

# Mailers. Companion



JUNE 2003

## It's Here — The New, Transformed DMM 200A

*The strategy for the Domestic Mail Manual (DMM) Transformation is to develop a modular system that responds to the particular information and communication needs of different customers.*

**A Guide to Mailing for  
Businesses and Organizations**

*The 200A informs customers and employees about mailing options for businesses, and provides an overview of retail, discount or ("bulk") mailing, and online mailing services. This information provides a tool to help customers make the best decisions about how to use the mail.*

**Benefits of the DMM Redesign:**

- *Increase customer confidence in the mail.*
- *Empower customers to make decisions about mailing without needing an "expert".*
- *Promote consistent mailing advice.*



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## PMG BEFORE COMMISSION — Potter says status quo won't do, Urges changes at a reasonable pace

Despite signs of progress and positive change, the Postal Service faces daunting challenges in the years to come and action must be taken now to create a new business model that will strengthen America's mail system, PMG Jack Potter told the President's Commission on the U.S. Postal Service.

Potter's testimony today in Washington came two months before the panel will deliver its recommendations on the future of Postal Service to the president. "The status quo won't do," Potter said. "To serve America, to maintain universal service, the Postal Service has to change. It has to modernize with a vision of what America needs not just today but 10 to 15 years from now."

Potter said the Postal Service is doing all it can within current law, guided by its Transformation Plan. "Postal employees throughout the country have stepped up to better serve America," he told the commission. Service performance is at record high levels. Productivity continues to rise. The Postal Service has long-term contracts in place with its major unions. The Postal Service is focused on its

core mission of providing high levels of service at affordable rates.

But, for the first time in its history, he noted, the Postal Service has experienced two straight years of significant decline in First-Class Mail volume, a primary source of revenue. The weak economy has had an impact, he said, but the diversion of First-Class Mail to the Internet and to lower cost, lower yield mail products is real. "This shift calls into question the main building block of our business model," Potter said.

Changes are necessary, he said, but they must evolve over time and occur at a reasonable pace. "Creating chaos will not work," he said. "The changeover from the Post Office Department to the U.S. Postal Service in the early 1970s created a period of chaos."

Potter told the commission these are USPS priorities when it comes to short-term changes in the law: pricing flexibility; the ability to retain earnings, setting aside the break-even mandate; a labor negotiation process that would include the issue of benefits and rely on mediation-arbitration; and flexibility to implement infrastructure changes, including numbers and locations of Post Offices

*continued on page 3*



## Mailers Companion

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# Mail Quality

## MPTQM-Certified Mailers

The mailers listed below are certified by the United States Postal Service. Each has met all the standards of the Mail Preparation Total Quality Management (MPTQM) program.

Companies are added to this list when they pass a quality assurance review and deleted from the list if they fail a subsequent review.

The program is based on ISO 9000, TQM, and the Malcolm Baldrige criteria. For information, visit the MPTQM Web site at [www.usps.com/mptqm](http://www.usps.com/mptqm) or send an email to [mptqm@email.usps.gov](mailto:mptqm@email.usps.gov).

Location	Company
Des Moines, IA	Mail Services, L.C.
Detroit, MI	ZIP Mail Services, Inc.
Downers Grove, IL	Automated Presort, Inc.
Farmingdale, NY	Pala Sorting Services, Inc.
Federal Way, WA	Capital One
Glen Allen, VA	Capital One
Grand Prairie, TX	Harte-Hanks
Grand Rapids, MI	Presort Services, Inc.
Greensboro, NC	Excalibur Presort Service
Harrison, NJ	Horizon Blue Cross
Houston, TX	PSI Group, Inc.
Jefferson City, MO	AAA Mailing Service
Kansas City, KS	PSI Group
Lansing, MI	Presort Services, Inc.
Las Vegas, NV	PSI Group, Inc.
Lincoln, NE	PSI Group, Inc.
Omaha, NE	PSI Group, Inc.
Omaha, NE	First Data Resources
Phoenix, AZ	PSI Group, Inc.
Pittsburgh, PA	Pittsburgh Mailing, Inc.
Roanoke, VA	Automated Mailing Sys.
St. Louis, MO	St. Louis Presort, Inc.
St. Louis, MO	ZIP Mail Services, Inc.
San Francisco, CA	PSI Group, Inc.
Seattle, WA	PSI Group, Inc.
Topeka, KS	American Presort, Inc.
Weston, FL	American Express GMS

Location	Company
Akron, OH	Centurion of Akron
Baltimore, MD	Jetsort, Inc.
Brockton, MA	JLS Mailing Services
Cedar Rapids, IA	PSI Group, Inc.
Charlotte, NC	PSI Group, Inc.
Chicago, IL	ZIP Mail Services, Inc.
Cincinnati, OH	Harte-Hanks
Cleveland, OH	Midwest Direct, Inc.
Dallas, TX	PSI Group, Inc.
Denver, CO	Rocky Mountain Mail

and processing plants and changes in transportation networks.

Beyond these recommendations, options could include changes to delivery standards. "Personally, I believe there will come a time when demand will allow for relaxation of the six-day requirement, but not on my watch," he said.

Potter urged commission members to consider those recommendations and changes that are in the best interest of the nation and the American people.

"Today, the United States Postal Service is in a race for its future," he said. "It's a race to bring about change, not for the sake of change, but to enable Americans to always have a fundamental, universal, hard-copy means of communicating."

Read the full text of PMG's comments at [www.usps.com/communications/news/press/welcome.htm](http://www.usps.com/communications/news/press/welcome.htm).

### STAMP OF APPROVAL — Postal Governors Approve Precedent-Setting Agreement

It's official. The first negotiated service agreement (NSA) is a go!

