

DID YOU KNOW? A QUARTERLY PRINT MAGAZINE FROM SYLVAMO

Q3 25

# DYK

## SPECIAL DELIVERY:

Why People *Still* Love Direct Mail



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Q3 25

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**“Direct mail is targeted  
and targetable. That’s  
a big reason why  
customers still love it.”**

— Mike Robinson,  
Summit Direct Mail  
Director of New Technology  
and Business Development



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**Project Inspiration:  
Dimension and Data  
Take the Wheel**

# DYK

Q3 25

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Envision3

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# 08

**The Direct Mail Journey**



# 06

**Mail Matters:  
An Interview  
with Gundir's  
Mike Gunderson**





# LETTER FROM THE EDITOR

This time of year, our whole team at Sylvamo looks forward to the official announcement of next year's USPS® promotions. What will the Postal Service decide to incentivize in the coming year — and how can we help the printers and marketers we know get creative about leveraging these discounts for maximum benefit?

For instance, did you know that in addition to the major postage discounts USPS offers each year for adding things like interactivity and integrated technology to your mail, there are also add-on discounts that are stackable? It's true — you can save BIG on postage by leveraging a primary promotion and stacking the Informed Delivery® Add-On and the Sustainability Add-On.

## PSST!

Sylvamo can help you qualify for the Sustainability Add-On — all our papers are either FSC® or SFI® certified!

Are you excited to take advantage of the 2026 USPS promotions? Connect with us on social for tips and reminders all year long.

## A DAY IN THE LIFE OF A DIRECT MAILER

This issue's cover story puts you in the shoes of a single piece of direct mail, from its start as a creative concept to its post-delivery life, where it's all about one thing: conversion, conversion, conversion.

## IN THIS ISSUE, YOU'LL ALSO FIND:

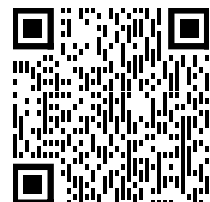
- A spotlight interview with Gundir's Mike Gunderson about the agency's winning approach to direct marketing
- A featured project that will show you how creativity, thoughtfulness and good data can deliver big campaign results
- Printer's Corner, where you'll get the perspective of Summit Direct Mail's Mike Robinson, who advises customers on how to make the most of their direct mail campaigns

And, as always, we've got a curated playlist. This one may have you running to the post office!

Until next time,

## ROBYN STEFFEN

Marketing Manager  
Sylvamo



**HAVE YOU USED A SYLVAMO BRAND TO CREATE ATTENTION-GRABBING DIRECT MAIL? IF SO, WE'D LOVE TO SEE IT — AND POSSIBLY FEATURE IT IN A FUTURE ISSUE. SEND US YOUR PRINT PROJECTS.**

WHAT WOULD YOU LIKE TO SEE COVERED IN FUTURE ISSUES OF DYK?

Reach us at  
DYK@Sylvamo.com

# LET'S SOCIALIZE

Connect with us on social for featured projects, design tips and free sample alerts.



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# MAIL MATTERS

AN INTERVIEW WITH **MIKE GUNDERSON**,  
FOUNDER AND PRESIDENT OF GUNDIR

**Mike Gunderson founded the award-winning direct marketing agency Gundir in 2003 because he believed in the power of direct mail marketing to provide consumers with personalized, relevant experiences that build brand trust and loyalty.**



**T**wenty years later, his commitment to targeted, data-driven direct mail marketing remains just as strong. In this interview, Mike discusses why he believes direct mail works, what's unique about designing direct mailers and how AI will factor into the future of direct mail.

## Let's start with a big picture question: Why does direct mail work?

I think the obvious answer is that it's tangible. You have to physically touch it to throw it away — I hate saying that but it's true. You have to actually handle it. With things like ad blocks and spam folders, the mailbox is the last place where you have to physically engage with and sort mail before you decide to keep it or respond to it.

