

# Mailers. Companion



AUG/SEPT 2003

## The Shape of Things to Come

Donuts by mail. What about pizza, cheeseburgers, or sports cars? Inconceivable! Not anymore, thanks to Customized MarketMail™ (CMM). You still can't send a sports car by mail, but CMM lets advertisers and companies send mail *shaped* like their favorite products.

Krispy Kreme was the first to use the new service by sending mail shaped like a box of donuts to 10,000 customers in Orange County, CA.

"Krispy Kreme doesn't traditionally use direct mail, but with Customized MarketMail, we were able to develop a much more exciting marketing piece to mail to our customers," said Krispy Kreme Marketing Manager Amy Inabinet.

CMM allows advertisers to match the shape of the mailpiece to their product. They can create eye-catching designs that push the envelope and grab customer attention.

Postage rates for CMM pieces are 57.4 cents for Regular Standard Mail and 46 cents for Nonprofit Standard Mail. Sending individual pieces or depositing them in mail or collection boxes isn't permitted.

Finding additional information on CMM is quick and easy. Just go to [www.usps.com/customizedmarketmail](http://www.usps.com/customizedmarketmail).



### INSIDE

USPS NEWS & Events .....	2
MPTQM Corner .....	2
Ease of Use Articles .....	4
INFO @ USPS .....	5
MTAC News .....	6
DMM Revisions and Reminders .....	8
Ask Dr. Barcode .....	back cover

## PRAISING MERLIN

It's magical, says printing industry publication

MERLIN™, the Mail Evaluation Readability Lookup INstrument, gets high praise from a printing industry leader. "I'm confident that MERLIN will actually work miracles and be as magical as its name," says John Favat, founder and editorial director of *Binding, Finishing & Distribution* magazine.

MERLIN is an automated tool for business mail acceptance. USPS "is one of the best values you can have in business," says Favat. "And with the installation of MERLIN, we should see an increase in efficiency and an

increase in speed and accuracy of delivery for all pieces placed in the postal system," he adds.

Favat notes that USPS offers customers training at the National Center for Employee Development in Norman, OK. They'll learn about the use of MERLIN in the administration, acceptance, and verification of First-Class Mail, Standard Mail, and Periodicals mailings.

For information on MERLIN and the training courses, go to [www.usps.com/merlin](http://www.usps.com/merlin).



## 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
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.
Chesapeake, VA	Chesapeake, First Data Resources
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

Location	Company
Des Moines, IA	Mail Services, L.C.
Detroit, MI	ZIP Mail Services, Inc.
Downers Grove, IL	Automated Presort, Inc.
Farmingdale, NY	Fala 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 Fernando, CA	Ancora Presort Partners
San Francisco, CA	PSI Group, Inc.
Seattle, WA	PSI Group, Inc.
Topeka, KS	American Presort, Inc.
Weston, FL	American Express GMS

## R-E-S-P-E-C-T

### USPS #1 in new survey

USPS was the #1 ranked transportation company in online customer responsiveness, according to a recent survey by the Customer Respect Group (CRG).

CRG — an international research and consulting firm — looked at more than 1,000 websites in detail and determined “25 attributes that combine to create the entire online experience.” The attributes were grouped together and measured as indicators of principles, attitude, transparency, simplicity, and responsiveness. USPS scored 8.8 out of 10.

The average score for the transportation sector was 5.6. FedEx ranked second (8.5), UPS 10th (7.0), and Airborne 11th (6.1).

## ATTENTION-GRABBING

### Repositionable notes stick with customers

Repositionable notes (RPNs) worked wonders for Medical Management Institute (MMI), says *DMNews*. MMI doubled response rates using RPNs — those sticky notes on the outside of envelopes — and now the company is planning to double its mail volume, said the article.

“Seeing this new medium as a chance to increase response, the Medical Management Institute jumped in with both feet,” MMI Marketing Manager Bobby Keene is quoted as saying. MMI sells annual publications and manuals for physicians, said *DMNews*.

The RPN contained the company’s telephone number and Web address for easy ordering. By using RPNs, the company extended the “shelf life” of the direct mail piece, said Keene in the article. Many MMI direct mail customers “liked that they could stick it somewhere” for easy reference, he said.

RPNs allowed MMI to cut its mailing costs, too. Instead of using a four-color direct mail piece, the company switched to black-and-white First-Class letters using RPNs, saving about \$12,000, said *DMNews*.

