

Before the
POSTAL REGULATORY COMMISSION
Washington, DC 20268-0001

Modification of Mail Classification :
Schedule Product Lists : Docket No. MC2009-19

COMMENTS OF THE GREETING CARD ASSOCIATION

The Greeting Card Association (GCA) submits these comments with respect to one of the proposed additions to the Mail Classification Schedule product list: Greeting Cards, Stationery, and Related Items.

GCA, as the Commission is aware, represents the interests not only of its member companies but also those of the consumers who buy and mail its members' products. We believe that the proposed new product will benefit consumers by expanding their opportunities to use greeting cards, and in particular to add a greeting card to another mailpiece when entering it at the post office. While there are many existing channels for purchase of greeting cards, the offering of a range of cards in Postal Service retail facilities is particularly desirable in that it would allow consumers to combine, with maximum convenience, two valuable uses of the postal system: personal written communication and the sending of gifts or other interpersonal package material. The significance of such convenience should not be underrated. Consumers face increasing demands on their time. The ability to add value to a post office visit by including a greeting card with another mailpiece would therefore be a real benefit. It is GCA's view, accordingly, that the main effect of providing this opportunity would be to increase total usage of greeting cards for personal communication (and not merely to reallocate greeting card sales among retail outlets).

GCA therefore supports the addition of Greeting Cards, Stationery, and Related Items to the competitive product list.

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Respectfully submitted,

GREETING CARD ASSOCIATION

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