Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Bid# 8091
Contract# BC-25-8091

Contract for Services
Terms and Conditions

Barnstable County
3195 Main Street
Barnstable, MA 02630

THIS AGREEMENT is made this 17 day of July, 2025 by and between

Wolverine Mailing, Packaging & Warehouse, Inc., 1601 Clay Street, Detroit, MI 48211-1913
(Contractor's Legal Name and Address)

(hereinafter referred to as Contractor), and Barnstable County (hereinafter referred to as County and collectively as the "Parties").

The Contract for Services Terms and Conditions and any agreed upon changes thereto included in any Contract Amendments shall take precedence over any additional or conflicting terms and conditions as may be included in any other document attached hereto.

NOW THEREFORE, the County and the Contractor do mutually agree as follows:

1. **Employment of Contractor.** The Contractor hereby agrees to perform the services hereinafter set forth in the Scope of Services. Contractor hereby agrees to hold the County harmless from any claims regarding worker's compensation benefits, unemployment compensation benefits, retirement benefits, or any other benefit normally attributable to the status of "employee" and Contractor specifically agrees to pay for all damages incurred by the County or Town, including costs, benefits, and reasonable attorney fees in the event the Contractor files such claim.

2. **Scope of Services.** The contractor shall perform the scope of services set forth in
Attachment A Consisting of three (3) pages

3. **Contract Amendments.** The following amendments to the Contract have been executed by duly authorized representatives of the Parties and are attached hereto and incorporated herein:

4. **Time of Performance.**

7/23/25	6/30/28
Start Date	End Date

5. **Responsible County Official:** The County Official and Department exercising managerial and budgetary control for this Contract shall be: Varies by Town

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

6. **Payment**:

A. The County shall compensate the Contractor for the services rendered at the rate of $ varies per ATTACHMENT B (e.g., hour, week, quarterly, project, etc.).

B. In no event shall the Contractor be reimbursed for time other than that spent providing the described service(s).

C. Payment will be made upon submittal and approval of the Contractor's Invoice(s) that is (are) received Monthly_____, Quarterly_____, Other_____ (specify)_____.

D. Reimbursement for Travel and Other Contractor Expenses:

☒ All travel and meals are part of this Contract. No reimbursement will be made.

☐ Contractor will be reimbursed for pre-approved travel in an amount not to exceed $_____. Copies of receipts must be submitted. Any expense claimed by the Contractor for which there is no supporting documentation shall be disallowed.

☐ Contractor will be reimbursed for OTHER expenses in an amount not to exceed $_____.

☐ OTHER Expenses shall be limited to: _____. Copies of receipts must be submitted. Any expense claimed by the Contractor for which there is no supporting documentation shall be disallowed.

E. The total of all payments made against this Contract shall not exceed: $ 25,896.87 (8,632.29 per year)

Upon acceptance of the Contractor's invoice, payment will be made within thirty (30) days. If an invoice is not accepted by the County within fifteen (15) days, it shall be returned to the Contractor with a written explanation for the rejection. At the end of each County fiscal year Contractor must submit any outstanding invoices for services performed or delivered during the fiscal year (July 1-June 30) to the County no later than July 31st of the year when the services were performed. Contractors shall submit invoices within sixty (60) days of completing the work.

7. **Certification.** Contractor certifies under the pains and penalties of perjury that pursuant to Mass .Gen. Laws ch.62C, §49A, that the Contractor has filed all state tax returns, paid all taxes and complied with all applicable laws relating to taxes; and that pursuant to Mass. Gen. Laws ch.151A, §19A(b), has complied with all laws of the Commonwealth relating to contributions and payment in lieu of contributions to the Employment Security System; and, if applicable, with all laws of the Commonwealth relating to Worker's Compensation, Mass. Gen. Laws ch.152 and payment of wages, Mass. Gen. Laws ch. 149, § 148. Pursuant to federal law, Contractor shall verify the immigration status of all workers assigned to the contract without engaging in unlawful discrimination;

8. **Termination or Suspension of Contract for Cause.** If through any sufficient cause, the Contractor or the County shall fail to fulfill or perform its duties and obligations under this Contract, or if either party shall violate or breach any of the provisions of this Contract, either party shall thereupon have the right to terminate or suspend this Contract, by giving written notice to the other party of such termination or suspension and specifying the effective date thereof. Such notice shall be given at least fifteen (15) calendar days before such effective date.

9. **Termination for Convenience of County.** The County shall have the right to discontinue the work of the Contractor and cancel this contract by written notice to the Contractor of such termination and specifying the effective date of such termination. In the event of such termination or suspension of this Contract, the Contractor shall be entitled to just and equitable compensation for satisfactory work completed, for services performed and for reimbursable expenses necessarily incurred in the performance of this Contract up to and including the date

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

of termination or suspension.

10. **Non-Discrimination in Employment and Affirmative Action.** The Contractor shall take affirmative action to ensure that qualified applicants and employees are treated without regard to age, race, color, religion, sex, marital status, sexual orientation, national origin, disability, or Vietnam Era Veteran status. The Contractor agrees to comply with all applicable Federal and State statutes, rules and regulations prohibiting discrimination in employment including but not limited to: Title VII of the Civil Rights Act of 1964, as amended; Massachusetts General Laws Chapter 1518§(1); the Americans with Disabilities Act of 1990; and all relevant administrative orders and executive orders including Executive Order 11246.

11. **Subcontracting.** None of the services to be provided to the County pursuant to this Contract shall be subcontracted or delegated in whole or in part to any other organization, association, individual, corporation, partnership or other such entity without the prior written approval of the County. No subcontract or delegation shall relieve or discharge the Contractor from any obligation or liability under this Contract except as specifically set forth in the instrument of approval. If this Contract is funded in whole or in part with federal funds, Contractor further agrees to comply with the provisions of the Office of Management and Budget Circular A-110, as amended, with respect to taking affirmative steps to utilize the services of small and minority firms, women's business enterprises and labor surplus area firms. All subcontracts shall be in writing and shall contain provisions which are functionally identical to, and consistent with, the provisions of this Contract. The County shall have the right to obtain a copy of the subcontract upon request.

12. **Interest of Members of County and Others.** No officer, member or employee of the County, and no member of its governing body of the locality or localities in which the Project is situated or being carried out who exercises any functions or responsibility in the review or approval of the undertaking or carrying out of the Project, shall participate in any decision relating to this Contract which affects his personal interest or the interest of any corporation, partnership, or association in which he is directly or indirectly financially interested or has any personal or pecuniary interest, direct or indirect, in this Contract or the proceeds thereof.

13. **Conflict of Interest**. Contractor acknowledges that it may be subject to the Massachusetts Conflict of Interest statute, Mass. Gen. Laws ch. 268A, and to that extent, Contractor agrees to comply with all requirements of the statute in the performance of this Contract.

14. **Assignability.** The Contractor shall not assign any interest in this Contract and shall not transfer any interest in the same (whether by assignment or novation), without the prior written consent of the County thereto; provided, however that claims for money due or to become due the Contractor from the County under this Contract may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to the County.

15. **Recordkeeping, Audit, and Inspection of Records.** The Contractor shall maintain books, records, and other compilations of data pertaining to the requirements of the Contract to the extent and in such detail as shall properly substantiate claims for payment under the Contract. All such records shall be kept for a period of seven (7) years or for such longer period as is specified herein. All retention periods start on the first day after final payment under this Contract. If any litigation, claim, negotiation, audit or other action involving the records is commenced prior to the expiration of the applicable retention period, all records shall be retained until completion of the action and resolution of all issues resulting therefrom, or until the end of the applicable retention period, whichever is later. If this contract is funded in whole or in part with state or federal funds, the state or federal grantor agency, the County or any of its duly authorized representatives or designees, shall have the right at reasonable times and upon reasonable notice, to examine and copy, at reasonable expense, the books, records and other compilations of data of the Contractor which pertain to the provisions and requirements of this Contract. Such access shall include on-site audits, review and copying of records.

16. **Findings Confidential.** Any reports, information, data, etc., given to or prepared or assembled by the Contractor under this Contract which the County requests to be kept as confidential shall not be made available to any

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

individual or organization by the Contractor without the prior written approval of the County.

17. **Publication, Reproduction and Use of Material.** No material produced in whole or in part under this Contract shall be subject to copyright in the United States or in any other country. The County shall have the unrestricted authority to publish, disclose, distribute, and otherwise use, in whole or in part, any reports, data or other materials prepared under this Contract.

18. **Political Activity Prohibited.** None of the services to be provided by the Contractor shall be used for any partisan political activity or to further the election or defeat of any candidate for public office.

19. **Anti-Boycott Warranty.** During the term of this Contract, neither the Contractor nor any "affiliated company" as hereafter defined, shall participate in or cooperate with an international boycott, as defined in Section 999 (b) (3) and (4) of the Internal Revenue Code of 1954, as amended by the Tax Reform Act of 1986, or engage in conduct declared to be unlawful by Sections 2 and 3 of Chapter 151E, Massachusetts General Laws. As used herein, an "affiliated company" shall be any business entity of which at least 51% of the ownership interested is directly or indirectly owned by the Contractor or by a person or persons or business entity or entities which directly or indirectly own at least 51% of the ownership interests of the Contractor.

20. **Choice of Law.** This Contract shall be construed under and governed by the laws of the Commonwealth of Massachusetts. The Contractor and the agents thereof, agree to bring any federal or state legal proceedings arising under this Contract, in which the County are a party, in a court of competent jurisdiction within the Commonwealth of Massachusetts. This paragraph shall not be construed to limit any rights a party may have to intervene in any action, wherever pending, in which the other is a party. All parties to this contract and covenant agree that any disputes be litigated in the District or Superior courts in Barnstable County.

21. **Force Majeure**. Neither party shall be liable to the other nor be deemed to be in breach of this Contract for failure or delay in rendering performance arising out of causes factually beyond its control and without its fault or negligence. Such causes may include but are not limited to: acts of God or the public enemy, wars, fires, floods, epidemics, strikes, or unusually severe weather. Dates or times of performance shall be extended to the extent of delays excused by this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.

22. **Indemnification.** To the fullest extent permitted by law, the Contractor shall indemnify, defend and hold harmless the County, its elected or duly appointed officers, and employees against liability, losses, damages or expenses (including reasonable legal expenses) resulting from any claim based upon to the extent caused by breach of this contract or negligent acts, errors or omissions or willful misconduct of the Contractor, its employees or its agents in providing its service(s) to the County pursuant to the Contract. After prompt notification of a claim by the County, the Contractor shall have an opportunity to participate in the defense of such claim and any negotiated settlement agreement or judgment. The County shall not be liable for any costs incurred by the Contractor arising under this paragraph. Any indemnification of the Contractor shall be subject to appropriation and applicable law. Notwithstanding the foregoing, Contractor has no obligation to defend or pay indemnitee defense costs incurred prior to a final determination of liability or to pay any amount that exceeds the proportionate share of Contractor's finally determined percentage of liability as determined by a court of competent jurisdiction.

23. **Compliance with Laws.** The Contractor shall promptly comply with all applicable laws, rules, regulations, ordinances, orders and requirements of the Commonwealth and any state or federal governmental authority relating to the delivery of the services described in this Contract subject to section 18 above. Unless otherwise provided by law, the Contractor shall promptly pay all fines, penalties and damages that may arise out of or are imposed because of the Contractor's failure to comply with the provisions of this section and, shall indemnify the County against any liability incurred as a result of a violation of this section. If the Contractor receives federal funds pursuant to this Contract, Contractor understands and agrees to comply with all requirements outlined in the Office of Management & Budget Uniform Administrative Requirements, Cost Principles and Audit Requirements

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

for Federal Awards (2 CFR Part 200 subpart A-F)

24. **Tax Exempt Status.** The County is exempt from federal excise, state, and local taxes; therefore, sales to the County are exempt from Massachusetts sales and use taxes. If the County should become subject to any such taxes during the term of this Contract, the County shall reimburse the Contractor for any cost or expense incurred. Any other taxes imposed on the Contractor on account of this Contract shall be borne solely by the Contractor.

25. **Headings, Interpretation and Severability**. The headings used herein are for reference and convenience only and shall not be a factor in the interpretation of the Contract. If any provision of this Contract is declared or found to be illegal, unenforceable, or void, then both parties shall be relieved of all obligations under that provision. The remainder of the Contract shall be enforced to the fullest extent permitted by law.

26. **Waiver of Liability.** The Contractor hereby covenants and agrees to waive any and all claims against Barnstable County and release Barnstable County from any liability for Contractor's negligent actions in performing of the Scope of Services.

27. **Amendments.** The County may, from time to time, require changes in the Scope of Services to be performed hereunder. Such changes, including any increase or decrease in the amount of the Contractor costs, which are mutually agreed upon by the County and the Contractor, shall be incorporated in written amendments to this Contract.

28. **Entire Agreement.** The Parties understand and agree that this Contract and its attachments or amendments (if any) constitute the entire understanding between the Parties and supersede all other verbal and written agreements and negotiations by the Parties relating to the services under this Contract.

29. **Notice.** Unless otherwise specified, any notice hereunder shall be in writing addressed to the persons and addresses indicated below (Name, postal address, phone, email address):

To the County: Jennifer Frates Chief Procurement Officer
3195 Main Street, Barnstable, MA 02630 jennifer.frates@capecod.gov

To the Contractor: Wolverine Mailing, Packaging & Warehouse, Inc., 1601 Clay Street, Detroit, MI 48211-1913
Darryl English<denglish@wolverinemail.com>

Employees of Barnstable County shall not be held personally or contractually liable by or to the Contractor under any term or provision of this Contract or because of any breach thereof. This Contract is not binding until signed by an authorized County official.

IN WITNESS WHEREOF, the County and Contractor have executed this Agreement this date: 7/23/2025

FOR THE COUNTY:

BARNSTABLE COUNTY:

Signed by:
41700372CDAD493...

Sheila Lyons, Chair

FOR THE CONTRACTOR: Wolverine Mailing, Packaging & Warehouse, Inc

DocuSigned by:
Darryl English
C23C550F055940F...

7/17/2025
Date

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

ATTACHMENT A
Scope of Services

The County expects the Vendor to provide the following services:

1. **Data Transmission & Processing**

- Vendor must accept data file transmissions from the Towns using industry-standard encryption protocols and secure file transfer methods
- Vendor must describe the process for file reception, supported formats, and security measures.
- Vendor must provide confirmation and reconciliation reports after data receipt.

2. **Online Bill Presentment & Suppression**

- Vendor must provide PDF bills to the Towns' online payment vendor (City Hall Systems).
- Vendor must be able to suppress bill printing for customers enrolled in electronic billing.
- Vendor must describe their suppression process, including required identifiers and integration capabilities.

