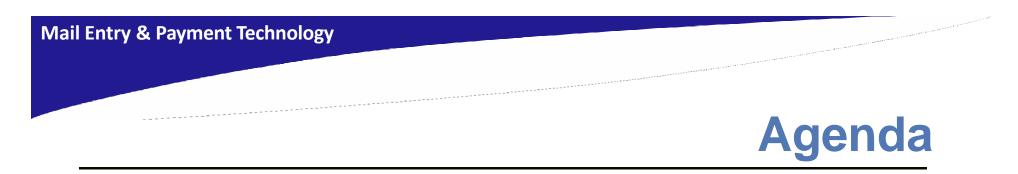


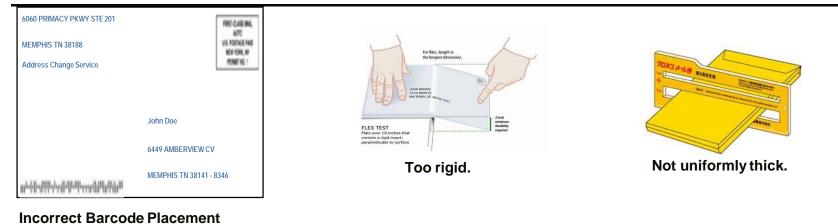
Basic Design Elements Flats



Physical Standards of Flats

- Addressing Standards for Flats
- **D** Automation Flats

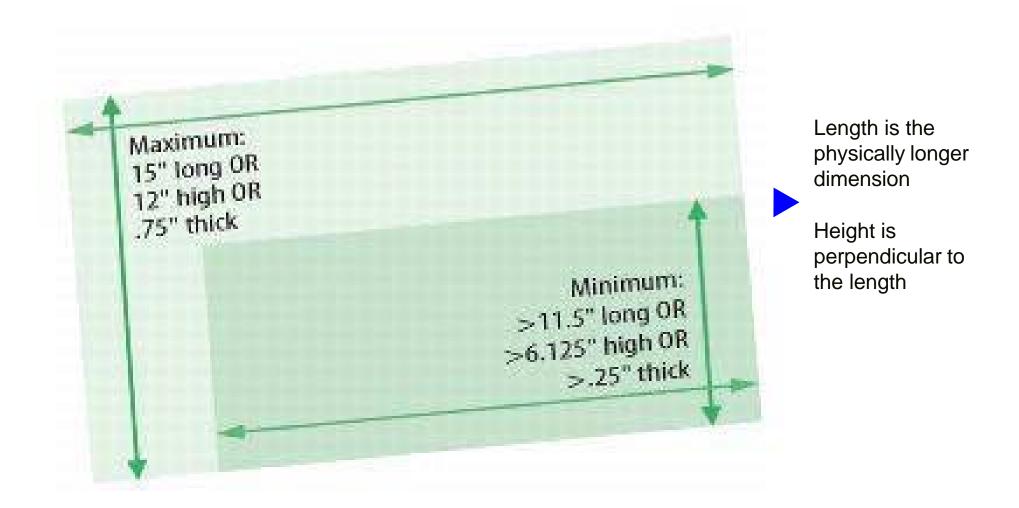
Importance of Flat Standards





Automated Flats Sorting Machine

Flats – Physical Standards

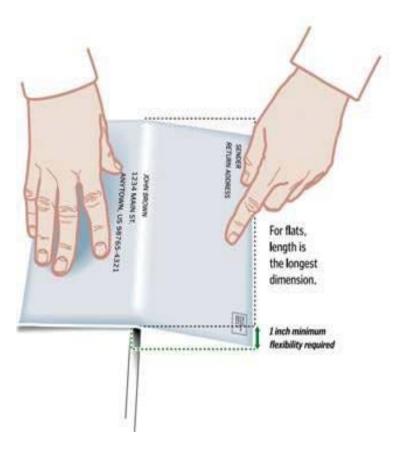


Flats – Physical Standards

Flat-size pieces must be:
Flexible
Uniformly thick (within ¼")
Rectangular
Deflection

Flexibility Test – Part One

- First test pieces with the longest side parallel to the edge of a flat surface.
- Press down on the center of the piece 1 inch from the outer edge.
- The piece is not flexible if it cannot bend at least 1 inch Vertically without being damaged.
- The piece is flexible if can bend at least 1 inch vertically without being damaged and it contain a rigid insert.

