

SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



2023 USPS POSTAGE INCREASES: WHAT YOU NEED TO KNOW

A new round of USPS postage increases will greet us in January, and we have everything you need to know in order to prep and plan now for how to continue executing effective direct mail campaigns during the upcoming year.

The average cost of postage for **First Class and Marketing Mail** will increase 4.2% in 2023 — however, even with this increase, the Postal Service still remains the most cost-effective and efficient way to send direct mail, and is still a valuable tool for marketers to engage with customers.

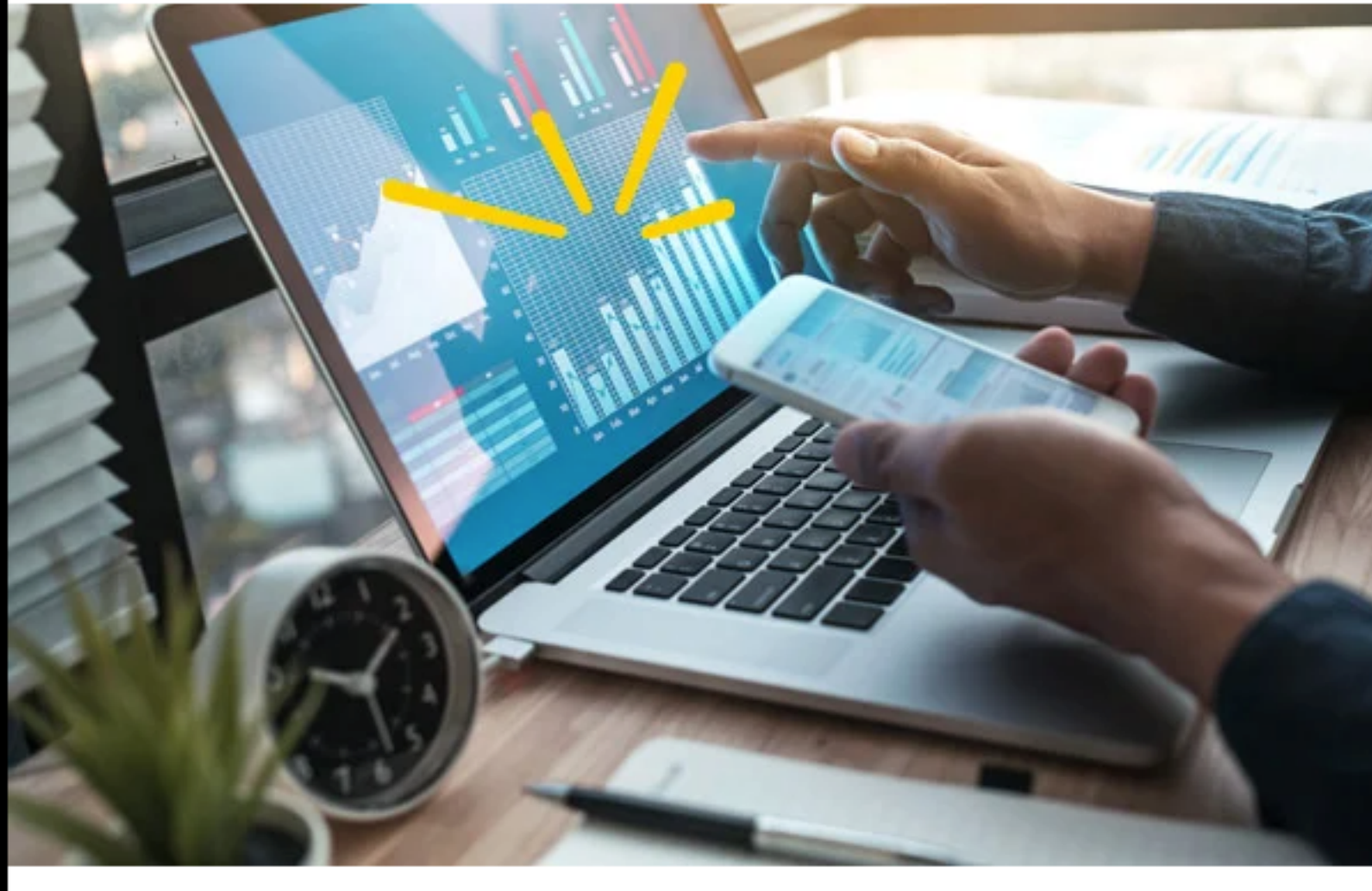
The increase, which was announced in November and will take effect on **January 22, 2023**, is part of the [Delivering for America](#) plan, which looks to upgrade and modernize the Postal Service technology, processes, vehicle fleet, and more by 2031.