3. **Bill Proofing & Printing Requirements**

- Vendor must provide bill proofs for approval before each billing cycle.
- Vendor must print invoices on 8.5" x 11" paper, with color-coded stripes for different invoice types, micro-perforated at the remittance stub, and include an OCR-A scan line.
- Vendor must describe the quality assurance process for proofing and printing.
- Vendor must provide a detailed Quality Control Plan as part of their response, outlining specific measures to ensure error-free data processing, printing, and mailing.

4. **Mailing Materials & Process**

- Vendor must supply #10 outbound envelopes and #9 courtesy reply envelopes.
- Vendor must insert the invoice and return address envelope #9 in the mailing sent to the customer.
- Vendor must explain the process for ensuring the correct insertion of materials.

5. **USPS Processing & Postal Discounts**

- Vendor must presort and deliver mail to USPS to maximize postal discounts.
- Vendor must describe mailing equipment, process redundancy in case of failures, and their approach to postal compliance.
- Vendor must mail via presorted First Class mail to maximize postal discounts.

6. **Address Verification & Correction**

- Vendor must run CASS certification and provide reports of errors for address correction.
- Vendor must assist in resolving address issues with USPS databases.
- Vendor must provide detailed reports after each mailing, listing defective addresses and forwarding information.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

- Vendor must help resolve street name issues for Town addresses not properly recognized in CASS databases.

7. Postage Payment & Affidavit of Mailing

- Vendor must provide an affidavit of mailing to the Town Treasurer.
- Vendor must describe their postage prepayment policy and billing process.
- Vendor must prepay for postage on Towns' behalf and bill the Towns for actual postage used on a monthly basis.

8. Reporting & Audit Capabilities

- Vendor must provide mail tracking information (e.g., IMb Trace) and reporting on delivery verification.
- Vendor must submit statistics on matched bills that were combined into one mailing.
- For each mailing, provide statistics on the combination of the same bill type where the name and mailing address are the same and the documents are stuffed in the same envelope. Provide statistics on when the Personal Property tax bills are combined with a Real Estate tax bill, along with a list of Personal Property tax bills that were not matched.

9. Compliance & Best Practices

- Vendor must provide ongoing updates on state bill print requirements and best practices from other municipalities.
- Vendor must describe their approach to continuous process improvement.
- Vendor must provide quarterly reports on industry best practices and innovations applicable to municipal bill printing and mailing services.
- Vendor must provide access and training on the latest tools available, including but not limited to mail delivery verification, CASS, forwarding, and other relevant tools.

10. Sustainability Requirements

- Vendor must use recycled or sustainably certified paper where possible and provide documentation of their sustainability practices.

11. Additional Mail Handling & Processing

- Vendor must immediately change envelopes to allow the Post Office to forward mail to Tax and Utility billing customers while ensuring the original bill address remains unchanged.
- Vendor must propose and implement cost-saving and efficiency-improving measures, providing quarterly reports on their impact and effectiveness.
- Vendor must implement an automated system to consolidate multiple bills for the same customer and address into a single mailing, providing monthly reports on consolidation rates and associated cost savings. Matched bills must be inserted into one appropriate-size envelope and metered first-class separately while being delivered to USPS simultaneously with other mailings.

****

Additional Information:

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Please Note that the Estimated Quantities listed in the Bid Form are for original billing only. Demands are not included but will need to be printed on an ongoing basis.

The Town of Barnstable has 5 Fire Districts that require additional tax rates to be printed on Real Estate and Personal Property bills.

Town of Mashpee has an active contract with another vendor until October 2025 and will begin services from this procurement at that time.

Town of Yarmouth
Yarmouth Water sends bills out monthly. Each district is set up on its quarterly schedule.

Yarmouth Port – D1 – bill out 3,670 bills 4 times a year

South Yarmouth – D2 - bill out 6570 bills 4 times a year

West Yarmouth – D3 - bill out 6200 bills 4 times a year

The town may also have inserts to be included into the mailings on an as needed basis.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

ATTACHMENT B

					Wolverine Mailing, Packaging,	
	Items	Estimated#	Frequency	FinancialSystem	UnitPrice	TotalCost
COMM Water Department (1)						
	Water Quality Report Insert & Water Bill	12295	Bill Semi-Annual Twice Per Year, WQR January	Logics	$0.1770	**$2,176.22**
Falmouth (2)						
	Water	350	Quarterly	Vadar	$0.1770	$61.95
	Water	22650	Bill Semi-Annual Twice Per Year	Vadar	$0.1770	$4,009.05
						$4,071.00
Truro (4)						
	Real Estate	7000	Bill Semi-Annual Twice Per Year (3500 per half)	Munis	$0.1770	$1,239.00
	Personal Property	2700	Bill Semi-Annual Twice Per Year (2200 first half, 500 second half)	Munis	$0.1770	$477.90
	Motor Vehicle	3600	6-10 commitments per year	Munis	$0.1770	$637.20
	Boat Excise	175	One per year	Munis	$0.1770	$30.98
						$2,385.08
						$8,632.29

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

EXHIBIT 1 - TECHNICAL PROPOSAL

5/30/2025

Barnstable County Purchasing Department
3195 Main Street, PO Box 427
Barnstable, MA 02630

Request for Proposals
Utility and Tax Bill Printing and Mailing
RFP# 8091
Due: Thursday, June 5th, 2025, no later than 11:00am (Electronically on Bonfire)

Bidding Vendor-
Wolverine Mailing, Packaging, & Warehouse, Inc.
DBA: Wolverine Solutions Group
1601 Clay Street
Detroit, MI 48211-1913
Principal Contact: Stacey Blue, Senior Sales Executive
Cell: 313-399-7772/Email: sblue@wolverinemail.com

RE: Bid Response from Wolverine Mailing, Packaging, & Warehouse Inc.
DBA: Wolverine Solutions Group

Wolverine Solutions Group is a corporation that is in Detroit MI and has been in business since 1978. Wolverine Solutions Group brings a deep and balanced expertise in both direct mail and transactional mail, positioning us as a strategic partner for organizations seeking to communicate effectively, securely, and affordably through the mail stream. With decades of experience across regulated industries such as healthcare, finance, insurance, utilities, and government, we understand the critical importance of data integrity, document accuracy, and on-time delivery. Our transactional mail solutions are built to handle complex, high-stakes communications like statements, invoices, checks, and compliance notices, while our direct mail capabilities support dynamic, highly personalized campaigns that drive acquisition, retention, and customer engagement. Together, these verticals are supported by a unified production environment and streamlined workflow systems that promote consistency, visibility, and control.

On average, Wolverine processes approximately 1.5 million mail pieces per day, leveraging our operational scale to deliver efficiency, consistency, and substantial postal savings. Our team is highly experienced in managing postal logistics, employing advanced presort strategies, postal modeling, commingling, and destination entry planning to help clients secure the best possible postage rates. We work closely with the USPS and transportation

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

partners to ensure each piece is inducted at the optimal location and time to meet delivery standards while minimizing cost. From intelligent mail barcode utilization to automated tracking and reporting, Wolverine helps clients navigate the complexities of the postal system while achieving maximum return on their mailing investment.

Comparative Criteria-

The overall experience of the firm or individual submitting the Proposal-

- Wolverine Solutions Group is a recognized leader in transactional mail services, backed by decades of experience in producing high-volume, compliance-driven communications for clients across a wide range of industries—including healthcare, financial services, insurance, utilities, and government entities. Our expertise spans the full lifecycle of transactional mail, from data security and document composition to print production and postal optimization. We specialize in delivering accurate, time-sensitive documents such as invoices, statements, checks, and regulatory notices with precision, leveraging advanced barcode tracking, automation, and strict quality control procedures to ensure every mail piece is produced and delivered with integrity.

  What sets Wolverine apart is our ability to scale efficiently while maintaining full compliance with industry regulations and client-specific requirements. Our robust infrastructure includes redundant production environments, audit-ready workflows, and seamless integration with client systems—enabling automated data ingestion, real-time reporting, and intelligent delivery solutions. We offer clients full visibility into their jobs through our proprietary ***Wolverine Connect*** portal, and we take pride in building long-term partnerships based on reliability, responsiveness, and measurable performance.

Quality Control-

- Quality control is a foundational element of Wolverine Solutions Group's approach to transactional mail. Given the sensitive and regulatory nature of documents such as invoices, statements, checks, and compliance notifications, our processes are built to prioritize accuracy, consistency, and accountability at every stage. From the moment a data file is received, we apply rigorous validation protocols to ensure completeness, proper formatting, and alignment with business rules. Document composition undergoes automated pre-flight checks to catch anomalies before production begins, and all files are subjected to secure version control to ensure only approved content moves forward in the process.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Wolverine's quality control also includes a secure digital proofing process, accessible through our ***Wolverine Connect*** portal. This enables clients to view, approve, or request changes to their mail pieces before production begins, ensuring total alignment with content, formatting, and branding requirements. Proofs can be reviewed at both the individual and batch levels, giving clients the flexibility to audit high-value documents or large-scale jobs with confidence. Once approved, our production systems lock the files to prevent unauthorized changes, maintaining a chain of custody that is both secure and auditable.

During production, we employ a multi-tiered quality assurance system that includes both automated and manual checks. Our high-speed inserters use camera matching and 2D barcode scanning to verify each document set against job specifications in real time, automatically diverting any discrepancies for inspection. Insertion integrity is reinforced by piece-level tracking, which ensures that every mail piece is accounted for from print through delivery. Post-production, jobs are archived according to each client's unique retention policy, and detailed production logs and mailing confirmations are available through Wolverine Connect. These comprehensive controls ensure our clients' transactional communications are handled with the utmost precision, security, and regulatory compliance.

- Wolverine Solutions Group has provided an electronic copy of our eBook – *Ensuring Quality Control in Direct Mail Processing*.

<u>Turnaround time-</u>

- At Wolverine Solutions Group, we recognize that timeliness is just as important as accuracy when it comes to transactional mail. Delayed invoices, statements, compliance notices, or payment reminders can disrupt revenue cycles, damage customer trust, and lead to regulatory exposure. That's why we have built our operations around a consistent and dependable turnaround commitment assuring that all transactional mail is produced and inducted into the mail stream as quickly as possible. Our process is designed to be highly efficient, beginning with rapid data validation, automated document composition, and streamlined proofing through our Wolverine Connect portal, allowing clients to approve files quickly and confidently.

  To maintain this service level across high volumes and tight deadlines, Wolverine leverages a combination of high-speed digital print technology, automated inserting systems, and a fully integrated production scheduling model. Our team monitors job flow in real time, balancing capacity and resources to ensure commitments are met without compromising quality. For this program, Wolverine would ensure that all transactional mail is produced and inducted into the USPS mail stream within five business days or less from the receipt of final data and proof approval. Additionally, for

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

clients with urgent mailings or strict service-level agreements, we offer accelerated processing windows and same-day or next-day mailing options when required. Whether handling daily transactional volumes or large batch runs, Wolverine's production environment is built to deliver fast, predictable results, helping our clients stay ahead of their communication timelines with confidence.

Inclusion of Additional, Added Value Services-

Wolverine Solutions Group offers a suite of value-added services designed to help clients maximize the efficiency and effectiveness of their transactional mail communications. One key advantage is our proactive identification and inclusion of USPS promotional discounts, which can provide clients with up to 5% savings on postage costs throughout the year. Our team closely monitors the USPS promotional calendar and works with clients to align their campaigns—such as those incorporating color, personalization, or digital integration—to qualify for available discounts. We manage all aspects of the submission process, from design consultation to registration and compliance documentation, ensuring our clients receive the full benefit of these cost-saving opportunities without added complexity.

In addition to optimizing postage, Wolverine enhances customer experience through a range of digital services, including eStatement notifications and secure online bill presentment and payment options. These digital complements to physical mail allow clients to offer their customers more convenience and flexibility, reduce print volume, and improve cash flow by accelerating payment cycles. Our platform integrates with client systems to deliver branded, user-friendly digital communications via email or SMS, while maintaining full auditability and compliance with data privacy regulations. By combining physical and digital channels, Wolverine helps clients create a more comprehensive and cost-effective communication strategy that meets the evolving expectations of today's consumers.

- Wolverine Solutions Group is deeply embedded in the transactional mail vertical, maintaining active involvement in key industry organizations and advisory groups. Our leadership and subject matter experts serve on influential boards such as the United States Postal Service Mailers Technical Advisory Committee (MTAC), where we collaborate with postal officials and fellow industry leaders to help shape the future of mail delivery and regulation. In addition to MTAC, our team participates in various professional associations and working groups dedicated to advancing best practices, technology adoption, and compliance standards within the mailing and communications industry.

  This high level of engagement allows Wolverine to stay ahead of industry shifts and bring valuable insight directly to our clients. Whether it's anticipating changes in USPS logistics, understanding the implications of new compliance requirements, or accessing early information on emerging technologies, our involvement ensures that

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Wolverine remains a trusted and informed partner. By leveraging this industry's access, we help clients adapt quickly, reduce risk, and capitalize on opportunities that others may not yet see.

