

Changes to Addressed Admail

At the most recent NAMMU Toronto Chapter meeting, Canada Post discussed changes they will be making to Addressed Admail as of January, 2015. In response to industry feedback and requests, they have worked to simplify this service and add value. The most significant changes are described below. More information will be released around July.

Addressed Admail NDG and Addressed Admail Machineable Presort will both be discontinued as of January, 2015. The NDG product is considered complex for mailers and no longer necessary. Machineable Presort was intended as a transitional category during postal transformation and Canada Post no longer feels it is necessary. This means that Addressed Admail LCP and Addressed Admail Machineable will be the two options available to mailers starting next year.

Addressed Admail LCP will still retain the sortation levels for bundling purposes but a flat rate pricing structure will be introduced. This means that instead of pricing based on density, mailers will pay a single rate no matter what level the piece falls into. This provides mailers the ability to accurately calculate postage costs based on the number of pieces rather than by having to run the file through presortation first.

Addressed Admail Machineable will be pushed by Canada Post as their preferred method of preparation. To assist mailers in the transition, the Machineable Mail specifications will be reduced from the current 30 to 11 mandatory requirements. Other, previously mandatory specifications, will become "best practice" recommendations for mailers. Very good news is that Canada Post will be removing readability rate surcharges which has been a big deterrent to mailers wanting to prepare machineable mail.

January 2015 pricing has not been announced but Canada Post wants to assure mailers that there will not be a massive price increase (aka "a one-time adjustment") as was seen with transaction mail and will be in line with historical increases. They are well aware this is a very competitive product and are committed to keeping value for mailers.

So what does this mean for mailers? There is definitely a lot of good news in this announcement. Making Machineable Mail easier to produce and removing the surcharge risk is a big step in the right direction. NAMMU is continuing to remind Canada Post that the Machineable/LCP decision is frequently not made by the mail services provider as they may only receive the finished piece. Making a piece machineable requires decisions at the design stage which is often many levels removed from those doing the printing and mail prep work. The industry still requires an LCP option that is priced similarly to machineable to account for the many creative pieces that don't fall within the machineable specifications.

Canada Post's Machineable Mail Advisor is an excellent tool to help mailers design their piece for maximum readability. It can be found at:

<http://www.canadapost.ca/cpo/mc/business/tools/advisors/mmadvisor/default.jsf>

Sochi Gold!

Flagship offers a big congratulations to Jennifer Wakefield who won Olympic gold with the Canadian Women's Hockey team in February. Jennifer is the daughter of Tim and Suzanne Wakefield of Insource Corp, supplier of mailing and printing equipment, headquartered in Markham, Ontario. Flagship staff had been loud and proud supporters of Jennifer as she headed into the Olympics and we were thrilled to see our team win! General Manager, Kristi Kanitz, had the opportunity this month to see Jennifer and have a picture taken holding the gold medal (the closest she will ever get to having one herself!). Congratulations, Jennifer!



Rural Addressing Changes

As we have detailed in earlier newsletters, Canada Post introduced changes to rural data and rules around how these addresses are to be validated. As these changes were complex and difficult for mailers to understand, Canada Post added an FAQ to their website in an attempt to simplify the changes. The link can be found here:

<http://www.canadapost.ca/cpo/mc/business/productsservices/atoz/faq.jsf>

<http://www.canadapost.ca/cpo/mc/business/productsservices/atoz/addressaccuracy.jsf>

If you have questions about rural validation and correction or specific addresses in your data, please feel free to contact Kristi@flagshipsoftware.com. We would be happy to provide additional information or review the addresses in question.



Oops! We made a typo!

We want to apologize for the typo in the April newsletter regarding the number of stamps required to be purchased by VentureOne customers to reach \$250 in discount. It actually works out to slightly more than 5,000 stamps, not 500k! And, thanks to Canada Post for noticing and correcting us on it (now our faces are really red!).



Image courtesy Canada Post Corporation

Direct Marketers' Day at the Country Club

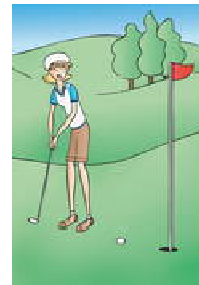
NAMMU along with **DMAC** are hosting a Golf day on **Tuesday, June 24, 2014** at the **Richmond Hill Golf and Country Club**. We are looking forward to a great day of golf, networking, food and most of all FUN! For those that don't play golf, tickets are available for the Cocktail Party and Dinner only. Playing on Team Flagship will be Carolyn and Domenico; we'd love to see you there, too! For more details and registration information, please visit:

<http://www.eventbrite.ca/e/direct-marketers-day-at-the-country-club-tickets-11374666935?aff=es2&rank=9&sid=6d5e7978d9ec11e3ab5912313d225df9>

If you have any questions about this event, please contact Carolyn Trebell at:

Carolyn@flagshipsoftware.com or 1-866-672-0007 ext. 3.

See you on the tee!



iAddress™ 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 1-866-672-0007 ext. 3 or carolyn@flagshipsoftware.com to schedule a web session.

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