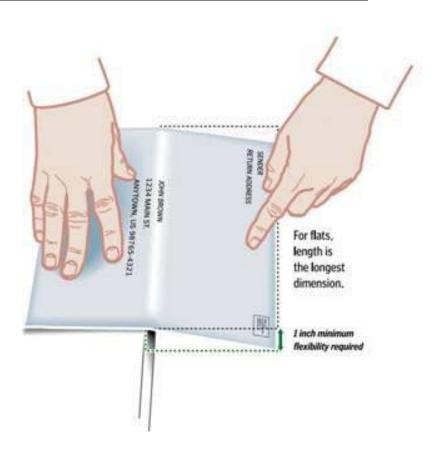


Flexibility Test – Part One

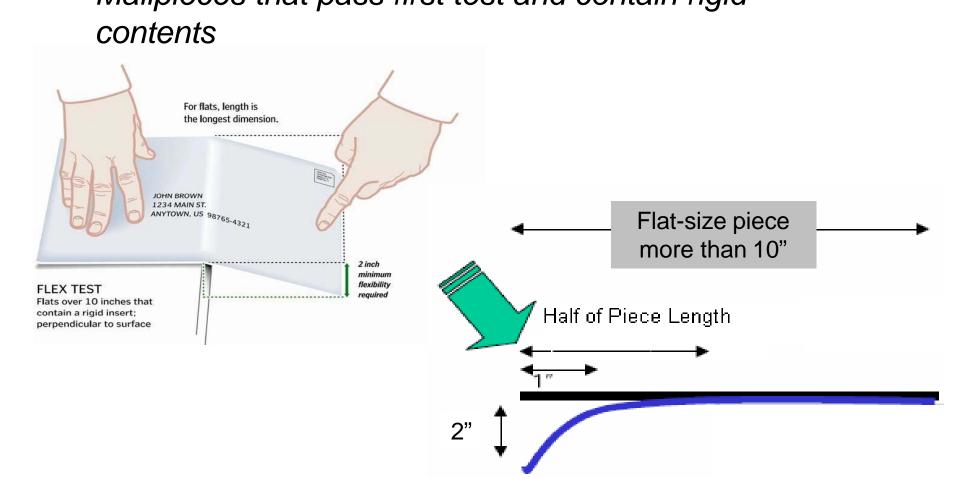
If the piece can pass this test AND does not contain a rigid insert, no further testing is necessary

If the piece passes this test but it DOES have rigid contents, go to the next step, part 2

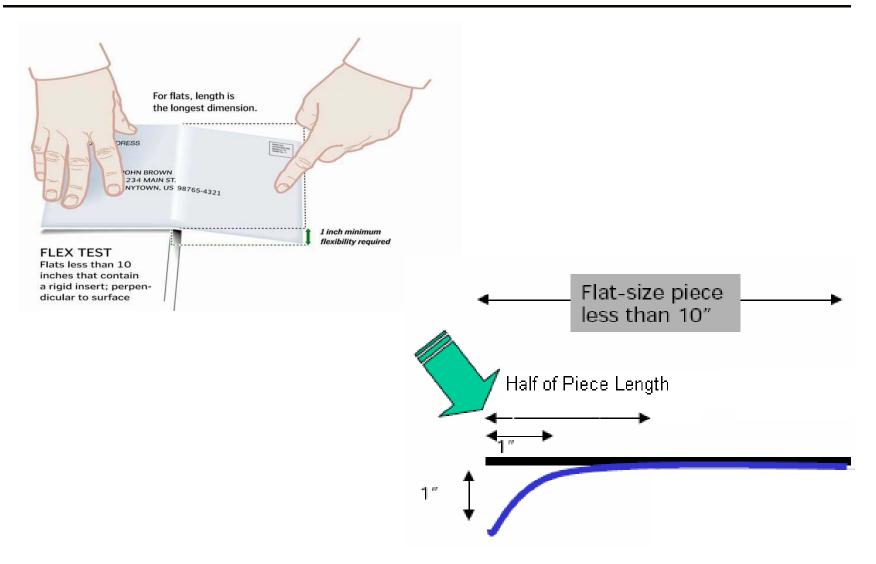
Note: A permanent bound edge is not considered a rigid item.