Scope of Services-

- WSG will request that the client upload data files, data layout, and letter copy into secure SFTP Folder set up for each individual client-
- WSG will confirm with the client receipt of data, data layout, and letter copy-
- WSG will process files through BCC Postal Software. WSG will run CASS Certification, DPV, NCOAlink Processing, and Mail Tracking Services. WSG will provide back to the client in excel format all Undeliverable, Forwardable and Non-Forwardable Records via email (If Applicable). WSG will discuss with the client how to process these records-
- WSG will suppress and provide a count for bill printing records for customers that are enrolled in electronic billing. NOTE: The client can put an identifier within their data file to denote records that should be excluded-
- WSG will send to the client a report containing how many matched bills were processed, as well as what the combination of counts per bill type is. Also, the report will contain a count of non-matches. This report will be provided for every mailing as soon as the data is completed. Based on this report and the counts, I will be able to advise the client of what the cost savings are for mailing multiple bills in the same envelope. There will be postage savings-
- WSG will create and supply PDF proofs to the client for review via email with a secure password sent in a second and separate email to open or proofs can be placed into the secure SFTP folder for the client to access using a secure username and password that will be provided to the client. WSG will provide multiple proofs to the client for approval for every project. Bill proofs will include an intelligent mail barcode and a 2D barcode-
- WSG will use 8.5 x 11, 60# white offset paper for the bills (recycled paper w/documentation to the client). When WSG prints the bills, they can be printed with color coded stripes for different invoice types per the direction of the client. Bills will also have a micro perf above the remittance stub and will include an OCR-A scan line. WSG can print and ship hard copies for the client to supply for bank approval if required-
- WSG has included an e-book with our bid submission that contains information about WSG quality control processes.
- WSG will supply #9 courtesy reply envelopes as well as #10 outbound window envelopes. WSG can provide the client with a sample of envelopes that will be used if requested. Otherwise, WSG will provide a scanned sample of what a complete envelope package looks like so the client can see what the end user will receive in the mail-

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

- WSG is Soc2 Type2 Certified. Meaning that WSG has many quality control procedures in place in all departments to ensure efficiency, speed to market and accuracy. WSG will set up the bill form, provide proofs to the client for approval, once approved, WSG will laser print the bill in color, simplex or duplex, machine trifold down to 8.55 x 3.67, print and include additional inserts if applicable, insert into #10 window envelope with #9 courtesy reply and seal. Name/Address will show through the window envelope. WSG will sort and prepare for mail delivery. Deliver to the Detroit SCF-
- WSG will process the mail for Presort First Class mail and will sort for the lowest postage discount possible. WSG will provide back to the client USPS proof of mailing as well as a signed affidavit containing a short description of mailing, the date the project mailed, the qty mailed, as well as any other information that the client may deem necessary-
- WSG will pay for postage up front on the clients' behalf and later, WSG will bill the client for exact postage used. There will be NO upcharge of postage. The client will be charged only what the USPS bills for the actual mail project-
- WSG will provide the client with an invoice for mailing services and postage due once the project has been processed and delivered to the SCF-
- WSG will provide the client with Mail Tracking reports as soon as the mailing is delivered to the post office. WSG will mail the bills according to the date the client has designated to be mailed-
- WSG will provide the client with ongoing updates on state bill requirements and best practices from other municipalities as well as our continuous process improvements and quarterly reports on industry's best practices and new innovations-
- WSG will provide access and training to the client for all processes related to utility bills so that the client understands all aspects of data and processing. WSG will offer an on-site tour or a video tour of the facility, equipment and even the clients' actual job running-
- WSG will continually propose all cost-savings and efficiencies that we feel could benefit the client-

TIMELINE OF EVENTS-

- **Award Notification and Initial Contact**: Upon being awarded the utility bill printing and mailing services outlined in RFP #8091, a dedicated Wolverine Solutions Group sales executive would promptly reach out to initiate the next steps. This contact would include a review of deliverables, confirmation of expectations, and coordination for the execution of the final agreement—ensuring that all parties are aligned before formal onboarding begins.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

- **Certificate of Insurance Preparation**: Concurrently, Wolverine would prepare and issue the required Certificate of Insurance documents, adding the appropriate additional insured entities as specified in the contract. This step also includes the collection and preparation of any other legal or compliance documents needed to finalize and execute the service agreement.

- **Client Welcome Package and Account Setup**: Following agreement execution, a New Client Welcome Package would be sent to the designated contacts via DocuSign. This document package allows Wolverine to open a client number in our internal systems and triggers the necessary internal workflows to officially initiate the onboarding process.

- **Introductory Virtual Meeting**: A virtual kickoff meeting would then be scheduled via Microsoft Teams to introduce all individuals assigned to the project. This includes key points of contact from both the client and Wolverine, covering operations, IT, compliance, and client services to ensure clear communication and shared understanding of responsibilities.

- **Internal Project Planning Meetings**: Internally, Wolverine Solutions Group would hold a series of planning sessions to review the awarded RFP, assess material requirements, and build an implementation roadmap. These meetings ensure that every team member is aligned with the specific needs and expectations of the client from day one.

- **Secure File Transfer and Testing**: Next, Wolverine would establish a secure SFTP connection to facilitate the transfer of data files. Initial testing would begin immediately, including validating data layouts, confirming logic, and building test outputs. Together with the client, we would agree on a testing timeline, including the review of live samples, which can be delivered electronically or via physical mail.

- **Automation Development**: Once the testing process is finalized and all proofs are approved, Wolverine will proceed to build the automation required to support the ongoing production and mailing of utility bills. This step ensures that the process is streamlined, repeatable, and fully auditable, allowing for efficient and accurate ongoing service.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

- **First Mailing and Documentation:** After completing the first official mailing, Wolverine Solutions Group would provide formal documentation including an affidavit of mailing from the USPS and a detailed invoice for services rendered. These documents ensure full transparency and accountability for the initial production run.

- **Client Feedback and Continuous Improvement**: Following the first mailing, Wolverine would initiate a feedback session with the client to evaluate how the onboarding and launch process was handled. This discussion aims at identifying any changes or improvements needed to enhance the experience going forward, reinforcing our commitment to continuous improvement and long-term partnership success.

Additional Items-

The following items are included within the RFQ 8091-

A. WSG RFP 8091 Technical Proposal-
   eBook-The 10 Essential Considerations of Sourcing Property Tax & Utility Bill Processing.pdf
   eBook – Ensuring Quality Control in Direct Mail Processing.pdf
   eBook – The Role of Informed Delivery in Direct Mail Campaings.pdf
B. RFP 8091 Non-Collusion SEE Page 17-
C. RFP 8091 References SEE Page 18-
D. WSG RPF 8091 Price Proposal.pdf
E. Bid Form (BT67AJ) BidTable: Excel (xlsx)

This RFP #8091 is submitted by the following Sales Executive of which has authority to submit from Wolverine Solutions Group.

Stacey Blue

NOTE: WSG does not have a corporate seal
Stacey Blue, Senior Sales Executive
Desk Line-313-871-3547/Cell Line-313-399-7772
Email: sblue@wolverinemail.com

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

WOLVERINE
SOLUTIONS GROUP

THE 10 ESSENTIAL CONSIDERATIONS OF SOURCING PROPERTY TAX & UTILITY BILL PROCESSING



Navigating Modern Mail Management: A Guide to Outsourcing with Wolverine Solutions Group

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Table of Contents

Introduction.....2

1. Experience Supporting Property Tax & Utility Bill Processing.....3

2. Onboarding and Implementation Process.....4

3. Data Security and Regulatory Compliance.....5

4. Disaster Recovery and Business Continuity Plan.....6

5. SLAs & Production Turnaround.....7

6. Ensuring Accuracy and Quality of Mailings.....8

7. Reporting and Tracking Capabilities.....9

8. Certifications and Compliance Standards.....10

9. Tracking and Proof of Mailing/Delivery.....11

10. Handling Spikes in Volume or Emergency Communications.....12

Conclusion.....13

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

The 10 Essential Considerations of Sourcing Property Tax & Utility Bill Processing

Introduction

Welcome to "The 10 Essential Considerations of Sourcing Property Tax & Utility Bill Processing," your definitive guide to optimizing transactional mail processes in a sector where precision, timeliness, and compliance are paramount. This comprehensive eBook is brought to you by Wolverine Solutions Group, a leader in the print and mail industry, with a specialized focus on serving regulated sectors such as property tax and utility billing.

Located in the heart of the Midwest, Wolverine Solutions Group leverages its strategic geographical positioning to ensure swift mail delivery across the United States, with capabilities to reach all destinations within three to four days. This central location not only enhances our logistical efficiencies but also strengthens our ability to provide rapid response solutions critical for sectors that manage essential public utilities and property tax services. Our secondary facility doubles as a disaster recovery site, ensuring that our operations are resilient and can withstand any unforeseen disruptions, thereby maintaining continuous service availability and reliability for our clients.

Our expertise in managing sensitive, time-critical communications is honed through years of dedicated service to municipalities, local governments, and utility companies. We understand the unique challenges and requirements of this industry, from stringent compliance demands to the need for meticulous handling of every piece of mail. At Wolverine Solutions Group, we are more than just a service provider; we are a partner invested in your success, offering tailored solutions that enhance your communication strategies and compliance adherence.

This eBook is designed to provide entities involved in property tax and utility bill management with vital insights into selecting the right transactional mail partner. It will guide you through key considerations that should influence your decision-making process, ensuring that your choice not only meets but exceeds the operational and compliance standards necessary for success in your field. As we delve into these essential considerations, remember that each point is crafted from Wolverine’s extensive experience and commitment to excellence in the print and mail industry. Join us as we explore how to elevate your transactional mail processes, ensuring they contribute positively to your business objectives and customer satisfaction levels.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

1. Experience Supporting Property Tax & Utility Bill Processing

In today's highly regulated public sector environment, experience in property tax and utility bill processing is not just a value-add—it's essential. This sector demands a thorough understanding of regulatory frameworks, strict compliance mandates, and the importance of clear, timely, and accurate communications with residents. Companies specializing in this field bring crucial knowledge and processes that minimize risk, ensure compliance, and build lasting trust among residents—all vital components for maintaining a strong community reputation.

At Wolverine Solutions Group, we bring decades of hands-on experience supporting local governments and utility companies. Our longstanding partnerships in this sector have given us a unique perspective on the intricacies of public utility and tax communications—from delivering accurate billing statements to ensure that every piece of customer-facing material meets rigorous regulatory and security standards.

We go far beyond traditional print and mail services. Our approach begins with an in-depth discussion where we evaluate each client's operational goals, compliance requirements, and communication preferences. We then design and implement custom communication workflows that align with their specific needs. Whether it's handling secure billing statements, payment reminders, or foreclosure notices, we ensure that each project is executed with the utmost accuracy and efficiency.

Every client we serve in the property tax and utility billing space has a distinct regulatory environment and resident engagement strategy. That's why our solutions are never one-size-fits-all. We build and maintain tailored workflows that reflect each client's brand, tone, and compliance obligations — helping them enhance resident satisfaction while staying fully aligned with industry standards.

Our team stays continuously informed on the latest developments in public sector regulations, data security practices, and technological trends. Through ongoing training and professional development, we ensure that our staff is equipped to manage evolving industry demands and deliver innovative solutions that help our clients maintain a competitive edge.

At Wolverine Solutions Group, we are more than a service provider — we are a strategic partner. We integrate seamlessly into our clients' communication strategies, offering the reliability, compliance assurance, and industry expertise that local governments and utility companies need to succeed in today's fast-paced market.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

2. Onboarding and Implementation Process

For organizations handling property tax and utility bill processing, transitioning to a new transactional mail partner is a significant step. The onboarding and implementation process is critical in maintaining operational continuity, regulatory compliance, and the integrity of customer communications. Unlike generic service providers, transactional mail partners are deeply embedded in a company's core communication infrastructure, managing sensitive documents such as billing statements, notices, and compliance-driven correspondence. Any misstep in implementation can result in delayed mailings, compliance violations, or customer dissatisfaction — all of which can have serious reputational and financial consequences. Therefore, a structured, seamless onboarding process isn't just convenient; it's essential. It ensures that the switch to a new vendor is smooth, secure, and efficient, allowing the organization to continue serving its customers without disruption while enhancing its ability to adapt to new regulatory changes and customer expectations.

At Wolverine Solutions Group, we have developed a proven, end-to-end onboarding and implementation process designed specifically to support the complex needs of entities managing property tax and utility bills. Our goal is to ensure a smooth and efficient transition that enables you to quickly realize the benefits of our services, all while maintaining the integrity and consistency of your communications. We begin with a comprehensive discovery phase, where we work collaboratively with your team to understand your business goals, regulatory obligations, communication workflows, data formats, and technical infrastructure.

Once the project scope is clearly defined, we develop a detailed implementation plan that includes milestone timelines, resource allocation, system integration mapping, and risk mitigation strategies. Our dedicated project managers lead this effort, providing clear communication and transparency throughout the process to ensure alignment across departments. Technical integration is a key pillar of our onboarding success. We work closely with your IT and operations teams to ensure our systems interface securely and efficiently with your existing infrastructure. This phase includes robust testing and validation protocols — from data transmission checks to validation of production print files and output.

But onboarding doesn't stop at system setup. A crucial component of our process involves training your team on the utilization of our client-facing dashboards. These dashboards are essential tools designed to provide real-time visibility into job status, allowing your team to monitor and manage billing and communication tasks effectively. We ensure that your staff is fully adept at navigating these platforms, which offer comprehensive insights into the progress of each task, from print to mail. This training empowers your team to leverage these tools for enhanced operational oversight and to respond proactively to any issues that may arise.

Wolverine Solutions Group's onboarding model is designed for flexibility, scalability, and peace of mind. Whether you're migrating a single communication stream or overhauling your entire customer communication platform, we bring the tools, expertise, and personalized attention necessary to ensure a successful transition and continued operational excellence.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

3. Data Security and Regulatory Compliance

In the sector of property tax and utility bill processing, safeguarding sensitive personal and financial data is not just a best practice — it's a legal necessity and a critical trust factor between public entities and their constituents. The nature of the data involved—from Social Security numbers and property addresses to payment information and account details—demands an unwavering commitment to data protection and regulatory compliance. With increasingly complex regulations, institutions must demonstrate that they are doing everything possible to secure their data environments, mitigate risks, and ensure the integrity of every transaction.

Beyond the risk of noncompliance, the real cost of a data breach can be catastrophic: financial penalties, operational disruption, litigation, and long-term damage to an organization’s reputation. That’s why data security and compliance aren’t just IT concerns — they are foundational to the credibility, continuity, and competitiveness of any entity managing property tax and utility bills. Maintaining a secure and compliant data infrastructure sends a powerful message to residents: their information is safe, and their trust is well placed.

At Wolverine Solutions Group, we prioritize data security and regulatory compliance at every level of our operations. We adhere to the rigorous standards set forth by the SOC 2 (Systems and Organization Controls) framework, which evaluates how well a service organization manages data with a focus on security, availability, processing integrity, confidentiality, and privacy. Our certification reflects our commitment to maintaining the highest levels of operational and information security—not just once a year, but as part of our everyday processes.

Our multi-layered security framework includes physical safeguards at our production and data center, strict access controls, encrypted data transmission protocols, continuous network monitoring, and advanced cybersecurity solutions designed to detect and neutralize threats in real time. Every data touchpoint is monitored and protected, ensuring that client and customer information remains secure throughout its lifecycle—from data intake and processing to print production and mail delivery. We also perform regular internal and third-party audits to evaluate and improve our security posture, ensuring that our practices remain aligned with the latest regulatory requirements and emerging cyber threats. These audits are not just compliance exercises; they are part of a proactive risk management strategy that enables us to adapt quickly to changes in the regulatory environment and technology landscape.

