iAddress™ Updater

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Subscribing to the English or French Newsletter List

We will be sending both the English and French newsletters as separate emails. Please use the "unsubscribe" button at the bottom of the email to remove yourself from the list on which you do <u>not</u> want to be included. For example, to remain on the English newsletter list, please Unsubscribe from the French list. To remain on the French newsletter list, please Unsubscribe from the English list. Thank you!

Machineable Mail – "Best Practices"

In July, 2014, Canada Post split Machineable Mail requirements into "mandatory" and "best practices for optimal processing". The mandatory requirements were outlined in our September, 2014 newsletter. These are the non-mandatory but recommended additional requirements. Although they are listed as "best practices", Canada Post includes restrictions within these recommendations as well. Additional details can be accessed in the Machineable Mail Postal Standards Guide at http://www.canadapost.ca/tools/pg/standards/PSMach_SL-e.pdf

For Machineability, Canada Post is requesting that materials be strong enough to be processed by their machines but flexible enough to bend around a circular surface. While this is vague in terms of flexibility, mailer reports to us and our own experience has shown that the new machines can handle a fairly rigid material. For example, Flagship's monthly DVDs in a semi-rigid mailer are processed on this equipment and we rarely have reports of damage.

Windows in envelopes require transparency with a maximum haze of 75% and a gloss reading less than or equal to 159 gloss units. There must be uniform clarity and no wrinkles, creases or other blemishes.

Self-mailers may have perforations but there are recommendations to prevent damage in the equipment. These include removing pinhole feed strips (if applicable) and locating tear-off stubs to the left of the destination address so they do not represent the leading edge into the machines. Perforated paper must remain intact (no paper removed) and it is recommended that perforations on tear-off stubs do not align with one another.

Paper type recommendations include suggestions for:

- Brightness and opacity
- Smoothness and reflectance levels

- Avoidance of dark fibers, background patterns, watermarks and fluorescent inks

There are specific recommendations for the following types of enclosures as well as a list of non-acceptable enclosures.

- Flexible magnets
- CDs/DVDs
- Plastic cards
- Key tags and coins

Best practices for sealing of envelopes and self-mailers is outlined in detail including placement of seals on various configuration for self-mailers.

Readability best practices relate to the placement and printing of destination addresses and the postage zone as well as the recommended quiet zones. There are mandatory requirements in this section and they include:

- Postcards: if a dividing line is used, it must be at least 0.5mm wide and at least 5mm to the left of the address.
- No white fonts on a dark coloured background.
- Windows in envelopes must fall within and not be larger than the address zone. They must be rectangular and large enough to display the address even if the content shifts. Auxiliary windows must be at least 10mm from the edges of the envelope and 7mm from the address window. They must not be located within the address block or the postage zone.
- Metered mail may not have graphics within the postage zone.

If you use repositionable notes (RPNs), be sure to review the best practices with respect to their size, shape, placement and method of attaching. There are mandatory requirements as well as recommendations.

Customers may apply their own barcodes to the left or above the address block. A list of acceptable barcodes is included in the Postal Standards guide; any other barcodes must be covered or placed inside the envelope.

USPS *Mail Entry Roadmap*

The USPS has published an updated version of their Mail Entry Roadmap as of October, 2015. This document describes "the Postal Service's key initiatives to streamline the acceptance, induction and verification of commercial mailings". It includes sections on Full Service, eInduction and Seamless Acceptance.

More information will be provided in later newsletters, however, the full document can be accessed at the following link:
https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/MailEntryRoadmap.pdf

Best Lines in Direct Mail

The following lines were selected by Jeffrey Dobkin, an author who specializes in creating copy for DM. His website at www.jeffreydobkin.com has great information and insight into direct marketing.

- Gift Certificate Enclosed
- Free Offer Inside
- Open Immediately!
- Just Call and Get…
- Call Us Toll-Free…
- Dear Colleague and Friend
- Giving thanks:
    - Thank You
    - Thank you for your business and your trust
    - Thank you for your kind referral
    - Thank you for the opportunity and privilege to be of service
- New Product Offers Benefit!
- Free Booklet offers how-to information
- See Order Form on Page…
- What's New Inside…
- Satisfaction Always Guaranteed
- Kindest regards

Print is Big

We were recently pointed to a website that has a great collection of statistics on the US and international print market and its impact on the economy. There are downloadable posters available with this information, including versions that will allow you to add your own logo. The information was put together by Keen Systems, located in the US, and published originally in 2012. It went viral at the time and is still a great resource today.

Keen collected the information from a variety of reputable sources as a response to myths about the environmental impact of the print industry, especially with respect to marketing or so-called "junk mail" pieces. Some of the information contained on the poster:

- 60% of the power used to produce paper in the US is supplied by on-site renewable energy sources
- Spam e-mail wastes 33 billion kilowatt hours annually; equivalent greenhouse emissions to 3.1 billion cars using 2 billion gallons of gas
- 70% of today's ads and direct mail are printed on recycled paper
- Reading a newspaper instead of online news uses 20% less CO_2
- Direct mail increased US company sales $702 billion in 2010
- Direct mail brings in 78% of donations for non-profits

They recommend some great tag lines to put after your e-mail signature, including this one:
"*Go ahead, print my email. You'll read it 10-30% faster and produce 20% less CO2. And yes, paper does grow on trees.*"
For all the information, please head to their website at www.printisbig.com.

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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.