

United States Postal Service®

INDUSTRYALERT

September 1, 2023

BlueEarth® Secure Destruction Mail Service Awareness Video Released

The Postal Service has created and released a new educational awareness video about its *BlueEarth® Secure Destruction (SD) Mail Service*. SD Mail Service is a sustainable smart business offering that is reducing the overall carbon impact of First-Class™ Mail while reducing the costs of handling return-to-sender (RTS) mail for its customers.

The new video provides business mailers with a visual overview of what SD mail service is, how it works, the benefits it provides, and what mailers need to do to enroll. It walks mailers through each of the five steps involved with processing SD mail and illustrates how the USPS uses intelligent mail barcode (IMb) technology to identify, intercept and securely shred undeliverable-as-addressed First-Class™ Mail that would otherwise be returned to the sender (RTS).

The new *BlueEarth® Secure Destruction Mail Service Awareness Video* can be found on the *PostalPro* website at https://postalpro.usps.com/SDMail_Awareness_Video.

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