

***Mailpiece Designs and
Formats for Mailability
and Automation
Compatibility***

Agenda

- **Folded Self-Mailers**
- **Booklets**
- **Sample Packets in Letters/Flats**
- **Laminated Mailpieces**
- **Permit Indicia Formats**
- **Look-a-like Mailpieces**
- **Company Style Indicia**

Folded Self-Mailer Information

The Folded Self-Mailer (FSM) standards were incorporated in the Domestic Mail Manual (DMM) on January 5, 2013. This was after two years of collaborative work with mailers to analyze and test a wide variety of folded self-mailer letter-size designs.

DMM 201.3.14 – Folded Self-Mailers

- **Key Points**

- **Paper Basis Weight of the mailpiece**
- **Final Fold – on bottom for horizontal, on right for oblong**
- **Sealing**
- **Optional design elements; attachments, enclosures, perforations & die cuts**

Paper Weight & Sealing Requirements

- **Minimum 70 lb. book grade stock**
 - **Higher weights required on heavier pieces, pieces with optional elements**
- **FSM's can be sealed with non-perforated tabs/wafer seals, elongated glue lines, glue spots**
 - **1½" wafer seals in most cases**
 - **¾" glue spots**
 - **Elongated glue lines must be 1" long by ⅛" wide**

Other Design Notes

- **FSM's must have 2 equal or nearly equal panels (back panel can be up to 1" shorter.**
- **Gatefolds are not permitted**
- **Tri-folds are required to be addressed on the middle panel**
 - **If address is not on middle panel, an additional sealing is required on the lower right edge, 1" from the bottom**

Mailpieces with Perforations

- **Originally, only perforated pull open strips and pop out panes are permitted for automation prices**
- **Now permitted on address or non-address side of mailpiece if (see FAQ's for FSM's):**
 - **Host piece made of cardstock**
 - **Perforations have a cut to tie ratio of 1:1**
 - **If perforation extends to edge of mailpiece, or on a fold, it has to end with a tie**
 - **If perforation is on address side, at least 1" clearance from any address element**

Attachments

- **Originally, attachments were required to have 1” clearance from any edge, however,**
 - **If attachment is made from same paper stock as host piece, and is attached to an inside panel it could be defined as a panel if:**
 - **Same size as the other panels on three side and no more than 1” away from the other**
 - **Referred to as a “secured” panel**

Tri-folds

- Originally, tri-folds were required to be addressed on the center panel, with final folded panel creating the non-addressed side of the mailpiece
- *New* – Address allowed on any panel if an additional seal (tab, wafer seal, glue) is added to the lower right edge, 1/2” from the bottom of the mailpiece
- Tab/Wafer seal preferred method, if glue, must be adhered to the inside panel from the address panel
- Open edge is always at top of mailpiece

Sealing

- **Alternate sealing methods for oblong pieces instead of 3 glue spots on trailing edge is permitted if two glue spots are placed on the trailing edge and a third is placed at the center of the top edge.**

Quarter Fold FSM

- **Reference material on RIBBS/PostalPro shows intermediary fold must be on right edge.**
- **DMM does not address the intermediary fold.**
- **Until a Federal Register Notice is published addressing this issue, the intermediary fold can be on either the right or the left edge and be eligible for automation letter prices.**

For the full list of FAQs visit FSM home page at PostalPro:

<https://postalpro.usps.com/>

Letter-Size Booklet Information

Automation letter price eligibility for booklets meeting the design formats in Exhibit 201.3.16.5.

Note: If the format is not one of the formats displayed in Exhibit 201.3.16.5, the mailpiece is nonmachinable.

For cover-to-cover booklet formats:

The PCSC has approved some formats that have shorter inner pages in excess of $\frac{5}{8}$ " (step down pages).

Approval is on a case by case basis.

Determining Factors:

**Mailpiece must be streamlined for processing
Mailpiece cannot be "bottom heavy"**

Other allowances for booklet self-mailers.

Provides booklet mailers an opportunity to have perforations, die-cuts, etc on the outside cover.