I think the second reason is trust. With AI and all this digital communication, I think we're at a place where people are asking: 'What is trustworthy anymore?' The one thing we love about the mail is that pieces have to be sorted and that the addresses have to be certified before the USPS® will even send it. These two things create a personal touch and a sense of trust that's just not always there in other types of communication.

## What's unique about designing for direct mail compared to other forms of print?

It's really about the call to action and urgency. It's about getting people to take advantage of an offer in just a couple of days. One of the issues with direct mail is that it does take time to get mailers into an inbox. We have to design the piece, get it printed, get it sorted and then get it on trucks and delivered. When a mailer finally is delivered, there's usually a 1-to-5-day lag from pile to open. A strong call-to-action (CTA) helps ensure a mailer does eventually get interacted with and hopefully acted upon.

For example, you might see three different CTAs on a postcard, or even up to five on a letter package — and that's very intentional. Another best practice we've discovered, especially since COVID, is making QR codes more prominent. But it's not just about visibility — it's also crucial that scanning the code leads to a unique and engaging experience.

We use an innovation called PostReminder. It enhances the QR code experience by allowing prospects to respond instantly, share the offer or even set a reminder for the sale — making it easier for them to take action when it's most convenient.

## How important is personalization in creating these types of unique, valuable experiences?

Personalization is extremely important. First, you have to be very careful in the targeting, especially for things like credit card offers, insurance offers and loans. You want to make sure your offer can actually be converted on. For example, it can really hurt your brand if someone converts on an offer for a 0% interest rate credit card and they're denied at the time of application — that's a really bad experience and you're less likely to trust that brand going forward.

## How do you diagnose the problem with a direct mail campaign that underperformed? Does it all come down to bad data, or are there other things in play?

It's a lot of things. So much of direct mail is about testing and learning. From a creative standpoint, we usually test big things — not smaller considerations like blue versus orange or a different headline, but elements like different packaging, which makes it almost like a brand exercise. And yes, we're always looking for new list sources and refining those lists.

Co-op list models can be highly effective for refining targeting. While there aren't many of them, they're built using transactional data from multiple retailers to spot buying patterns across brands. For example, if someone bought a motorcycle, they're likely to need a helmet. Or if they recently bought running shoes, they might

be in the market for fitness gear. Co-op lists use this kind of real-world purchase behavior to help identify strong prospects and serve more relevant mailers.

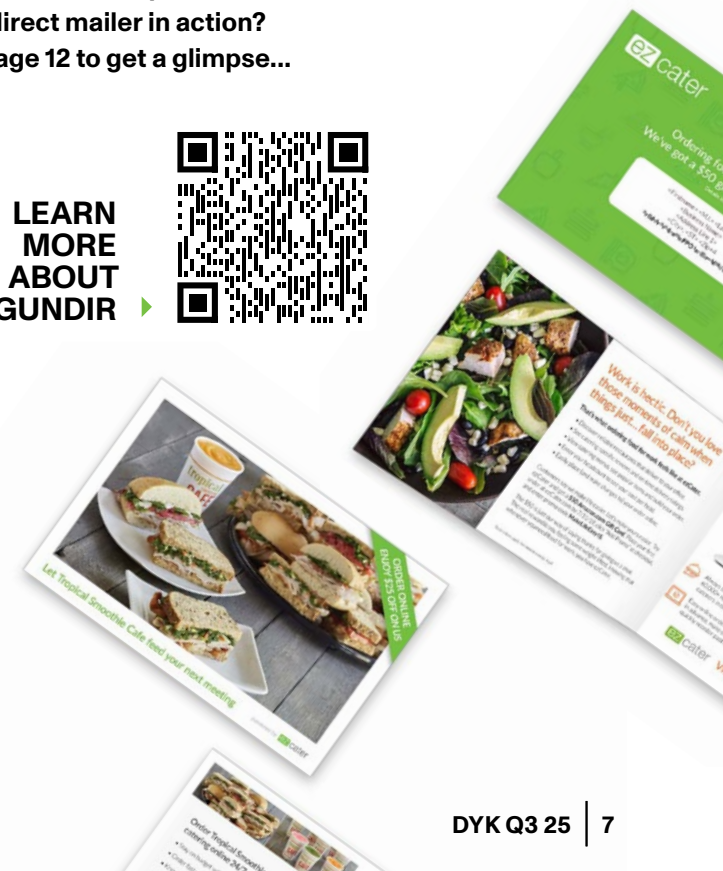
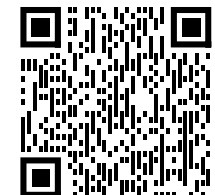
## Lastly, what do you think the future of direct mail looks like?

