pantone 306U  
Pantone 290U  
Pantone 223U

Pantone 515U  
Pantone 586U  
Pantone 872U  
Pantone 877U  
Pantone 580U  
Pantone 1355U  
Pantone 7410U  
Wausau Gamma Green  
Denim blue  
"Slick" red  
Purple  
Pink  
"Slick" green  
Vellum teal  
Vellum deep blue  
Vellum red  
Vellum orange  
Vellum dark green  
White vellum  
Vellum neon green  
Silver metallic

**Albertson, Mila**

**From:** Albertson, Mila  
**Sent:** Thursday, October 20, 2005 6:23 PM  
**To:** 'Marianne McDermott'  
**Subject:** RE: Envelope Testing

thanks for responding -- unbelievable but I guess that's the way things go with government folks!

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9/14/2006

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