

# New 'Diamond Etch' Ink Unveiled

**I**nk cups Now Corp. has unveiled its "Diamond Etch" ink for glass and stainless steel. The ink produces an engraved look, similar to sand-blasted or laser-etched designs, and works well with items such as champagne glasses, travel mugs, souvenirs and more.


"With 'Diamond Etch' ink you don't need a laser," says Ink cups Now Vice President Mike Bissel. "Several customers have already tested it on cups and wine glasses with excellent results. They found that for long runs, printing allows time savings

over laser etching, while yielding very similar appearance and extremely durable graphics."

"The Diamond Etch" ink can be used for both pad and screen printing, has high mechanical and chemical resistance and does not contain heavy metals. It is compliant with California Proposition 65, which ensures the absence of toxic chemicals in products. For more information please visit [www.inkcups.com](http://www.inkcups.com), call (978) 646-8980 or send an e-mail to [info@inkcups.com](mailto:info@inkcups.com).



## Postal Service Changes Bulk Mailing Requirements

 The United States Postal Service has proposed new standards that could cost businesses dearly in penalties for bulk mailing. The new requirements for the USPS' Move Update program will require businesses to update their bulk-mailing lists every 95 days, instead of every 185 days. Companies that fail to comply can be charged 7 cents for every piece of mail in a mailing, not just the undeliverable-as-addressed (UAA) pieces.

One company, Melissa Data, fears

that the fallout could be grave. Melissa Data is a developer of one of the USPS Move Update systems that help ensure compliance with up-to-date mailing addresses. "The proposed penalties show that the USPS is serious about holding mailers to a higher standard to help reduce UAA mail," says Gary Van Roekel, Melissa Data's VP of Sales and Marketing. "If a mailer delivers a 100,000 piece mailing, and the Postal Service determines that it is not Move Update compliant, the proposed penalty would be \$7,000



for that noncompliant mailing."

The change, which goes into effect on November 23, is intended to reduce costs and waste from undeliverable bulk mail by 50% by 2010. It is estimated that 9.7 billion pieces of UAA mail is received every year by the postal service, and it costs \$2 billion to process all of it. The Move Update standards will now include all standard mail in addition to first class mail.