I think AI is going to have the biggest impact on direct mail, specifically the data refinement. The power of AI is going to help marketers refine and hone data even more. The good news for marketers is that this enhanced level of refinement likely means sending fewer mailers to an extremely targeted audience. Odds are you'll be spending less money to get into direct mail, and the fact that these mailers will be more targeted means increased response rates.

With AI, the data refinement mechanism is going to be faster and more powerful, helping you ensure the offer or service you're providing to prospects is even more relevant. That's gonna be a fantastic thing for direct mail.

**Want to see an example of a Gundir direct mailer in action? Flip to page 12 to get a glimpse...**

**LEARN MORE ABOUT GUNDIR**



# Gundir



# THE DIRECT MAIL JOURNEY

MAIL CALL — AND THERE'S A LOT OF MAIL OUT THERE

Did you know that the USPS® processes more than 318 million pieces of mail each day?<sup>1</sup> Getting this volume of direct mail from Point A to Point B in a quick, cost-effective manner is no small feat. The next time you open your mailbox, keep in mind these steps in the direct mail journey.



## Step 1

### PLANNING & PRINTING

**44% of the world's mail volume is processed and delivered by the U.S. Postal Service<sup>2</sup>**

Cost-effective direct mail campaigns that drive response rates and ROI start with:

- Accurate, targeted mailing lists
- Precise print quantities
- Strategic choices about type of mailer, paper, ink, finishing techniques and sensory or interactive integrations

### TRY THIS!

**Plan for finishings at the beginning. Creating mailers with specific finishings in mind can help enhance your overall messaging, and it can also help streamline the pre-production and print process to save time and money.**



## Step 2

### COLLECTION & SORTING

**Mail is sorted at one of 22 USPS regional facilities in less than 24 hours<sup>2</sup>**

The sorting process is facilitated by more than 8,500 pieces of automated sorting equipment.<sup>3</sup> Mail is oriented and scanned to check for proper postage, and pieces are then arranged and sorted by carrier route in their destination city. Scannable, durable direct mail pieces streamline the collection and sorting process.



## Step 3

### ROUTING & TRANSPORTATION

**6 million pounds of mail fly each day<sup>4</sup>**

The USPS uses 140 domestic airports and more than 246,000 vehicles to transport mail from sorting facilities to mailboxes.

Routing and transportation costs and timelines can be reduced by commingling, a process of merging mail pieces from multiple companies into a single, optimized mail stream.

**By consolidating mail from multiple clients, we create economies of scale that individual mailers can't achieve alone. This means better postal rates, faster delivery and simplified mail processes.**

— Bill Boyce,  
President, United States Business Mail

### WHERE IS YOUR MAIL?

USPS Informed Delivery® is a free service that adds a digital touchpoint to direct mail, creating a more multi-channel marketing approach that creates more opportunities for engagement and conversions. This also provides you with additional performance analytics to help demonstrate ROI on your direct mail campaigns.



**LEARN MORE ABOUT USPS INFORMED DELIVERY**





# Step 4

## DELIVERY

Mail is delivered to 154 million residences and 12.6 million businesses each year<sup>6</sup>

6,600 mail carriers make up the USPS<sup>®</sup> fleet of feet<sup>7</sup>

Did you know that direct mail has an average open rate of 80 to 90% compared to just 20 to 30% for email marketing? This means your target audience is way more likely to open your mailer, which, with a compelling CTA, means they're more likely to take a desired action. With the number of deliverable addresses likely to increase YoY, the pathway for success with direct mail is wide open.

