



SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



Meet Our New MCS Condor Process Color Inkjet Press, the Latest Edition to the Varispark Fleet

We're very excited to announce the latest acquisition to our fleet of presses, the MCS Condor Process Color Inkjet. Designed for creative, forward-thinking direct mail providers like us, the MCS Condor can process envelopes at speeds of up to **16,000 pieces per hour** in both read and print applications.

With an emphasis on flexibility, versatility, and simplified operation, our new MCS Condor will help us optimize the printing of highly-targeted, personalized direct mail by starting with what the recipient sees first: the envelope.

No other read and print system on the market today is equipped to produce 600 dpi quality with the speed and precision the MCS Condor demonstrates on every single run. What's more, the MCS Condor utilizes a modular design that allows the machine to be moved from the inserter to a standalone configuration in less than an hour.

What does this mean for our customers?

This means a faster production process, reduced turnaround time, and increased workflow flexibility to help us produce the highest quality direct mail marketing in almost any application. This helps save our customers time and money, and it also opens up new avenues of creativity in terms of [maximizing your investment in direct mail marketing](#).

TRY OUR DIRECT MAIL ROI CALCULATOR



A New USPS® Postage Increase is Coming in January, But this Year's USPS Promotions and Incentive Programs Can Help You Save Big On Sending Direct Mail that Makes a Difference

[A USPS postage increase](#) is set to take effect on January 21, 2024, with the price of a First Class Mail Forever stamp **increasing to \$0.68**. The increase in postage will serve to help the Postal Service modernize its equipment and processes in order to remain the most affordable direct mail delivery option in the world today. The 2024 adjustments on postage are part of the [USPS Delivering for America](#) plan, a 10-year initiative that will help provide critical updates to the Postal Service's infrastructure and technology.

Other increases as part of the January 2024 update include:

- Letters (\$0.66 to \$0.68)
- Letters, metered 1 ounce (\$0.63 to \$0.64)
- Domestic postcards (\$0.51 to \$0.53)
- International postcard (\$1.50 to \$1.55)
- International letter, 1 ounce (\$1.50 to \$1.55)

The good news is that direct mail marketing is still an affordable, effective way to connect with and engage your target audience, particularly if you're designing direct mail marketing campaigns that take advantage of new and innovative technologies that are designed to make your direct mail more dynamic and impactful.

This year's USPS Promotions and Incentive Programs can not only help save on postage costs, but these programs can also push you to think more strategically about how to design high-quality mailers that generate results. [We have a breakdown of this year's incentives](#), as well as some ideas to get you started on designing a direct mail campaign that can take advantage of this year's postage discounts.

LEARN MORE ABOUT THE 2024 PROGRAMS



Ready to Jump into Direct Mail in 2024? We Have Some Suggestions to Help You Get the Most Out of Your Direct Mail Marketing This Year...

