



iAddressUpdater

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BRC New Paperweight Update

As mentioned in the September, 2011 newsletter, Canada Post had announced an increase in the paperweight specification from 135 gm² to 160 gm² effective January 16, 2012. This was a concern to mailers as it was not enough time to react, deal with inventory, and would incur a significantly increased cost. As a result of discussions with the industry, facilitated by NAMMU, Canada Post has announced that it will delay the paperweight change until July, 2012. They will also modify the "clear space" language to allow for more flexibility as mailers had indicated cards may have required a re-design.

Canada Post will also be creating a Technical Committee to discuss the modifications to these specifications. The Technical Committee will be composed of Canada Post staff as well as industry representatives. The first meeting is proposed for November 8, 2011 in Toronto and will focus on working together on options to the BRC paperweight proposal. If you are interested in participating on this Committee, please contact your Partner Program representative



Bundling O/S Mail into Flats Tubs

It has come to our attention that some depots are questioning the fill rate of flats tubs, particularly when the mail is heavy or very thick. This is happening more often as mailers transition from bags to hard-sided containers ahead of the December 31, 2011 deadline. In these situations, special rules apply which will result in containers not being filled to a minimum of 95%. We have provided information to several depots so that they understand the rule, however, this information might be helpful for your production staff when preparing oversized mail into flats tubs.

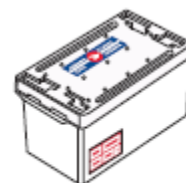
In general, if more than one container is destined for a specific destination, presort rules require that all but the last container be 95 to 100% full. However, there is a maximum weight per container of 22.7 kg which includes the weight of the container itself. This, effectively, limits the maximum mail weight to approximately 21 kg. This limit is calculated automatically by the **iAddress™** software when you enter the piece weight.

The weight limit supersedes the fill requirement in all cases. Oversized pieces at or above 200 g will hit this weight limit before meeting the 95% fill requirement and will, therefore, create what appears to be under-filled containers.

Larger items can also create under-filled containers. Bundles have a maximum size but also require a minimum number of pieces. As long as the weight limit is not exceeded, the software will calculate the maximum number of pieces that can fit into the container based on the width of the piece entered by the operator.

Whether the piece is heavy or thick, the same rule applies. When the last bundle will not fit into the container, the bundle must be split into two bundles but the minimum bundle requirement must still be met. Since Publications Mail bundles must be a minimum of 6 pieces and Addressed Admail a minimum of 8 pieces, bundles less than 12 pieces for Publications or 16 pieces for Admail cannot be split. They must be moved completely into the next container. This will result in the first container being under-filled. This is a presort requirement but not well understood by some depots.

As always, be as accurate as possible in entering the weight and width of your mail piece. This will ensure the software calculates the correct fill for the container. If you have concerns that your containers are under-filled or a depot questions your fill percentage, please contact us at support@flagshipsoftware.com or by telephone (416-410-6357/1-866-672-0007 ext 3).



Flats Tub
(for Oversize mail only)

Picture courtesy Canada Post

2011 Postal Forum (Canadian)

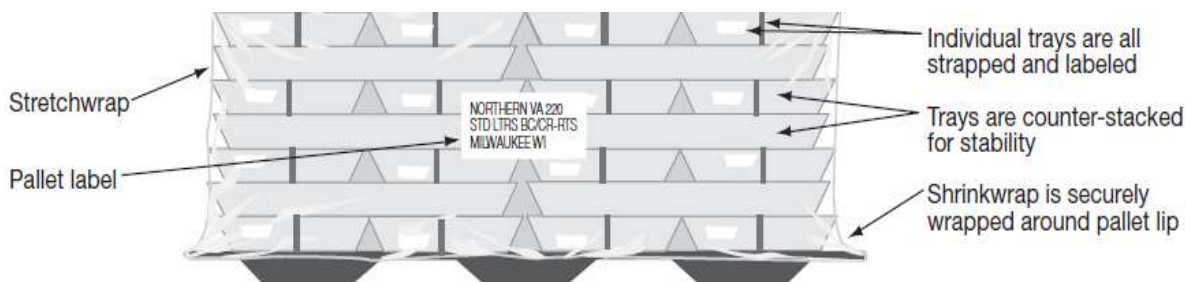
NAMMU will be presenting the 2011 Postal Forum at the Graphics Canada show in Toronto November 10 through 12, 2011. It will consist of a series of free presentations to increase mailer knowledge, understanding and share best practices. Postal industry experts will be available to answer questions. Topics include:

- PoCAD: Improve Your Accuracy, Improve Your Results
- Value Add Mailer (VAM) – Canada Post Partner Program
- The 5 Best Ways to Incent Mail Use – What's on Your Wish List?
- Mail Works: Mail Performs in a Multi-Media Campaign
- The Mail Clinic: The Mail Docs are at Your Service

USPS Mail on Pallets

We want to bring to the attention of US mailers that for the current USPS mail cycle we have changed the sort in the software so that the sort always places the results on pallets. "No Pallets" can be selected, however this creates courtesy pallets to ensure easy transport to the local RVU.

In order to ensure the safety of anyone handling the mail and help to prevent any top-heavy load accidents, the DMM (Domestic Mail Manual) requires that the heaviest trays go on the bottom. In order to facilitate this, the sort in **iAddress™** has been set up so that smaller numbers are the largest trays. This ensures that heavier full trays do not crush the lighter half-full trays by being placed on top of them, thus producing more stable pallets.



USPS EDDM

The USPS has been promoting its Every Door Direct Mail (EDDM) and EDDM Retail products for several months. This is essentially equivalent to Canada Post's Unaddressed Admail service with the requisite USPS complexity. The EDDM and EDDM Retail products have been designed and are being promoted to encourage non-mailers to try mail as a cost-effective marketing alternative.

The EDDM program requires permits and fees and is unlikely to be handled by new mailers without the assistance of a lettershop. However, the EDDM Retail product eliminates the need for fees and permits but requires the use of a special indicia. Of the 13,000 customers registered for EDDM Retail, 98% were new mailers (hadn't used a USPS service for 90 days previously). They generated 24 million pieces of mail with an average order of \$275. USPS is actively promoting both the EDDM and EDDM Retail products through a series of promotional events, targeted mailings, and upcoming vertical marketing webinars.

It is well worth investigating EDDM as a service offering to your client base. USPS does not yet have data to determine whether EDDM is diverting saturation mailing volume but it would be of value to be able to offer both services. For further information on EDDM and EDDM Retail, visit <https://eddm.usps.com/eddm/>.

Web Training Available



Flagship Software continues to offer web training! If you would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn: carolyn@flagshipsoftware.com to schedule a session.