



iAddress™ Updater

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iAddress™ Completes Canada Post Testing

Flagship Software has successfully completed the latest Canada Post SERP (Software Evaluation Recognition Program) recognition testing. An updated correction engine is now available for download.

Depending on your addresses, you may notice some differences in your correction results. The iAddress™ correction engine has been improved to handle finer corrections with rural addresses and PO Boxes, better handling of suite info, as well as "extra information" in an address record.

We are constantly striving to improve address quality and welcome customer input.

Fraud Alert

While not as common as phishing scams, there are some unscrupulous folks out there using the mail to take advantage of the unwary. Here are two situations to be aware of:

1. Mailers/Printers being defrauded of processing and postage fees.

The USPS Postal Inspection service has identified a number of entities, believed to be based in Canada, who are requesting printing and mailing services from US companies. Once the mailings have been inducted, the payment cheque is returned as NSF or account closed. While this has been identified south of the border, it is very likely this scam is also happening in Canada. Here are some additional details:

- Companies are operating under the names: Direct Market, DMW Direct, API Global Fulfillment, DMG Group Corporation, DMG Multimedia, Global Media, Slim-Tab, LipoCitrex, Axera International, BeSlim, Nutrim.
- Cheque is drawn on a CIBC or BMO account

- There may be legitimate US businesses using these names and they are not involved in the alleged fraud.

Some of you may recall this situation occurring several years ago (2008 and 2009 to be more specific). Just in case it is a repeat of that situation, here are those details:

- Companies were operating under the names Web Direct Advertising, Web Direct Solutions, and Web Direct Marketing in Québec and Ontario.
- The owner of these companies was listed as Stephane Potier.
- Requests were for printing and mailing services for diet supplements or programs.

2. Mailings promoting “psychic” services

Just this month, US authorities announced they had banned two companies from using the mail to send solicitations on behalf of alleged psychics, clairvoyants, and astrologers. The scam has been ongoing for more than 15 years and is estimated to have generated more than 56 million mail pieces and \$180 million in proceeds. There is no report of mailings originating from Canada at this point however, Canadians were among the victims of this scheme. Here are the details:

- Companies involved: Infogest Direct Marketing (Montreal) and Destiny Research Center Ltd. (Hong Kong). The companies have signed an agreement (consent decree) banning them from using the USPS.
- The companies are permanently restricted from using or selling their mailing list.
- Mailings advertised the services of Maria Duval and Patrick Guerin and sold talismans and other products.
- Anyone that responded to the offers was inundated with additional mail pieces.

If you have been approached by any of these companies or individuals, the information can be reported to Canada Post Security and Investigation Services or the United States Postal Inspection Service.

Do-Not-Mail Only Module Now Available

Currently do-not-mail suppression is included with NCOA processing. Users may choose to run this service at no additional charge when running their records through NCOA. In response to customer requests, we have launched a do-not-mail service that is not linked to NCOA for a flat annual fee. Please note that do-not-mail processing will still continue to be offered at no charge with NCOA.

Updates from the National Postal Forum

Flagship's General Manager, Kristi Kanitz, and Technical Director, John Woolsey, attended the 2016 National Postal Forum in Nashville, TN in late March. The focus of the Forum this year was the meeting of physical and digital media. The USPS is planning billions in capital projects over the next 5 years to allow them to leverage internal data to allow better tracking, visibility and insights into the mailing process. Here are some highlights:

- 3rd ounce free for First Class Mail™. An enhancement to the 2nd ounce free which has been in effect for a couple of years, this means up to 85g (in Canadian measurements!) can be mailed for the same price as 30g. The rate case has been filed and will be rolled out as soon as it receives government approval.
- Expansion and renaming of the Real Mail Notification program. "Informed Visibility" has subscribers downloading a free app which provides visual notifications of what is in their mailboxes. A national roll-out is scheduled by the end of 2017. The program allows mailers to tie digital offers to the physical mail pieces, building interest and anticipation.
- Augmented reality (AR) and digital watermarking were featured prominently at the NPF. AR adds digital content to print pieces and is becoming more common as the technology improves. Digital watermarking incorporates tags into print which are invisible to the human eye using simple, existing print technology. Users can scan the print piece and link to expanded content, contests and coupons.

Augmented Reality and Digital Watermarking – The Canadian Tire Wow Catalogue

Augmented reality and digital watermarking are becoming more common in the US but the technology has not been picked up as much in Canada. Print runs are smaller making an investment in these technologies more costly per piece. However, Canadian Tire has just put out an excellent example of both augmented reality and digital watermarking.

The new Wow catalogue is a 200 page print catalogue embedded with digital watermarks linking to enhanced content including augmented reality. Users can download the free Canadian Tire app and use it to scan pages in the catalogue to see product descriptions, prices, how-to guides and demonstrations. Scanning a product brings it onto the phone's screen where the user can add it to their shopping cart with one click.



Canadian Tire Wow Catalogue



Photo of catalogue page



Scan of catalogue page using app

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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