In a precedent-setting move, the Postal Service Governors approved the three-year experimental NSA between USPS and Capital One. NSAs give business mailers a mechanism for customized rates and services that address unique mailing needs and encourage cost-efficient behavior.

The Capital One NSA extends discounts when First-Class Mail volume exceeds 1.225 billion pieces annually. As part of the agreement, USPS will return undeliverable mail data electronically to Capital One.

"Pricing innovations like NSAs will help the Postal Service preserve universal mail service," said USPS Pricing and Classification VP Stephen Kearney.

"The U.S. Mail has been — and will continue to be — an integral part of our business," said Capital One Vice Chairman Nigel Morris. "We feel this negotiated service agreement is an important step in the right direction." Prior to the Governors' decision, the Capital One NSA was examined during eight months of open litigation before the Postal Rate Commission.

### FIVE-YEAR STRATEGIC PLAN — UPDATE UNDER WAY, PUBLIC COMMENT SOUGHT

The Postal Service is updating its five-year strategic plan as mandated by the Government Performance and Results Act of 1993 (GPRA). The law requires USPS to update and revise its plan at least every three years. GPRA says the five-year plan should include a comprehensive mission statement, goals and objectives, strategies for achieving goals, an overview of the competitive environment and other information.

USPS is seeking comments from all stakeholders, including employees, as it prepares its *2004-2008 Five-Year Strategic Plan*. Comments can be sent to:

Julie Moore  
Acting Vice President  
USPS, 475 L'Enfant Plaza, SW, Room 5016,  
Washington, DC, 20260-5142.

They also can be e-mailed to [5YearStrategicPlan@usps.gov](mailto:5YearStrategicPlan@usps.gov). Comments must be received by July 18.

### USPS PROPOSES NEW CONSUMER-TO-BUSINESS PARCEL RETURN SERVICE

The Postal Service may soon be able to offer a new service that will make it easier for consumers to return merchandise to merchants. In a filing with the Postal Rate Commission, the Postal Service proposed a new experimental service that would offer reduced rates for shippers participating in a new consumer-to-business parcel return service.

The merchant, or an agent on the merchant's behalf, would pick up the returned parcels at a designated postal facility, and pay the applicable postage. The prices for the new service would recognize the savings that are generated by the worksharing efforts of the merchant, such as picking up the returns at a Bulk Mail Center, or the local Post Office serving the consumer.

The service is proposed as a two-year experiment that would enable the Postal Service to gather information to propose a permanent service.

Details of the filing are available on the Postal Rate Commission's website, [www.prc.gov](http://www.prc.gov), select Contents, Docketed Cases and Matters, Mail Classification, and look for Docket No. MC2003-2.

**Mailable Companion**  
MAY 2003

**Potter: Historic Time for Mailing Community**

There is no better time than now to realize the...  
Potter said the time for us to work together to make...  
Potter commended the 2,000 members in...  
Let the members of the Commission hear...  
INSIDE  
• USPS News & Events  
• Mailer's Companion  
• Mailing Services  
• Mailing Solutions  
• Mailing Trends

**Mailable Companion**

available online at [www.usps.com/mailerscompanion](http://www.usps.com/mailerscompanion)

# Ease of Use

Making it easier for customers to use the Postal Service

## Paying Company Bills as Easy as Click, Two, Three

Buried under paper? USPS Online Payment Services Business Edition can help customers eliminate paperwork, reduce costs and save time — so they can gain more control over their finances and get back to business. The subscription service is offered in partnership with leading financial e-commerce provider, CheckFree. It joins other successful business solutions offered on USPS.com — NetPost Mailing Online and Click-N-Ship — to create the “Desktop Post Office.”

Subscribers can pay their bills online instead of by check, establish multiple users and access levels, and schedule bills to be paid on specific due dates.

Business customers also can make payments from multiple bank accounts, set up automatic payments for recurring bills and export transaction information into financial software packages, including QuickBooks, Quicken and Microsoft Money. The options help streamline the bill payment process, saving customers’ time and money.

Customers can subscribe to USPS Online Payment Services Business Edition for just \$9.95 a month for up to 12 payments and \$2.95 for each additional payment. New subscribers get one month free. Log on to [www.usps.com/paybills](http://www.usps.com/paybills) and see how the Postal Service is transforming.

## Innovative Solution

Postage-Paid IBI is a tool for small business customers. Small business owners liked the convenience of PC Postage products, but they wanted a product — similar to a mailing permit — that didn’t specify the price of postage. And the folks at Postage Technology Management delivered.

The product’s called Postage-Paid IBI and it’s already in use by PC Postage vendors Endicia.com and Stamps.com. It builds on the already established Information Based Indicia (IBI), which has been around since 1998. Postage-Paid IBI can only be used for package shipping labels that include Delivery Confirmation or are shipped using Express Mail.

Most package shippers charge customers shipping and handling when customers buy from a catalogue, website or

1-800 number.

“Postage is only one part of shipping and handling costs, but many people assume it’s the only cost,” said Postage Technology Management Manager Wayne Wilkerson. “Postage-Paid IBI helps reduce unnecessary customer complaints for PC Postage users,” he said. Many of our competitors already offer a similar product, he added.

Like other forms of PC Postage, Postage-Paid IBI has safeguards in place to prevent fraud. PC Postage deducts payments from customer accounts before printing Postage-Paid IBI labels onto packages. Mail class, zone and weight information also are printed on the label and determine the amount of postage deducted from the user’s account. “Postage-Paid IBI is another tool that can help grow the package business,” said Wilkerson.

## INFO @ USPS

### SMALL BUSINESS TOOLS

Get new customers.  
Meet customer demand.  
Around town or around the world.  
[www.usps.com](http://www.usps.com)

### BRINGING THE POST OFFICE TO YOU

Visit [www.usps.com](http://www.usps.com).