Mail Entry & Payment Technology Flexibility Test – Part Two Mailpieces that pass first test and contain rigid

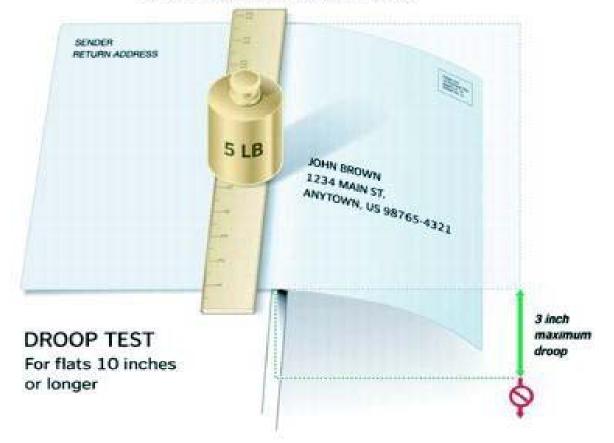


Flexibility Test – Part Two

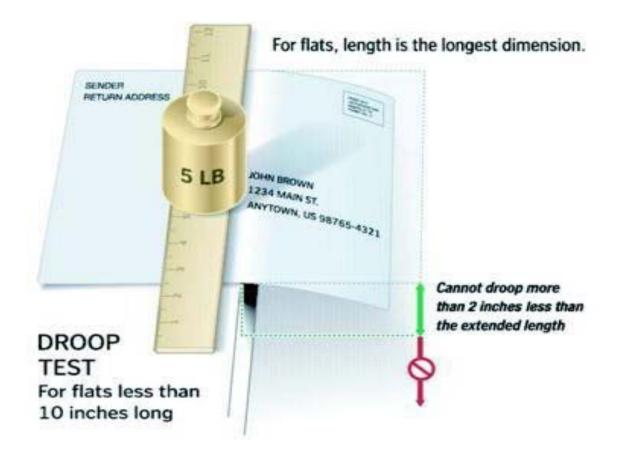


Deflection Test





Deflection Test

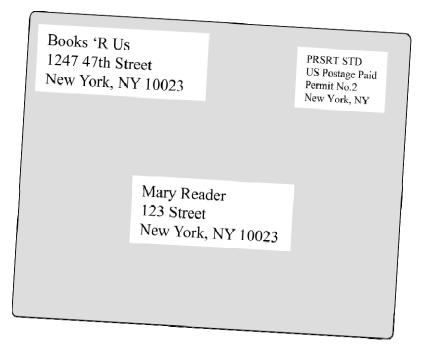


Uniform Thickness

- Flat-size mailpieces must be uniformly thick so that any bumps, protrusions, or other irregularities do not cause more than 1/4-inch variance in thickness.
- Mailers must secure nonpaper contents to prevent shifting of more than 2 inches within the mailpiece if shifting would cause the piece to be nonuniformly thick or result in the contents bursting out of the mailpiece

Rectangular

 May be prepared with finished corners not exceeding a radius of .125" inch (1/8 inch)



Polywrap Film or Similar Material:

 Only products listed as approved on the PostalPro website may be used

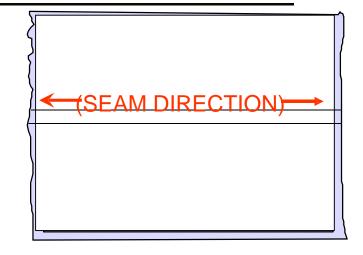
Physical Requirements:

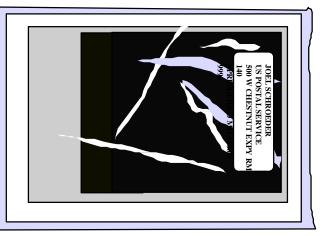
Outlined in DMM section
 201.4.5



Polywrap Film or Similar Material:

