

SPECIAL ISSUE 2025

Stamped for Success

Florence Dealer Insider



MAILBOX Improvement Week

May 19-25

Mailbox Improvement Week Florence Dealer Toolkit

Each year, the USPS sets aside the third week of May to shine a spotlight on the quality and condition of mailboxes across the country—and this year, Mailbox Improvement Week runs from **May 19–25**. During this time, USPS mail carriers are encouraged to identify and notify property owners about mailboxes that may need repair, replacement, or general upkeep.

This annual initiative is a great opportunity to **connect with your customers and remind them that you're their trusted partner for centralized mailbox solutions and maintenance**. We've pulled together a handful of marketing tips and tools to help you make the most of this week—and build momentum for a successful year ahead.

[DOWNLOAD FULL PACKET ZIP FILE](#)

NOTE: The above download button includes all of the documents and attachments found below in one easy-to-access zip folder. Simply click the button above and follow these steps to open: 1) Locate the downloaded zip file in your downloads folder - 2) Right click on the zip file to "Extract All" - 3) Open the new extracted file to view all the documents in one folder.



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MAILBOX IMPROVEMENT WEEK

USPS Postal Bulletin

Mailbox Improvement Week featured in the May 15, 2025 Postal Bulletin, highlights the importance and USPS preference of centralized mail and includes all the approved products and manufacturers.

During the week of May 19-25th USPS will inspect all curbside mailboxes!

Carriers will inspect and review mailboxes to alert owners of any areas in need of repair. Postal Service™ calls attention to these seven key requirements that will be part of the inspection and review considerations.

These requirements set the standards necessary for smooth, safe, and efficient mail collection and delivery by US postal workers.



The USPS Equipment Review Procedure & Checklist:

1. Approved by the Postmaster General®
2. Fully operational
3. Designed to protect the mail from weather
4. Safe to use
5. Conveniently located
6. Neat in appearance
7. Large enough within allowable size limits to support the customer's daily mail and package volume*

[*Click here for additional info and guides created by USPS for Builders & Developers.](#)

If you are interested in reviewing the full procedural inspection instructions and checklist followed by USPS, see section "Equipment Review Procedure" (*pg. 14 of the bulletin*).

[READ THE FULL MAY 15th BULLETIN](#)

INFOGRAPHIC - ADD YOUR LOGO!

5 Signs Your Mailbox Needs an Upgrade

We've created this ready-to-share infographic designed to help start conversations with your customers and offer a handy resource during Mailbox Improvement Week.

It's available as both a printable PDF and a PNG image file, so you can easily share it online or in person—whatever works best for your audience.

The bottom of the graphic features a blank white space where you can add your logo and contact information to make it your own. Use it in your emails, post it on social media, or print it as a handout or flyer to share with customers face-to-face.

5 Signs It's Time to Upgrade Your Community Mailbox

- 1 It's an Obsolete Model**
Using an old NDCBU? It's no longer USPS-compliant. Upgrade to a modern CBU for better security, durability, and postal service approval.
- 2 Visible Damage or Rust**
Dents, rust, or cracks make mailboxes look neglected and compromise mail security and protection from weather. Damaged units should be repaired or replaced immediately.
- 3 Frequent Lock or Access Issues**
Struggling with jammed doors, broken locks, or lost keys? These are signs your mailbox isn't secure or functional and needs an upgrade.
- 4 Inadequate Package Capacity**
If packages do not fit or are left unsecured, it means your system is too small. Upgrade to CBUs or add Parcel Lockers with larger, secure parcel compartments.
- 5 Complaints by Residents & Mail Carriers**
Reports of missing mail, broken doors, or tough access? If USPS or residents are complaining, it's time to consider an upgrade.

Add your logo + contact here!

[DOWNLOAD PRINTABLE \(PDF\)](#)

[DOWNLOAD DIGITAL IMAGE \(PNG\)](#)

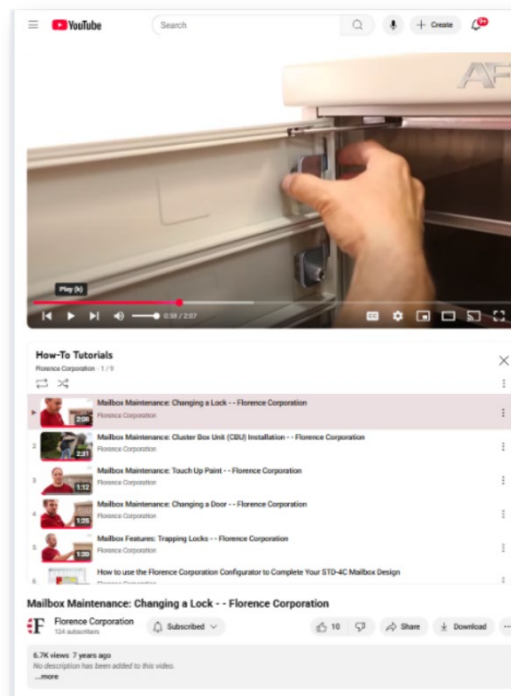
VIDEO TUTORIALS

Florence How-To Video Series

Florence offers a curated YouTube playlist of official how-to videos covering mailbox care, maintenance, repair, and installation. These quick, helpful tutorials are perfect to share with customers during Mailbox Improvement Week—and year-round!

