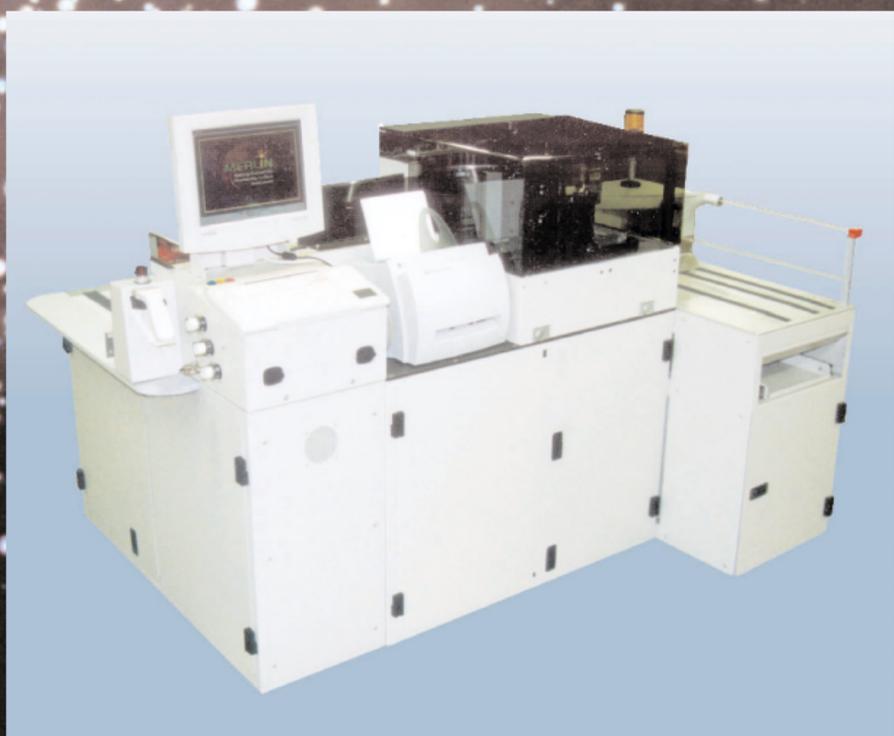
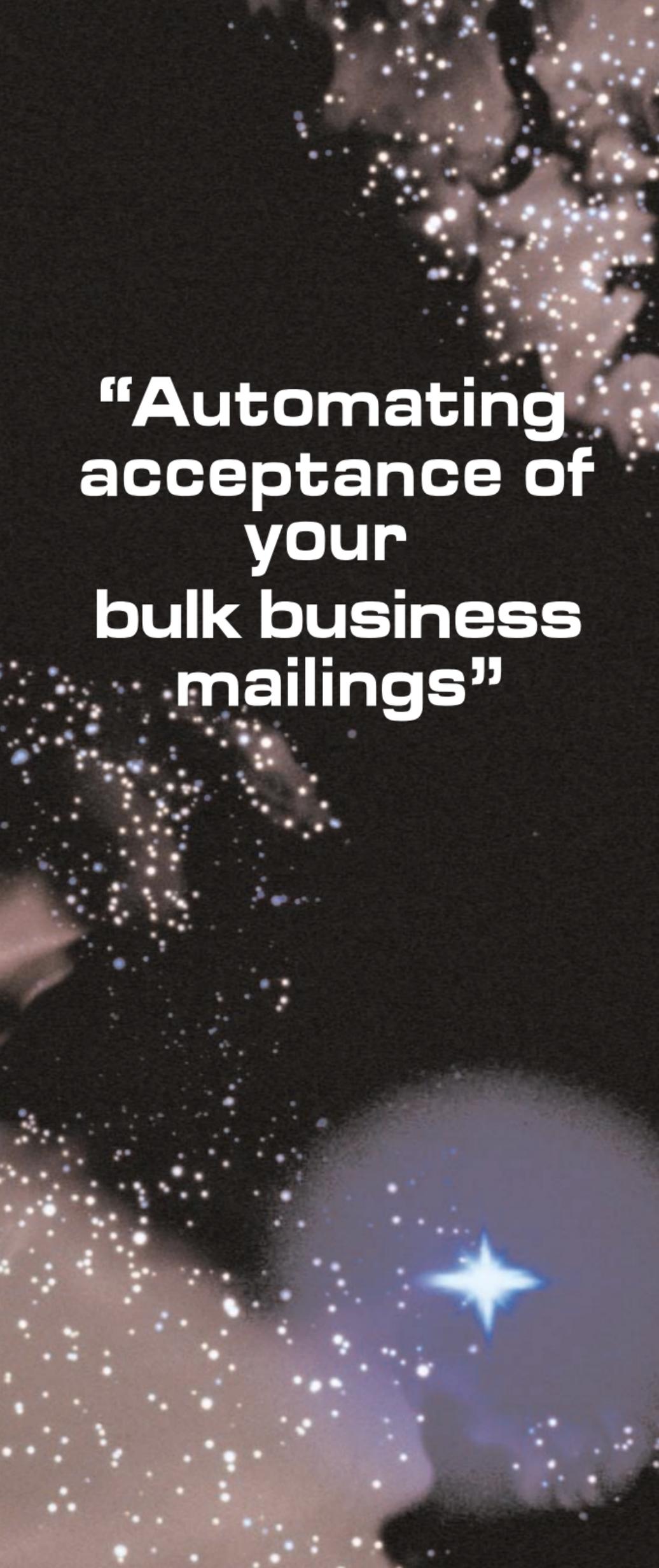


MERLIN



Mailing
Evaluation,
Readability
Lookup
INstrument



**“Automating
acceptance of
your
bulk business
mailings”**



What is MERLIN?

The Postal Service is adding “automation” magic for the acceptance of your bulk mailings. We will introduce a new system called MERLIN — the Mailing Evaluation, Readability Lookup INstrument.

MERLIN will be used in Business Mail Acceptance to ensure mail received from customers is eligible for worksharing discounts. It automates verification procedures that were previously completed manually. MERLIN will begin deployment in May 2001 after extensive field-testing and evaluation.





How does it work?

MERLIN simultaneously verifies:

- Presort / Mail Make-up
- Weight / Piece Count
- Barcode Readability
- Tray Label Accuracy
- Meter Identification and Date
- Address / Barcode Accuracy
- Carrier Routes
- Walk Sequence Accuracy
- Line-of-travel
- Endorsements and Rate Markings
- Combined Mailings
- Mailpiece Dimensions

Verification forms will be automatically generated and information will be stored electronically for historical data.



How does it benefit you?

We're making it easier for you to do business with us by automating acceptance of your letter and flat size mail in our Business Mail Entry Units.

- MERLIN will improve the efficiency of Business Mail Entry Units.
- MERLIN is consistent, objective, and reliable in the acceptance of workshare discounted mailings.
- MERLIN is a data link to *PostalOne!*



Postal Forums and Postal Publications will continue to provide updates about this new bulk mail acceptance enhancement!

You may also contact us at the address below:

MARKETING TECHNOLOGY AND CHANNEL MANAGEMENT
ATTN: BUSINESS MAIL ACCEPTANCE
UNITED STATES POSTAL SERVICE
475 L'ENFANT PLAZA SW RM 6801
WASHINGTON, DC 20260-6808

Questions about bulk mail preparation?
Visit our new web site...

Business Mail 101

Smart Choices for Beginning Mailers

www.usps.com > business > mail or ship



**UNITED STATES
POSTAL SERVICE®**

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