

**Mr. Doug Ettinger**

President and Chief Executive Officer  
Canada Post Corporation  
Ottawa, ON, K1A 0B1

**Subject: Request for Strategic Communication on Canada Post's Future Postal Services**

Dear Mr. Ettinger,

As a follow-up to our earlier correspondence regarding the recent and potential labor disruptions at Canada Post, the Canadian Printing Industries Association (CPIA), in collaboration with our regional associations and member businesses, respectfully requests further information on Canada Post's plans to ensure continuity of mail services into the future.

Our industry experienced a paralyzing four-week strike this past year, resulting in significant financial losses and jeopardizing relationships with clients who depend on timely and reliable delivery of printed materials. The impact of the strike to Canadian small businesses reached \$1.6 billion in lost revenue and there are growing concerns that many small businesses will use Canada Post's services less in the future which will continue to impact our industry. While we recognize the complexities of labor negotiations, the lack of contingency planning and communication during the disruption had a cascading impact on our members and associated businesses.

The printing industry plays an integral role in supporting Canada Post's services, with printed essential mail, direct mail, advertising, publications and critical documents forming a core part of the volume handled by the postal system. The printing and mailing industry in Canada along with its associated industries represents an estimated \$50 billion per year to the Canadian economy and play's a critical role in Canadian commerce. With this interdependency in mind, we ask Canada Post to address the following points, which we can share with our members and stakeholders to rebuild confidence and plan for the future:

1. **Contingency Plans:** What measures will Canada Post implement to minimize the impact of potential future labor disruptions on businesses that depend on its services? Will alternative delivery options, priority services, or partnerships with third-party carriers be explored to ensure mail continuity?
2. **Strategic Vision:** How does Canada Post plan to adapt its services to meet the evolving needs of Canadian businesses in an increasingly competitive delivery landscape? What steps are being taken to modernize infrastructure, enhance reliability, and address challenges in service delivery?
3. **Communication and Engagement:** Can Canada Post commit to regular, proactive communication with industry stakeholders, including the printing sector, during periods of

potential service disruption? How can we establish better collaboration to anticipate and mitigate impacts on our shared clients?

4. **Business Compensation and Recovery:** Will Canada Post explore mechanisms to support businesses that experience financial losses due to prolonged service disruptions, such as credits, discounts, or other forms of compensation?

The Canadian printing industry relies on Canada Post not only for its critical delivery role but also as a partner in serving the needs of Canadian businesses and communities. We strongly believe that a clear and forward-looking strategy from Canada Post will help ensure long-term resilience and mutual success for all stakeholders involved.

We kindly request a timely response to these queries, as it is essential for our members to have a clear understanding of the steps being taken to address these pressing issues. We look forward to continuing to work collaboratively toward shared solutions that benefit all Canadians.

Thank you for your attention to this important matter.

Yours sincerely,

[Name]

[Title]

[Company/Association Name]

[Contact Information]