Transparency is a cornerstone of our compliance philosophy. We provide our clients with full access to our annual SOC 2 audit reports, outlining our controls, performance, and any findings or improvements made. This openness builds confidence, supports our clients’ own audit and compliance requirements, and demonstrates our ongoing commitment to accountability. Ultimately, Wolverine Solutions Group’s dedication to data security and compliance helps protect your organization from risk while reinforcing your brand’s reputation for trustworthiness. By partnering with us, you gain not only a secure and compliant communication partner but also a strategic ally in upholding public trust, maintaining regulatory readiness, and navigating the complexities of data stewardship in property tax and utility bill processing.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

4. Disaster Recovery and Business Continuity Plan

In the realm of property tax and utility bill processing, where timely and secure delivery of billing communications is critical, any operational disruption can carry significant consequences. Delays in sending transactional documents such as property tax statements, utility bills, or compliance notices can jeopardize regulatory compliance, strain public relations, and damage an organization's reputation. That's why having a comprehensive, well-tested disaster recovery and business continuity plan is not just prudent—it's essential to ensuring uninterrupted service and long-term business resilience.

At Wolverine Solutions Group, we have made business continuity a cornerstone of our operational infrastructure. We recognize that unforeseen disruptions — whether caused by natural disasters, cyberattacks, utility outages, or supply chain interruptions — must be met with swift, reliable, and pre-planned responses to maintain the integrity of our services and uphold our clients' commitments to their constituents. Our disaster recovery solutions are anchored by advanced virtualization technology, which enables our entire system to be spun up in disaster recovery mode with complete functionality within a four-hour window. This rapid recovery capability ensures minimal downtime, maintaining essential communications without delay. Such responsiveness is crucial when even small delays can have significant implications for our clients.

Equally important is our rigorous testing and validation schedule. We conduct regular disaster simulation exercises and system failover tests that mirror real-world scenarios, including hardware failures, cybersecurity breaches, and extended utility outages. These tests allow us to fine-tune our recovery processes, identify areas for improvement, and ensure that every team member is trained and prepared to respond swiftly and effectively. Lessons learned from each test are incorporated into our evolving protocols to continuously strengthen our resilience.

Clear and proactive communication is also a key component of our continuity strategy. In the event of an incident, we activate structured communication plans to keep our clients informed at every stage. From immediate impact assessments to status updates and resolution timelines, our clients can expect transparency, accountability, and real-time support. This level of responsiveness reinforces confidence, enabling our clients to focus on their core operations while we manage the continuity of their transactional communications.

Ultimately, Wolverine Solutions Group's disaster recovery and business continuity approach ensures that your operations never miss a beat — even in the face of unexpected events. By partnering with us, you gain not only a resilient communication partner but also a trusted guardian of business stability and public confidence.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

5. SLAs & Production Turnaround

In the property tax and utility bill processing sector, timing is crucial — it's about compliance, customer satisfaction, and operational integrity. The timely delivery of tax and utility billing communications such as statements, payment reminders, late notices, and regulatory disclosures is often mandated by local and state regulations. Missing a mailing deadline can result in costly penalties, increased resident complaints, and even regulatory scrutiny. Thus, maintaining strict control over production timelines is critical. That's why clearly defined Service Level Agreements (SLAs) and fast, reliable turnaround times are essential for organizations looking to meet their obligations and preserve trust with their constituents.

At Wolverine Solutions Group, we fully understand the urgency and precision required in delivering transactional mail for property tax and utility bill processing. We offer robust, contractually defined SLAs that establish clear expectations for every stage of our production process — from file receipt and data processing to print, insertion, and mail drop. These SLAs serve as a guarantee of performance, ensuring that your critical communications reach your constituents within regulatory timeframes, every single time.

Our state-of-the-art production facilities are designed for high-speed, high-volume output without sacrificing quality or accuracy. Leveraging automation, intelligent document processing, and real-time tracking systems, we can streamline workflows and accelerate production timelines while maintaining exacting standards. We build flexibility and scalability into our processes, enabling us to handle spikes in volume — whether seasonal, regulatory-driven, or event-based — without compromising our turnaround commitments.

Wolverine's SLA commitments are not just promises — they're measurable, monitored, and transparent. We provide our clients with regular performance reports, including key metrics such as processing times, mail drop confirmation, and error rates. This data-driven approach fosters trust and accountability, giving our clients full visibility into our performance and assurance that their communications are being handled with the urgency and care they deserve.

In addition to our SLA adherence, we have implemented continuous improvement initiatives across our operations. Our production teams and technology leaders are constantly analyzing performance data, identifying bottlenecks, and exploring innovative ways to optimize throughput and reduce cycle times. From investing in next-generation printing and inserting technology to refining our data onboarding processes, we're always pushing to improve efficiency without compromising compliance or quality.

This commitment to speed, precision, and transparency has made Wolverine Solutions Group a trusted partner for numerous municipalities and utility companies. Our ability to meet aggressive turnaround times, backed by clearly defined SLAs and supported by cutting-edge technology, gives our clients the confidence to rely on us as a seamless extension of their customer communication strategy.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

6. Ensuring Accuracy and Quality of Mailings

Accuracy is paramount in property tax and utility bill processing, where each communication must be error-free to meet stringent regulatory and public expectations. Errors in details such as names, addresses, account numbers, or amounts due can have significant repercussions, leading to disputes, dissatisfaction, and loss of public trust. Therefore, a strong and reliable quality assurance (QA) process is essential for maintaining the integrity of these critical communications.

At Wolverine Solutions Group, the stakes are clear: every transactional document must be produced with flawless accuracy. Our comprehensive production lifecycle is rigorously designed to prevent any errors from data intake to the final mailing. We ensure each piece of communication upholds the rigorous standards required for property tax and utility bills, delivering reliability without compromise.

Starting with meticulous data validation, our process emphasizes the importance of accuracy from the very beginning. We thoroughly review incoming data for accuracy in formatting, consistency, and completeness, employing automated checks and validations to prevent errors in document generation. This proactive approach helps identify and rectify potential discrepancies early in the process.

In the next phase, our sophisticated document composition systems create initial proof sets for thorough review, focusing on clarity and compliance as much as on accuracy. This dual focus ensures that all documents are user-friendly and meet all regulatory guidelines, with automated tools in place to highlight any deviations from the expected output.

For complete transparency and accountability, each mailing is tracked through a detailed audit trail from the point of data receipt to its final delivery. This tracking is vital for ensuring compliance with regulatory standards and for reinforcing the trust our clients place in our handling of their communications.

Our dedicated Quality Assurance team, consisting of experienced professionals, rigorously enforces our high standards. They conduct regular checks, including random sampling and detailed audits, to maintain and enhance the integrity of our production processes. Quick corrective actions and continuous process improvements ensure that our standards are always met or exceeded.

Wolverine Solutions Group's unwavering commitment to accuracy permeates our entire operation. We understand that our role in processing property tax and utility bills carries a significant responsibility, and our robust QA framework is designed to ensure every mailing not only complies with legal standards but also secures the confidence of your constituents. This dedication to precision plays a critical role in protecting your operations and enhancing your reputation as a reliable service provider.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

7. Reporting and Tracking Capabilities

Advanced reporting and tracking capabilities are crucial for organizations managing property tax and utility bill processing, where transparency, accountability, and control over communication workflows are essential. Given the strict regulatory standards and expectations for accuracy, robust reporting and mail tracking systems are indispensable tools for maintaining operational excellence and ensuring regulatory compliance.

At Wolverine Solutions Group, we provide our clients with state-of-the-art reporting and tracking capabilities that offer real-time visibility into every stage of the mail production and delivery process. Our sophisticated, technology-driven platform enables clients to track their transactional communications from the moment data is received through to final delivery, offering unparalleled clarity and oversight. These tools feature a centralized, user-friendly interface that allows stakeholders instant access to essential metrics such as job status, production milestones, piece-level delivery confirmations, and performance benchmarks. Whether managing a single mailing or coordinating multiple communication streams, our system allows for detailed scrutiny of every job — from individual recipient tracking to historical mailpiece data — ensuring comprehensive traceability and control.

We employ integrated USPS Intelligent Mail Barcode (IMB) tracking and our own sophisticated internal scan validation systems to provide end-to-end visibility for each mail piece. This capability allows our clients to track the progress of each item throughout the mailing process — from batching and printing to insertion and the final handoff to USPS, and onto the ultimate delivery scans. Such detailed tracking is not only reassuring but also crucial for managing the timing of critical communications such as tax bills, payment reminders, and regulatory notices.

To bolster process integrity, we maintain detailed audit logs and robust error reporting mechanisms. Every transaction, status update, or system alert is meticulously documented in a secure audit trail, providing the granular transparency needed for internal audits or external regulatory inspections. Should any discrepancies or issues arise — be it a data mismatch, printing error, or a delay in delivery — our systems automatically flag these incidents, logging them for swift resolution and thorough analysis. This rich data environment is invaluable not only for day-to-day management but also for strategic planning, allowing clients to analyze historical trends and real-time performance data to identify opportunities for enhancing workflows, refining delivery schedules, and improving overall constituent engagement.

At Wolverine Solutions Group, our commitment to advanced reporting and tracking extends beyond mere operational oversight — it equips our clients with actionable insights, boosts operational confidence, and enables precise optimization of communication strategies, ensuring every mailing contributes to greater efficiency and constituent satisfaction.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

8. Certifications and Compliance Standards

For entities managing property tax and utility bill processing, collaborating with a transactional mail provider that adheres to recognized certifications and compliance standards is crucial. These certifications act as third-party validations of a provider's commitment to security, operational integrity, and regulatory compliance. For organizations handling sensitive constituent data, these certifications reflect a partner’s trustworthiness, reliability, and capability to consistently meet high-performance expectations.

At Wolverine Solutions Group, we take certifications seriously because we understand that our clients rely on us for more than just printing and mailing — they depend on us to safeguard their brand, their data, and their regulatory standing. We maintain a robust compliance framework anchored by SOC 2 Type 2 certification, one of the most stringent and widely recognized standards in the industry. This certification assesses how we manage data across five key principles: security, availability, processing integrity, confidentiality, and privacy.

Our SOC 2 Type 2 certification is not just a one-time accolade—it results from continuous, in-depth audits conducted by independent third-party assessors. These annual evaluations ensure that our systems, policies, and internal controls not only meet but consistently uphold the highest standards of operational excellence and data protection. The Type 2 designation specifically confirms our ability to maintain these controls over time, providing essential assurance for clients who need long-term consistency and reliability.

Our in-house compliance and risk management team plays a proactive role in upholding our high standards. They continually monitor regulatory developments at both federal and state levels, ensuring that our policies and practices evolve alongside changing legal requirements. This proactive approach ensures we are always prepared, giving our clients confidence that their transactional communications are managed in accordance with the latest laws and guidelines.

We also believe in transparency with our clients. Upon request, we provide access to our audit summaries, certification documentation, and process overviews, enabling compliance teams and auditors to conduct thorough due diligence. This openness builds trust and solidifies our role as a strategic partner rather than just a vendor.

By entrusting their transactional mail needs to Wolverine Solutions Group, organizations involved in property tax and utility bill processing gain more than precise and efficient production—they acquire a partner founded on a bedrock of certified processes, rigorous compliance, and a steadfast commitment to data security. Our certifications are more than just badges — they symbolize our core values of integrity, accountability, and excellence.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

9. Tracking and Proof of Mailing/Delivery

For property tax and utility bill processing, the ability to track and verify the delivery of transactional mailings — such as tax statements, utility notices, and compliance-related communications — is critically important. These documents often carry legal and compliance implications, making it essential to provide proof that they reached the intended recipients on time. Whether for regulatory audits, internal accountability, or customer dispute resolution, having a reliable tracking and delivery verification process in place ensures that organizations can maintain operational transparency, meet compliance standards, and uphold public trust.

Wolverine Solutions Group leverages advanced tracking technologies to provide full visibility into the lifecycle of every mailpiece. We utilize tools such as the USPS Intelligent Mail barcode (IMb), Certified Mail, and Return Receipt services to ensure that each communication is not only processed correctly but also traceable from the moment it leaves our facility to final delivery. These services are particularly critical for time-sensitive or legally mandated mailings — including delinquent notices, rate change notifications, and other regulated communications — where proof of mailing and receipt may be required in legal or compliance proceedings.

In addition to physical mail tracking, we also integrate digital delivery confirmation into our communication workflows. This includes email delivery confirmations, secure online document access portals, and electronic receipts where appropriate. These digital options enhance the user experience and provide an additional layer of verification, aligning with the expectations of today's increasingly digital-savvy constituents who prefer quick and secure access to important billing and regulatory information.

All tracking data collected through these channels is centralized within our real-time client dashboard, giving organizations immediate access to the status of every communication. Whether a mailpiece is in production, in transit, or confirmed delivered, our clients can monitor progress in real time. This level of visibility supports faster decision-making, improves service quality, and enables immediate action if a delivery issue arises.

Moreover, Wolverine Solutions Group's comprehensive reporting capabilities aggregate this tracking data into customized, client-specific reports. These reports offer detailed insights into delivery rates, time-in-transit averages, and SLA compliance, all of which are critical for internal auditing, performance benchmarking, and continuous process improvement. The ability to demonstrate consistent proof of delivery not only supports compliance with regulatory frameworks such as local and state tax laws but also builds trust with constituents and regulatory bodies alike.

By combining robust physical tracking, digital confirmation capabilities, and actionable reporting, Wolverine Solutions Group provides a secure, transparent, and efficient solution for managing the delivery of sensitive property tax and utility bill communications. Our approach ensures that our clients have the tools and data they need to meet their regulatory obligations, protect their reputation, and strengthen public relationships through accurate and timely communication.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

10. Handling Spikes in Volume or Emergency Communications

In the essential services sectors of property tax and utility bill processing, the ability to rapidly scale communication efforts and respond to emergency situations is critical. Whether triggered by regulatory changes, natural disasters, system outages, or shifts in economic conditions, sudden increases in communication volume can significantly strain internal teams and infrastructure. During these pivotal moments, maintaining the speed, accuracy, and reliability of transactional communications is imperative. Timely dissemination of tax adjustments, utility disruption notices, or emergency policy updates directly influences compliance, public confidence, and operational continuity.

At Wolverine Solutions Group, we are adeptly equipped to support entities managing property tax and utility bills during both expected surges and unexpected spikes in communication volume. Our scalable production infrastructure, which includes high-speed printing equipment, intelligent inserting systems, and automated workflow management tools, allows us to efficiently handle increased demands—without sacrificing quality or service levels. Whether it's due to seasonal billing cycles, sudden regulatory changes requiring widespread notification, or urgent public alerts, our systems are designed to adjust dynamically.

Furthermore, Wolverine Solutions Group has developed comprehensive emergency communication protocols. These protocols feature pre-set workflows that fast-track urgent communications, facilitate rapid proofing and approvals, and streamline production timelines. We work closely with our clients to devise and refine custom contingency plans, ensuring that, in the event of an emergency, communication strategies are implemented swiftly and effectively with minimal preparation time.