### TRY THIS!

Creating direct mail pieces that showcase scented paper or inks, incorporate spot UV coatings or feature fun folds can increase the interactivity of your mailer for increased response rates and stronger ROI.



# Step 5

## POST-DELIVERY

Almost 50% of millennials visit a company's website after receiving direct mail<sup>8</sup>

Millennials trust direct mail and are as likely to engage with it as any other demographic. QR codes, PURLs and exclusive offer codes can entice your audience to visit your website or e-commerce store. This can result in a bump in the number of sales meetings booked or an increase in actual sales.

### TRY THIS!

With a data-driven approach to direct mail that integrates with your CRM, you can use redemption code or purchase data to automatically trigger additional mailers to provide personalized offers designed to reward engagement and increase brand loyalty.



## PUSHING THE DIRECT MAIL ENVELOPE

The key to an effective direct mail campaign is creating next-level mailers that integrate interactive, sensory and tactile components to create a more immersive and personalized experience. And, with the USPS Promotions and Incentive Programs, this kind of ingenuity and creativity can actually lower your postage costs.

### TRY THIS!

With Sylvamo's new Intelligent Paper, you'll get access to our built-in direct mail tracking tool. Intelligent Paper makes it possible to see who responds, better track ROI and finally connect the dots between send and sale. Intelligent Paper = smarter, more data-driven mailers.

“ Direct mail works because it's the only channel where consumers can't opt out. It's also the one marketing channel that consumers touch and the marketing media touches them back.

— David Rosendahl,  
MindFire  
President & Co-Founder



## PROJECT INSPIRATION

# DIMENSION AND DATA TAKE THE WHEEL FOR INCREASED MAIL PERFORMANCE

**A**uto membership and service organization AAA® needed to test-drive a new approach to direct mail. Campaign performance had become stagnant and increasingly more costly, in large part due to postage increases but also because of the complex versioning necessary to create cross-state promotions and offers.

The challenge was two-fold: refining customer data and segmentation to simplify versioning, and reducing production costs by optimizing the design and printing of individual pieces.

Additionally, AAA wanted to increase response rates and conversions by creating a more dynamic mailer with opportunities for customers to interact and engage in a more substantive way.



## AN OPEN ROAD TO MORE EFFECTIVE DIRECT MAIL CAMPAIGNS

AAA partnered with Gundir to help refine and optimize their customer data for more efficient segmentation. This helped create more personalized, targeted mailers to reduce the amount of package versioning while also cutting customer acquisition costs by 15%.

The heart of any effective direct mail campaign is refined, properly segmented customer data that produces accurate and relevant personalization. Gundir Founder and President Mike Gunderson believes that not employing variable data for personalized direct mail is simply a missed opportunity.

“We want direct mail to be a fun, conversion-centric channel that provides relevant and targeted content to businesses and consumers,” says Gunderson. “This means making sure the name and details are correct, but also using variability in the creative to make the mailer even more relevant and targeted to your audience.”

“I was so excited to create this piece. Once you open it, you get to interact with it and actually build the car. When you pull the mailer out of the envelope, it smells just like a new car, thanks to a scented varnish we applied.”

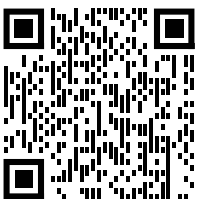
— Mike Gunderson, Founder & President, Gundir

Gundir conducted extensive testing on the form and function of the packaging, exploring multiple creative approaches to boost engagement. Over a seven-year period, Gundir produced 80 different packages to test and refine mailer performance.

Finally, Gundir integrated digital components like QR codes and USPS® Informed Delivery® to help boost engagement and response rates by bridging the print and digital worlds.

The end result? A new take on a direct mail program with the horsepower to take AAA where they wanted to go.