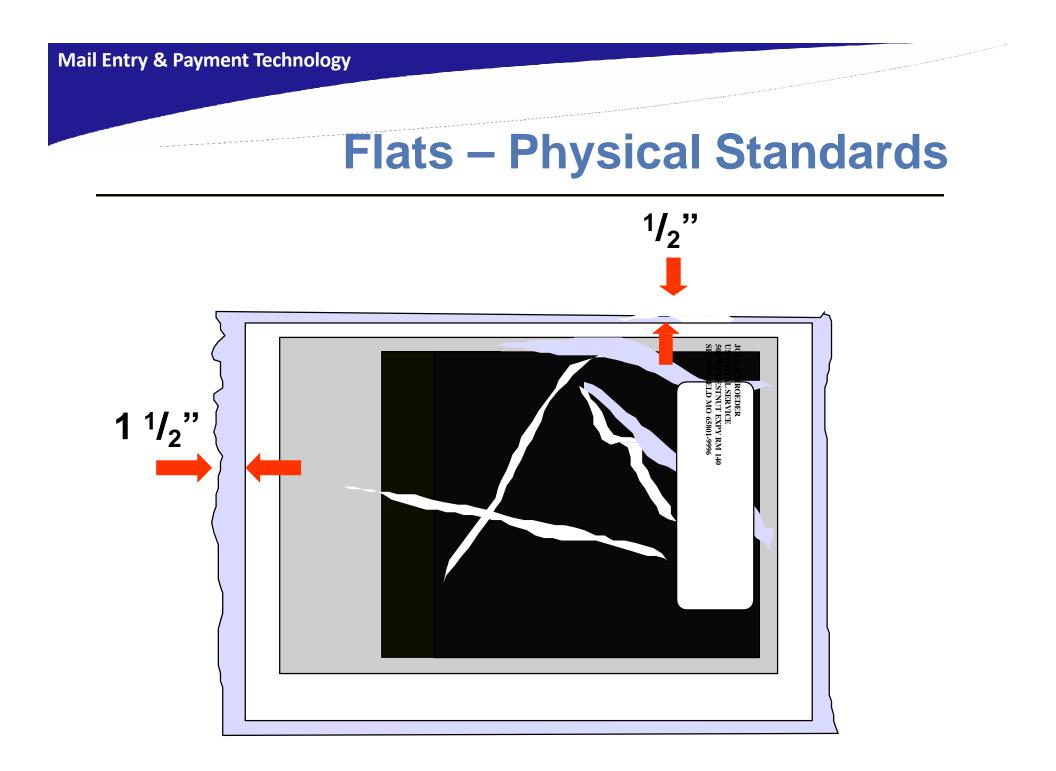
- Wrap direction must be around the longer axis
- □ Seam:
 - Parallel to longer dimension
 - Front or back
 - Not over address or barcode





BACK

FRONT



Flats – Physical Standards

Labels, Stickers, and Release Cards

- □ 201.4.8.1 Use
- 201.4.8.2 Pressure-Sensitive Label
- □ 201.4.8.3 "Sandwich" Label
- □ 201.4.8.4 Flats with Attached Release Cards
- □ 201.4.8.5 Standards for Release Cards

Catalogs

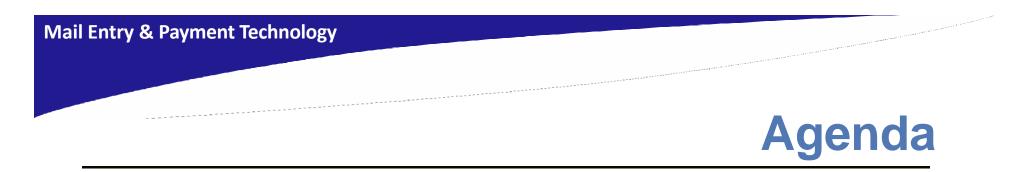
- A bound flat-sized mailpiece with at least 16 pages meeting flat physical criteria.
- Provide a listing of products offered for sale arranged systematically and include images, photographs or illustrations of the products, descriptive details, and prices.
- Must contain an order form, a phone number, or a web address to place orders and provides shipping options for the products offered for sale.