This year MMI expects to double its mail volume, contacting customers four times instead of twice, according to the article. RPNs are an example of the Transformation Plan in action. By transforming the outside of the envelope, they make the mail more useful and valuable to our customers. And that’s good for mail volume growth and our bottom line.

Additional information can be found at [www.usps.com/repositionablenotes/successstories.htm](http://www.usps.com/repositionablenotes/successstories.htm)

## WORLD’S LARGEST DELIVERY COMPANY

### USPS ranked highest by *Fortune* magazine

The Postal Service™ is once again the highest ranked delivery company on *Fortune’s Global 500* list of the world’s largest corporations. With \$66.46 billion in revenue last

fiscal year, the Postal Service moved up two spots from 29th to 27th on the list.

Where do our competitors rank? Deutsche Post comes in at 88th with revenues of \$40 billion, UPS 120th with \$31 billion, and FedEx 217th with \$20 billion.

Wal-Mart retained its number one ranking as the world’s largest corporation, with more than \$246 billion in revenue. The retail giant also is the world’s largest employer, according to *Fortune*, with 1.3 million employees.

On *Fortune’s* biggest employers list, USPS ranks number 4. China National Petroleum is second and China’s Sinopec, a petroleum and chemical company, third. Also, on this list UPS ranks 13th and Deutsche Post 17th.

## NEW RETURN SERVICE COMING

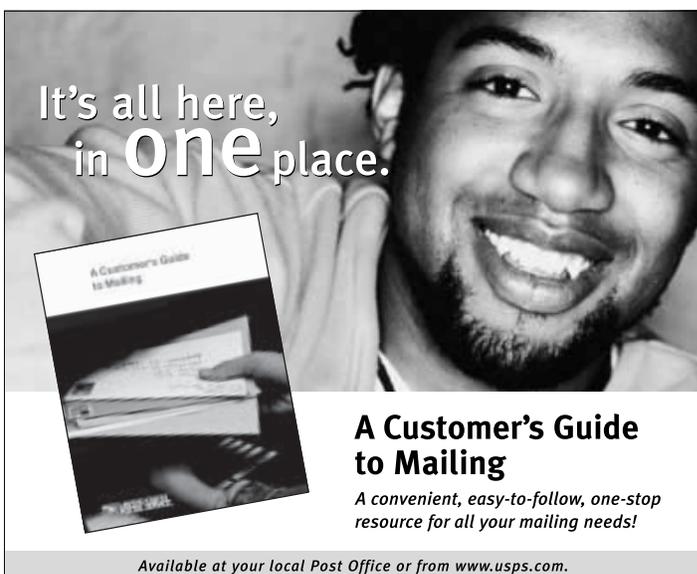
### Discounts will be available for merchandise return items

A new Return Service is available for Parcel Select and Bound Printed Matter beginning October 19. The price for parcels picked up at the Post Office nearest the consumer is \$2. Prices for pieces picked up at the bulk mail center are higher, depending on the item’s weight and distance traveled.

“We feel that the new services complement our outbound services and help streamline the mail handling process for everyone,” said Package Services Manager Jim Cochrane.

To take advantage of the discounts, merchants will have to pick up the returned parcels at a designated postal facility, rather than have the Postal Service deliver the returns to the merchant. The merchant will pay the postage, which makes the new service particularly consumer friendly, said Cochrane.

The Postal Service Board of Governors approved the new offering at its September meeting.



It's all here,  
in **one** place.

**A Customer's Guide to Mailing**  
*A convenient, easy-to-follow, one-stop resource for all your mailing needs!*

Available at your local Post Office or from [www.usps.com](http://www.usps.com).

## Double Post Cards

Occasionally, questions arise concerning the “content” classification of material eligible for various classes of mail and rates. Recently, questions have been raised concerning the content of “double post cards” eligible for the First-Class Mail® card rate.

A double post card, as described in *Domestic Mail Manual* (DMM) C100.2.9, consists of two attached post cards, one of which is for the transmission of information from the addressee back to the sender. Each card is subject to the card rate; however, postage need not be paid for the reply portion until it is detached and mailed as a reply piece.

