iAddress™ Updater

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Machineability versus Readability with Canadian Machineable Mail

When mailers look at Machineable Mail as an economical preparation method, they need to consider different issues than with Special Handling mail. Do you know the difference between "machineability" and "readability" and how they impact your mailing?

Machineability is a measure of how well your mail pieces move through Canada Post's automated equipment. This is determined by the physical characteristics of your piece such as paper, weight, size, enclosures, and aspect ratio. Pieces with low machineability can get stuck together, jam the machines, or become ripped or otherwise damaged on their voyage to your recipient. None of these scenarios are good for either you as a mailer, or Canada Post!

Readability is a measure of how well the machine's scanners can recognize the address on your mail piece. This is determined by the type of paper and ink, placement of the address, the amount of clear space around the address, and the type of font. Pieces with low readability may be smudged, skewed, too faint, have poor contrast with the background colour, or may have partly shifted outside a window. Canada Post expects a minimum of 95% of your Standard machineable pieces to be read without issues.

Canada Post offers a free service to test the machineability and readability of your mail pieces. You need to provide 200 sample pieces for them to run through their machines. They will return a report to you outlining the results so that you can see if your piece requires any tweaking to ensure it meets both the machineability and readability requirements.

Which Barcode is Which?

There has been a great deal of information in the last year about 2D barcodes on Canadian mail. However, there are 3 different 2D barcodes made available by Canada Post which can be confusing and we often receive questions about the differences. Here is a description of each:

1. **2D indicia barcode**
   - Mandatory for Personalized Mail
   - Applies to Personalized Mail only
   - Appears within the indicia box
   - Barcode is static: it is exactly the same on every piece

2. **Machineable Mail 2D barcode**
   - Optional for Machineable Mail
   - Applies to all Machineable Personalized Mail, Publications Mail and Lettermail
   - Are unique to the destination address with 21 characters for mailer use
   - Is used for processing if address cannot be read
   - Permits more creativity (fonts, colour, etc.) on the mailpiece
   - Customer number in the barcode must match the indicia, mail owner or paying party

3. **Postal Code Targeting (PCT) 2D barcode**
   - Mandatory for PCT mailings
   - Provided by Canada Post in lieu of an address
   - Are unique to the destination address
   - No ability to process if barcode cannot be read
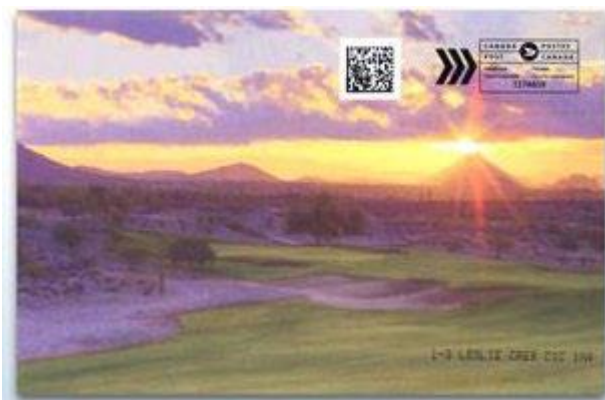
If you have questions about whether you require a barcode or if you are using the correct one, please contact support@flagshipsoftware.com.

