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MAY 20, 2021

Locking in on EDDM Retail vs BMEU- How to Get Mailing

Please join the PCC Advisory Education Programming Sub-Committee and members of the USPS Product Management group on, **Thursday, May 27, 2021 at 2 PM ET** as they host a discussion on **Locking in on EDDM (Every Door Direct Mail) Retail vs BMEU (Business Mail Entry Unit) – How to Get Mailing**. Steven Mills, Mailing Solutions Principal, Product Management Specialist and Lauren Williams, Product Management, Mailing Services, will discuss how USPS offers businesses a simple way to reach local customers through EDDM.

With the economy recovering, smaller businesses need to have an easy and effective means to promote their business and inform customers they are now open and get the customers through their doors again. There are nuances small and medium sized companies need to understand in order to choose the right solution for their direct mailing needs. This webinar will explain the differences between two EDDM options and walk you through how to get started mailing directly to your customers.

To join us please use the dial-in information below. Note: you do NOT need a Zoom account to join the meeting.

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Should you have questions on this upcoming event, please send Cathy Scocco an email at: <u>cathy.m.scocco@usps.gov</u>.

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Thank you.

Industry Engagement and Outreach, Marketing

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