Scenarios necessitating these emergency responses might include announcements of financial relief programs, responses to natural disasters, notifications of data breaches, alerts about system downtimes, or updates in billing due to regulatory shifts. Our clients depend on us not only for efficient execution but also for strategic advice on message deployment, sequence, delivery methods, and compliance adherence.

Our support for emergency communications is further enhanced by real-time reporting dashboards and tracking tools, providing complete transparency into production and delivery metrics during critical periods. Clients can actively monitor the execution of emergency campaigns and make necessary adjustments swiftly. All communications are thoroughly documented and auditable, ensuring adherence to all relevant legal and regulatory frameworks.

Ultimately, Wolverine Solutions Group merges technical proficiency, strategic insight, and operational flexibility to ensure that your communication efforts remain robust and effective—even under the most challenging circumstances. Whether managing an unexpected spike in demand or responding to a pressing community or regulatory need, we offer the reliable infrastructure and attentive service necessary to maintain compliance, foster public trust, and safeguard operational integrity.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Conclusion

Choosing the right transactional mail partner is crucial for success in the highly regulated and demand-driven world of property tax and utility bill processing. With Wolverine Solutions Group, you gain more than just a service provider; you partner with a leader in transactional mail solutions dedicated to enhancing your organization's operational excellence and strategic communication goals. Our commitment to delivering high-quality, timely, and compliant communication solutions is unmatched in the industry, and we take pride in our ability to support our clients through every challenge.

Our strategic location in heart of the Midwest, along with the robustness of our multiple facilities, ensures that we are uniquely positioned to offer rapid deliverability across the United States. This geographical advantage, combined with our advanced technology and stringent security measures, makes Wolverine Solutions Group an ideal partner for public entities looking for reliable and secure transactional mail services. We understand that our role extends beyond mere mail delivery; we are a crucial component of your compliance and public engagement strategies.

Furthermore, our proactive approach to maintaining certifications and staying ahead of compliance requirements highlights our commitment to not just meeting but exceeding industry standards. Our dedication to security and compliance ensures that you can trust us with your most sensitive communications, knowing that they are handled with the utmost care and professionalism. This peace of mind allows you to focus on core administrative activities while we take care of ensuring your communications are effective and compliant.

At Wolverine Solutions Group, we believe in building partnerships based on trust, reliability, and excellence. We invite you to experience the Wolverine difference — a partnership that supports your organizational growth, enhances your operational efficiencies, and solidifies your reputation in the field of property tax and utility bill processing. Let us help you navigate the complexities of transactional mail with ease and expertise, driving your organization forward with every communication we handle.

In conclusion, as you consider your options for a transactional mail partner, know that Wolverine Solutions Group is here to deliver not just your mail, but also a strategic advantage in the property tax and utility bill processing sector. We are committed to innovation, excellence, and, most importantly, to the success of our clients. Choose Wolverine Solutions Group and take a significant step towards optimizing your transactional mail processes and achieving exceptional operational outcomes.

For more information, reach us at:

Wolverine Solutions Group
1601 Clay Street
Detroit, MI 48211-1902
www.wolverinemail.com
sales@wolverinemail.com

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

WOLVERINE
SOLUTIONS GROUP

ENSURING QUALITY CONTROL IN DIRECT MAIL PROCESSING



Navigating Modern Mail Management: A Guide to Outsourcing with Wolverine Solutions Group

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Introduction.....2

1. The Importance of Quality Control.....3

2. Data Verification and Validation.....4

3. Barcode Technology in Quality Control.....5

4. Robust Proofing and Approval Processes.....6

5. Production Quality Assurance.....7

6. Staff Training and Expertise.....8

7. Mailing Accuracy and Compliance.....9

8. Real-time Tracking and Transparency.....10

9. Technology in Quality Control.....11

10. Continual Improvement and Client Feedback.....12

Conclusion:.....13

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Ensuring Quality Control in Direct Mail Processing

Introduction

At Wolverine Solutions Group, quality control is not a peripheral concern—it is the foundation of everything we do. For over 47 years, we have served as a trusted partner to organizations that outsource the production of their print and mail communications. Our experience spans industries including healthcare, finance, insurance, and government, where precision, data integrity, and regulatory compliance are non-negotiable. We specialize in both direct marketing and transactional mail, and we have developed a comprehensive, technology-driven approach to quality assurance that delivers consistent, measurable results.

The stakes in print mail production are high. An error in a single mailpiece can compromise privacy, damage brand credibility, or lead to costly compliance issues. At scale, these risks multiply quickly. That is why we have engineered our quality control processes to operate across every phase of the production lifecycle—from data intake and processing to final delivery and mail tracking. Our goal is to ensure that every piece we produce is accurate, timely, and fully aligned with client expectations and industry regulations.

What distinguishes Wolverine Solutions Group is our ability to merge legacy experience with forward-looking innovation. We have invested heavily in advanced automation, barcode validation systems, secure data environments, and intelligent workflow technologies that reduce human error and increase operational efficiency. Just as importantly, we maintain a culture of accountability among our staff, with continuous training and rigorous oversight built into our day-to-day operations.

Our clients rely on us to be more than a vendor—they count on us as an extension of their internal teams. We take that responsibility seriously. The confidence our clients place in us is earned not only through flawless mailings but through the transparency, responsiveness, and reliability we deliver with every job. This eBook provides an in-depth look at how Wolverine Solutions Group ensures world-class quality control in direct mail production. Whether you're mailing tens of thousands of personalized letters or managing a high-volume transactional billing cycle, our processes are built to perform at scale—with zero compromise on quality.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

1. The Importance of Quality Control

In an environment where high-volume, time-sensitive mailings serve as mission-critical communications, quality control is the cornerstone of operational success. At Wolverine Solutions Group, we recognize that quality is not simply a measure of visual presentation—it is an assurance of accuracy, accountability, compliance, and client confidence. When companies entrust us with their outbound communications, they expect—and deserve—uncompromising precision in both form and function.

Direct mail and transactional mail each present unique demands, yet they share one common requirement: the need for absolute accuracy. In marketing applications, where personalization drives engagement, even a minor data or print error can disrupt response rates and damage brand perception. In transactional environments—such as billing statements, medical notices, or regulatory documents—any misalignment in content, addressing, or delivery timing can result in legal implications, compliance violations, or service disruptions. Our approach to quality control addresses the full spectrum of risks inherent in both categories.

We understand that quality control cannot be treated as a final step or a single department's responsibility. It must be an integrated discipline that starts with data intake and extends through every stage of production. At Wolverine, quality begins the moment we receive client data files. We validate, cleanse, and standardize that data before it ever reaches our composition systems. From there, we implement rule-based document composition, rigorous proofing workflows, automated and manual checks during printing and inserting, and comprehensive final reconciliation processes.

Each phase of the workflow includes multiple checkpoints designed to eliminate errors, ensure continuity, and maintain chain of custody. These checkpoints are not static—they are adaptive. We tailor quality protocols to each client's business rules, compliance obligations, and service level agreements. This ensures not only that we are catching issues, but that we are proactively preventing them.

Moreover, the breadth of our quality control strategy is built to support scale without sacrificing detail. Whether we are managing a one-time marketing campaign or a recurring daily transactional job, our clients benefit from consistent execution, detailed documentation, and the ability to audit every process. Our internal audits, cross-functional reviews, and client feedback mechanisms enable us to refine our practices continuously.

The real value of quality control lies in the confidence it gives our clients. It empowers them to communicate without fear of error, to comply without the burden of micromanaging vendors, and to scale operations knowing that every detail is accounted for. At Wolverine Solutions Group, we don't just deliver mail—we deliver certainty, backed by decades of proven performance and a culture that holds quality as our highest priority.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

2. Data Verification and Validation

Data integrity is the lifeblood of any successful direct mail or transactional mail operation. At Wolverine Solutions Group, we begin our quality control process with a thorough and structured approach to data verification and validation. Long before a single document is composed or printed, our data management team ensures that the incoming information is complete, accurate, and properly formatted for production. Because the reliability of a mailing campaign hinges on the precision of the data behind it, this step is essential—not optional.

We employ a combination of automated tools, industry-recognized software solutions, and human review to detect and resolve potential issues in client-supplied data files. This includes address validation using USPS-certified CASS (Coding Accuracy Support System) tools, National Change of Address (NCOA) updates, and duplicate suppression. These tools allow us to confirm deliverability, identify formatting errors, and clean records to ensure that every mailpiece reaches its intended destination.

Our data processing environment is governed by strict protocols to maintain security and chain of custody, particularly for sensitive or regulated communications. For transactional mail—where personal health information, financial data, or account-specific content is involved—we follow a closed-loop process that includes encryption, audit trails, and strict user access controls. This protects our clients from data breaches while ensuring that quality standards remain consistent across every job.

But data verification at Wolverine goes beyond surface-level cleansing. We also conduct logic validation to confirm that conditional rules and business logic embedded in the data align with intended output. This step is especially critical for variable communications, where personalized messaging, charts, or product offers depend on specific data triggers. Our system cross-references these conditions, ensuring that what prints is exactly what was specified—and nothing more.

Additionally, our proprietary job setup process creates a record of every data file version, every transformation step, and every applied logic rule. This comprehensive documentation provides full traceability from data intake through output, and allows for precise troubleshooting should a client require a detailed audit or reconciliation.

In essence, the quality of the data dictates the quality of the mail. By front-loading our quality control with robust data validation, we dramatically reduce the likelihood of production errors and misdeliveries. We also help our clients enhance their ROI by ensuring that their messages are correctly targeted, properly personalized, and fully aligned with their strategic goals. For Wolverine Solutions Group, data accuracy is not just a starting point—it is the foundation on which we build every successful mailing.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

3. Barcode Technology in Quality Control

At Wolverine Solutions Group, we leverage barcode technology as a central pillar in our quality control infrastructure. In both direct mail and transactional mail production, barcodes serve as a digital fingerprint—uniquely identifying, tracking, and verifying each individual mailpiece as it progresses through our facility. This enables us to deliver unparalleled precision, accountability, and traceability for every job we manage.

Our use of barcodes begins with piece-level tracking. Each document is assigned a unique identifier embedded within a 2D barcode, which is printed directly on the mailpiece. These barcodes allow us to track each piece from print to insertion, from sorting to final mailing. As each barcode is scanned at various checkpoints along the production line, it triggers validations that ensure the right document is matched with the correct envelope, page count, and print sequence. Any misalignment or duplication is immediately flagged for resolution.

This technology becomes especially critical in transactional mail, where documents often contain confidential financial or healthcare information and must meet strict compliance standards. With our barcode systems in place, we can verify that every insert belongs to the correct recipient, detect and isolate anomalies in real time, and generate audit trails that are essential for regulated industries. For high-volume mailings, this level of oversight is what enables us to deliver large-scale jobs with zero tolerance for error.

Barcodes also play a key role in production efficiency. By automating piece-level verification, we reduce manual touchpoints and increase throughput while maintaining a high standard of quality. Our inserters and scanners are fully integrated with our job management systems, allowing us to stop a job immediately if a discrepancy is detected, minimizing waste and improving responsiveness.

Beyond the production floor, barcode technology empowers clients through our Wolverine Connect portal. Clients gain access to mailpiece-level tracking data, including scan events and delivery confirmations. This visibility enhances campaign transparency and enables real-time performance insights, providing valuable reassurance to organizations that require detailed documentation or time-sensitive delivery confirmation.

Ultimately, our investment in barcode-driven quality control ensures not only operational integrity, but client peace of mind. It allows us to operate at scale while delivering the kind of individualized accountability that high-stakes mail demands. Whether the project is a targeted marketing campaign or a recurring transactional run, Wolverine’s barcode infrastructure is a proven safeguard—protecting accuracy, compliance, and trust with every scan.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

4. Robust Proofing and Approval Processes

A rigorous proofing and approval process is one of the most effective safeguards against costly production errors. At Wolverine Solutions Group, we treat proofing as both a technical discipline and a collaborative process. It provides a structured opportunity for both our internal teams and our clients to verify that the intended content, formatting, logic, and personalization rules are all rendered accurately before moving to full-scale production.

The process begins with the generation of automated digital proofs through our composition systems. These proofs simulate the final output, reflecting the dynamic variables and conditional logic contained within the data file. Our internal review team conducts a thorough quality assurance check, confirming text placement, graphic integrity, barcode readability, address accuracy, and page count alignment. Any inconsistencies are flagged and resolved before the proofs are ever released to our clients.

We provide clients with direct access to their proofs via Wolverine Connect—our secure, cloud-based portal that streamlines the approval workflow. This platform allows clients to approve, annotate, or reject proofs within a centralized environment, preserving a detailed record of all revisions and final authorizations. In addition to standard PDF proofs, we also offer hard copy samples upon request for clients who prefer tactile review.

In regulated or complex transactional mailings, we go a step further by integrating rule-driven content verification. Our systems test data-triggered variations to ensure the correct business logic is applied. This step is particularly critical when client data includes conditions that impact offer language, billing information, disclaimers, or required disclosures.

Our goal is not only to identify errors—but to prevent them from occurring in the first place. Proofing is an opportunity for early correction, but it’s also a vehicle for building client confidence. When clients see their brand represented exactly as intended—whether in a highly personalized direct mail piece or a mission-critical transactional document—they gain peace of mind that the final mailing will reflect their expectations.

Wolverine’s proofing processes are designed to support fast turnaround times without compromising diligence. Our technology enables automated generation and real-time access, while our human oversight ensures that every variable and visual is reviewed with precision. This balance of speed and scrutiny gives our clients the confidence to approve with certainty, knowing that what they’ve signed off on is what will be delivered into the hands of their customers.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

5. Production Quality Assurance

The production floor is where data becomes physical output—where planning, programming, and proofing culminate into tangible mailpieces. At Wolverine Solutions Group, we treat this stage with the same discipline and oversight as any upstream process. Our production quality assurance program is built to ensure consistency, accuracy, and accountability across every press run, insertion cycle, and postal sortation effort.

We operate a fleet of high-speed digital presses, intelligent inserters, and automated finishing equipment—all of which are integrated into a centralized production management system. This allows for real-time monitoring of each job's status, performance metrics, and quality checkpoints. Every machine is equipped with cameras, sensors, and barcode readers that validate the integrity of each piece throughout its journey on the line.

Our production quality control processes are both proactive and reactive. Preventive maintenance and scheduled equipment calibrations ensure that each device is functioning at peak precision before a job begins. During production, in-line verification tools confirm proper sequencing, correct page counts, and proper envelope matching. If a discrepancy is detected—such as a duplicate piece, a missing insert, or a misread barcode—the equipment automatically diverts the item for review and replacement, stopping the error before it continues downstream.