### QUESTIONS?

We have answers.  
Rates and mailing information.  
ZIP Codes.  
Post Office location.  
Much, much more.  
1-800-ASK-USPS

### SHIPPING INFORMATION

Express Mail, Priority Mail, and package support line.  
1-800-222-1811

### PRINT LABELS

Your shipping label is just a Click-N-Ship away.  
[www.usps.com/clicknship](http://www.usps.com/clicknship)

# Tips to Help You Avoid Those 'Return to Sender' Blues

USPS doesn't like to sing the 'Return to Sender' Blues. Its purpose is to provide every household and business in this nation with the ability to communicate and conduct business with the world. The USPS provides prompt, reliable, and economical services for the collection, transmission, and delivery of payments, messages, and merchandise, but we can use your help.

Processing and delivering the mail is a postal employee's job, but there are some things customers can do to help the most efficient handling of letters and package. Here are a few simple steps to take to avoid the 'Return to Sender' Blues:

**Address unknown.** Notify the Post Office and your personal and business correspondents when you move. As a recipient of mail, make sure your mail moves with you. You can get and complete an official change-of-address form at your local Post Office or online at [www.usps.com](http://www.usps.com).

**No such number.** Verify the address; is the house or Post Office box number included? Did you include the street, city and state? Remember, using the apartment or suite number is important as well as directionals (E, W, N, and S) and street suffixes (Ave, St, Blvd, and Rd). Countless pieces of mail have to be returned because the

address did not exist and the USPS was unable to determine where the mail was meant to go.

**No such zone.** Never guess the ZIP Code. If you are not certain, you can obtain the correct ZIP Code by visiting [www.usps.com](http://www.usps.com) or calling 1-800-ASK-USPS (1-800-275-8777), or your local Post Office.

Package every item you want to send correctly. Things like keys, coins, rings and bracelets should not be mailed in a letter. The USPS uses high-tech machines to process mail in the most cost-efficient manner possible. Chances are good that the letter containing these items will be damaged in a machine and may have to be 'Returned to Sender.'

Package your mail securely. When mailing parcels, use packaging tape. Don't rely on cellophane tape, twine, string, or staples.

Print or type the complete address horizontally in the approximate center of the envelope or parcel. Avoid address smudges; use smudge-proof and waterproof ink when addressing.

The USPS does everything possible to provide you with efficient mail service. With a little assistance, it can help you avoid the 'Return to Sender' Blues.

## You've Got e-Mail

Starting on June 3, 2003, customers will find it even easier to check the delivery status of a mailpiece at the Track & Confirm site at [www.usps.com](http://www.usps.com).

At the Track & Confirm site, the customer can enter a label number and immediately receive an e-mail response. If the response indicates that there has been a delivery or delivery-related event, the customer may choose from two e-mail options:

- Have the Postal Service e-mail the current status of the shipment to as many as three e-mail addresses.

- Have the Postal Service e-mail future scan-event information as it arrives to as many as three e-mail addresses.

In both options, the e-mail addresses may be the customer's own or those of other parties.

If the customer selects the e-mail update option, the Postal Service will generate future e-mails based on delivery or delivery-related events. The Postal Service will keep the update request open for two weeks.

The Track & Confirm site also has a series of frequently asked questions to provide additional information. Click on Track & Confirm FAQs.

## PC Postage

Customers can use PC Postage software products turn their home computers into mini-Post Offices. Like postage meters, PC Postage products and services are available from commercial providers in cooperation with the Postal Service.

With PC Postage, customers can purchase postage over the Internet and use a standard desktop printer to print the PC Postage indicia directly onto envelopes or labels for letters and packages. For a list of PC Postage vendors, go to [www.usps.com/postagesolutions/pc\\_post.htm](http://www.usps.com/postagesolutions/pc_post.htm).

# Domestic Mail Manual

The following changes to the Domestic Mail Manual are incorporated into the online version available via Postal Explorer at <http://pe.usps.gov>.

## DMM Revisions

### New Form for Certification of Move Update Compliance

PS Form 6014, *Certification of Move Update Compliance*, was recently developed for use by third-party mailing agents, such as presort bureaus or letter shops, for compliance with move update standards, which are noted in DMM E130.3 and E140.1. To qualify for First-Class Mail discounted rates, mailers must use an approved address-updating method to ensure that the addresses on the mailpieces are updated within 180 days of the date that the mailer submits the pieces to the Postal Service.

Form 6014 serves two purposes:

- (1) It advises the mailing agents' clients of the move update requirements.
- (2) It places the responsibility for meeting the move update requirements on the client, who accepts responsibility by signing the form. This protects the third-party agent in the event that the Postal Service must assess a revenue deficiency for noncompliance with the move update requirements.

The third-party agent retains the signed forms — the agent does *not* submit the forms to the Postal Service.

Form 6014 is available on the Internet at [www.usps.com/forms/allforms.htm](http://www.usps.com/forms/allforms.htm).