The lower First-Class rate for cards was established to accommodate mailers that desire to send a single “visible” message without an envelope. Thus, the “second portion” of a double post card may not be used to convey a message to the original addressee or to send statements of account. It may be designed “only” for reply purposes. When mailers use the second or reply half of a double post card to convey a separate message to the original addressee, whether advertising or matter other than advertising, the card is properly chargeable at the First-Class letter rate.

## Information on Consumer Products and Services

The Postal Service has discontinued Publication 201, *Consumer’s Guide to Postal Services and Products* (March 1998), and the Spanish-language version, Publication 201-S, *Guía para el consumidor de servicios y productos postales* (May 1999). Both publications will be removed from the Postal Service system of forms and directives.

Consumers can now find most of the essential information contained in those documents in either the updated *Domestic Mail Manual* (DMM) 100, *A Customer’s Guide to Mailing* (June 2003), or in the recently released DMM 200-A, *A Guide to Mailing for Businesses and Organizations* (June 2003). In addition, the Postal Service issued a Spanish-language version of DMM 100.

### DMM 100

DMM 100 is an excellent introduction to the Postal Service products and services most commonly used by consumers and small mailers. The design of this guide includes practical information on these important topics:

- Choosing the right service for mailing based on mailpiece shape, speed of delivery, and postage for the service.
- Adding extra services such as Certified Mail™ or Delivery Confirmation™.
- Addressing mail properly, including overseas military mail.
- Preparing and addressing packages for mailing and choosing the right mailing container, cushioning material, and sealing tape.
- Sending and receiving mail as well as having mail held or forwarded and filing change-of-address requests.

DMM 100 includes a simplified rate chart with postage rates for the mail services that most consumers frequently use. Another useful feature is a section devoted to other consumer products and services such as international mail, military mail, money orders, NetPost™ Online Services, passports, Post Office™ boxes, PC Postage® products, and stamp collecting. For frequent mailers and small businesses, DMM 100 also contains a section that presents information on additional services geared toward these mailers.

### DMM 200-A

Much more expansive in scope and purpose, DMM 200-A presents a wealth of practical information on selecting the appropriate mail service for meeting business or organizational needs. Like DMM 100, the new DMM 200-A is designed around a logical sequence of decisions, from choosing the right postage payment method to understanding mail entry. With charts and samples, several checklists, and clear examples, DMM 200-A can answer most strategic questions asked by small-volume and medium-volume business mailers.

### Availability

Customers can find both DMM 100 and DMM 200-A on the Postal Service website at [www.usps.com](http://www.usps.com) and in their local Post Office or business mail entry unit.

# Delivery Confirmation and Signature Confirmation Services — First-Class Mail and Package Services Parcels

Customers and employees are reminded that for First-Class Mail and Package Services, Delivery Confirmation or Signature Confirmation™ may be used only for mail meeting the definition of “parcel” in *Domestic Mail Manual* (DMM) S918.1.2 and S919.1.2. Letter-size pieces and flat-size pieces mailed at First-Class Mail rates are ineligible for Delivery Confirmation and Signature Confirmation services. Flat-size pieces sent at Package Services rates are also ineligible for either special service.

## Availability of Delivery Confirmation and Signature Confirmation Services

- **Priority Mail®:** All Priority Mail pieces, regardless of mail processing category, are eligible for Delivery Confirmation service or Signature Confirmation service.
- **First-Class Mail:** Only parcels are eligible for Delivery Confirmation service or Signature Confirmation service.
- **Package Services:** Only parcels are eligible for Delivery Confirmation service or Signature Confirmation service.
- **Standard Mail:** Only pieces subject to the residual shape surcharge are eligible for Delivery Confirmation service (and only with the electronic option). Standard Mail pieces, regardless of mail processing category or

whether a residual shape surcharge is applied, are not eligible for any form of Signature Confirmation service.

The following table summarizes the availability and restrictions. The definition of a parcel, for the purposes of using either Delivery Confirmation service or Signature Confirmation service, is in DMM S918.1.2 and S919.1.2.

