

Rural Addressing Rule Changes

As mentioned in the January, 2014 newsletter, new rural addressing rules have been implemented as of January 10, 2014. These changes include changes to how certain rural addresses are to be handled as well as a change within the Canada Post data that redefines these addresses.

In rural areas where all or most of the addresses in a specific postal code have been “urbanized” – that is, have been updated to a civic-style address – the affected addresses have been recoded within the Canada Post data. This recoding means that when a civic address (or part of a civic address) is presented, the software must now treat them in the same manner as an urban civic address. So, for example, the street name must be present and the street number and suite number must fall within the range included in the data. In postal codes that have been fully “urbanized”, rural route information is no longer relevant for these addresses and is removed by the software. Here is an example:

Incoming record	CPC Data	Resulting record
123 Cherry Lane RR2 Anywhere, MB R0R 0R0	Partially recoded to “urbanized” Range is 101-125 ODD Still contains RR information	123 Cherry Lane Anywhere, MB R1R 1R1
131 Cherry Lane RR2 Anywhere, MB R0R 0R0	Partially recoded to “urbanized” Range is 101-125 ODD Still contains RR information	INVALID (out of range)
RR2 Anywhere, MB R0R 0R0	Partially recoded to “urbanized” Range is 101-125 ODD Still contains RR information	VALID
RR1 Anywhere, MB R0R 2R2	Fully recoded to “urbanized” No RR information	INVALID
54 Main Street RR3 Anywhere, MB R0R 1R1	Not recoded to “urbanized”	VALID
RR3 Anywhere, MB R0R 1R1	Not recoded to “urbanized”	VALID
54 Main Street Anywhere, MB R0R 1R1	Not recoded to “urbanized”	54 Main Street RR3 Anywhere, MB R0R 1R1

The addresses affected by the change in data are indicated to SERP developers by Canada Post through a separate file that is updated monthly. The software must reference this file to determine whether the rural address is to be corrected under the new rules or the previous rural rules. Removing the RR number from the civic address does not affect deliverability.

As the mail is sorted by civic address, this information is no longer required for delivery.

Rural postal codes that have not been affected by this change will still be handled under the previous rural rules as will some addresses that fall within the partially “urbanized” postal codes. Records which are technically valid under the SERP rules but may be missing or possibly missing information will still be flagged as “Questionable”. Questionable addresses may experience delays in or difficulty with delivery and should be checked by the mailer.

If you notice a significant decrease in your accuracy level and are concerned or have questions about these changes, please contact Kristi@flagshipsoftware.com.



LFT Confusion Continues

We are still being notified by mailers that some RVUs are continuing to provide Letterflattainers (LFTs) for oversize mailings. As mentioned previously, there have been periodic regional shortages of polyflutes (flats tubs) in the past few months but they are definitely still available. LFTs are NOT for use with oversized mail under Canada Post’s rules.

HOWEVER! In our dealings with Canada Post on this matter, we have been advised that if polyflutes are not available for your mailing, you must create a case with their Customer Serve network in order to induct your mail in an alternate container. Depending on the size of your mail piece, this could be a Lettertainer, LFT or cardboard boxes (of a consistent size and shape). The case essentially provides you with a “waiver”, allowing you to induct your mailing in a non-approved container. You will need a case for each mailing you are intending to induct using alternative containers.

When preparing your mailing in this way, you would adjust the value for "Max # of Pieces in a Container" in the software to reflect the appropriate number of pieces required to fill the container. Please remember that a full container is considered to be 95 to 100% filled. To test for fill, follow these steps:

1. Fill the container with your pieces.
2. Tip the container on a short end until it is at an angle of between 45 and 90 degrees.
3. The mail, compacted under its own weight, should fill a minimum of 95% of the container.

HOWEVER! If you are using LFTs for oversized mail in this manner, it is important to note that they have a lower weight limit than letterainers and polyflutes. If your oversized piece is heavy, you must ensure that the maximum mail weight per container is 7kg. You can calculate this by dividing 7kg or 7,000g by the weight of your piece in grams. For example, if your piece is 200g, a maximum of 35 pieces will fit into a LFT by weight even if more pieces will fit by size.

If you have difficulty sourcing polyflutes, you are advised to open a case with the Customer Serve network. As well, please contact Kristi@flagshipsoftware.com to let us know where the shortages are occurring. Canada Post's head office induction folks have been very helpful in directing polyflutes to regions without supply once they have been made aware of the shortage.



Images courtesy of Canada Post Corporation

Scanning Containers, not Pallets

Another issue we have heard from some mailers is that induction staff at RVUs are scanning pallet or monotainer labels when mail is presented in containers. When mail is brickpiled (i.e. no containers at all on the pallet or in the monotainer), then the pallet/monotainer label is scanned. The pallet or monotainer is considered to be the container for that mail and has the 2D barcode that links to the EST. If a pallet or monotainer is holding hard-sided containers, then the RVU staff are required to scan the containers themselves for verification purposes and NOT the pallet or monotainer label.

The barcode on that label will not register as Canada Post's EST system does not collect that information in the uploaded mailing plan.

If you are running into issues with your RVU scanning the wrong labels and holding or attempting to surcharge the mail, please contact Kristi@flagshipsoftware.com.

Oops! Wrong minimum volume.

In our January, 2014 newsletter, we indicated that the minimum volume requirement for Incentive Lettermail LCP is 1,000 pieces. This should actually have read 500 pieces. The 1,000 piece minimum is for Addressed Admail and Publications Mail LCP. Thanks to one of our eagle-eyed readers for noticing our typo!



Reminder...Barcode App for New Container Labels

A reminder to our customers that Flagship Software has developed a **FREE** application for Android and Apple smartphones called **iAdd CA Scan**. This app will scan the new 2D barcodes and provide the container, service, postal code, customer number and drop date information so that you can verify with your ESOM.

This **FREE** app is available at the iTunes Store or Google Play. Search under "iAdd CA Scan" or "Flagship".

Web Training

Flagship Software continues to offer **Web Training!**

If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a web session.

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