(See link to FAQ's in slide 13)

Letters with Sample Packets Enclosed

- **As a result of preliminary testing completed by Engineering and Operations Integration, a matrix of potential standards was developed**
- **Publication of DMM standards still pending.**
- **Approvals are based on Sample Packet Matrix**
- **Applies to letter and flat-size mail containing sample packets**
- **Does not apply to the Simple Sample Packet incentive program, which are parcels**

- **Classified as small volume (up to 0.20 fl. oz.) or large volume (up to 0.35 fl oz.) packets**
- **Packet Size**
- **Packet Orientation**
- **Clearances from edges of mailpiece – 1” lead edge, ½” from all other edges**
- **Opening device facing the top edge**
- **Burst strength of packets - 22 psi as per ASTM-F1140**

- **DMM 207.3.3.9 – Standards for Periodicals with Sample Packets**
- **Same standard applies to MM flat mailpieces**
- **1oz. maximum packet volume, total of 3.3 oz. per piece**
- **Cannot be placed on the front/back cover**
- **Clearances $\frac{3}{4}$ " from all unbound edges**
 - **If not bound, $\frac{3}{4}$ " from all edges.**
- **Burst strength of packet – 3,000 psi**

- **Currently, all sample packet mailpieces must be sent to PCSC for approval**
- **Local office cannot approve**

Laminated Mailpieces

- **As per the Federal Register Notice (FRN) of April 6, 2009, automation letter-size mailpieces must be made of paper.**
- **FRN provided for mailers who were mailing their laminated mailpiece at auto letter prices prior to the FRN, could continue to do so.**

- **Since this caveat created an un-level playing field for mailers, the PCSC has approved laminated mailpieces for automation prices on a case by case basis.**
- **In a joint effort, between the PCSC, Engineering, Operations Integration, a matrix of potential standards was developed, and mailpiece are being approved using this matrix.**

Matrix of Potential Standards

- **Mailpiece must be pre-barcoded**
- **Ancillary endorsements are not allowed**
- **If First-Class Mail, STID must be coded so the mail is treated as waste**
- **If there are perforations on the piece**
 - **1mm:1mm Cut-to-Tie ratio preferred (3mm:3mm max)**
 - **If perforation intersects with an edge, it must do so with a tie**
 - **Perforation – 1” clearance from address, barcode, postage payment area**

- **Mailers should submit their mailpieces through their local BMEU.**
- **PSCS will evaluate the piece and provide a ruling**

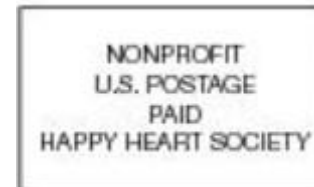
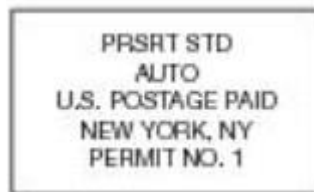
Permit Indicia Formats

Permit Indicia Format

- **Legible in a color that contrasts with the OE paper**
- **Must read in the same direction as the delivery address**
- **Placed in the following four:**
 - **Upper right corner of mailpiece**
 - **Upper right corner of address area**
 - **Upper right area of an address label**
 - **To the right of the address in an insert /window envelope**
- **Cannot be placed below the delivery address**

