

## A MESSAGE FROM OUR CEO



Welcome to the first issue of our first newsletter from Midstates Group. As owner and CEO, I know how important it is to hear from our vendors and suppliers regularly. From important updates within industries they represent or valuable

company news that might help grow a partnership, periodic communication has helped us make crucial decisions in our day to day operations. In the past we have relied on our customer facing staff and occasional email blasts to share our messages. We recognize those efforts are not consistent enough and our leadership team has committed to improving communications to current and past customers as well as companies we would like to have as future customers. We're certain 2022 will continue to present unique challenges to our industry and company. This newsletter is intended to serve as a high-level overview of what Midstates Group is doing to best serve you.

*Matt Feickert, CEO*

## POSTAL UPDATE



The Postal Service Reform Act, which cleared the House on February 8th, was passed by the Senate last week and is now off to President Biden's desk for final approval. This eliminates the requirement for the USPS to prefund retiree health care expenses,

requires retirees to enroll in Medicare, as well as continued 6-day service and development of a performance dashboard.

The Postal Service should also be releasing a proposed rate change to the Postal Regulatory Commission by April 12th. This would align with their timeline to implement a rate increase around July 10th. If they follow the same logic they used for the last increase, we could be looking at an increase of 6-8%. The Consumer Price Index (CPI) is the driving force to the increase. Current CPI projections are 5-6%. Please keep these important dates in mind if you are planning a mailing this summer.

*Eric Stevenson, Logistics Manager*

## CUSTOMER SURVEY KICKOFF



Honest feedback from customers is vital to the continuous improvement for our organization. We strive to meet our customer's expectations, but certainly acknowledge we are not perfect. These past two years have been anything but "normal" for all of us, both at home and in our workplaces. Having a better understanding of the challenges you are facing will help us identify unique solutions to help our customer base prosper in 2022. The purpose of this survey is to gauge customer satisfaction and identify key items to focus efforts on improvement. It will only truly be effective if we can achieve a high level of customer engagement. Please take a moment to answer a short survey at the link below.

***A small token of appreciation will be sent out to those that respond.***

*Matt Prehn, VP of Sales & Marketing*

[www.surveymonkey.com/r/YB5PXFMM](https://www.surveymonkey.com/r/YB5PXFMM)

## PRINTERS HELPING PRINTERS



Every printer knows that their ability to produce is solely based on the amount of paper they can source. Given the unprecedented state of the paper market, sourcing that paper can be difficult. On the plus side, this paper shortage has

printers and vendors alike working together on ways that can benefit both.

Midstates was able to help one vendor that converts envelopes and business return envelopes (BREs). The vendor was having a difficult time sourcing the paper needed to fulfill not only Midstates' orders, but their other customers as well. We were able to take roll stock paper from our own older inventory, slit from the wider width rolls into the narrower width rolls needed. The 42,000 pounds of paper supplied will allow the printing of 3.5 million of the BREs that Midstates needed for our current customer orders. This was a huge win for our vendor, us and our customers!

Every day our teams are working hard behind the scenes to come up with creative solutions while faced with difficult supply chain problems.

*Chad Hoffmann, VP of Customer Support*

## DID YOU KNOW...

Midstates Group was recently featured in our locally produced *Aberdeen Magazine* for an article regarding Earth Day which is observed on April 22nd. Here's a quick excerpt:

Air pollution seemed out of control when Earth Day started, but U.S. air quality has improved thanks to cleaner emissions. Midstates Group in Aberdeen recently installed a regenerative thermal oxidizer (RTO) to clean up what owner/CEO Matt Feickert called a "burning crayon" smell in the neighborhood created when the ovens that dry printed ink release solvents into their exhaust. While the plant was within emissions standards, the solvents had a low level of toxicity. Enter the \$400,000 RTO in November 2021. The 50,000-pound machine subjects the ovens' exhaust to 1,600-degree heat and breaks the compounds down to be emitted harmlessly and odorlessly. Matt

noted, "We did it to be a good neighbor as much as for environmental reasons."



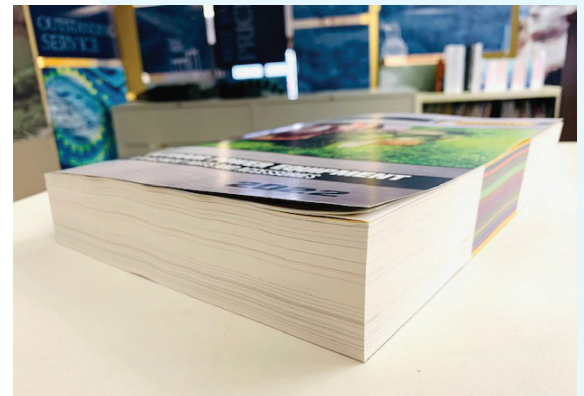
## A SUCCESSFUL FIRST RUN AT PUR BINDING



We were excited when we installed our new Kolbus binder in January 2021 because it was going to give us the opportunity to add polyurethane reactive (PUR) adhesives. PUR is stronger and more flexible than the more traditional ethylene vinyl acetate (EVA) glue. This was always a service we had to outsource in the past. It took us some time to find the perfect

first job, but we finally got it in February. We're happy to report that the almost 1,500-page parts catalog job went very well. There's not a long list of printers in the country that can handle that type of project from start to finish within their own plant. Expanding our capabilities and services is something we strive for within our production teams!

*Paul Hopkins, VP of Manufacturing*



**PRINT, MAIL AND FULFILLMENT THAT DRIVES YOUR BUSINESS.**