## Availability of Delivery Confirmation and Signature Confirmation Services Table

Mail Class	Letter-Size	Flat-Size	Parcel
Priority Mail	YES	YES	YES
First-Class Mail	NO	NO	YES
Standard Mail*	NO	NO	YES
Package Services	NO	NO	YES

\* *Standard Mail: Signature Confirmation service not available. Only electronic option available for Delivery Confirmation service if residual shape surcharge paid.*

## INFO @ USPS

### SMALL BUSINESS TOOLS

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

### SIMPLE FORMULAS

Use the mail to grow your business.  
Order a kit.  
1-800-THE-USPS, ext. AD443

### 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)

## In-Home Delivery Instructions for Non-Automated Standard Mail

Large amounts of money are spent preparing Standard Mail to advertise a sale or event. While a very effective method of advertising, the mailing is of no use, and may actually create ill will, if it arrives after the sale or event has taken place or after the expiration date found in the mailer's endorsement. Since neither the mailpiece owner, mailer, nor the Postal Service wants this situation to occur, various options have been created to allow the mailing to be withdrawn from service if it arrives after the sale or event.

The Mailers' Technical Advisory Work Group has confirmed the need for a consistent process to handle a mailer's request for delivery after or before a specified date — a condition that often applies to a retailer's advertisement for a special sale or offer. This is a voluntary service that applies only to nonautomated Standard Mail. Current instructions in the DMM (two options) are somewhat cumbersome. To improve that situation, the work group developed a recommendation that mailers use

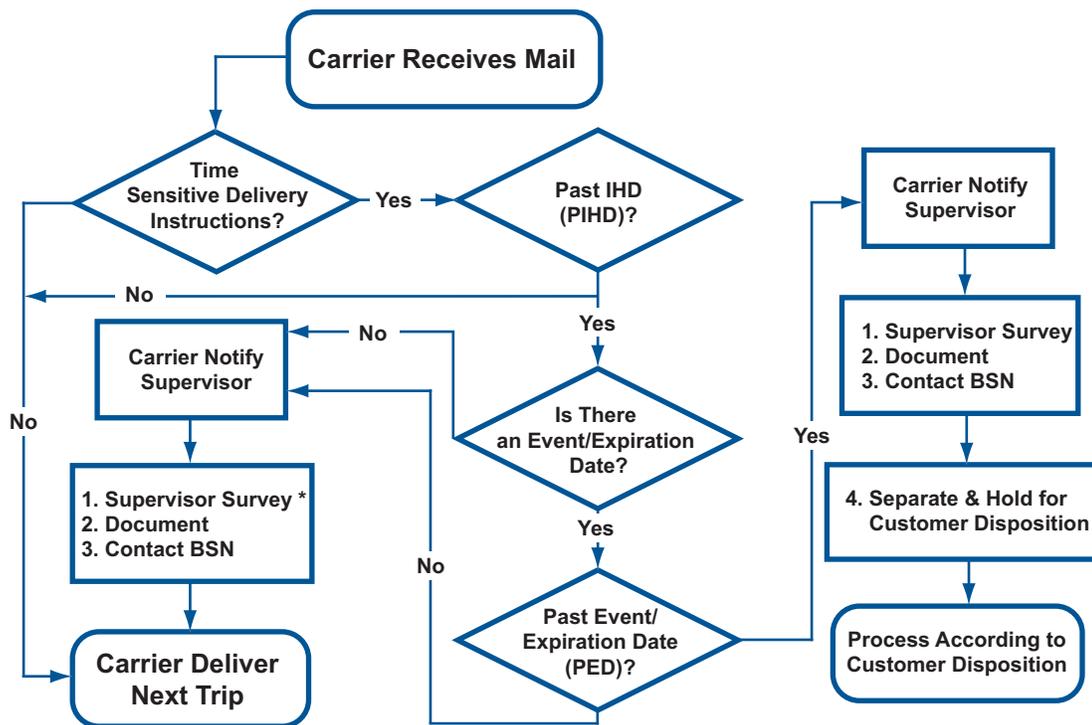
a new standardized wording and format, and that they place the request/option adjacent to as well as above or below the address area.

The work group developed definitions as follows:

- Past In-Home Date (PIHD): mail received after requested in-home date (IHD) but before event date.
- Past Event Date (PED): mail received after the event or after some other date-sensitive characteristic, such as expiration of coupons, etc.

The mailer will print clear instructions for disposition of the mail if it arrives at the destination delivery unit after the requested IHD and either before or after the event date (ED). Those instructions will be printed on the mailpiece near the address and refer to a specified page of the mailpiece (e.g., "After 5/20 refer to page 1") where specific disposition instructions from the mailer could be found. Implementation is planned for the fall 2003 mailing season.