Permit Indicia Format

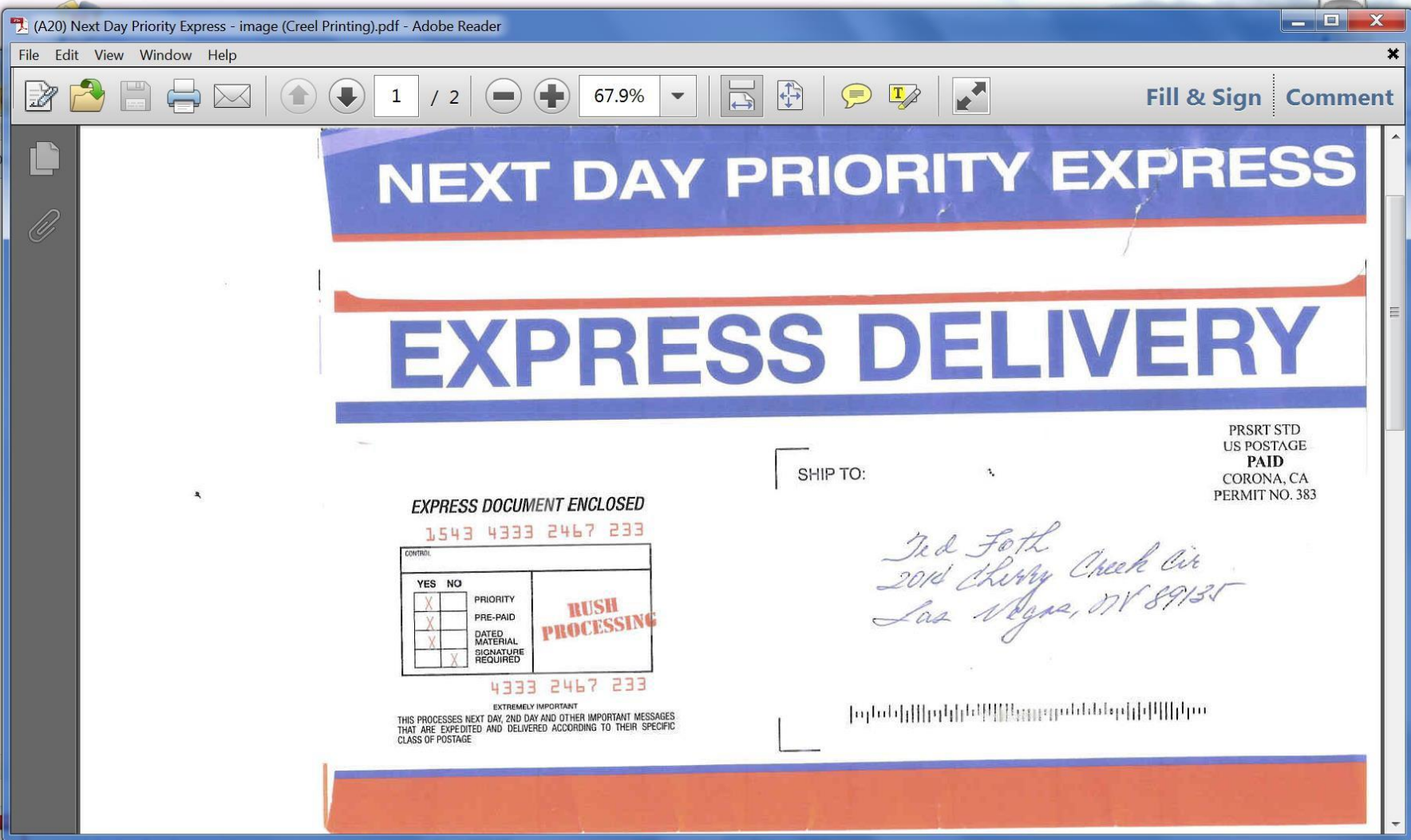
- No printing to the right or above the indicia
- Any decorative designs must be to the left with a clear space to the indicia (usually 1/2")
- Box around the indicia may be omitted if the required content is present
- Indicia must not resemble or imitate a postage meter imprint, postage stamp or other postage payment method.



Marking Expedited Handling on Permit Indicia Mail

- **Markings such as; “Urgent,” “Rush-Delivery,” “Time Sensitive,” must show the class of mail more prominently than other words in the indicia**
- **Pieces may not include markings identical to or confusingly similar to USPS trademarks, or designs used by USPS to identify a class of mail.**

Look-A-Like Mailpieces



NEXT DAY PRIORITY EXPRESS

EXPRESS DELIVERY

SHIP TO:

PRSR STD
US POSTAGE
PAID
CORONA, CA
PERMIT NO. 383

EXPRESS DOCUMENT ENCLOSED

1543 4333 2467 233

CONTROL	
YES	NO
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>

**RUSH
PROCESSING**

4333 2467 233

*3rd Footh
2016 Cherry Creek Cir
Las Vegas, NV 89135*



EXTREMELY IMPORTANT
THIS PROCESSES NEXT DAY, 2ND DAY AND OTHER IMPORTANT MESSAGES
THAT ARE EXPEDITED AND DELIVERED ACCORDING TO THEIR SPECIFIC
CLASS OF POSTAGE