UNITED STATES POSTAL SERVICE® Certification of Move Update Compliance

The undersigned authorized representative of (mail owner) hereby acknowledges that to qualify for First-Class Mail Discounted Rates the mail must meet the MoveUpdate standards in Domestic Mail Manual E130.3 and E140.1, and certifies that:

The addresses on all First-Class Mail submitted to (mail owner) for mailing at discounted rates have been updated within 180 days of the date the mail is submitted to the Postal Service using the following approved address updating process:

CHECK ALL THAT APPLY:

- National Change of Address (NCOA)
- Address Change Service (ACS)
- Appropriate ancillary service endorsement (including electronic address record on file)
- FASTforward® MLCOR via an agreement with (mail owner) or a licensee who has a FASTforward license to provide address change mailing FASTforward Mailing List Correction
- A National Customer Support Center approved alternate method available to mailers who (a) are subject to the history or retention restrictions that prohibit changing customer addresses without direct notification to the addressee, (b) have a prohibition on the release of address information, or (c) use an address update process that effectively produces a Move Update accuracy of at least 99% measured against the Postal Service's Change-of-Address (COA) data. (Attach copy of NCSB Approval)

The undersigned addressee (mail owner) will be liable for and will pay, subject to applicable postal laws and regulations, any revenue deficiency assessed on discounted First-Class Mail submitted directly to the USPS or indirectly through a mailing agent.

(mail owner) agrees to submit an updated Form 6014 to the mail preparer if any information provided on this form changes.

I hereby certify on behalf of (mail owner) that all information furnished on this form is accurate, truthful, and complete. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.

Printed Name of Signer: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_

PS Form 6014, March 2003

### Options for Obtaining Delivery Status of Certified Mail and Registered Mail Items

Effective May 20, 2003 the DMM is revised to allow customers to call 1-800-222-1811 to obtain the delivery status of their Certified Mail and Registered Mail items.

#### Registered Mail

Registered Mail is the most secure service that the USPS offers. It incorporates a system of receipts to monitor the movement of the mail from the point of acceptance to delivery. Registered Mail provides the sender with a mailing receipt and, upon request, electronic confirmation that an article was delivered or that a delivery attempt was made. A delivery record (which includes the recipient's signature) is maintained by the USPS for a specified period of time.

Customers can obtain the delivery status in three ways:

- (1) Over the Internet at [www.usps.com](http://www.usps.com); click *Track & Confirm* and enter the article number shown on the mailing receipt;
- (2) by calling 1-800-222-1811; or
- (3) by bulk electronic file transfer for mailers who provide an electronic manifest to the USPS.

#### Certified Mail

Certified Mail service provides the sender with a mailing receipt and, upon request, electronic confirmation that an article was delivered or that a delivery attempt was made. A delivery record (which includes the

recipient's signature) is retained by the USPS for a specified period of time. Certified Mail items are dispatched and handled in transit as ordinary mail. Delivery of Certified Mail items is subject to D042. No insurance coverage is provided.

Customers can verify the delivery status in three ways:

- (1) over the Internet at [www.usps.com](http://www.usps.com); click *Track & Confirm* and enter the article number shown on the mailing receipt;
- (2) by calling 1-800-222-1811; or
- (3) by bulk electronic file transfer for mailers who provide an electronic manifest to the USPS.

## Computer-Prepared Material Mailed at Standard Mail Rates

Effective June 12, 2003, DMM E610.2.3 is revised to clarify the eligibility standards for Standard Mail. The revision codifies longstanding postal policy in the DMM in response to mailer requests for additional guidance.

Previously, computer-prepared material was considered printed matter. Such material was not considered to have the character of actual and personal correspondence, and

therefore was not required to be mailed as First-Class Mail or Express Mail, merely because it contained (a) specific information about a product offered for sale or lease (e.g., size, color, price) or a service being offered (e.g., the name, address, and telephone number of a company representative); (b) information relating the addressee directly to an advertised product or service; or (c) information such as the amount paid for a previous

purchase, pledge, or donation, when associated with a sales promotion or solicitation for donations.

The revised standards allow certain *advertising* matter (i.e., mail offering products or services for purchase) to be sent as Standard Mail, even if it contains computer-generated information that may be considered actual and personal information. The revisions to E610.2.3a and 2.3b clarify that the goods or services advertised must be offered for sale or lease.

## Drop Shipment of Metered Mail

Drop shipment authorization is required for mailings of presorted metered mail at locations other than the licensing post office. Effective June 12, 2003, DMM D072 is revised to clarify that customer applications for drop shipment authorizations for presorted metered mail under options 1, 2, and 3 are submitted to district managers of Business Mail Entry. Authorizations under option 4 are submitted to the manager of Business

Mailer Support. If an authorized entry of mail (under any option) no longer reduces postal handling or is otherwise detrimental to service, the authorization is revoked by the appropriate manager of Business Mail Entry or by the manager of Business Mailer Support.

Although deposits of metered mail under DMM D072 are called “drop shipments,” the process involves direct entry of mail by the mailer at an

authorized site. Therefore, DMM D072 is revised to clarify that mailers must pay the applicable mailing fees and meet all other conditions for presenting mail for verification and acceptance at the office(s) of entry. Authorizations granted prior to June 12, 2003, will remain in effect if the mail entered meets the conditions in revised DMM D072.

## Hazardous Materials: Revisions for Division 6.2 Infectious Substances and Other Related Changes

Effective June 12, 2003, DMM C021, C023, C024.18.0, C050.2.2 and F010.5.0 are revised as follows:

- DMM C023.8.0 is revised to align the Postal Service mailing standards for Division 6.2 infectious substances with the Federal regulations adopted by the U.S. Department of Transportation (DOT) in Title 49 Code of Federal Regulations (49 CFR) and published in the Federal Register (67 FR 53117–53144 and 67 FR 54967). Portions of DMM C021, C023, C024.18.0, C050.2.2, and F010.5.0

are revised to adopt other minor changes and clarifications related to the hazardous materials mailing standards in DMM C020.

The revisions in DMM C023.8.0 will provide a greater level of safety for handling and transporting mailable Division 6.2 materials in the mail. These changes will also facilitate domestic and international air transportation by aligning the Postal Service mailing standards with the current international standards for the transport of Division 6.2 materials via air.