US Postal Promotions

The USPS has introduced 6 incentive programs for 2017. The calendar with registration and promotional periods is shown below. Enrollment user guides can be accessed at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2017PromotionsCalendar.pdf
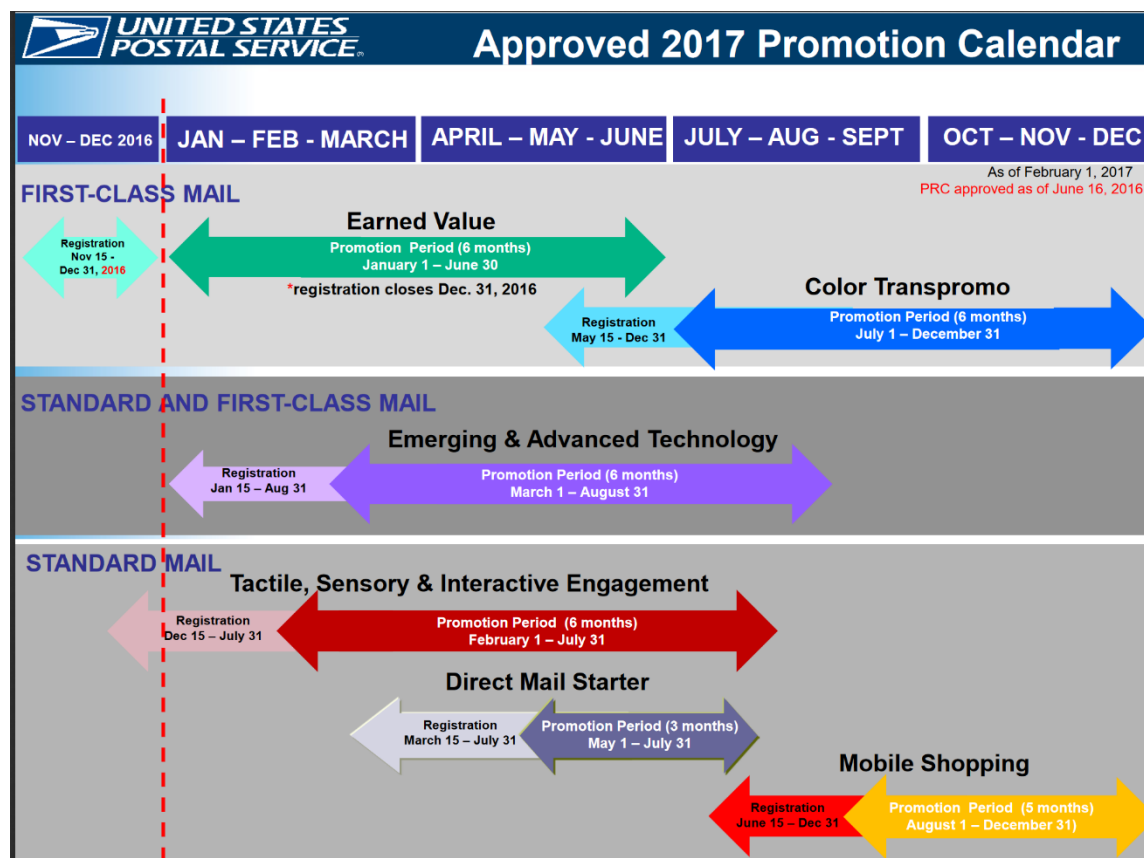
1. **Earned Value**

•   Credits will be earned by eligible mailers using Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) enclosures. Credit of $0.05 per eligible piece will be applied to future mailings. New this year is the addition of Alternate Postage (Share Mail) enclosures as eligible for the credit.

2. **Tactile, Sensory, & Interactive Engagement**

•   Mailers must incorporate a multi-sensory experience in their mailpiece to be eligible. This includes special visual effects, sound, scent, taste, and texture. The discount is 2% of eligible postage and is applicable to:
o   Standard Mail letters and flats
o   Nonprofit Standard Mail letters

3. **Emerging & Advanced Technology/Video in Print**

• Mailers must incorporate approved emerging or advanced technologies in their mailpiece to be eligible. New this year is the addition of virtual reality content to the promotion as well as Digital to Direct Mail in which mailers provide personalized messaging triggered by a digital interaction by the recipient. The discount is 2% of eligible postage and is applicable to:
o First Class Mail presort and automation letters, cards and flats
o Standard Mail letters and flats
o Nonprofit Standard Mail letters

4. **Direct Mail Starter (NEW)**

• A promotion aimed at first time mailers to promote events and offers incorporating print-mobile technology (QR codes, barcode tracking, augmented reality, Near Field Communications, etc.). A discount of up to 5% of eligible postage will be applied to a maximum of 10,000 pieces during the mailer's promotion period. Eligible pieces include:
o Standard Mail letters and flats
o Nonprofit Standard Mail letters and flats

5. **Personalized Color Transpromo**

• Eligible mailers include personalized colour transpromotional messaging on their bills and statements. There is an upfront discount of 2% of eligible postage. This applies to:
o First-Class Mail commercial letters as part of an IMb Full-Service mailing

6. **Mobile Shopping**

• Mailers that integrate mobile technology with their direct mail including direction to a mobile optimized online shopping experience. This includes QR codes, Snap Tags and Watermarks. The discount is 2% of eligible postage and include:
o Standard Mail letters and flats
o Nonprofit Standard Mail letters

Tax Rate Changes

HST RATE CHANGES			
PROVINCE	June 30/16	July 01/16	Oct 31/16
New Brunswick	13%	15%	15%
Newfoundland & Labrador	13%	15%	15%
PEI	14%	14%	15%

The following link will help you keep current with tax changes:

http://www.cra-arc.gc.ca/tx/bsnss/tpcs/gst-tps/rts-eng.html#rt

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. 1 or carolyn@flagshipsoftware.com to schedule a web session.

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