### Non-Automatable Standard Mail — DDU Delivery Instructions



\* Survey other carriers within unit

Currently, mailers may request that a mailing with an IHD, sale or event date, or an expiration date be withdrawn and disposed of if not delivered by a certain date by either of the following two options (found in DMM D030.2.2):

1. The mailer may attach a facing slip to each package of mail showing the company name, person to contact, telephone number (if collect calls are accepted), and the date after which the mailer does not want the mail delivered. The mailer also authorizes the withdrawal of, but not the disposal of, the mail.

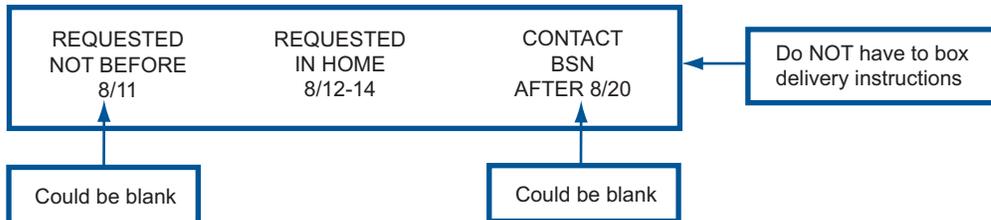
2. The mailer sends a written request to the postmasters of destination offices, before depositing the mail, stating that time-dated mail is to be received at their offices and describing the mail by size, color, weight, identifying markings, number of pieces, class of mail, and type of postage payment. The mailer also authorizes the withdrawal and disposal of time-dated mail if received after a specific date.

Now, the mailer may notify the postmaster and all appropriate employees by printing the requested delivery dates and last delivery date of value by using one of the formats below.

## Delivery Verbiage and Placement

*Note:* All options are to be placed adjacent to as well as above or below the address area in a minimum of 8-point type.

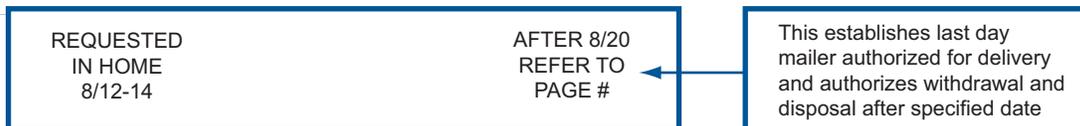
### Option One



### Option Two



### Option Three



# 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

### Bound Printed Matter — Co-Sacking Requirement

Effective September 1, 2003, DMM M722.1.5, M820.1.10, and M910.4.1 are revised to require the co-sacking of all flat-size Bound Printed Matter (BPM) mailpieces from the same mailing job, whether the barcoded discount is claimed for all of the pieces in the mailing job or only for a portion of the pieces. With this revision, mailers must co-sack (i.e., sort into the same sack) packages of BPM Presorted flat-size rate pieces qualifying for the barcode discount with packages of Presorted rate flat-size pieces not claiming the barcode discount that are part of the same mailing job.

Before September 1, 2003, DMM M722.1.5 and M820.1.10 provided two preparation options for such mail:

- Co-sacking the packages from both mailings using DMM M910.
- Preparing separate sacks for the Presorted rate pieces qualifying for the barcoded discount using DMM M820 and separate sacks for the Presorted rate pieces (not claiming the barcoded discount) using DMM M722.

This revision eliminates the second option to sack each mailing separately using the applicable preparation standards in DMM M820 and M722. The elimination of this option promotes operational efficiencies by reducing the number of sacks that must be prepared by the mailer and handled by the Postal Service.

*Postal Bulletin 22099* (4-3-03, pages 13-19) announced new mail preparation options for the co-packaging and co-

sacking of BPM flat-size pieces. Under the co-packaging standards in DMM M950, mailers have the option to co-package (i.e., sort into the same package) BPM Presorted rate flat-size pieces qualifying for the barcoded discount and Presorted rate pieces (not qualifying for the barcoded discount). Co-packaged pieces are required to be co-sacked under DMM M910.