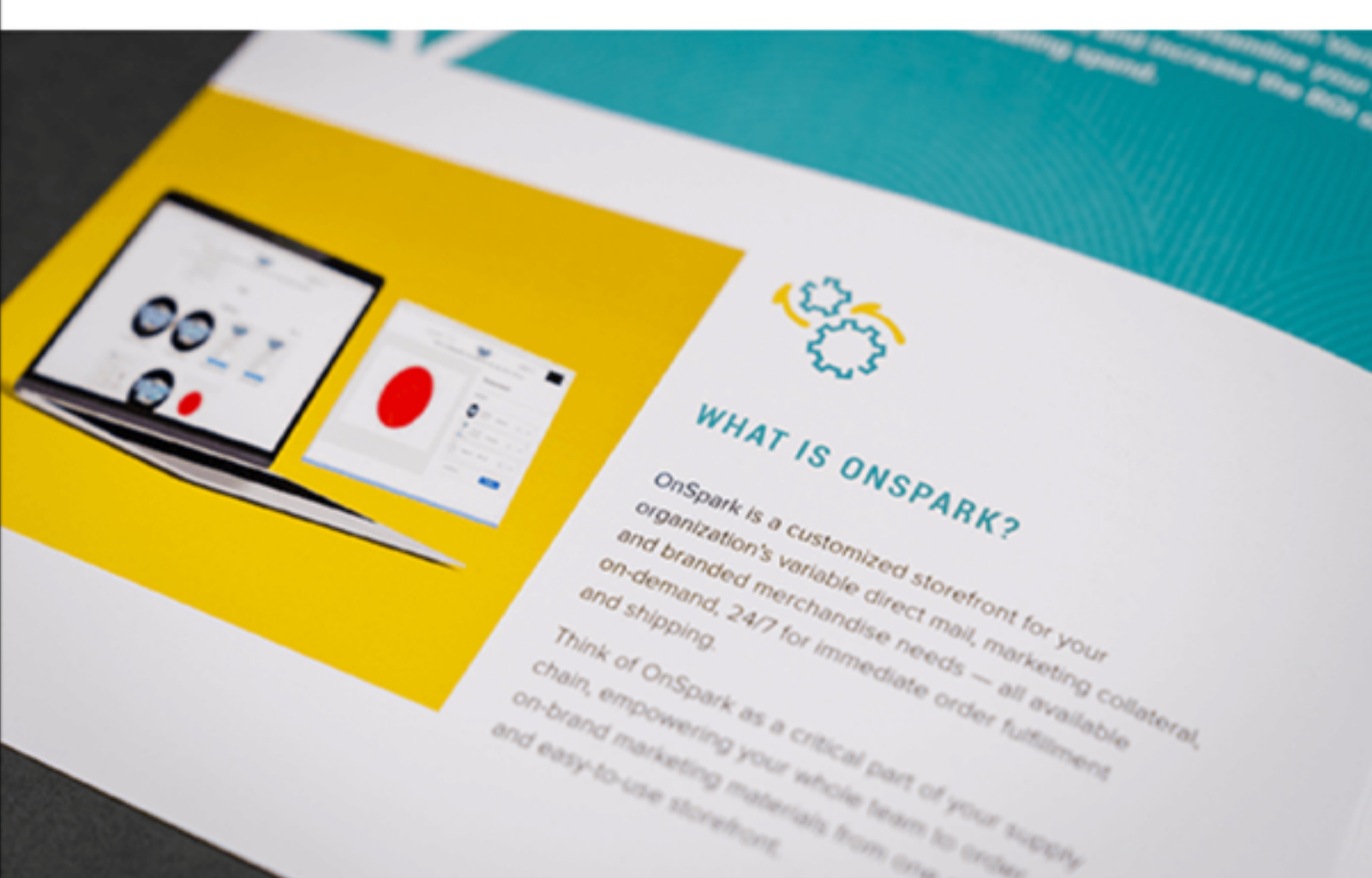
Direct mail marketing has long been a staple print communication tool for marketers. But the newfound popularity and effectiveness of print in account-based marketing campaigns — not to mention the continued burnout consumers are experiencing with digital communication channels — has pushed direct mail to a new place of prominence.

This means marketers will have to take a more savvy approach to how they design and execute direct mail campaigns that rise above the competition and produce the kind of robust response rates necessary to generate meaningful ROI.

Creating more interactive direct mailers, prioritizing personalization, and incorporating digital components for a multi-channel approach are just a couple of ways you can optimize your direct mail campaigns for better performance in the coming year.

Our new blog, [A Guide to Getting the Most Out of Your Direct Mail Marketing in 2024](#), has everything you need to know to make the most of your direct mail marketing campaigns to help you grow your business.

READ THE GUIDE TO DIRECT MAIL



Why Franchise Owners Should Make the Move Toward a Web-to-Print Platform

One of the more unique challenges for franchise owners is ensuring franchisees are leveraging consistent, high-quality print sales and marketing communications. Too often, franchise owners are having to address instances of inaccurate branding, out-of-date product information, and a lack of personalization and customization necessary to best engage with localized customers.

This is where a web-to-print solution can help franchise owners execute more efficient, cost-effective print materials that are targeted, on-brand, and provide a robust return on the investment in print.