



iAddress™ Updater

March 2017, Volume 10, Number 3

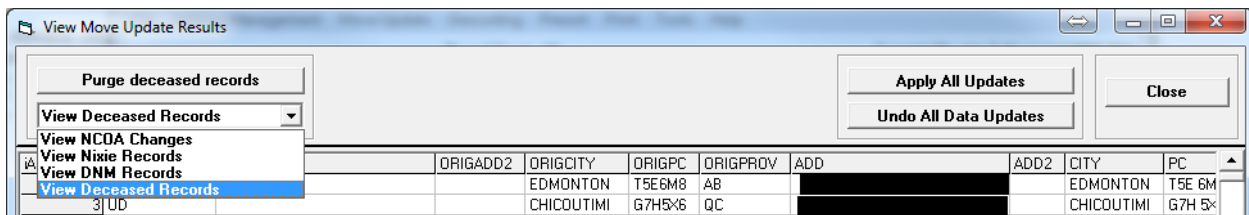
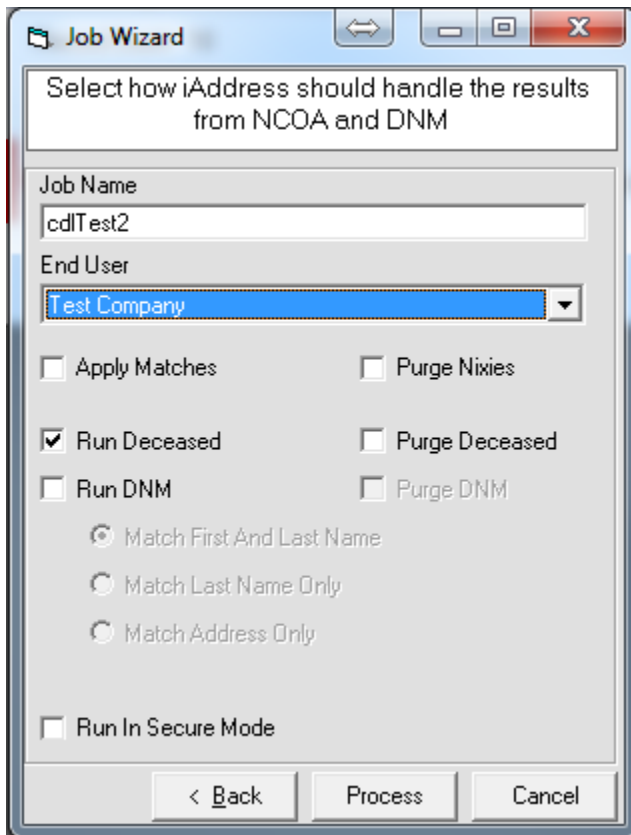
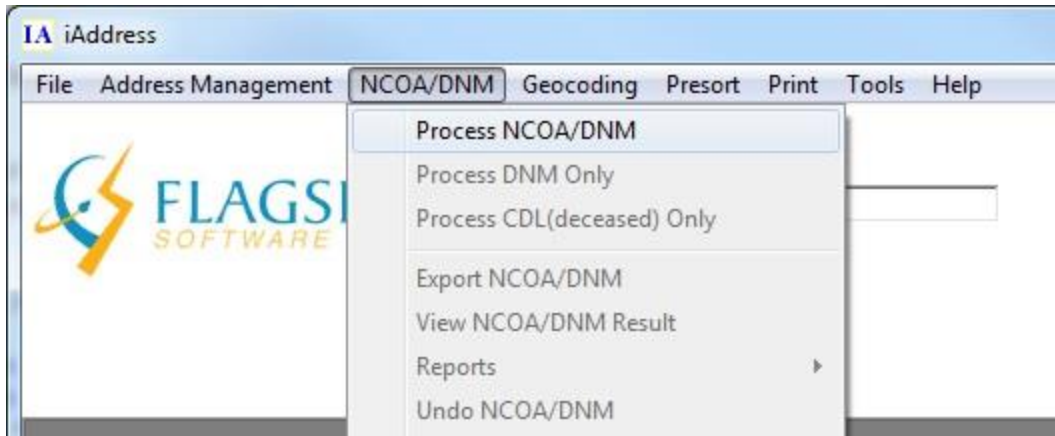
Deceased Suppression

Starting in April, 2017, we will be enhancing suppression of deceased records through our NCOA processing. Currently, deceased individuals are marked as Nixies after processing records against Canada Post's National Change of Address data. Due to privacy restrictions, Nixies cannot be identified by reason so mailers are unable to determine whether a record is flagged due to death or another reason. It is also limited to Change of Address Notifications (COA's) filed with Canada Post directly.

Flagship has been able to secure additional data to enhance deceased suppression. This data is collected directly from the funeral home industry and will be updated on a monthly basis. It will identify records within your database as deceased. It does not contain all death records across Canada however, we believe it will provide additional benefit to mailers.

When selected as an option with our current National Change of Address service, there is **no additional charge**. Flagship believes removing deceased records from mailings is an important service and is providing access to this data as a courtesy to mailers. If you require deceased data processing separately from NCOA, we can provide an add-on module at an additional charge.

Here is a quick guide on how to select enhanced deceased suppression with your NCOA processing:



Questions? Please contact support@flagshipsoftware.com or call us 416-410-6357 x. 3 or TF 1-866-672-0007 x. 3

Machineable Mail Fonts

One of the drawbacks of Machineable Mail has been the lack of creativity allowed with fonts. Canada Post has been looking at results from their equipment and has been able to widen the allowable fonts. It is important to know that these are mandatory requirements:

- Fonts must be human readable and commercial available
- Characters must not overlap the lines above or below and must be a constant height
- There must be good contrast with the background and without text effects such as shadows

In response to a request from the National Association of Major Mail Users (NAMMU), Canada Post has added the following list of script fonts to their best practices documentation for Machineable Mail. These fonts have been tested successfully on their machines:

Bradley Hand and Bradley Plain

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ÀÁÉabcdefghijklmn
opqrstuvwxyzàáéîç1
234567890(\$£.,!?)

Arphic Pengyokaisho

ABCDEFGHIJKLMN
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Briem Plain and Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÁ
abcdefghijklmnop
qrstuvwxyzàáéîõ&
1234567890(\$£.,!?)

Caflish Plain and Italic

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÉ
abcdefghijklmnopqrst
uvwxyzàá&12345678
901234567890(\$£€.,!?)

National Postal Forum

The National Postal Forum will be held in Baltimore, MD from May 21 to May 24, 2017. This is an annual conference that features workshops on a variety of (primarily) US mailing-related topics as well as an opportunity to see the latest equipment and supply innovations. Our General Manager, Kristi Kanitz, will be presenting a workshop on Canadian Mail Changes. She invites you to stop by and say hello if you are attending the conference! Information on the NPF can be found at: www.npf.org.

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 416-410-6357 x. 1 or TF 1-866-672-0007 ext. 1 or carolyn@flagshipsoftware.com to schedule a web session.

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Our mailing address is:

Flagship Software Ltd.
203-60 King Road
PO Box 2625
Richmond Hill, ON L4E 1A6
Canada

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The MailChimp logo is displayed in a white, cursive font within a grey rectangular box.