Nonautomation Flats

Additional Physical Standards by Mail Class:

- □ 201.5.1 First-Class Mail
- □ 201.5.2 Standard Mail
- □ 201.5.3 Bound Printed Matter
- □ 201.5.4 Media Mail and Library Mail
- 201.5.5 Priority Mail Express, Priority Mail and Critical Mail Flats



□ Physical Standards of Flats

Addressing Standards for Flats

D Automation Flats



- Minimum 8-point type (6-point for automation flats)
- **D** 6-point if all capital letters with DPBC
- Characters in address can not overlap
- Address lines can not touch or overlap
- Address elements separated by no more than five blank character spaces

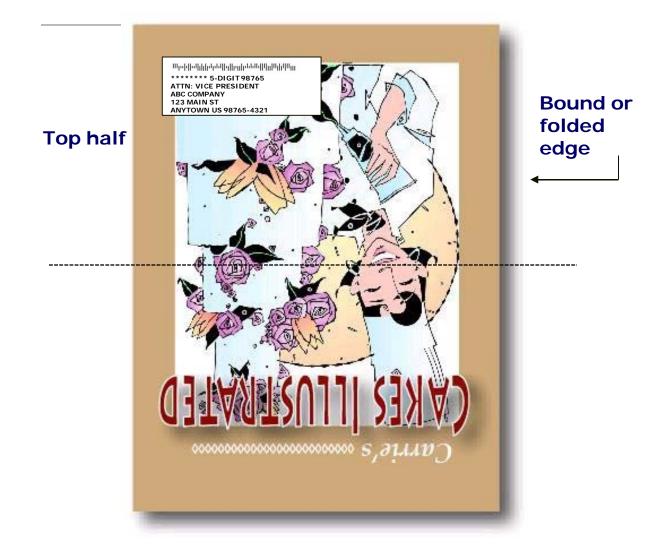
Address Placement

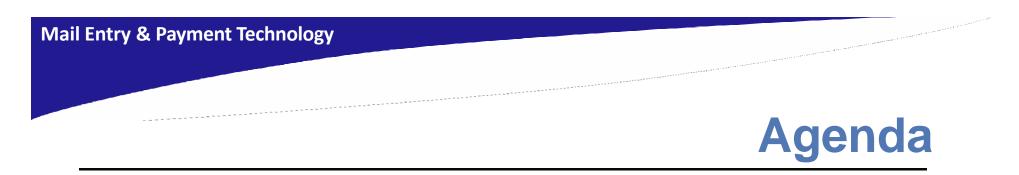
Enveloped, Polywrapped, or Card-style Flats

Top edge



Address Placement - Bound or Folded Flats





Physical Standards of Flats

Addressing Standards for Flats

D Automation Flats

Automation Flats – Physical Standards

Dimensions	Minimum	Maximum
Height	5″	12″
Length	6″	15″
Thickness	.009″	0.75″

Automation Flats

Weight Maximums

- □ First-Class Mail:
- □ Periodicals:
- □ Standard Mail:

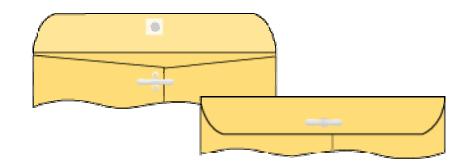
- 13 ounces
- 20 ounces
- < 16 ounces
- □ Bound Printed Matter: 20 ounces

Automation Flats

Prohibitions

Protrusions

□ Staples



Tabs, Wafer Seals, Tape, and Glue



Booklet-Type Piece or Magazine

Short Covers

More than ¾" from each edge

Secured with at least two tabs etc. at least 1" from top and bottom edges of the cover

Outside Stickers

Affixed with permanent adhesives





Automation Flats - Barcoding

Barcode:

Intelligent Mail barcode (IMb)

Placement:

 On address side at least 1/8 inch from any edge of the piece

Clearances:

- 1/8 inch between the leftmost and rightmost bars to any printing, label edge or window edge
- .028" inch above and below barcode to any printing, label edge or window edge

ADDITIONAL RESOURCES

Visit our websites at:

www.usps.com

http://pe.usps.gov/

Contains the DMM, IMM and various publications.

https://postalpro.usps.com/

Contains information on Intelligent Mail, Full Service, eInduction, Seamless Acceptance etc.

MDA SUPPORT CENTER

Contact Information by phone 855-593-6093 OR by email MDA@USPS.GOV

MONDAY – FRIDAY, 7am – 5pm CST