SCAN THE CODE TO SEE EXAMPLES OF HOW TO MAKE THE MOST OF YOUR PRINT MATERIALS



## A TEST AND LEARN MODEL WITH SOME HORSEPOWER

**80**  
UNIQUE  
DIRECT MAIL  
PACKAGES

**15%**  
REDUCTION  
IN CUSTOMER  
ACQUISITION  
COSTS (CAC)

**50%**  
FEWER  
VERSIONS  
VIA VARIABLE  
DATA

**35%**  
COST  
REDUCTION  
ON CONTROL  
PACKAGE\*

\* A control package is a mailer that, after various rounds of testing, demonstrates consistent performance in generating leads or sales. A control package often serves as a baseline for testing new mailers.

### PRODUCTION NOTES

**Designer:**  
Mike Gunderson

**Agency:**  
Gundir

**Finishing:**  
Oversized windows,  
die-cut components  
and scented varnish



# PRINTER'S CORNER: SUMMIT DIRECT MAIL

AN INTERVIEW WITH  
MIKE ROBINSON,  
DIRECTOR OF NEW  
TECHNOLOGY  
AND BUSINESS  
DEVELOPMENT



“The primary  
appeal of direct  
mail today is  
that it works.”

— Mike Robinson, Director of New Technology and  
Business Development, Summit Direct Mail

For printers, the direct mail landscape has changed quite a bit in the last 10 to 15 years. New technologies, shifting customer preferences and postage fluctuations are just a few of the elements direct mail printers have had to navigate to help clients create high-quality, targeted direct mail campaigns that boost response rates and generate meaningful ROI.

Mike Robinson has more than 20 years of experience helping companies unlock the power of direct mail to create a deeper connection with customers. As Summit Direct Mail's Director of New Technology and Business Development, Mike has his finger on the pulse of what makes direct mail work in 2025, what companies are looking to achieve with mail campaigns and what the future may hold for direct mail.

## WHY DO MARKETERS STILL LOVE DIRECT MAIL?

I think the primary appeal of direct mail today is that it works. No matter what people say about relying on digital channels, research continues to show that direct mail works, regardless of age or demographic. People love to touch and feel physical mail. Direct mail doesn't have a spam box. You can't select all and delete direct mail like you can with email. You have to actually go to your mailbox, touch it, feel it and engage with it before deciding whether to throw it away.

Direct mail is also targeted and targetable. That's a big reason why customers still love it.

## WHEN CREATING A DIRECT MAILER, HOW IMPORTANT ARE FINISHINGS?

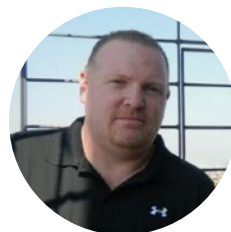
It really depends on the customer. Some customers are less concerned with those considerations and we kind of guide them on best practices. Other customers come to us wanting some sort of coating or enhancement to make their mailer really pop or stand out. We have the ability to do a variety of finishings to print pieces with a more premium feel.

We have a machine that can create personalized foils to produce something that's targeted and more unique. This type of finishing works well for triggered mailings where the goal is to create a high-end piece.

I think at this point most people understand that you have to personalize. The thing we always tell customers is that the more you personalize, the better the response is going to be. It makes the messaging more relevant and makes the mailer more useful to the customer.

## WHAT'S THE KEY TO EFFECTIVE PERSONALIZATION?

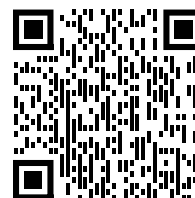
I think about 85% of a mailer's success comes down to the offer and the list. This makes accurate, clean data extremely



Mike Robinson  
Director of New Technology  
and Business Development  
Summit Direct Mail



SCAN TO  
LEARN  
MORE  
ABOUT  
SUMMIT  
DIRECT MAIL



important. If you're trying to market a home refinancing offer, you don't want to be sending mailers to apartment complexes or non-homeowners. The right data is key to creating the right offer at the right time with the right level of personalization.