The related revisions to portions of DMM C021, C023, C024.18.0, C050.2.2, and F010.5.0 will improve clarity and reduce misunderstanding; protect the packaging integrity of mailable hazardous materials during Postal Service handling; and provide a greater level of safety for Postal Service employees and the public.

### Summary of DMM Changes

In DMM C023.8.0, the following changes are made to the mailing standards for Division 6.2 infectious substances:

- New classification criteria for Division 6.2 infectious substances based on the defining criteria developed by the World Health Organization (WHO) and consistent with the DOT federal regulations in 49 CFR for domestic transport and the International Civil Aviation Organization (ICAO) technical instructions for international transport. The WHO criteria provides four Risk Groups used to rank the degree of risk associated with different Division 6.2 materials.
- New DOT packaging requirements that are applicable to the mailable types of Division 6.2 materials and consistent with the ICAO technical instructions. For safety reasons, in some instances the Postal Service volume limits are lower than the DOT limits.
- New DOT federal requirements that regulate diagnostic (clinical) specimens in Risk Groups 2, 3, or 4 as hazardous materials.
- New DOT Federal requirements that do not regulate certain Risk Group 1 materials, including diagnostic (clinical) specimens, as hazardous materials.
- Revisions and modifications in the DOT federal regulations related to the definitions of Division 6.2 materials and clarification of the use of the biohazard symbol on regulated and nonregulated material.

The few minor clarifications and changes made to the hazardous materials standards in DMM C023 and certain related standards in DMM C021, C023, C024, C050, and F010, include the following:

- Minor revisions to the text in DMM C021 to improve clarity.

- Minor clarifications to the definitions in DMM C023.1.1 including added text in the definition for “air transportation requirements” to note that the Postal Service does not guarantee air transportation service for any class of mail. Air transportation service is usually provided for First-Class Mail, Priority Mail, and Express Mail destined to zones 5 through 8; however, air transportation service is dependent

These DMM changes will help to support an acceptable level of security and safety during USPS handling for the limited types and quantities of hazardous materials that are permitted in the mail.

on the ability of the Postal Service to procure an air carrier.

- Standardization of the terminology used in DMM C023 for identifying the different components required for the proper packaging of mailable hazardous materials.
- Expansion of the requirements in DMM C023.8.0 to establish that mailable types of regulated medical waste are subject to the same authorization requirements as “sharps” waste.
- Clarifications and minor changes to the requirements in DMM C023.8.0 for regulated medical waste and “sharps” waste containers to enhance the accuracy of the regulations and reduce misunderstanding of the standards. In addition, the Postal Service adopts additional limitations

for regulated medical waste and “sharps” waste containers to protect packaging integrity during Postal Service handling and to provide a greater level of safety for Postal Service employees and the public.

- Standardization of the maximum weight limit in DMM C023 for several different types of mailable, hazardous materials as 25 pounds or less. This change affects nonflammable compressed gases, matches, regulated medical waste, “sharps” waste, and nonspillable wet batteries.
- Reinstatement of former DMM C024.18.0 (DMM Issue 56) with revised text to clarify the mailability of odd-shaped items in paper envelopes and to support the restrictions for harmful matter in DMM C021. Additional clarifying text is also added to DMM C050.2.2d.
- Revisions to DMM F010 that prohibit the use of the ancillary service endorsement “Change Service Requested” on Priority Mail, First-Class Mail, Standard Mail, and Package Services items containing mailable hazardous materials under DMM C023. Also, a revision to require a return or forwarding endorsement on Standard Mail containing mailable hazardous materials.

### Effective Date

Although the DMM revisions are effective June 12, 2003, mailers are provided with a phase-in period through January 1, 2004, for implementation of the new packaging requirements for diagnostic specimen mailpieces using a business reply mail format and medical waste mailpieces (including “sharps” waste) using a merchandise return service format. This time period will allow mailers to exhaust any existing packaging stock presently in circulation.

## Clarification of the Nonmachinable Surcharge for Shrubs and Trees

Each spring, people ask us questions about the mailability of shrubs and trees.

Nursery stock such as shrubs and trees completely enclosed in boxes or cartons are considered machinable. The required dimensions for machinable parcels, as described in DMM C050.4, are as follows:

- Minimum 6 inches, maximum 34 inches in length.

- Minimum 3 inches, maximum 17 inches in height.
- Minimum ¼ inch, maximum 17 inches in thickness.
- Minimum 6 ounces, maximum 35 pounds in weight.

Shrubs and trees that are placed in plastic, vinyl, or paper bags (sealed or unsealed) are nonmachinable. Items that are nonmachinable have characteristics (such as inadequate

packaging) that could result in damage to the contents, other parcels, or USPS machinery, if mechanical sortation is used. These items require more costly manual sortation and therefore must be assessed the applicable nonmachinable surcharge. For more information on the characteristics of nonmachinable items, see DMM C700.2.

## Bound Printed Matter (BPM) — Nonprint Attachments and Enclosures

The standards for BPM nonprint attachments and enclosures require that the combined weight of all nonprint attachments and enclosures included with a mailpiece must be less than or equal to 25% of the weight of the BPM in the mailpiece. The individual cost of each nonprint attachment or enclosure must be less than or equal to the cost of a “low cost” item as defined in DMM E670.5.11. In addition, the combined cost of all nonprint attachments and enclosures must not exceed two times the cost of a “low cost” item.

As a clarification to the 25 percent rule, the weight of all nonprint matter in a mailpiece must be totaled. The container is not included in this calculation. If the total weight of the nonprint matter exceeds 25 percent of the weight of the BPM in the mailpiece all of the nonprint matter is subject to Standard Mail rates of postage.

