



## iAddress™ Updater

March 2015, Volume 8, Number 3

### Canada Post reverses decision on LFTs

The decision to make LFTs mandatory as of July 1, 2015 has been reversed by Canada Post. We have been informed that, as long as Lettertainers are available, they will be accepted for Standard and Short/Long mail. The option to choose this type of container will remain in the software for the time being.

This is the statement from Canada Post that they have requested we share with our customers:

*Please Note: Effective January 2015, Canada Post started phasing out the use of Lettertainers (LTs) for standard (STD & S/L) size addressed mailings. Due to diminishing inventory in LTs, the use of Letterflatainers (LFTs) is strongly encouraged. If LFTs are not available, mail will still be accepted if deposited in Lettertainers until the inventory is depleted.*

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### USPS 2015 Promotions

The USPS has announced a number of promotions for 2015 for both First-Class and Standard Mail. These promotions include the following:

First-Class Mail® (both promotions have been approved as of March, 2015):

1. Earned Value Reply Mail

This promotion is designed to slow the decline of First Class mail as well as Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM). This has been a successful promotion in prior years and has been approved again for 2015. A postage credit for each reply piece will be applied to customer Permit accounts for future mailings.

2. Colour Print Transpromo

This promotion is designed to continue to grow the value of First Class Mail by encouraging mailers to invest in dynamic/variable colour print technology for transactional mail. This will

drive a better response from consumers and increase the value of the mail. There will be an upfront postage discount to mailers to encourage them to find ways to use colour as a revenue opportunity.

Standard® & First-Class Mail® (partially approved as of March, 2015):

1. Emerging and Advanced Technology

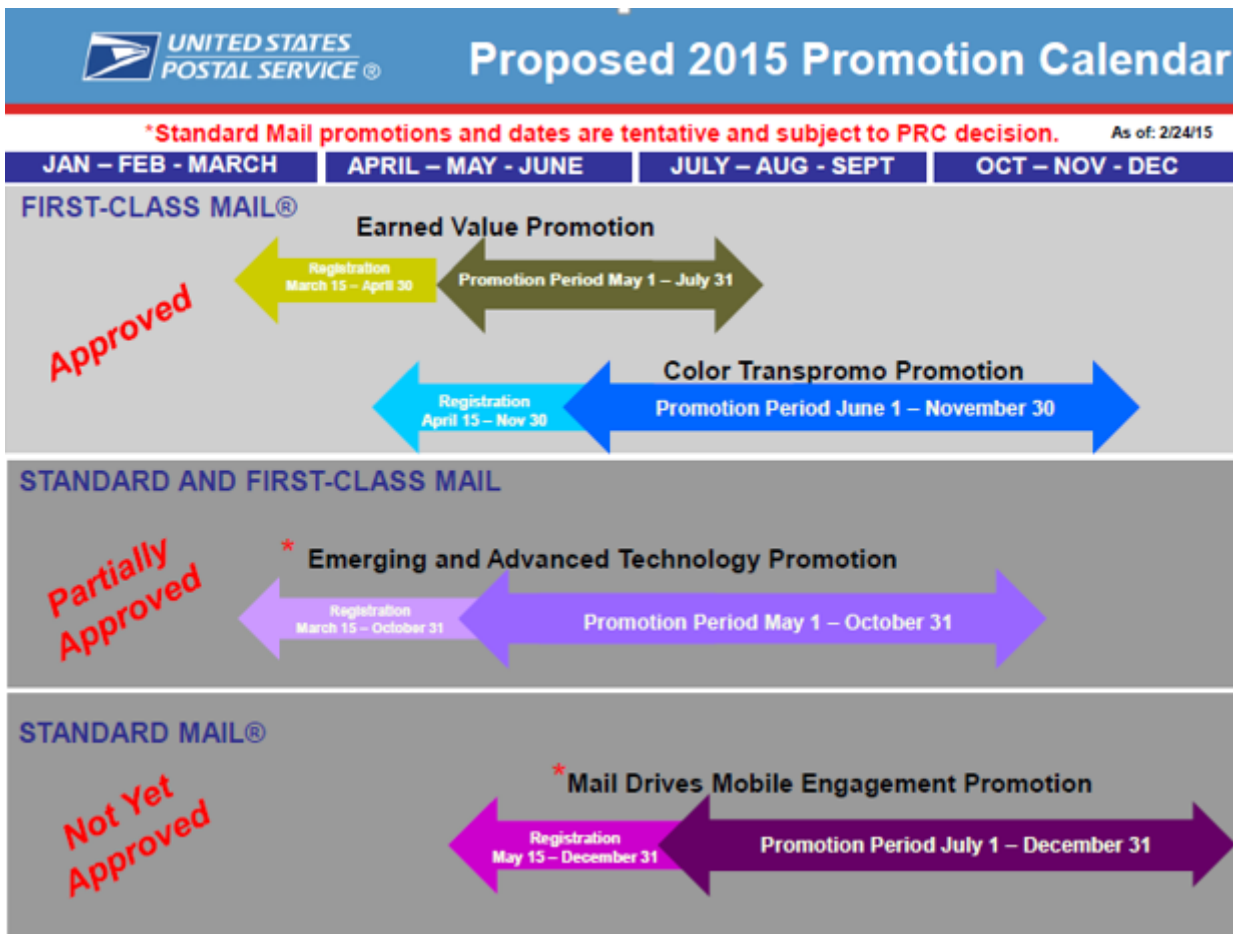
This promotion encourages the use of advanced print technology such as innovations in paper and ink, enhanced augmented reality (such as 3D animation and gamification) or standard near field communication (NFC) technology. Approval has been granted for First Class Mail but is pending for Standard Mail.

Standard Mail® (not yet approved as of March, 2015)

1. Mail Drives Mobile Commerce

This promotion is designed to demonstrate how direct mail can combine with mobile technology to provide a convenient method for recipients to engage and interact with print. It is still pending approval.

For a more detailed description of each of these promotions including the discounts or credits, please visit <https://ribbs.usps.gov/index.cfm?page=mailingpromotions> . The following is a calendar showing registration dates as well as the timing of the promotions.



## Flagship Staff Update

Flagship Software congratulates our own Tyler Hackwood on his marriage to Alexandra! Tyler is one of our programmers and appropriately picked “pi day” for the big event.



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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](mailto:carolyn@flagshipsoftware.com) to schedule a web session.

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