2017 Mini Postal Forum.ppt [Compatibility Mode] - Microsoft PowerPoint

A90 Express Delivery with Urgent marking.pdf - Adobe Reader

File Edit View Window Help

1 / 1 61% Fill & Sign Comment

SLOWLY PULL TO OPEN—TO BE OPENED BY ADDRESSEE ONLY

PREST. STD.
U.S. POSTAGE
PAID
DOCTORS'
PREFERRED, LLC

EXPRESS

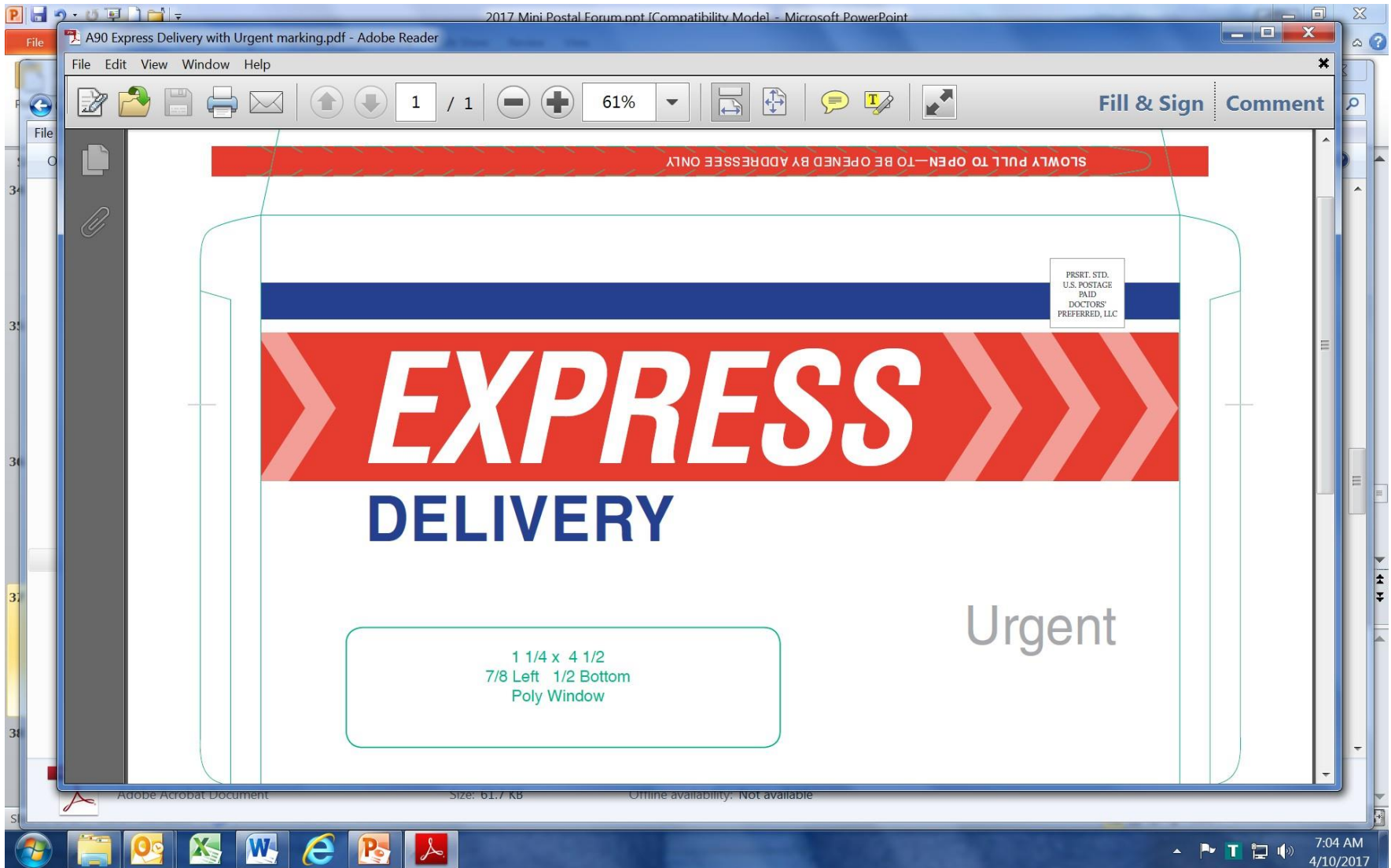
DELIVERY

Urgent

1 1/4 x 4 1/2
7/8 Left 1/2 Bottom
Poly Window

Adobe Acrobat Document Size: 61.7 KB Offline availability: Not available

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Company Style Indicia

Company Style Indicia

- **The exact name of the permit holder appears in the indicia in place of the city, state and permit number.**
 - **Permit holder or agent must keep records for each mailing for 1 year from the date of mailing.**

- **Each mailpiece must bear a complete return address.**
 - **If the ZIP Code in return address is not the physical location of mailing, include in the indicia the 5-digit ZIP Code of the location where the records are kept.**
 - **Provide the Postmaster of that Zip Code a complete sample of the mailpiece**

Company Style Indicia

- **Variations of the company name are not permitted unless that name has a permit.**

Questions?

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