

[@hp Home](#)[Key Links](#)[Job Tools & Services](#)[Benefits, Careers & Policies](#)[Organizations & Locations](#)PeopleFinder: Search:

hpNOW — News and information for HP employees

- [hpNOW home](#)
- [APJ edition](#)
- [EMEA edition](#)

- ☐ [HP News](#)
 - [Awards & honors](#)
 - [News releases](#)
 - [Today's Headlines](#)
 - [hpNOW archive](#)
- ☐ [Company Strategy](#)
 - [People Promise](#)
- ☐ [YOU & hpNOW](#)
 - [Employee spotlight](#)
 - [In Focus photos](#)
 - [My voice](#)
- ☐ [HP Information](#)
 - [About HP](#)
 - [Country facts](#)
 - [Company history](#)
 - [Products on a page](#)
- ☐ [Executive Council](#)
 - [Biographies](#)
 - [CEO site visits](#)
 - [Employee messages](#)
 - [Organization charts](#)

- [Search this site](#)
- [Contact us](#)

Special Delivery

HP real U.S. postage now ready for purchase

Posted May 17, 2007

The next time you pop an envelope in the mail, you can really make it stand out from the mountains of ordinary correspondence that pass through your local post office.



In May 2006, HP became the first company to print corporate images on real U.S. postage, featuring multi-colored HP Stretch and other noteworthy company photos from past and present.

The limited pilot testing phase has concluded, and this eye-catching new HP postage is now exclusively available for sale to all employees and retirees.

The postage is printed by Zazzle customized printing products on HP Indigo printing presses. With this offering, HP becomes Zazzle's first client to offer customized U.S. postage to its employees and retirees.

Beyond face value

How much would you pay to enhance your outgoing mail with a little piece of HP? For many employees in the pilot test group, supporting the HP brand trumps any concerns about paying a premium for this unique postage.

"This is a question of value, not cost savings," one employee said. "If I only wanted cost savings, I wouldn't do the customized stamp at all. If I want to support the brand, there is value paying a little bit more."

And, yes, special postage does come at a higher price than the \$.41 per stamp face value currently charged by the U.S. Postal Service (USPS). A custom postage markup must be charged by the vendor to cover a host of responsibilities that come with printing real U.S. postage.

Printing postage involves high levels of security, much like printing money. Zazzle is one of



[Click image to view sample of all six postage sheet options.](#)

only a few companies approved to print postage for the USPS. The vendor is accountable for postage authenticity and security through use of unique bar codes required for each image and carefully sanctioned by the USPS. They also ensure HP photos and graphics go through careful copyright verification before the images make the cut.

Printing on HP Indigo presses enables “just in time” production — HP custom postage can be made available to employees and retirees as it is requested, even in small quantities. Using HP Indigo also means a high level of quality similar to typical mass-produced USPS stamps.

“They’re beautiful,” one employee tester noted. “I found myself ranking the importance of my friends as to which stamps they got assigned.”

Discounts and donations

Employees and retirees will be given an exclusive 15 percent discount off the vendor markup costs — and discounts get even greater as you buy more.

In addition, 2 percent of the vendor costs collected from sales of HP real U.S. postage will be donated on behalf of HP to World Wildlife Fund for global climate change research and conservation programs.

Postage can be purchased in 20-unit sheets in a choice of three styles: colorful HP Stretch design elements, HP vintage photo collection, or a mix of both. Each postage sheet is available in both small and large unit sizes to accommodate many uses.

“They’re like other stamps commemorating prominent people — movie stars, Elvis, Bill and Dave,” an employee commented during the pilot phase about the postage adorned with pictures of HP’s founders Bill Hewlett and Dave Packard.

“HP employees who send the correspondence become brand ambassadors,” said Gary Elliott, vice president of Brand Marketing.

To find out more, visit the HP Brand Marketing website, where you will be provided with an HP login and password to access the Zazzle HP postage ordering website. Once there, you can view postage images in greater detail, and choose different face values and pricing options before you place your order.

→ [Get your login to order HP custom postage](#)

→ Related story: [In the Mail](#) — HP prints postage featuring corporate logo, images (May 16, 2006)

Coming soon: HP postage features employee photos

Imagine your personal photography immortalized on real U.S. postage. hpNOW's In Focus contest will be running a special promotion in July where 20 winning employee photos will be selected for a sheet collection of custom HP postage.

Start sharpening your digital photography skills, and check back for more details on hpNOW in upcoming weeks. Remember, your photos must be taken with an HP digital camera to qualify for the In Focus contest. In regions where HP cameras are not sold, photos from other digital cameras will be accepted.

→ [View general In Focus rules](#)

[Privacy Statement](#) | [Terms of Use](#) | [Feedback](#) | [Support](#) | HP Restricted
© Copyright 2007 Hewlett-Packard Development Company, L.P.