iAddress™ Updater

March 2016, Volume 9, Number 3

Canada Post Data Delay

Flagship Software Ltd. has been notified by Canada Post that the April 8, 2016 update of all of the CP data files will be delayed for several days. This is to ensure that changes from the large municipal amalgamation for Shawinigan, Quebec is reflected in the April data update.

Canada Post apologizes for any inconvenience.

Indicia Changes as of April 1, 2016

1. Customized Indicia Pre-Approval Not Required

Using a customized personalized indicia is a free way to add branding or visual messaging to your mail piece by including a logo, image or graphic. There are no minimum volume requirements and they can be full colour or black and white. It is available for Personalized Mail, Lettermail and Publications Mail. Until now pre-approval has been required, however, as of April 1, 2016, mailers will no longer have to submit customized indicia to Canada Post for approval.

Requirements are posted on the Canada Post website and reflect maximum and minimum sizes as well as content. Canada Post does reserve the right to refuse any customized indicia that is determined to be non-mailable. In the rare circumstance you might be concerned that your image is non-mailable, it would be best to submit it to Canada Post for prior approval. Information on customized indicia is currently available at this link, however, it may not have been updated by the time this newsletter is published:

https://www.canadapost.ca/web/en/kb/details.page?article=customized_postal_in&cattype=kb&cat=sending&subcat=dmcreationqualification?ecid=murl|ddn|ops|22

1. Personalized Mail Indicia

Effective April 1, a 2D barcode is being released for the Personalized Mail indicia. This is <u>not</u> a requirement for Lettermail or Publications Mail. The 2D barcode initially will be static and contain the service name only. Mailers will be given until March 31, 2017 to convert to using this barcode so that they can use up existing pre-printed stock.

At the time of publication, only draft specifications were available for the 2D barcode. A link to the new specifications will be provided in the April, 2016 newsletter.

New Clip Sealing Option for Machineable Mail

Canada Post has tested two tabs on the leading edge of Machineable Mail and has determined that this is an acceptable option for mailers. The existing specification requires 1 tab on the top edge and 1 tab on the leading edge with the fold at the bottom. The new option requires only two tabs on the leading edge as shown below.

Previous Requirement   New Option

Uncorrectable/Invalid Addresses

When you run correction/validation on your file, the iAddress™ software will flag your uncorrectable or invalid addresses. There are several ways to deal with these addresses.
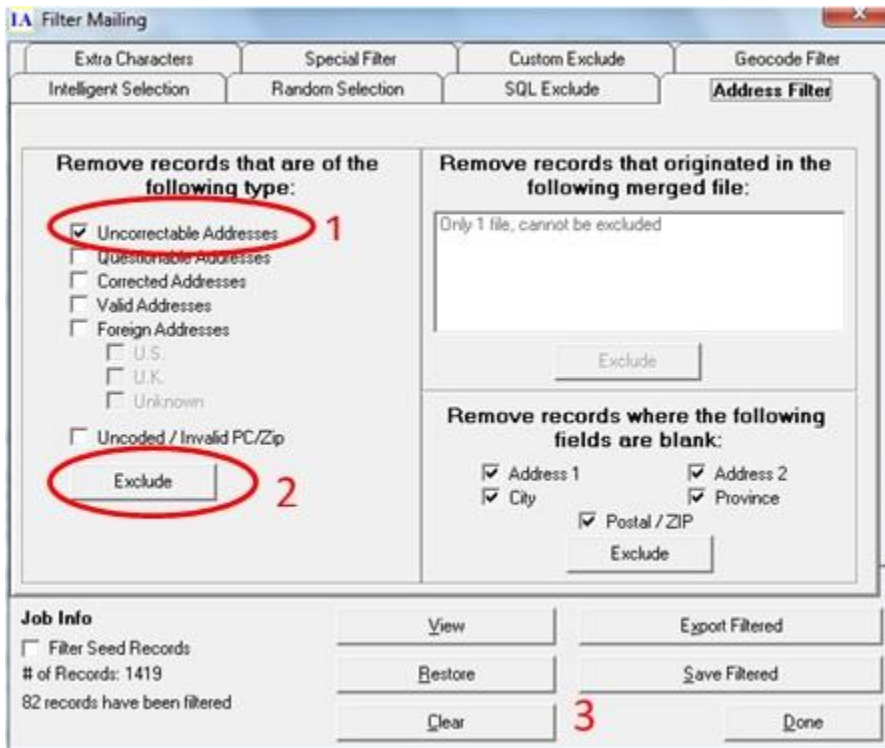
a) Remove them from your mailing:

- Using the **Filter Records by Correction Type** button on the Validation Report screen will allow you to remove the records either permanently or temporarily from your file.