To support high-compliance transactional work, we employ closed-loop reconciliation methods. This process matches expected output against completed mailpieces, ensuring that every document that enters the workflow is accounted for through completion. For jobs with heightened regulatory requirements, such as healthcare EOBs or financial statements, this is not just best practice—it is mandatory. Our systems generate comprehensive logs that document each step of production, making post-job audits efficient and fully traceable.

We also emphasize the importance of cross-functional quality reviews. Our production team works closely with sales, data services, and our client services team to validate project requirements and expectations before work begins. During production, floor supervisors conduct randomized visual inspections to ensure consistent output quality, and all operators are trained to pause operations if anomalies are observed.

For our clients, this translates into operational confidence. It means that when they entrust Wolverine Solutions Group with a high-volume, time-sensitive, or compliance-critical campaign, they're getting more than ink on paper—they're getting a system engineered to deliver precision. Production quality assurance is not just about maintaining control; it's about delivering peace of mind with every mailpiece that leaves our facility.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

6. Staff Training and Expertise

Behind every successful quality control program is a well-trained and knowledgeable workforce. At Wolverine Solutions Group, we understand that technology and process controls are only as effective as the people operating them. That's why staff training and professional development are fundamental pillars of our quality assurance framework. Our team is not just equipped to follow procedures—they are trained to understand the "why" behind every action, creating a culture of accountability and excellence.

All new employees undergo structured onboarding that introduces them to Wolverine's core quality standards, industry regulations, data privacy protocols, and department-specific workflows. This foundational training is supplemented by hands-on mentorship from seasoned operators and supervisors who reinforce best practices and instill a proactive mindset toward quality control. Our goal is to develop staff who are technically proficient and deeply committed to upholding the standards our clients rely on.

Ongoing training is not optional—it's continuous. We schedule regular in-service sessions to ensure that our employees stay current on new equipment, updated compliance requirements, evolving postal regulations, and advancements in workflow automation. We also encourage cross-training across departments, which improves operational flexibility and fosters a broader understanding of the full production lifecycle. This approach enhances internal collaboration and reduces the risk of handoff errors between teams.

We take a tiered approach to certification. Operators and technicians are required to demonstrate competency on specific machinery and software platforms before being authorized to work independently. Annual recertification ensures that skill sets remain sharp, while internal audits are used as opportunities to provide constructive feedback and reinforce high standards. Team leads and supervisors are empowered to take immediate corrective action when quality deviations are identified, fostering a responsive and disciplined production culture.

Perhaps most importantly, we foster a workplace environment where quality is everyone's responsibility. Employees at all levels are encouraged to speak up when they observe potential risks or improvement opportunities. Our leadership team reinforces this mindset through open communication channels, recognition programs, and an unwavering commitment to continuous improvement.

For clients, this dedication to training translates into dependable execution and fewer surprises. When you partner with Wolverine Solutions Group, you're engaging with a team that's not only skilled—but personally invested in getting every job right. Quality control is more than a system; it's a standard we uphold together, every day, with every piece of mail we touch.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

7. Mailing Accuracy and Compliance

Accuracy in addressing and compliance with postal regulations are non-negotiable elements in any direct mail or transactional mail campaign. At Wolverine Solutions Group, we have developed a multi-tiered strategy to ensure that every mailpiece not only reaches its intended recipient, but does so in full alignment with USPS standards and industry-specific requirements. Our quality control framework does not stop at the production floor—it extends into the mailstream, where timing, accuracy, and compliance directly impact campaign effectiveness and legal integrity.

We begin every job with address hygiene protocols, including USPS CASS certification, NCOA processing, and address deduplication. This ensures that mail is sent to verified, current, and properly formatted addresses. Clean address data improves delivery rates, reduces returned mail, and maximizes postage efficiency—key benefits that affect both campaign ROI and client reputation.

Once addresses are validated, we apply Intelligent Mail Barcodes (IMb) and leverage advanced sortation tools to qualify for USPS automation discounts and to enhance delivery tracking. Our mailpiece assembly systems scan and log each barcode at the point of creation, providing assurance that each item is accounted for, sorted correctly, and deposited into the mailstream according to presort qualifications. This integration of barcode verification and postal sort logic is an essential part of how we reduce waste, increase postal performance, and maintain cost efficiency for our clients.

For transactional mail—especially in industries such as healthcare, finance, and utilities—compliance obligations are extensive. Mailings must adhere to federal and state regulations governing confidentiality, retention, and delivery timelines. Our processes are structured to meet these demands. We utilize closed-loop reconciliation, document-level tracking, and secure handoffs to ensure that every piece is accurately produced, mailed, and reported. We maintain detailed audit trails to confirm not only what was mailed, but when, where, and to whom—capabilities that are critical in regulated environments.

In addition, our team continuously monitors USPS updates, regulatory changes, and client-specific compliance requirements. We adjust our workflows, software configurations, and production timelines accordingly, ensuring that our mailings remain current and legally sound. When needed, we also coordinate with client legal and compliance teams to implement job-specific safeguards, such as variable disclosures, opt-out language, or legally mandated timing windows.

Mailing accuracy and compliance are where quality control becomes externally visible. They determine how recipients experience your communication, how regulators view your processes, and how stakeholders measure the performance of your print and mail program. Wolverine Solutions Group is trusted by clients nationwide because we deliver not just accurate mail—but compliant, timely, and cost-effective solutions that stand up to the highest standards of integrity and accountability.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

8. Real-time Tracking and Transparency

One of the most powerful ways to reinforce quality control is through real-time visibility into every stage of the mail production and distribution process. At Wolverine Solutions Group, we believe transparency is not just a feature—it's a standard. By providing clients with access to production updates, process documentation, and delivery insights, we empower them to manage their programs with clarity, confidence, and control.

Wolverine Connect, our client-facing portal, supports transparency by offering access to a range of job-related details, such as proof approvals, production status, and mail tracking. The information available in the portal is derived from our integrated systems and designed to give clients meaningful insight into the lifecycle of their print and mail campaigns. Any information not available within the portal can be easily provided by contacting a designated client service representative who understands every aspect of the client's mailing and has complete, up-to-date knowledge on what is happening with each job being processed within our facility.

For organizations that rely on consistent, time-sensitive delivery—such as billing departments, marketing teams, and compliance officers—this level of transparency is essential. Wolverine Connect allows users to view progress updates and status indicators, with the ability to request additional detail or clarification from our client services team. This accountability is particularly valuable for high-volume transactional mail, where audit trails and documentation may be required for legal or operational purposes.

We also support automated reporting and notification features that keep clients informed of key milestones or delivery schedules. By setting alerts for specific phases of production or USPS entry, clients can proactively manage expectations, minimize internal tracking efforts, and respond quickly to stakeholder inquiries.

From a quality control perspective, transparency provides more than peace of mind—it creates shared responsibility. Clients and Wolverine personnel alike can validate project statuses and address anomalies collaboratively. This dual visibility helps prevent misunderstandings, accelerates issue resolution, and enhances long-term trust.

In a business environment where accountability matters, Wolverine Solutions Group offers the systems, tools, and service infrastructure to provide clarity throughout the production lifecycle. Whether you're managing a daily statement run or launching a national direct mail campaign, our approach to transparency ensures you stay informed and supported every step of the way.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

9. Technology in Quality Control

Technology plays a central role in our ability to deliver world-class quality control across every facet of print and mail production. At Wolverine Solutions Group, we've built an infrastructure that integrates advanced tools and systems to improve accuracy, automate validation, and enhance visibility throughout the production lifecycle. Our technology strategy is not focused on replacing human oversight—it's designed to amplify it, providing our team with the resources they need to identify issues earlier, resolve them faster, and ensure every mailpiece meets the highest standards.

Our production floor is powered by a network of smart equipment—digital presses, intelligent inserters, barcode scanners, and finishing systems—all of which are synchronized with our central job management platform. This integration allows for continuous monitoring and real-time quality checks. Barcoded job tickets and piece-level tracking ensure that every document is validated at multiple stages, with automated alerts in place to stop or reroute any item that deviates from expected parameters.

Equally important is the role of our workflow and composition software. Our document automation tools use business logic, conditional content programming, and print stream optimization to reduce errors in setup and execution. From data intake to digital proofing, our systems are configured to detect inconsistencies in file formats, layout rules, and postal sorting requirements—providing safeguards well before anything hits the press.

We also invest in third-party technologies that support regulatory compliance and industry best practices. USPS-certified address validation tools, National Change of Address (NCOA) updates, and mail tracking platforms are incorporated into our standard workflow. For clients in regulated sectors, we use secure data environments and audit logging tools that support HIPAA (HIP-uh)-aligned, SOC 2 (sock two)-audited standards for data handling and transactional mail integrity. These safeguards help protect sensitive information, mitigate compliance risks, and uphold client trust.

To bring it all together, our internal IT and operations teams continuously assess, refine, and upgrade our systems. We treat technology as a dynamic asset—one that must evolve in step with our clients' expectations and the complexities of modern mail programs. From version control and system redundancies to real-time dashboards and uptime monitoring, every enhancement is implemented with a singular focus: reducing risk, improving outcomes, and advancing client satisfaction.

Clients benefit not only from the power of our equipment but from the intelligence behind how it's used. The combination of precision technology, reliable data controls, and an experienced production team enables Wolverine Solutions Group to deliver consistent, audit-ready results. When technology and people work together, the result is a process that's efficient, compliant, and exceptionally accurate. At Wolverine Solutions Group, we don't simply deploy technology—we engineer quality through it.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

10. Continual Improvement and Client Feedback

At Wolverine Solutions Group, quality control is not a static objective—it is a living, evolving discipline that we continually refine in partnership with our clients. Our commitment to continual improvement stems from the understanding that every job presents an opportunity to learn, optimize, and evolve our processes to meet changing expectations and industry demands. Whether it's a new regulatory requirement, an emerging best practice, or feedback from a recent campaign, we actively incorporate new insights into our operating model.

We maintain an open line of communication with our clients through structured review sessions, campaign debriefs, and proactive account management. These touchpoints allow us to capture feedback, identify pain points, and recommend improvements not only to individual jobs but to broader workflows and communication strategies. Our client service team works hand-in-hand with operations and IT to translate this feedback into tangible process enhancements that lead to measurable gains in efficiency and performance.

Internally, our quality assurance team holds regular performance reviews and audits to assess trends, flag anomalies, and identify improvement opportunities. We analyze production data, service level metrics, and error rates to uncover root causes and implement corrective actions. These reviews aren't limited to addressing problems—they're designed to spotlight what's working well and scale it across departments. Our culture is one of curiosity, accountability, and agility. We encourage every team member to contribute improvement ideas, no matter their role or seniority.

We also invest in ongoing benchmarking and competitive analysis to ensure that our processes remain aligned with industry-leading standards. When clients bring us challenges—be it a complex variable data campaign, a demanding SLA, or a sensitive regulatory issue—we treat those challenges as catalysts for advancement. Our goal is to anticipate client needs, not just react to them. Whether that means implementing new automation tools, refining a mailing sequence, or adjusting reporting protocols, we view continuous refinement as a requirement for long-term success.

Additionally, we take a forward-looking approach to quality control enhancements by evaluating market trends, client verticals, and new technology integrations. This ensures we're not only meeting today's expectations but preparing our operation to support the evolving demands of tomorrow's campaigns.

Most importantly, we view every client relationship as a long-term partnership. That means continually asking how we can add more value, improve results, and reduce risk. It means not waiting for a mistake to initiate a process change but staying ahead through proactive refinement. It also means taking responsibility for the entire lifecycle of a job—from onboarding through delivery—and striving to make every next job smoother than the last.

At Wolverine Solutions Group, continuous improvement is not a slogan—it's a core operating principle. It's how we adapt, how we grow, and how we continue to earn the trust of organizations that rely on us for their most critical communications.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Conclusion:

Quality control in direct mail is not achieved through a single system or process—it's the result of a deeply integrated, enterprise-wide commitment to excellence. At Wolverine Solutions Group, we understand that our clients rely on us for far more than printing and mailing. They rely on us to protect their data, reflect their brand with accuracy, comply with stringent regulations, and deliver communications that are timely, reliable, and trusted.

Throughout this eBook, we've shared how Wolverine's holistic approach to quality control touches every phase of production—from the initial intake of data to the final delivery into the USPS mailstream. We've discussed our investment in technology, our standards for staff training, our disciplined production environment, and the checks and balances that ensure each mailpiece meets the highest standards. These aren't just operational measures—they're strategic commitments that define how we do business.

As businesses increasingly turn to outsourced print and mail providers, the need for consistent, accountable, and transparent quality processes becomes even more critical. Quality control is not simply about avoiding errors—it's about building trust, demonstrating compliance, safeguarding sensitive information, and delivering messages with impact. Every missed deadline, misrouted document, or inconsistent format can undermine a client's credibility. That's why our mission is to make quality a differentiator our clients can see and feel in every engagement. Our long-standing reputation for reliability is grounded in nearly five decades of experience. But what keeps our clients coming back—and what earns us their long-term trust—is our willingness to adapt, evolve, and continuously improve. We are not satisfied with doing things the way they've always been done. Instead, we challenge ourselves to find better ways to execute, to support, and to deliver results. Quality control is not an endpoint; it's a journey of refinement, driven by every campaign we produce, every insight we gather, and every challenge we help our clients overcome.

We understand that choosing a print and mail partner is a strategic decision. It's about more than price or speed—it's about confidence. When you choose Wolverine Solutions Group, you're choosing a partner who takes ownership of every detail, stands behind every piece of mail, and brings decades of insight to every engagement. We value that trust and work relentlessly to earn and keep it.

If your organization is seeking a partner who approaches quality with rigor, accountability, and innovation, we welcome the opportunity to talk. Whether your needs involve high-volume transactional mail, compliance-heavy communications, or marketing campaigns that demand precision and personalization, Wolverine Solutions Group has the expertise, technology, and dedication to deliver.

That's why organizations across the country turn to Wolverine Solutions Group.