For example, If the eligible BPM material weighs two pounds and there are two nonprint enclosures that weigh five ounces each, they would not be eligible as an enclosure at the BPM rates. The combined weight of the two

pieces (ten ounces) would equate to 31.25 percent thus exceeding 25 percent of the BPM material. The 25 percent allowance is all or nothing, the nonprint matter cannot be split to qualify a portion and pay Standard Mail rates for the remainder.

Additionally, if the combined quantity of permissible enclosures, printed and nonprint matter, weighs more than, the BPM material, the “Host Piece” rule as referenced in Customer Support Ruling PS-303, must be applied.

## Postal Explorer @ <http://pe.usps.gov>

An easy-to-use tool that can save you time and money

### Overview

Postal Explorer lets you view and search the Domestic Mail Manual, Quick Service Guides, International Mail Manual, and related publications from one location. The powerful, easy-to-use feature lets you search one or all publications.

### Rate Calculators

The Business Rate Calculator computes rates for volume mailings of all classes of mail, as well as worksharing discounts. The International Rate Calculator provides fast and easy access to mailing information for all foreign mailing destinations. The Domestic Rate Calculator calculates rates for single-piece letters, flats, and packages.

### Customer Benefits

Postal Explorer can save you time and money by providing quick and easy access to accurate up-to-date mailing information. Postal Explorer displays and prints information as it appears in printed publications, complete with graphics and charts.

# It's Here — A New Guide for Business Mailers

The second step in the redesign of the *Domestic Mail Manual* is complete. *A Guide to Mailing for Businesses and Organizations* is a new, must-have tool for small and medium-volume business mailers. This latest guide helps mailers understand their mailing options and provides mailing information in clear, easy-to-follow language and illustrations. It helps new mailers to easily begin a business mail program using retail mailing services, mailing with discounts (bulk mail) or mailing from their desktop computer.

The first series of the DMM redesign, *A Customer's Guide to Mailing*, was introduced to retail customers across the country last year. It presented retail mailing options, using commonsense language and clear and direct graphics, charts, and navigational devices. It is colorful, precise, and easy to understand. *A Guide to Mailing for Businesses and Organizations* builds on this success by providing clarity of the mailing services important to business customers.

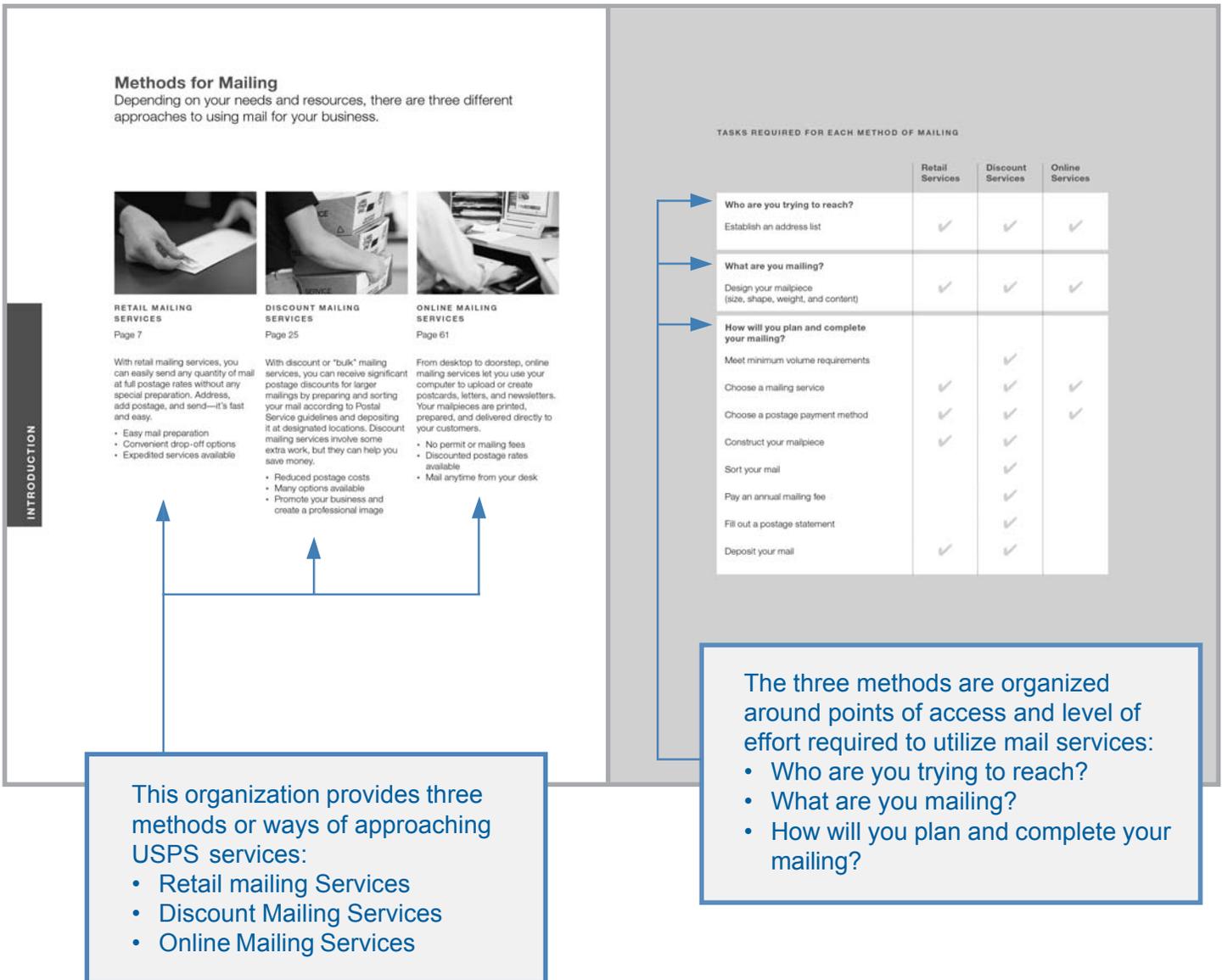
The DMM transformation process calls for a modular system of books aimed at meeting the needs of different types of customers: retail/consumer ( *A Customer's Guide to Mailing* ), businesses and organizations ( *A Guide to Mailing for Businesses and Organizations* ), high-volume mailers (DMM 300, in development), and special topics like hazardous materials (DMM 400, in development).