The revised standards that take effect on September 1, 2003, for the required co-sacking of Presorted rate BPM flat-size pieces are as follows:

- Packages prepared as part of the Presorted rate mailing qualifying for and claiming the barcoded discount and packages prepared as part of the Presorted rate mailing (not qualifying for the barcoded discount) must be co-sacked, effective September 1, 2003.
- Packages of flats qualifying for and claiming the barcoded discount that are co-sacked with packages of Presorted rate flats must be part of the same mailing job.
- Both the Presorted rate mailing qualifying for and claiming the barcoded discount and the Presorted rate mailing must separately meet the applicable rate eligibility and volume requirements.
- Packages that are co-sacked under DMM M910 are not required to be co-packaged.

### New Procedures for Depositing Periodicals at Airport Mail Facilities

Effective September 4, 2003, DMM D210.2.0, D210.4.1, and D210.4.4 are revised and new D210.4.5 is added to incorporate the existing procedures for depositing Periodicals items at the airport mail centers/facilities (AMCs/AMFs) by freight forwarders. This option is available only for Periodicals mail.

With the Periodicals industry, the Postal Service has developed enhancements to the process for entering Periodicals items at AMCs/AMFs that are responsive to our customers' needs, retain accountability, and are standardized. Network Operations Management has developed a standard operating procedure (SOP) to

standardize acceptance procedures at AMCs/AMFs (available through each AMC/AMF manager).

Freight forwarders and cargo agents have unique requirements imposed by airlines when delivering Periodicals items by air to AMCs/AMFs. Regular meetings are held among the Periodicals industry, publishers, commercial airfreight forwarders, and the Postal Service to improve Periodicals entry procedures. The national SOP uses established plant-verified drop shipment (PVDS) procedures. When normal procedures are insufficient, all parties can develop and agree on customized local solutions and operational agreements.

## Prohibition on Mailing Animals for Fighting Purposes

Effective September 4, 2003, DMM C022.3.0 and C031.5.7 are revised to include new text that reflects an amendment made to the Animal Welfare Act in Title 7 *United States Code* section 2156 (7 USC 2156). DMM C022.3.1 and C022.3.5 are revised to state that mailing live animals for fighting purposes is prohibited. DMM C031.5.7, which prohibits the mailing of written, printed, or graphic matter that promotes an animal fighting venture, is revised for clarity only.

The change to the federal law in 7 USC 2156 was enacted by Congress on May 14, 2002, as part of the 2002 Farm Bill (Public Law 107-171). This change took effect 1 year later on May 14, 2003, and it further restricted the transport of live animals for fighting purposes.

Essentially, the change in the law means that live animals cannot be mailed for purposes of animal fighting, even to states where animal fighting is a legal venture. However, if a mailer wishes to mail a live animal for a purpose that does not involve an animal fighting venture and does not violate 7 USC 2156, the live animal is mailable as permitted under the applicable mailing standards in DMM C022.

Before the change, the transport of live animals for fighting purposes was largely prohibited, but did allow birds intended for fighting purposes to be shipped to states where cockfighting is legal. For example, gamecocks and similar birds could previously be mailed to New Mexico, Louisiana, Guam, and other locations where cockfighting is legal. This

previously permissible practice, however, is no longer permitted due to the change in the law that took effect on May 14, 2003.

The portion of the law pertaining to the mailing of printed materials that promote an animal fighting venture did not change. Such materials continue to be nonmailable as stated in DMM C031.5.7 unless the venture involves live birds and the fight is to take place in a state where animal fighting is a legal venture.

As information, the law in 7 USC 2156(c) states that it is "...unlawful for any person to knowingly use the mail service of the United States Postal Service or any interstate instrumentality for purposes of promoting, or in any other manner furthering, an animal fighting venture except as performed outside the limits of the states of the United States." The term *states* includes any state of the United States, the District of Columbia, the Commonwealth of Puerto Rico, and any territory or possession of the United States. (See DMM G011.2.1 for a list of U.S. territories and possessions.)

Under the penalty provision in 7 USC 2156, any person who violates the law will be fined not more than \$15,000 or imprisoned for not more than 1 year, or both, for each violation.

Customers are not allowed to mark a mailpiece containing live animals for fighting purposes as "For Breeding Purposes," as "Show Animal," or with any similar marking that may be fraudulent.

## Periodicals Ride-Along Pieces

Effective September 4, 2003, DMM E260.1.2 is revised to permit the physical dimensions of a Periodicals Ride-Along piece to exceed those of the host publication when properly enclosed in a complete wrapper.