Whether you want to share the full playlist or individual videos based on customer needs, these resources make it easy to support mailbox upkeep and upgrades.

[HOW-TO VIDEO SERIES](#)



MAILBOX MAINTENANCE

Keep Mailboxes Looking New All Year

Mailbox Improvement Week isn't just about upgrades and repairs—it's also a great time to remind customers how to properly care for their existing centralized mail systems.

Regular maintenance helps preserve the quality, appearance, and performance of mail delivery equipment for years to come.

Share these maintenance tips with your customers (especially those who've recently purchased) to encourage long-term mailbox care. You can also link to the full [Care & Cleaning PDF](#) below on your website as a helpful resource. These bite-size tips (right) are perfect for repurposing into social media posts, blog posts, email blasts, or in service follow-ups.

CARE + CLEANING (PDF)

- ✓ **Clean Regularly with Mild Detergent**
Use a soft cloth and a gentle, water-based cleaner to wipe down surfaces. Avoid harsh chemicals or abrasives that can damage the finish.
- ✓ **Rinse & Dry After Cleaning**
Always rinse with plain water and dry thoroughly (especially after using any cleaner) to avoid residue buildup.
- ✓ **Handle Graffiti Carefully**
For graffiti, try products like Krud Kutter™ or mineral spirits. Test a small area first and never leave the cleaner on too long.
- ✓ **Touch-Up Paint is Available**
Ask our dedicated team about available matching touch-up paint for powder-coated color finishes.
- ✓ **Winter Lock Care**
In icy weather, use Tri-Flow® Superior Lubricant on frozen locks. Apply a small amount to the keyhole and key, then work the key to distribute.

EASY SWIPE!

Mailbox Improvement Week (MIW) Email Template

We've put together this email template for you to swipe and send to your customers for Mailbox Improvement Week, if you so choose! **This template includes pre-written content and ready-made graphics** covering what Mailbox Improvement Week is, why it matters, what to expect during inspection, mailbox care and cleaning, and signs it's time for a mailbox upgrade.

Use this content however you choose—copy/paste it into an email blast, customize it with your branding, or share it as a blog post—to help your customers maintain or upgrade their mailbox systems with confidence.

MIW EMAIL TEMPLATE

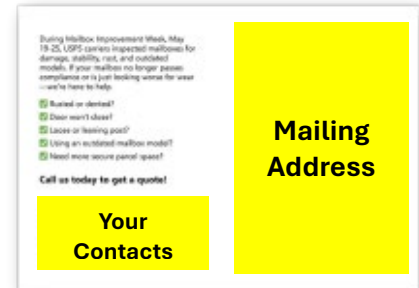
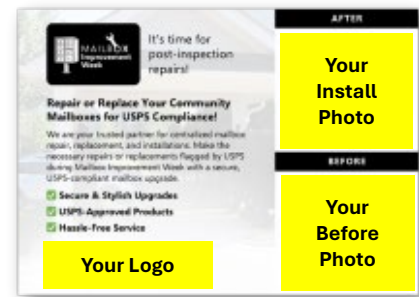


ADD YOUR LOGO!

Printable Post Card Direct Mailer

We've created this 5x7" direct mailer postcard design that you can easily customize, print, and sent to your customers in light of Mailbox Improvement Week.

The base design can be uploaded into any drag-and-drop editor—like [VistaPrint's Postcard Mailing Service](#)—as a starting point. From there, you can add your logo, contact info, and images to fit your brand. If you'd like to remove any part of the design, simply overlay a white shape within the editor you're using (such as VistaPrint) and drop your own content right on top. VistaPrint along with many other direct mail services, offer all-in-one printing and mailing options to make the process simple, fast and seamless.



DOWNLOAD FRONT

DOWNLOAD BACK



Marketing Tip

Social Media Best Practices Guide

Not sure how to stand out on social media during Mailbox Improvement Week?

This guide breaks down the steps to turn your social media channels into powerful tools to connect with your customers during this highly relevant time of year.

We'll walk you through the essential steps to:

- Update Your Social Media Profiles
- Plan Ahead & Schedule Posts
- Use Mixed Media & High-Quality Visuals
- Develop a Strong Content Strategy
- Include Strategic Hashtags
- Geo-Target Local Audiences
- Engage with Your Audience
- Expand Your Follower Base
- Track Performance



DOWNLOAD THE GUIDE

EASY SWIPE!

Social Media Posts for Mailbox Improvement Week

Are you engaging current and potential customers on social media? Download these ready-to-use sample social media post templates to help you create new content to share in preparation for and during Mailbox Improvement Week.

Simply copy and paste the sample text provided into your selected social media platform, add your own image, and post!



EASY SWIPE SOCIAL POSTS

NEWLY UPDATED!

Centralized Mail Delivery Brochure

Mailbox Improvement Week is the perfect opportunity to educate builders, developers, and property managers on the importance of centralized mail delivery—and Florence is here to help.

The U.S. Postal Service requires centralized mail delivery for all new residential developments, and our updated [Centralized Mail Delivery & Planning Guide](#) makes it easy to explain why. Share this updated brochure with your customers to help them understand USPS requirements, the benefits of centralized delivery, and how to plan ahead for compliance and efficiency.

DOWNLOAD THE BROCHURE