## WHAT ARE SOME COMMON QUESTIONS YOU GET ABOUT DIRECT MAIL?

Price. That's the big one. But what we always tell customers is that the metrics show that direct mail works better than email, especially in an industry like personal finance. We've seen that direct mail generates a much stronger response here compared to relying solely on digital communication like email, and direct mail helps these companies close much bigger deals.

Aside from price, our customers are often looking for best practices with the design of their mailers, and we can help them with that. We can guide them to ensure the design of their mailer delivers ROI.

## WHICH USPS® PROMOTIONS ARE YOUR CUSTOMERS MOST EXCITED ABOUT?

We're always encouraging our customers to take advantage of postage discounts and are always guiding our customers on how best to save on postage. The First-Class Mail® and Marketing Mail® Growth Incentives really help our high-volume customers — once they hit one million pieces, or exceed the volume from the previous year, they start to accumulate

those credits, and that can be a big cost savings for them. The tactile and sensory discount is another that we find our customers like, mainly because it's a relatively easy one to opt into. It's not a huge change to incorporate something like a TEN groove envelope and that qualifies companies for the tactile discount.

## HOW HAS DIRECT MAIL CHANGED IN THE LAST 10 YEARS, AND WHERE DO YOU SEE IT GOING?

Ten years ago, so much of direct mail was a 'pray and spray' approach — it was common to see high-volume mailers sending 30 millions pieces per month. Now, the data is so much more refined, especially with integrating CRMs and APIs to create really targeted, personalized mailers. This has led to a boom in trigger mailers, which is something we're seeing a lot of these days — a financial lending provider can automatically send a customer an offer to refinance triggered by a certain milestone, like the halfway point of their loan term.

We've also seen more integration of digital technology in print, specifically QR codes and personalized URLs. The ability to create a personalized QR code or PURL that opens up a landing page with a prepopulated form goes a long way toward increasing response rates and producing revenue.

I think the future of direct mail is going to center around triggered direct mailers and hyper-personalization. The direct mail space is just starting to dip its toes into AI as well. Right now, we're seeing customers use AI to make logos better or make messaging better, but I think AI will soon make mailers even more interactive.

For example, AI in direct mail could replace something like a call center or make it easier to book a meeting with salespeople. We're really just getting started with this kind of thing.



# THE DYK MAILBAG

Questions about paper or print?  
That's why we're here.

**Q:** I HAVE PLENTY OF EXPERIENCE WITH DIGITAL MARKETING CAMPAIGNS, BUT MY NEW JOB INVOLVES DIRECT MAIL MARKETING. ANY TIPS FOR GETTING GOOD ROI? HELP ME LOOK LIKE I KNOW WHAT I'M DOING!

— Brett in Jersey City, NJ

**A:** Congrats on your new job! If you're used to managing digital campaigns, you're going to be pleasantly surprised by what you can achieve with direct mail, which delivers much higher response rates on average. In fact, direct mail has an average ROI of 161%, which is much higher than digital channels like email, social media, paid search and display advertising.<sup>1</sup>

That said, to achieve the highest possible ROI, rather than pit channels against each other, you should use your digital and print channels to support one another. Try integrating your direct mail campaigns with digital calls to action using personalized QR codes and URLs for real-time tracking of engagement,

leads, sales and revenue. Not only will this help you quantify your ROI, but it will also enable you to optimize campaigns based on individual-level response data.

We also recommend enhancing your mail using Informed Delivery®, a free USPS® service that provides recipients with digital previews of their mail. With over 67 million users and impressive open rates, this digital add-on is a great way to prime the mailbox and get your audience ready to convert!



“

Direct mail has an average ROI of 161%, which is much higher than digital channels like email, social media, paid search and display advertising.

## With Hammermill®, everyday direct mail can be something more

Hammermill premium, multi-purpose and color paper stock can turn your First-Class Mail® and Marketing Mail® into revenue generators that increase ROI.

Online resources like our Paper Match tool make finding your ideal paper fast and easy, and our online store allows you to order paper any time.

Plus, we source paper from sustainably managed forests for peace of mind that your next mail campaign will be as eco-friendly as it is effective.