Only one Ride-Along piece may be attached to or enclosed with an individual copy of Periodicals mail. The Ride-Along rate must be paid on each copy in the mailing, not addressed pieces. If more than one Ride-Along piece is attached or enclosed, mailers have the option of paying Standard Mail postage for all the enclosures or attachments, or paying the Ride-Along rate for the first attachment or enclosure and Standard Mail rates for

subsequent attachments and enclosures. Ride-Along pieces eligible under E260 must be eligible as Standard Mail pieces and must:

- Not exceed any dimension of the host publication except when the host publication and the Ride-Along piece are contained in an envelope, polybag, or other complete wrapper.
- Not exceed 3.3 ounces and must not exceed the weight of the host publication.
- Not obscure the title of the publication or the address label.



## Customized MarketMail Pieces — Attachments and Enclosures

This notice clarifies the use of attachments and enclosures with mailpieces prepared and entered under DMM E660 as Customized MarketMail (CMM) pieces. The mailing standards for this new service, which took effect at 12:01 a.m. on Sunday, August 10, 2003, were published in *Postal Bulletin 22106* (7-10-03, pages 27-38).

The following standards apply to attachments and enclosures for CMM pieces:

- **First-Class Mail Attachments and Enclosures.** First-Class Mail pieces or any matter required under DMM E110 to be mailed as First-Class Mail may not be attached to or enclosed within CMM pieces.
- **Standard Mail Attachments.** Standard Mail or any matter that qualifies as Standard Mail pieces under DMM E610 may not be attached to CMM pieces. For example, repositionable notes or merchandise samples may not be attached to CMM pieces. Permanently affixed address labels, however, are not considered attachments for this standard. DMM E610.4.5 presents the mailing standards and restrictions that apply to Standard Mail attachments for other types of Standard Mail pieces.

For clarification, Standard Mail pieces or any matter that qualifies as Standard Mail under DMM E610 may be included within CMM pieces if completely contained within the CMM host piece. For example, if a CMM piece is constructed as a triangular envelope, Standard Mail matter such as coupons or small merchandise samples may be placed and sealed within the envelope, provided that the total weight of the CMM piece with the enclosures does not exceed 3.3 ounces and the CMM piece is no thicker than 3/4 inch at its thickest point.

Mailers or Postal Service employees who have additional questions or need further clarification about attachments or enclosures with CMM pieces should contact their local business mail entry unit for guidance on these mailing standards.

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### Attachment or Enclosure Permitted With CMM?

First-Class Mail attachment	No
First-Class Mail enclosure	No
Standard Mail attachment	No

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# DMM Reminder

## New Symbology for Parcel Barcodes

The U.S. Postal Service is updating symbology requirements to make parcel delivery more efficient. The required symbology, called Uniform Code Council/European Article Number Code 128 (UCC/EAN Code 128), will replace all other barcode formats used by parcel mailers and is expected to improve processing of parcels.

“The UCC/EAN Code 128 symbology is more flexible, and enables us to better satisfy customer needs,” said Package Services Manager Jim Cochrane.

When this change is fully implemented, the Postal Service will be using the same barcode system that has been adopted by many other parcel shippers. This more efficient symbology will enhance the Postal Service’s efforts to barcode every parcel processed at bulk mail centers.

The transition period for mailers to update their barcode symbology

comes to an end January 10, 2004. At that time, all machinable parcels must be printed with the UCC/EAN Code 128 symbology.

For more information about the switch to the UCC/EAN Code 128 symbology, please refer to DMM C850, Barcoding Standards for Parcels, at <http://pe.usps.gov>.

**Barcodes (Required for Package Services barcoded discount)**

UCC/EAN Code 128

ZIP 22082

USS Code 39      USS Code 128      USS Interleaved 2 of 5

ZIP 22082      ZIP 22082      ZIP 22082

For barcode specifications and placement, see C850.

Effective January 10, 2004, only UCC/EAN Code 128 may be used.

# Dr. Barcode

**Q. I've been told that Priority Mail flat-rate envelopes cannot be used for Registered Mail service. Is this true?**

**A.** Priority Mail flat-rate envelopes, when properly prepared, can be used for Registered Mail service, as long as the three seams on the address side of the envelope are sealed (overlaid) with plain paper or cloth tape. These are the sealing standards for Registered Mail in *Domestic Mail Manual* S911.3.6.



Send questions regarding mail preparation, standards, or regulations to  
**"Ask Dr. Barcode"**  
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