As a subscriber to *Mailers Companion*, you will receive *A Guide to Mailing for Businesses and Organizations* in the mail. Need another copy? The guide will be stocked in over 30,000 postal facilities around the country, and both PDF and text versions will be available online at [www.usps.com](http://www.usps.com).

We know you find the new Guide easy to use. Once you have reviewed the Guide, please take the time to fill out and mail back the yellow survey card on the last page of the book. Your comments will help us meet the requirements and needs of all our customers.



The 200A is organized to anticipate and support the typical decision-making process customers pursue when learning about business mailings.



continued on page 12

Research has shown that shape is an intuitive concept — an understanding that customers bring to the mailing experience.

### What Is Business Mail?

Business mail includes all the ways mail is used to accomplish the goals of your business or organization. Bills, invoices, catalogs, coupons, solicitations, newsletters, magazines, merchandise, and advertisements in any quantity are just some of the items businesses and organizations mail every day.



<b>POSTCARDS</b>	Often the least expensive way to send advertising, invitations, and business reply mail.	
<b>LETTERS</b>	Large postcards, envelopes, and folded pieces, such as announcements, bills, and newsletters.	
<b>FLATS</b>	Large or thick envelopes and flat, rectangular mailpieces, such as magazines, newspapers, catalogs, circulars, or important documents that should not be folded.	
<b>PARCELS</b>	Items that are not flats, letters, or postcards, such as thick envelopes, thick or rigid books, small and large boxes, and poster tubes.	

You can find more information about preparing an advertising mail campaign, obtaining an address list, and customer success stories at [www.usps.com/directmail](http://www.usps.com/directmail).

As a nonprofit, your goals may be different from those of for-profit businesses, but your mailing benefits and processes are the same. Unlike for-profit businesses, however, you may qualify for special rates. For more information, see page 74.

Customers may not intuitively know about classes of mail, but they do know what they are mailing:

- Postcards
- Letters
- Flats
- Packages

This section is set apart from other content by a graphic style that mimics the way someone might make their own notes and calculations.

We provide customers with options for different mailing scenarios so that they can see a range of solutions offered by the USPS.

### Example

Retail mailing services can meet your business mailing needs.

Darren Bailey, the owner of an online rare and used book business in Pittsburgh, has decided that the speed and ease of retail services provide the best solution for his mailing needs. He usually uses Priority Mail to send merchandise. In addition, Darren insures his mail and adds Signature Confirmation, which lets him know who received the merchandise, to protect both his business and his customers.

#### Choosing a Service

A large portion of Darren's mailing is comic books, which can be mailed as flats, but he also sells bound books, some of which cannot be mailed as flats because of their size and shape. He has the option of sending the books by Express Mail, Priority Mail, First-Class Mail (13 ounces or less), Parcel Post, Bound Printed Matter, or Media Mail.

#### Things to consider

- Speed
- Cost
- Shape and weight of mailpiece
- Where the mailpiece is being sent
- Extra services such as Signature Confirmation and insurance

#### SCENARIO 1

He needs a 3-pound rare book that was ordered two days before the holidays to arrive in Iowa on time. Darren also decides to add extra insurance.

**Book to Iowa:**  
 • 3 lbs  
 • make sure that it arrives before the holiday!  
 • rare book - add insurance!

#### Express Mail

- Speed
- No extra charge for Saturday, Sunday, or holiday delivery
- Automatic insurance up to \$100
- Free tracking

To Iowa  
 Postage \$21.05  
 Insurance up to \$100 \$0  
 Tracking \$0

Subtotal \$21.05

Additional insurance (for \$100 value) \$4.00

Total Cost \$25.05

#### SCENARIO 2

He needs a 3-pound book to arrive in California by the end of the week so his customer can write a review for a publication.

**Book to California:**  
 • 3 lbs  
 • should be there by the end of the week!

#### Priority Mail

- Speed
- Cost (less expensive than Express Mail)
- Extra Service can be added to confirm delivery

To California  
 Postage \$8.95  
 Delivery Confirmation \$0.45

Total Cost \$9.40

#### SCENARIO 3

He has a box of vintage comic books going out to a regular customer. He wants to add insurance and get confirmation that they were received by the addressee.

**Vintage comic books to New York:**  
 • 3 lbs  
 • should be boxed  
 • make sure they arrive!  
 • add insurance!

#### Bound Printed Matter

- Cost (less expensive than other mailing services)
- Extra Service can be added to confirm delivery
- Insurance can be added

To New York  
 Postage \$1.24  
 Signature Confirmation \$2.20  
 Insurance (for \$100 value) \$1.80

Total Cost \$5.24

For convenience, Darren leased a postage meter so he can purchase postage by phone and apply the exact amount of postage he needs.

Visit [www.usps.com](http://www.usps.com) for a Ratefold (Notice 100), which lists all postal rates and fees, or use the Domestic Rate Calculator to automatically calculate postage for the shape, weight, and destination of your mail.

The example provides a model for understanding and making decisions about mailing services.

Visual explanations of key concepts are supported by descriptive text in clear and easy-to-understand language. Content clarification is one of the key objectives of the DMM 200A.

