

CREATES REVENUE

THE MAIL IS A
\$1.6 TRILLION
INDUSTRY
(INCLUDING PAPER, PRINTING,
SUPPLIES AND MORE)



THE IMPACT OF A PIECE OF MAIL

Wondering what effect direct mail
has on the community around you?
You might be surprised at the
power of direct mail.



Every two weeks, the
United States Postal
Service (USPS) pays

\$2.2 billion
in salaries and benefits

The USPS invests more than

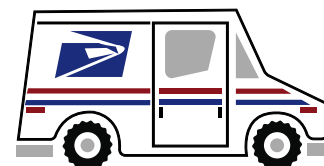
 **\$590
MILLION**
in training its workforce

OFFERS A SERVICE

To deliver to each and every person and
business in America each year...



THE USPS SERVES THE **ENTIRE**
COUNTRY; IT IS THE ONLY SERVICE THAT
REACHES EVERY CITY AND TOWN



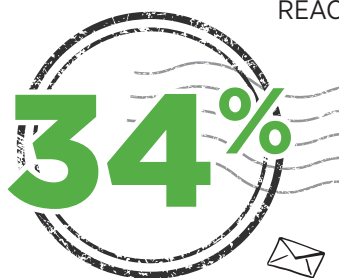
The USPS was named
the **“most essential
company”** during the
COVID-19 pandemic

PROVIDES JOBS



The USPS employs
516,636 career and

653,167
total personnel



OF CONSUMERS SAID THEY
WERE PERUSING DIRECT MAIL
ADS FOR DEALS MORE NOW
THAN THEY WERE BEFORE

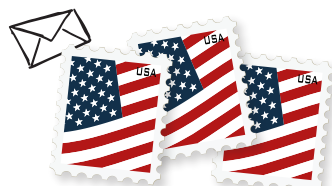
THE MAIL INDUSTRY
AS A WHOLE IS
RESPONSIBLE FOR



INFORMS AND ENTERTAINS



of consumers said they
were more excited to
receive their mail each day
during the pandemic



The USPS employs nearly

68,000
military veterans,
one of the largest employers of
veterans in the country

72% of households
either read or scan the
direct mail they receive



Visit domtar.com for more information

Source: USPS