1. Click **Uncorrectable Records**.
2. Click **Exclude**.
3. You can now **Export** to a file or **Save** your filtered records to a separate job if you like. You also have these options:

View - takes you to the View Database screen to see the filtered records
Restore - will add the filtered records back into your database
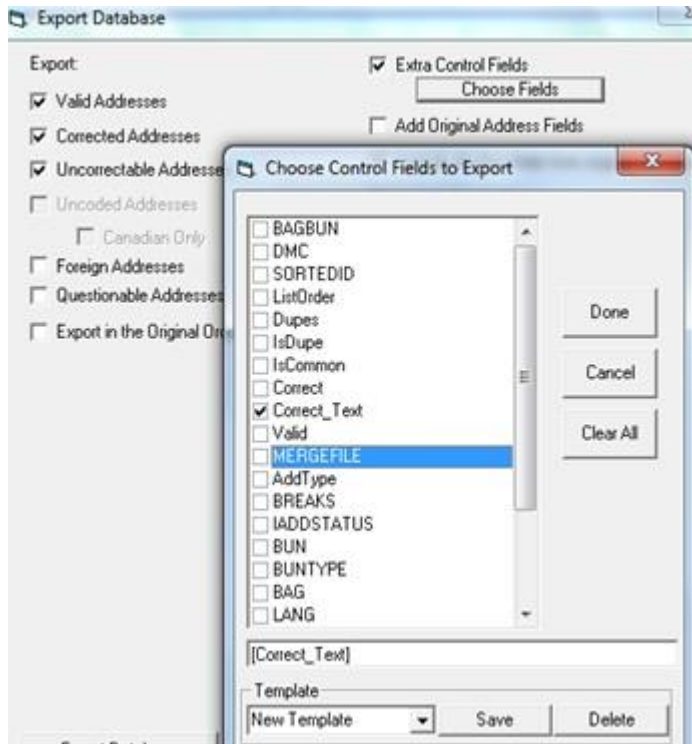**Clear** - will permanently remove the records from your database

b) Export with the **Correct_Text** field

The Correct_Text field provides an explanation of what might be wrong with the record. This information can be helpful when attempting a manual correction of the address. To add the Correct_Text field to your export, you will do the following:

1. Select **File/Export Database**.
2. Click **Uncorrectable Addresses**
3. Click **Extra Control Fields**.
4. Click the **Choose Fields** box and then select **Correct_Text**. Click **Done** and continue with your export.

 c) Manually correct your invalid addresses.
iAddress™ has an integrated look-up utility that can assist in the manual correction of invalid addresses. It is important to note that the look-up does not use delivery point data as this is not allowed under Canada Post license. Once you have used the look-up to correct your address and leave the screen, the software will re-validate your uncorrectable addresses against the point of call data. This may mean that addresses you have corrected may still be marked as invalid. In most cases, however, the look-up can help you resolve your addresses or provide additional information on what is wrong with the record.

1. Go to the **View Database** screen and view your uncorrectable addresses:
   o **File/View Database** and click the **Uncorrectable** button OR
   o Click the **View Uncorrectable Addresses** button from the **Validation Report**
2. Select an address and click **Look-up**.
3. Use the various tools to help resolve the address:

a. **Quick Search** features:
Search Street Name – listing of all addresses at that street name in that city
Search Postal/Zip – listing of all addresses at this postal code

b. Search features:
Use the drop-downs to select the Province and City you are searching. A list of all street names, rural addresses, LVRs, alternate street names and alternate city names will be provided on the right. You can select a street name and it will display all valid ranges for that street. Entering a street number will show you just the entry for that civic address. The same can be done for PO Boxes and Rural Routes in that city as well as a

listing of all valid General Delivery locations.

4. When your address is resolved, click **Suggest** and ensure you receive a message indicating "Address Valid subject to PoCAD verification". Once you see this message, click **Address Save**.

5. You can delete addresses from this screen by clicking **Delete Address**.

6. Once you have corrected or deleted an address, you can move to the next uncorrectable address by clicking **Next Record**.

There are several other options available on this screen. For a full listing of the features of the look-up utility, please check our online manual found in the Help menu.

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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