### The new Hammermill newsletter is coming soon!

Be the first to subscribe to our upcoming monthly email newsletter to get jaw-some paper news and regular special offers delivered right to your inbox.



SIGN UP TO  
RECEIVE OUR  
NEWSLETTER







**Q: I LOVE THE TACTILE NATURE OF PRINT MARKETING BUT POSTAGE COSTS KEEP GOING UP! HOW CAN I SAVE ON POSTAGE SO I CAN MAIL MORE?**

— Fiorella in Los Angeles, CA

**A:** You're right that the cost of postage has increased in recent years. The good news is that there are several ways to save.

First, tap into the various mailing promotions offered by the USPS® each year. Designed to encourage marketers to mail more, these programs typically provide 3–6% discounts for doing things that are direct mail best practices anyway, such as integrating technology, creating progressive campaigns and incorporating interactive elements into your mailpieces.

For high-volume mailers, the USPS's Mail Growth Incentive (MGI) offers a 30% postage credit for increasing qualifying mail volume (over one million pieces annually or exceeding a baseline). This program alone generated over \$500 million in credits in its first year.

Finally, the USPS offers some add-on promotions that can be stacked to help you save even more. Receive an additional 1% discount for using Informed Delivery® and another 1% discount for using sustainably produced paper like Sylvamo's SFI®- and FSC®-certified brands.

**Q: WHAT IS THE LONG-TERM OUTLOOK FOR POSTAL RATES? IS THERE ANYTHING WE CAN DO TO INFLUENCE IT?**

— KD in Austin, TX

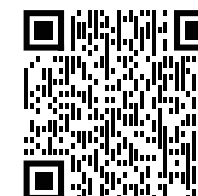
**A:** USPS projects continued rate increases through at least 2027, with biannual adjustments expected in July and January. The "Delivering for America" plan, which was introduced in 2021, was intended to improve the financial outlook of the USPS and has helped to reduce projected losses, but the USPS continues to lose billions of dollars annually.

Our industry — from paper manufacturers and suppliers to printers, print marketers and anyone who loves print — must advocate for change. Engage your elected officials to support legislation that limits rate increases and enhances regulatory oversight. Share how rate hikes and service issues impact your business or job.

To learn more and get involved, visit [keepusposted.org](https://keepusposted.org).



**GOT A QUESTION FOR THE DYK MAILBAG? SCAN THE QR CODE TO SUBMIT IT FOR CONSIDERATION FOR AN UPCOMING ISSUE.**



# SOUND UP

A CURATED PLAYLIST FOR WORK OR PLAY YOU'VE GOT MAIL



Public Playlist

## You've Got Mail

Accent Opaque • 14 songs, 46 min 36 sec



#	Title	Artist
1	Signed, Sealed, Delivered (I'm Yours)	Stevie Wonder
2	Postcard	First Aid Kit
3	Please Mr. Postman - Single Version / M...	The Marvelettes
4	Box Full of Letters	Wilco
5	A Letter To Elise	The Cure
6	Return to Sender - From "Girls! Girls! Gir...	Elvis Presley
7	Letter from America	The Proclaimers
8	From My Own True Love (Lost At Sea)	The Decemberists
9	P.S. I Love You - Remastered 2009	The Beatles
10	This Letter	Material Issue
11	E-Bow The Letter	R.E.M.
12	Nothing Can Change This Love	Sam Cooke
13	Mail Myself to You	Woody Guthrie, Bella V...
14	Rock and Roll Love Letter	Bay City Rollers

**SCAN TO LISTEN ON SPOTIFY!**

A lively mix of songs about all things letters, postcards, packages and more.







The interior of *Did You Know?* is printed on Accent® Opaque 80 lb. Text.  
The cover of *Did You Know?* is printed on Accent Opaque 80 lb. Cover.  
The magazine is printed on a 40" Mitsubishi press and saddle-stitched.

For comments or inquiries, please contact us at [DYK@Sylvamo.com](mailto:DYK@Sylvamo.com).

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