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Postal Regulatory Commission
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Postal Regulatory Commission
Docket No. MC2009-19 Order No. 198
New Postal Products

The US Postal Service is seeking the addition of Greeting Cards, among other items, to the Mail Classification Schedule. This request is in response to Order No. 154, in which the Commission ruling was that six products, of which one was Greeting Cards, were properly defined as postal services.

In Order No. 154, it is noted that the decision to classify Greeting Cards as a competitive postal product is limited in scope to the activities described by the Postal Service in its response to Order No. 74. In that response, the Postal Service described Greeting Cards with the following:

The Postal Service offered greeting cards and other stationery items at least as early as 1997, when a relationship with American Greetings was formed to acquire products featuring The World of Dinosaurs stamp issue. Since then, note cards, greeting cards, and other stationery items sold in Post Offices have featured stamp designs and other postal intellectual property. Some were sold as philatelic items and others were part of the Official Licensed Retail Product (OLRP) program. Not all such cards, however, necessarily featured Postal Service intellectual property.

The Postal Service goes on to further note that it has no current plans to offer a full line of greeting cards in its retail lobbies.

The Retail Mail and Parcel Industry would like to see further definition on the term "Greeting Card" before entry into the MCS. It is our belief that the intention of Greeting Cards as a postal service is for those cards which relate directly to specific stamps or Official Licensed Retail Product programs. A full line of retail greeting cards should be considered as a non-postal service. The Retail Mail and Parcel Industry is supportive of the Postal Service's efforts to sell and promote those types of Greeting Cards. However, we would strongly object to an expansion of the program to include full lines of retail greeting cards. While the Postal Service clearly has no plans to currently pursue that, we believe that the use of such a broad term as Greeting Cards would allow the Postal Service to pursue this at a future date as a postal service. This would seemingly negate the intent of Greeting Cards as a defined postal service.

Thank you for the opportunity to comment on this subject

Bryan Buford

Associated Mail and Parcel Centers (AMPC)