Wolverine Solutions Group
1601 Clay Street
Detroit, MI 48211
Email: sales@wolverinemail.com
Website: www.wolverinemail.com

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

WOLVERINE
SOLUTIONS GROUP

THE ROLE OF INFORMED DELIVERY IN DIRECT MAIL CAMPAIGNS



Navigating Modern Mail Management: A Guide to Outsourcing with Wolverine Solutions Group

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Introduction.....2

1. Doubling Impressions Without Doubling Cost.....3

2. Integrating Physical and Digital Touchpoints.....4

3. Enhancing Consumer Convenience and Readiness.....5

4. Adding Measurability to Direct Mail.....6

5. Supporting Time-Sensitive Messaging.....7

6. Improving Targeting Through USPS Tools.....8

7. Enhancing Brand Perception and Professionalism.....9

8. Compliance-Friendly and Secure.....10

9. Easy Activation and Low Barriers to Entry.....11

10. Supporting Sustainability Goals Through Reduced Waste.....12

Conclusion:.....13

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

The Role of Informed Delivery in Direct Mail Campaigns

Introduction

In an era where digital saturation often leads to fragmented attention and fleeting interactions, direct mail has maintained its unique power to capture consumer interest through its physical, personal, and tactile nature. But as marketing strategies become increasingly omnichannel, even the most traditional mediums must evolve to remain competitive and relevant. One of the most innovative enhancements to direct mail in recent years is a USPS program called **Informed Delivery®**—a service that seamlessly blends the physical and digital worlds to deliver enhanced engagement, better tracking, and a stronger return on investment for mailers.

Informed Delivery allows consumers to preview their incoming mail before it arrives in their mailbox. This digital notification includes a grayscale image of the address side of the letter-size mailpiece and can be enhanced with a full-color advertisement and a clickable call-to-action provided by the mailer. These previews are delivered to enrolled recipients via email, through the USPS mobile app, or accessed on the USPS website. For businesses and organizations sending marketing communications, bills, notices, or customer updates through the mail, this means a single physical mailing can now generate multiple touchpoints—both tangible and digital—without incurring additional postage costs.

The potential benefits of Informed Delivery extend far beyond visibility. It enhances brand recognition, improves timing around response actions, offers digital engagement data, and creates a bridge between print campaigns and online behavior. Because of its ability to provide a second impression before the first one even lands in the mailbox, Informed Delivery has emerged as a valuable tool for marketing strategists, direct mail coordinators, and customer experience professionals alike.

The adoption of Informed Delivery continues to grow year over year. Millions of U.S. households are now enrolled, and the USPS reports engagement rates far exceeding those of traditional email marketing campaigns. As more consumers opt into the program, its value proposition for mailers grows stronger—providing a scalable and cost-effective way to expand campaign reach and track performance across multiple channels.

This eBook explores the full strategic role of Informed Delivery in today's direct mail campaigns. We'll examine the practical applications, measurable benefits, and how businesses of all sizes can integrate it into their outreach. Along the way, we'll provide insights into how Wolverine Solutions Group can help you implement this technology effectively, ensuring that your message is seen, clicked, and remembered. The chapters ahead outline how Informed Delivery is reshaping the direct mail landscape, and why it should be a core component of any modern print communication strategy. From increasing impressions and tracking engagement to improving brand perception and aligning with digital transformation initiatives, Informed Delivery has far-reaching implications—and we're here to guide you through them.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

1. Doubling Impressions Without Doubling Cost

One of the most compelling aspects of Informed Delivery is its ability to significantly increase the visibility and effectiveness of a direct mail campaign—without increasing postage or printing costs. Traditionally, a mailpiece delivered through the USPS generated a single opportunity for interaction: when it arrived in the recipient's physical mailbox. With the implementation of Informed Delivery, that same mailpiece now generates a second, digital impression before it is ever retrieved from the mailbox. This enhancement multiplies the value of each mailing and opens up entirely new avenues for response and engagement.

Here's how it works: When a mailpiece is processed through the USPS automation system, it is scanned, and a grayscale image of the address side is captured. If the recipient is enrolled in Informed Delivery, that image is automatically sent to them via email or made available in their USPS mobile or online account. Marketers and mailers can enhance this preview by adding a colorful, clickable ride-along image and a direct URL that leads the recipient to a digital experience—whether that be a promotional page, payment portal, scheduling system, or other destination. The recipient sees the mailpiece digitally before it arrives physically, and they can act on it in real time.

This second impression dramatically improves campaign visibility. In a traditional campaign, the success of a mailpiece depends on the recipient seeing it, engaging with it, and responding—all based on that one moment at the mailbox. With Informed Delivery, there is a second point of contact, delivered directly to a personal inbox, at a time when many consumers check email first thing in the morning. It's a meaningful addition to the consumer journey that builds anticipation and primes recipients for action.

At Wolverine Solutions Group, we have fully integrated Informed Delivery into our mailing and campaign management workflows. Our expertise in both direct marketing and transactional communications uniquely positions us to help clients maximize the benefits of this dual-touch approach. Whether the mailpiece is a promotional offer, a utility bill, a medical appointment notice, or a financial document, our team ensures that both the physical and digital impressions are professionally executed and fully aligned. By leveraging Informed Delivery, our clients achieve broader reach without increasing costs. Since there is no extra postage required and the image and URL uploads are handled as part of our managed process, it becomes a highly efficient way to add value to any campaign. For organizations operating with strict budgets—such as nonprofit groups, municipalities, school systems, and healthcare providers—this dual-impact strategy can make the difference between a message that is seen and one that is ignored.

Additionally, the digital component offers new opportunities for creative messaging and design. A brightly colored ride-along image can reinforce branding, create urgency, or introduce a secondary call to action. Wolverine Solutions Group's in-house design team can help craft these assets to work seamlessly across print and digital formats, ensuring brand consistency and a high level of visual appeal. With the ability to boost exposure, increase interactivity, and do so at virtually no added cost, Informed Delivery represents one of the most powerful enhancements available to direct mail today. And we're here to help you take full advantage of it—one mailpiece, and one impression, at a time.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

2. Integrating Physical and Digital Touchpoints

Today's consumers are more connected—and more distracted—than ever. They toggle between devices, scroll past hundreds of messages a day, and expect convenience across every interaction. In this environment, traditional direct mail stands out because it's tangible, deliberate, and engaging. But even a well-designed mailpiece has to compete with digital noise. That's where Informed Delivery excels. It bridges the gap between the physical and digital worlds, giving marketers a seamless way to connect with recipients across channels—without reinventing their campaign strategy.

This integration is especially effective in improving timing. Most people check their email first thing in the morning. With Informed Delivery, your message can be seen digitally before the physical piece arrives that afternoon or evening. This allows the digital message to act as a preview, a reminder, or even a call to action that can be executed immediately. It increases the likelihood that your mail is noticed, opened, and acted upon—rather than being overlooked or delayed.

At Wolverine Solutions Group, we've fully embraced this integration and built it into the direct mail strategies we deploy for clients across industries. Our workflows are designed to align creative assets, landing pages, and tracking elements so that the physical and digital components reinforce one another. For instance, a health insurance provider sending open enrollment reminders can now supplement a printed mailer with a digital preview that links directly to an enrollment portal. Or a utility company can send payment reminders that offer a one-click path to their billing platform. By connecting the dots between print and digital, we make the user experience faster, simpler, and more actionable.

We also help our clients develop campaign-specific assets that work across both mediums. The ride-along image, for example, is an opportunity to deliver a strong brand message or a compelling visual that prompts action. Wolverine Solutions Group's creative team ensures that the color ad and URL used in Informed Delivery feel native to the overall campaign. There's no break in tone, design, or message. Instead, recipients get a unified, brand-consistent experience that builds trust and encourages interaction.

Perhaps most importantly, this integration of print and digital doesn't require a massive shift in marketing strategy. It's an enhancement—not a replacement—for what already works. And because it leverages USPS infrastructure and proven workflows, it's a secure, reliable, and highly scalable way to expand campaign reach.

In a world where fragmented channels often lead to fractured messaging, Informed Delivery offers a simple, effective way to unify communication. It reinforces brand presence, supports stronger conversion funnels, and respects the way consumers prefer to engage—both online and offline.

At Wolverine Solutions Group, we specialize in helping organizations capitalize on this opportunity. Our integrated approach ensures that your mail doesn't just reach the mailbox—it reaches the moment of decision.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

3. Enhancing Consumer Convenience and Readiness

One of the most underrated strengths of Informed Delivery is the way it enhances convenience for the consumer. In a world where people are managing busy schedules, digital overload, and constantly shifting priorities, even the most important physical mail can get overlooked. Informed Delivery helps solve that problem by giving recipients a digital heads-up—allowing them to prepare for what's arriving and prioritize what matters most.

Each morning, enrolled consumers receive an email or mobile app notification from USPS with a preview of the mail pieces arriving that day. This puts your message on their radar before they even check their mailbox. Instead of waiting for the moment of delivery to make an impression, your campaign starts earlier in the day—reaching people during a moment of focus, like their morning email routine.

That early preview creates mental engagement. When recipients see a familiar brand, an urgent reminder, or an intriguing offer in their Informed Delivery feed, they're more likely to act. The physical piece becomes anticipated rather than unexpected. And when the digital preview includes a full-color ad and a direct link, it can immediately lead the recipient to a landing page, payment portal, or scheduling system—giving them the option to act before the printed mail even arrives.

At Wolverine Solutions Group, we use this behavior-driven insight to help clients structure campaigns that are not only timely, but actionable. Whether it's a healthcare provider reminding patients of upcoming appointments or a financial institution providing secure access to digital statements, we coordinate messaging across both channels to improve responsiveness. Informed Delivery becomes a built-in reminder system, increasing the chances of timely action.

This benefit is particularly valuable in transactional communications. Consumers appreciate knowing what's coming, especially when it relates to bills, policy renewals, or service changes. By giving them a preview, you're helping them stay organized—while also improving your own engagement and payment timelines.

Wolverine's workflows are optimized to activate Informed Delivery in parallel with physical mail production. We ensure the ride-along image and destination URL are relevant, mobile-friendly, and aligned with the campaign objective. This creates a seamless interaction for the recipient and reinforces our clients' credibility and professionalism.

By removing friction and creating a moment of readiness, Informed Delivery helps turn a single piece of mail into a well-timed opportunity. At Wolverine Solutions Group, we help our clients make that opportunity count.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

4. Adding Measurability to Direct Mail

One of the historical challenges of direct mail has been measurement. While marketers have long relied on response rates, unique offer codes, and call tracking, these methods often fall short of delivering real-time, actionable insights. Unlike digital channels that offer precise engagement data, traditional mail has been more difficult to track—until now. With Informed Delivery, marketers finally have access to digital metrics that add a new layer of transparency to physical mail campaigns.

Informed Delivery provides detailed performance data, including open rates of the daily digest emails, click-through rates for the interactive elements, and overall visibility into which consumers received and interacted with a campaign. These metrics bring direct mail closer to the standard of digital marketing, offering clarity on what's working and where adjustments can be made. This is particularly valuable for organizations managing multiple campaigns at once or trying to optimize creative assets, timing, or offers across segments.

At Wolverine Solutions Group, we view this data as a vital asset. Our campaign management teams use Informed Delivery performance reports to help clients evaluate engagement trends and identify improvement opportunities. For example, if click-through rates on the ride-along image are lower than expected, we can revisit the call-to-action or suggest stronger visual design elements. If open rates are strong but conversions are lagging, we can examine how the destination URL or landing page is performing—and adjust accordingly.

This level of insight also empowers more informed decision-making at the strategy level. Marketers can compare Informed Delivery campaign performance to email, social, and paid digital results to better understand which channels are contributing most effectively to their goals. In some cases, it becomes clear that a physical mailpiece, enhanced by a well-placed digital preview, is outperforming more expensive digital-only tactics. That kind of comparative data gives print a powerful voice at the table—and helps justify its continued (or expanded) role in the marketing mix.

Wolverine Solutions Group integrates these analytics into our broader client reporting workflows. For every Informed Delivery-enabled campaign, we provide a snapshot of impressions, engagement, and click activity—paired with our expert analysis and recommendations. This transforms what was once a blind spot into a measurable, iterative part of the campaign lifecycle. It also helps clients demonstrate ROI internally, providing leadership teams with hard data to support their investments in mail-based outreach.

For transactional mailers, this data can also support compliance and communication benchmarks. For example, utilities or insurance companies may be required to document that communications have been sent and received. Informed Delivery provides a USPS-backed digital log of delivery activity, which adds another layer of confidence and accountability. Ultimately, this is about creating a smarter, more accountable mail ecosystem. With Informed Delivery, direct mail is no longer just a fixed asset—it becomes a flexible, data-informed tool that evolves in response to consumer behavior. And at Wolverine Solutions Group, we're committed to helping our clients not just send mail, but understand its impact—clearly, quickly, and confidently.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

5. Supporting Time-Sensitive Messaging

In marketing and customer communications, timing is often everything. Whether you're launching a limited-time offer, issuing a payment reminder, or announcing an urgent policy change, the effectiveness of your message depends not just on the content, but on when it's received—and how quickly the recipient is prepared to act. Informed Delivery significantly strengthens time-sensitive messaging by adding a digital touchpoint that ensures your audience sees the message earlier and has the opportunity to act immediately.

Traditional mail alone is effective, but it's bound by physical delivery schedules and the recipient's availability to retrieve and review their mail. If the mail arrives late in the day—or sits in the mailbox overnight—the message may be delayed or ignored. Informed Delivery changes this dynamic by delivering a preview of the mail to the recipient's email inbox early in the morning, often before the postal carrier begins their route. That extra visibility window makes a substantial difference in how quickly a message is seen, processed, and acted upon.

Wolverine Solutions Group works closely with clients across multiple time-sensitive verticals to make the most of this capability. Our production scheduling aligns with USPS timelines to ensure that both the physical and digital components of each campaign launch in lockstep. We manage the creative setup, test the ride-along image functionality, and track delivery patterns to identify the best day and time to drop mail for optimal visibility.

For transactional communications—such as invoices, benefit statements, or disconnection notices—this added layer of timeliness offers both operational and financial benefits. A customer who sees a billing reminder in their inbox first thing in the morning is more likely to resolve it that day. That reduces call center volume, lowers the likelihood of late payments, and improves overall service delivery. Wolverine helps clients structure their messaging to align with these outcomes, ensuring the digital preview reinforces the physical notice without causing confusion or delay.

Another key benefit is consistency. Informed Delivery operates on a predictable schedule, with most preview emails being sent around 7–9 a.m. local time. This consistency gives marketers and operational teams a reliable window to target consumers, especially for campaigns where timing is mission-critical. At Wolverine, we help clients identify these windows and align their campaign workflows to capitalize on them—turning what could be a passive delivery timeline into a strategically optimized communication plan.

For time-sensitive outreach, even a few hours of advanced visibility can significantly influence behavior. That's why Wolverine Solutions Group has fully integrated Informed Delivery into our campaign planning and execution process. We don't treat it as an optional add-on; we treat it as a core component of how we help clients communicate clearly, quickly, and effectively.

