Wow! A Canada Post Promotion!

Canada Post has quietly introduced a "Win-Back Program" of which you may not be aware. As of August, 2009, they are offering a 10% discount on Addressed Admail or Unaddressed Admail. This program applies only to new or lapsed customers who mail between August, 2009 and March 31, 2010.

New customers do not have an existing Addressed Admail or Unaddressed Admail Agreement with Canada Post. Lapsed customers are those who have not sent Addressed Admail or Unaddressed Admail for the past 12 months.

To qualify for the 10% discount, customers must send at least 1,000 pieces of Addressed Admail and/or sign an annual volume agreement of 100,000 pieces of Unaddressed Admail.

The 10% discount applies to the following services:

• Addressed Admail LCP

• Dimensional Addressed Admail LCP

• Addressed Admail Machineable

• Unaddressed Admail (excluding Transportation Fees)

In addition to this, Canada Post has an Acquisition Admail Pilot Program running until December 31, 2009. Addressed Admail customers can receive a list at no cost and mail at their contract rates until this date. The 10% discount would only be applied until the end of the pilot program in this case.

This is very exciting for prospective customers or those that have not mailed in the past year. To apply for this program, contact your Canada Post rep or the Customer Serve Network at 1-800-260-7678.

Canada Posts Registered Partner Program

After a great deal of time and effort on the part of NAMMU (National Association of Major Mail Users), Canada Post has now introduced a partnership program with MSPs (Mail Service Providers). This will offer a number of benefits to lettershops that we will highlight as they come available.

The first benefit, available now, is a referrals database being set up by Canada Post. MSPs (aka VAMs, lettershops, mailhouses) can register for this database. At the moment it is being used internally by Canada Post sales reps. When a request for mailing services is made to Canada Post, they access this database and refer to a registered MSP in that geographic area that offers the products and services requested. After the initial registration period is complete, the database will be rolled out onto the Canada Post database where it will be searchable by the public. This is an amazing opportunity for MSPs and we encourage all of you to register!

To access information on the program and register, you need to use the following link. This program is brand new and the program is not yet searchable on the website. If you have questions, call the Customer Serve Network (800-260-7678) and use extension 9570. Mohamad is the rep at Canada Post that can provide you with additional information on the program.

http://www.canadapost.ca/cpo/mc/business/productsservices/programs/prm/default.jsf?ecid=murl09004675

The following is a screen shot from the registration page showing the type of information Canada Post is using for referrals:

New PAF for NCOA^{Link}™

US Mailers please be aware there is an updated Processing Acknowledgement Form (PAF) available from your NCOA^{Link}™ supplier. This PAF is effective October, 2009. If you are using Anchor Computer for this service, we have their updated form available. Please e-mail Kristi@flagshipsoftware.com for a copy.

Mail Bags for Admail and Pubs Mail

Please be advised that mail bags will be discontinued for Addressed Admail and Publications Mail as of January, 2011. Unaddressed Admail can no longer be brought in mail bags as of January, 2010. We have a small supply of a Canada Post brochure outlining containerization options for UA mail. If you would like a copy, please e-mail Virginia@flagshipsoftware.com.

Reminder and Update

To facilitate new technologies and features, Flagship Software will be discontinuing support for Windows 98 and Windows 2000 as of January, 2010. The product can still be installed and used on systems with Windows 98 and Windows 2000 but we cannot guarantee that all features will function. If your company will be adversely affected by this change, please let us know; we will work with you on a solution that meets your needs.

Next Training Course

As our November training is full, our next available date is Wednesday, December 9, 2009 at our Richmond Hill, ON training facility. Please e-mail Carolyn at the address below if you would like a registration form: Carolyn@flagshipsoftware.com.

Our January training course will be held Wednesday, January 13, 2009.

Photo by Craig Porter, NAMMU

Please enjoy this picture of Kristi (wearing red) and Carolyn at the NAMMU Postal Forum in May, 2009.