Here are the specifics of this year's postage increase:

- First-Class Mail™ letter postage will go from \$0.60 to \$0.63
- First-Class Mail™ metered letter postage will go from \$0.57 to \$0.60
- First-Class Mail™ single-piece domestic postcard postage will increase to \$0.48 from \$0.44
- There will be no change to the single-piece letter and flat additional-ounce price, which will remain at \$0.24
- There will not be any additional surcharges for residential or regular Saturday delivery

Even with the upcoming postage increases, direct mail remains an important component of an effective multichannel marketing campaign, and we have the [tools](#) and resource to help you continue to get the most out of your direct mail campaigns in 2023 and beyond.

[LEARN MORE ABOUT OUR DIRECT MAIL SOLUTIONS](#)



PARTNERING WITH BCC IGNITE HELPS VARISPARK UNLOCK MORE EFFICIENT, COST-EFFECTIVE DATA MANAGEMENT

[BCC Ignite](#) is a leading data management and presort software solution that provides optimal speed, accuracy and flexibility for all of your data list projects — simply put, BCC Ignite provides software that makes it easier, faster, and more effective for us to manage and use large volumes data in ways that help us serve you better. And we couldn't be more excited about the possibilities BCC Ignite software provides in helping us optimize our processes.

Our recent partnership with BCC Ignite allows us to execute more complex data manipulations as well as integrate into other software solutions to maximize accuracy and efficiency and reduce the risk of error. And for you, this means effective direct mail campaigns that can be executed more efficiently for a maximum ROI.



VARISPARK CORE VALUES: HUMILITY

This year, we're using our newsletter to highlight Varispark's core values. Each quarter we'll look at one core value, its place in our mission, and how we strive to exemplify that value each and every day. This quarter we want to talk about HUMILITY: What *true* humility means to us, how we strive to demonstrate humility for our customers, and how the people who make Varispark go exemplify humility every step of the way.

At Varispark, humility is about putting others first, and realizing that the success we achieve isn't just because of us — that the great things we achieve come in some way from the hard work, talent, and dedication of those around us. Humility is not something you can fake or approximate; rather, humility is born out of a desire for continued learning and the understanding that each day is a new opportunity to grow and better ourselves for our customers and colleagues alike. For us, humility is the understanding that we don't know everything and we don't have all the answers, but that we can *still* tackle any challenge and attain any goal through hard work, communication, and collaboration.

Demonstrating humility is a foundational element of every individual at Varispark — and that means it's at the heart of who we are and what we do. The importance we place on humility drives each project we undertake, every relationship we build, and the success we experience.

MEET THE PEOPLE OF VARISPARK

Gina Eselin

[Production Control Lead](#)



If humility is defined as putting others ahead of yourself, then Gina Eselin is humility personified. As our Production Control Lead, Gina understands and demonstrates how her success depends in large part on the success of those around her. Her insatiable desire to learn new things and develop her skills is dwarfed only by her desire to help other members of the Varispark team grow and develop. Her ability to listen and ask the right questions is matched only by her passion for teaching and mentorship, which is why Gina demonstrates with stunning clarity what humility means for our team and our customers.

Gina has been with Varispark in a variety of roles since moving to the Dallas-Fort Worth area in 2004. She currently lives in Dallas with her partner of 18 years, and the couple have eight children and seven grandchildren. In her spare time, Gina loves to travel, fish, and binge watch her favorite TV shows.

From everyone here at Varispark, we want to thank Gina for her continued hard work and commitment, and we couldn't be more thrilled that she calls Varispark her professional home.



We'd love to hear from you. Reply to this email with your questions and comments or [contact us](#).