By pairing the certainty of mail delivery with the speed of digital preview, Informed Delivery turns the mailbox into a real-time communication channel. And with Wolverine's expertise guiding the process, you can be confident that your message will arrive not just on time—but right on target.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

6. Improving Targeting Through USPS Tools

One of the most powerful aspects of modern direct mail is its ability to reach highly targeted audiences with personalized, relevant content. Informed Delivery enhances this targeting capability by giving marketers the ability to strategically engage households already enrolled in the program—delivering not only a physical mailpiece, but also a digital impression to recipients who are most likely to interact. With the right data and mailing strategy, this dual-channel approach becomes significantly more effective.

The USPS provides tools that allow mailers to access demographic and geographic data related to Informed Delivery users. This means campaign planners can segment mailing lists based on enrollment density—prioritizing zip codes, carrier routes, or household types where participation is highest. By doing so, marketers can focus budget and creative resources on areas where the digital component of the campaign will be seen and engaged with, increasing return on investment without expanding the overall mail volume.

Improved targeting doesn't just enhance response rates—it also improves user experience. When mailpieces are more relevant to the recipient, and arrive both physically and digitally in a coordinated way, they feel timely, useful, and personalized. Consumers are far more likely to engage with campaigns that speak directly to their needs, behaviors, or preferences. With Informed Delivery, that relevance begins at the point of preview, often before the recipient even touches the printed piece.

Wolverine Solutions Group's capabilities go beyond basic targeting. We help clients deploy variable data printing, intelligent mail barcoding, and mailpiece tracking that all tie back into audience segmentation strategies. By integrating Informed Delivery into these workflows, we ensure that the right households get the right message—at the right time, and on the right platforms. Whether you're targeting homeowners in a specific region, age-based demographics, or customer behavior profiles, we provide the tools to reach them efficiently and meaningfully.

Informed Delivery also allows for testing and refinement of audience strategies over time. Marketers can run A/B tests on different creative executions, monitor click-through and open rates by region and use the resulting data to fine-tune future campaigns. Wolverine offers full support for these iterative testing models, including data reporting and campaign debriefs that turn insights into actionable next steps.

Ultimately, the ability to improve targeting through Informed Delivery is a game-changer. It transforms direct mail from a broad distribution tactic into a precision marketing channel, where physical and digital touchpoints align to reach consumers with maximum efficiency and relevance. At Wolverine Solutions Group, we don't just manage mail—we manage outcomes. With decades of experience, cutting-edge USPS integration, and a firm grasp of data-driven strategy, we ensure your campaigns don't just reach people—they connect with them.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

7. Enhancing Brand Perception and Professionalism

In today's hyper-competitive market, first impressions—and every impression after—matter. Consumers are increasingly drawn to brands that present themselves consistently, professionally, and with a high level of polish across all touchpoints. Informed Delivery offers a unique opportunity to strengthen brand perception by allowing organizations to appear not just in the mailbox, but in the inbox—with branded, curated, and visually engaging content that adds credibility and reinforces trust.

When a recipient receives their Informed Delivery preview, they see more than just a grayscale image of the mail they'll be getting. If a campaign includes enhanced content, that preview also features a full-color ride-along image that can include a logo, promotional graphic, or visual that aligns with the message inside the envelope. This extra layer of design is not just about aesthetics—it's about signaling to the recipient that the sender is organized, trustworthy, and invested in a quality customer experience.

At Wolverine Solutions Group, we understand that every element of a campaign reflects back on the brand. That's why we offer full support for Informed Delivery enhancements—ensuring that ride-along images are well-designed, appropriately sized, and strategically positioned to support the overall message. Whether you're a national brand looking to maintain consistency across touchpoints, or a regional service provider aiming to build trust with your audience, our design and mailing experts work together to help you stand out in a crowded inbox.

This digital-first impression often sets the tone for how the physical mail is received. If the ride-along image is clean, modern, and on-brand, the recipient is more likely to view the corresponding mailpiece positively—and more likely to open it. Conversely, a generic or unbranded preview may diminish the perceived importance of the mail, even if the contents are valuable. At Wolverine, we don't leave that to chance. We ensure that what your customer sees online creates anticipation and adds perceived value to what arrives in their mailbox.

This professionalism is especially critical in sectors where trust and authority are non-negotiable—such as healthcare, finance, insurance, and government services. A visually aligned and clearly branded digital preview demonstrates that the organization is current, capable, and attentive to customer communication preferences. For transactional mailers, that can mean the difference between a message that gets immediate attention and one that gets set aside.

Wolverine Solutions Group integrates branding considerations into every step of the direct mail process. From the initial concept and message design to print production, Informed Delivery setup, and post-campaign analysis, we ensure that your brand identity is protected and promoted. Our in-house teams work closely with clients to ensure every mailpiece—and every digital touchpoint — supports a unified, professional presence.

Informed Delivery isn't just a technology — it's a branding opportunity. When used properly, it adds sophistication, consistency, and visibility to every campaign. At Wolverine, we help our clients make the most of it—so your mail does more than reach your audience; it impresses them.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

8. Compliance-Friendly and Secure

In many industries, customer communications aren't just about marketing—they're about legal requirements, regulatory timelines, and protecting sensitive information. Healthcare organizations must comply with rigid guidelines. Financial services firms must follow strict data handling and disclosure rules. Government entities must ensure timely and verifiable communication with constituents. In this environment, adding digital touchpoints can raise concerns about privacy, control, and compliance. Fortunately, Informed Delivery offers a solution that enhances communication without compromising security—and when properly implemented, it becomes a compliance-friendly, value-added asset for organizations managing critical mail.

Unlike traditional email marketing, Informed Delivery does not expose or transmit the content of the mailpiece itself. The only information included in the digital preview is a grayscale scan of the exterior of the envelope or postcard — specifically, the address side. For enhanced campaigns, the mailer may provide a color image and a clickable URL, but no sensitive information is included or displayed unless intentionally and securely configured. This ensures that the privacy of the communication is preserved, while still giving recipients a timely preview of what's coming.

At Wolverine Solutions Group, we serve numerous clients in compliance-driven industries, including healthcare providers, insurers, government agencies, and financial institutions. We understand the nuances of secure document workflows and strict regulatory obligations. That's why our approach to Informed Delivery is fully integrated with our data security and quality control processes. All enhanced content is reviewed to ensure compliance with brand, regulatory, and confidentiality standards. When necessary, we consult directly with client compliance teams to ensure the digital content reflects the appropriate level of transparency without overstepping regulatory boundaries.

Because the digital preview is initiated by USPS and controlled through their secure platform, Informed Delivery is considered a trusted and compliant extension of traditional mail—not an unsolicited or unsecured email blast. Recipients voluntarily opt in to the service and receive previews of all eligible mail, regardless of sender. For mailers, this creates a unique opportunity to increase visibility and digital engagement while staying comfortably within the bounds of legal and data protection requirements.

Another compliance-related advantage is delivery confirmation. While Informed Delivery doesn't replace certified or registered mail, it does provide a digital record of campaign deployment, including the number of recipients, impressions, and engagement activity. For organizations needing proof of outreach, this data can supplement mailing records and support internal reporting or audits. Wolverine Solutions Group helps clients capture and archive this data for their records, offering transparency and accountability that align with industry expectations. Ultimately, Informed Delivery empowers organizations to communicate faster and more efficiently, without adding risk or complexity to their compliance posture. It complements secure mail strategies and improves the user experience, especially when urgency, traceability, and trust are essential.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

9. Easy Activation and Low Barriers to Entry

One of the greatest advantages of Informed Delivery is how accessible it is for organizations of all sizes. While the benefits of the program are substantial—dual impressions, digital tracking, improved engagement — the cost and effort to implement it remain remarkably low. For many marketers, IT teams, and compliance officers, this is a welcome change from complex marketing integrations or multi-system deployments. Informed Delivery is designed to be simple, scalable, and fully supported by USPS — and when paired with an experienced partner like Wolverine Solutions Group, activating it becomes virtually effortless.

At its core, enabling an Informed Delivery campaign involves submitting two additional assets alongside your standard mail file: a full-color ride-along image (typically 300x200 pixels) and a destination URL. These elements are uploaded into the USPS campaign portal, where they are linked to the Intelligent Mail® barcode (IMb) on your mailpieces. Once processed by USPS, the digital preview is automatically sent to any consumer on your list who is enrolled in Informed Delivery. The USPS provides clear specifications and an intuitive web-based campaign submission portal, making the technical entry point manageable for most organizations. However, optimizing the process — ensuring proper formatting, testing images, managing timing, and aligning delivery windows — requires precision. That's where Wolverine Solutions Group excels. We manage the Informed Delivery setup as part of our broader print and mail production workflow. Our team ensures your enhanced content is correctly built, validated, and deployed in sync with your physical mail schedule.

This integrated approach is especially valuable for organizations new to Informed Delivery. Instead of navigating USPS documentation, managing asset submissions manually, or guessing at the best practices, clients can simply rely on Wolverine to handle the process from start to finish. We design the ride-along image, confirm USPS compliance, monitor campaign status, and provide performance reporting post-deployment. It's truly a turnkey service—allowing clients to benefit from digital engagement without adding new platforms, IT overhead, or marketing software.

The low barrier to entry also means that Informed Delivery can be tested incrementally. Organizations don't need to overhaul their entire mailing strategy to get started. We often recommend clients begin with a pilot campaign, either targeting a region with high user enrollment or selecting a customer segment that frequently interacts with email. These controlled rollouts allow teams to measure effectiveness, gather feedback, and build confidence in the program's value. From there, scaling up is simple and efficient.

For many of our clients, the ease of activation becomes a key reason to incorporate Informed Delivery into every campaign. The setup is minimal, the cost is low, and the upside—enhanced impressions, better engagement, real-time data—is substantial. With Wolverine Solutions Group handling the logistics, Informed Delivery becomes less of a technical initiative and more of a built-in advantage. In an industry where complexity often slows innovation, Informed Delivery offers a rare combination: simplicity and impact. And when executed by a partner who knows every step of the mail process, it becomes an effortless way to modernize your outreach—without disrupting your workflow.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

10. Supporting Sustainability Goals Through Reduced Waste

Sustainability has become a core priority for many organizations — across industries, sectors, and sizes. From corporate ESG initiatives to local environmental commitments, businesses and nonprofits alike are rethinking how they operate and communicate. In the world of direct mail, the conversation around sustainability often begins with materials — such as using FSC-certified paper or low-emission inks—but it doesn't end there. Efficiency and relevance are just as important. This is where Informed Delivery can play a powerful supporting role: by helping organizations deliver smarter, more targeted campaigns that reduce waste and elevate environmental responsibility.

One of the most effective ways to improve sustainability in mail is to increase the response rate and impact of each piece sent. When fewer pieces are wasted, fewer need to be printed and mailed to achieve campaign goals. Informed Delivery improves this efficiency by giving each mailpiece a second chance to be noticed, engaged with, and acted upon — before it even arrives physically. That dual-channel interaction increases visibility and relevance, which in turn boosts campaign performance and reduces the need for broad-volume mailings that rely on sheer numbers to deliver results.

At Wolverine Solutions Group, we help clients plan campaigns with both performance and sustainability in mind. Our approach emphasizes precision over volume — delivering the right message to the right recipient, at the right time, with as little material and energy waste as possible. Informed Delivery fits directly into this model. By adding a digital preview to the communication strategy, we help clients get more out of every piece they send — reducing the temptation to over-mail or compensate with excess print.

Another benefit of Informed Delivery is its ability to improve targeting accuracy. By enabling campaign planners to focus on households that are enrolled in the service—or to test engagement across segments — organizations can gain valuable insights into which audiences are most responsive. Over time, this data leads to leaner, more focused campaigns that avoid the inefficiencies of generic or blanket mailings. Wolverine supports this evolution by integrating USPS targeting data into our list management services and advising clients on how to scale campaigns responsibly. Internally, Wolverine Solutions Group is committed to running an environmentally conscious operation. We are FSC® certified, and our facilities follow the best practices for waste reduction, material recycling, and energy efficiency. Integrating Informed Delivery into our clients' programs is one more way we help support their sustainability goals while maintaining the highest standards for performance and compliance.

For organizations that care about environmental impact—but still rely on mail to reach customers — Informed Delivery offers a meaningful way to balance both goals. It enables smarter use of physical resources while expanding communication effectiveness through digital means. It's not just a marketing advantage—it's a strategic move toward a more sustainable future. At Wolverine, we believe in doing things the right way—for our clients, their audiences, and the planet. Informed Delivery is one of the tools we use to make every campaign cleaner, leaner, and more impactful.

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0

Conclusion:

Informed Delivery is more than a convenient add-on to traditional mail—it's a transformative tool that modernizes how organizations connect with their audiences. It brings together the best of both physical and digital communication, giving businesses the power to reach consumers in the mailbox and the inbox simultaneously. With minimal cost and low barriers to entry, it offers a powerful way to increase campaign visibility, improve timing, enhance brand perception, and capture actionable data — all while maintaining the integrity and trustworthiness of printed communication.

For marketers, it opens up a second impression at no additional postage cost. For operational teams, it provides tracking and analytics previously unavailable in the world of direct mail. And for compliance-driven industries, it introduces a new level of engagement without introducing new risk. Whether used to improve response rates, support sustainability goals, or meet critical communication timelines, Informed Delivery is becoming an essential part of the modern mailing strategy.

The true value of Informed Delivery comes not just from the technology itself, but from how well it's implemented—and that's where Wolverine Solutions Group excels. We've fully integrated Informed Delivery into our print, mail, and data workflows, ensuring our clients get the full benefit of this innovation without added complexity. From campaign setup and asset design to real-time reporting and strategic optimization, we make it easy to activate and scale Informed Delivery across both marketing and transactional programs.

With decades of experience, cutting-edge systems, and deep expertise in regulated industries, Wolverine is uniquely equipped to help organizations succeed in this evolving space. We don't just follow USPS guidelines—we build intelligent, results-driven workflows that align with your goals, brand, and compliance needs. Our secure production environment, creative services, and client-facing technology make Informed Delivery not just accessible—but actionable.

As the USPS continues to expand its digital capabilities and consumer adoption grows, the opportunity for mailers will only increase. Now is the time to take advantage of this dual-channel platform—and unlock new engagement potential from your existing direct mail investments. At Wolverine Solutions Group, we are ready to help you move forward. Whether you're sending marketing campaigns, invoices, patient notices, or member communications, we'll ensure your message arrives—clearly, securely, and with maximum impact.

Let's deliver smarter. Let's make every piece count.

Wolverine Solutions Group
1601 Clay Street
Detroit, MI 48211
Phone: (313) 873-6800
Email: sales@wolverinemail.com
Website: www.wolverinemail.com

Docusign Envelope ID: 2F10CA93-28BE-4EDA-9ADE-800C04958BF0