### Sorting Overview

Mailpieces that are sorted by ZIP Code may receive lower postage rates.

#### SORTING

Discount postage rates are affected by the level of sorting you do. With some discount services, you may be required to sort your mail to 5-digit or 3-digit ZIP Codes. A single mailing usually includes multiple sort levels. Each level may be charged a different rate. The Postal Service provides trays and sacks for sorting your mail. Letters are sorted into trays. First-Class flats are sorted into special flat trays. Parcels and all other flats are sorted into sacks.

The opposite page shows a typical sort; however, different discount services have different standards. Refer to the Quick Service Guides (see page 58) to find the standards that are required for your discount service. Presort software can help you with the sorting process. Inexpensive software will sort and print your address labels by ZIP Code according to the standards of your chosen mailing service, as well as create tray and sack labels, sorting documentation, and completed postage statements. A list of Postal Service-certified software is available at <http://pe.usps.gov> (click on "Address Quality").



Remember, you must have enough mailpieces to meet the minimum quantity for the discount mailing service you choose.

#### UNDERSTANDING HOW SORTING WORKS (FIRST-CLASS MAIL LETTERS)

<p>5-DIGIT</p>	<p>Jersey City</p>	<p>Individual ZIP Codes                  Mailpieces that are sorted to 5 digits share the same ZIP Code and are usually concentrated in one small town or neighborhood. If you don't have enough mailpieces to fill a tray for the same 5-digit ZIP Code, use 3-digit sortation.</p>
<p>3-DIGIT</p>	<p>Jersey City</p>	<p>All ZIP Codes with same first 3 digits                  After sorting all possible 5 digits, all remaining mailpieces that share the same first 3 ZIP Code digits are grouped together. If you do not have enough mailpieces to fill a tray for the same 3-digit ZIP Code, use the AADC sortation.</p>
<p>AADC</p>	<p>Jersey City</p>	<p>Automated Area Distribution Centers                  After sorting to the first 3 digits, all remaining mailpieces are sorted to Automated Area Distribution Centers (AADCs), which are areas that serve several 3-digit ZIP Codes in one area of the country. If you do not have enough mailpieces to fill a tray for the same AADC presort area, use mixed AADC sortation.</p>
<p>MIXED AADC</p>	<p>Jersey City</p>	<p>Mixed Automated Area Distribution Centers                  After sorting to AADCs, all remaining mailpieces are sorted to the mixed AADC level. Mixed AADC presort includes mail that is sent to all parts of the country.</p>

Clarity is achieved by providing context and illustrations that support understanding and decision making.

Customers have requested more visual descriptions like these shown in the new DMM 200A.

### Mail Entry Overview

You must take your mail to a business mail entry unit or post office where you hold a permit.

**ORIGIN ENTRY**

Discount mail cannot be placed in a blue collection box or handed to your carrier. It must be presented at a business mail entry unit (BMEU) or designated postal facility where you hold a mailing permit. The Postal Service has thousands of facilities that can accept your mail.

The staff at your BMEU can answer your mailing questions and help ensure that your mailing is prepared correctly. In addition, many BMEUs offer training seminars for new mailers.

Your BMEU or post office can provide some of the supplies you will need, including stickers, trays, sleeves (tray lids), sacks, tray labels, postage statements, and instructions for sorting your mail.

To locate a BMEU near you, visit <http://pe.usps.gov> (click on "Postal Links").

↓  
You can enter discount international mail at the same facility where you enter your discount domestic mail.



#### THE PROCESS OF ENTERING YOUR MAIL

<b>Apply for Permit</b> Obtain authorization to enter discount mail and pay appropriate fees at a postal facility near you.		When you apply for a mailing permit on Form 3615, pay the fees, and receive authorization to enter mail at that location, check the hours of operation and find out where to bring your mail.
<b>Postage Statements</b> When entering a mailing, submit a completed postage statement.		Postage statements are forms you use to describe your mailing and compute your postage. Documentation to support the information on the postage statement and the rates claimed may be required. Presort software programs can complete your postage statement for you.
<b>Verify</b> The postal employee will check to ensure that your mail is correctly prepared and paid for.		When you bring your mail to the BMEU or post office, a postal employee will verify that your mailing matches what you claim on your postage statement. The postal employee will also check to see that your mail is properly sorted and is eligible for the rates claimed.
<b>Postage Payment</b> Payment must be made before or at the time of mailing.		Once your mail has been verified, you will pay based on the postage payment method selected earlier. For more information, see pages 34 and 35.

Detailed instructions and procedures for mailing will be provided in the second half of the 200 series, the 200A does provide an overview of some procedures in a step-by-step format to help customers make informed decisions about the types of service they need.

# Dr. Barcode

**Q. Just how much material can be mailed in a flat-rate envelope?**

**A.** Any amount of material that can be mailed in the Priority Mail or Express Mail flat-rate envelope available from the USPS is subject to the appropriate 1-pound rate for Priority Mail and the 1/2-pound rate for Express Mail, regardless of the weight of the material placed in the envelope.

However, keep in mind when mailing at the Priority Mail or Express Mail flat rate, the contents of the flat-rate

envelope must be confined within the envelope with the adhesive provided on the flap as the primary means of closure. The flap must be able to close and adhere to the envelope. Tape may be applied to reinforce the envelope provided the design of the envelope is not enlarged by any means (i.e., opening the sides of the envelope and then taping or reconstructing the envelope).



Send questions regarding mail preparation, standards, or regulations to

**“Ask Dr. Barcode”**

via email to [jnagla@usps.com](mailto:jnagla@usps.com) or fax to 703-292-3876. The good doctor will select one or two of the most challenging questions for publication.

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