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United States of America

Postal Regulatory Commission

Comments to Docket No. R2014-1

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Dear Commissioners:

Wilén Group is an Advertising Agency located in New York with a large Print and Mail Facility located in Florida. One of Wilén Group's divisions is responsible for creating and distributing Gift Cards. The recent filing of the "Alternative Postage Payment Method" Docket No. R2014-1 is an innovative concept and should be accepted by the Commissioners. It is our intent, assuming that this proposal is accepted to utilize "Alternative Postage Payment Method" starting in the first Quarter of 2014. Our current business plan allows for the gift giver who purchases the gift card if not utilizing the gift card for themselves to mail the card to friends and/or family. Our gift card product supplies the gift giver with a ready to mail package that consists of a gift card, greeting card, and a 1<sup>st</sup> class compliant envelope. It is our belief that by facilitating the gift giving consumer to mail the gift card, we will enhance the buying experience; and, convert many gift giving consumers from handing-out the gift card in person to new personal mailing revenue dollars for the USPS. It is our belief that within the first two years of operation with this new method, over a million pieces of mail will be added to the 1<sup>st</sup> class single piece category. Wilén Group would utilize the zero to 20 percent category. Zero prefunding is an important note; it will make entry into the market for your new "method" much easier to accept. This will also allow for a greater number of potential mail-able envelopes to be distributed with a larger return rate. I would like to reiterate, this is new revenue and additional pieces placed into the mail-stream. The added administrative fees at this time are reasonable based on the zero prefunding.

In conclusion, Wilén Group is in favor of the new postage method and urges the commissioners to vote in favor of it.

Tom Glassman