

United States Postal Service®

# INDUSTRYALERT

July 10, 2017

## USPS Marketing Mail™ (Standard Mail®) Markings and Labels Update

The Postal Service™ published a *DMM Advisory* on Friday, June 30, 2017, providing an update about the rebranding of Standard Mail® as USPS Marketing Mail™. The update stated the Postal Service continues to work with the industry on a timeline for implementation for the required use of new postage markings and permit imprint indicia, and we are estimating a “begin to transition” date in mid-2018.

The Postal Service would like to clarify that in addition to postage markings and permit imprint indicia, the transition applies to markings included on sack, tray, and pallet labels. We will update the *Domestic Mail Manual* and *Quick Service Guides* in the applicable preparation sections to provide a similar note to the markings and permit imprint sections stating, “Customers should not convert to the USPS Marketing Mail markings until a date is announced.”

In the meantime, we continue to request that customers do not transition to the new markings until we publish the final details through a *DMM Advisory* and *Industry Alert*.

The *Domestic Mail Manual* (DMM®) and DMM Advisories are available on *Postal Explorer*® ([pe.usps.com](http://pe.usps.com))

###

Please visit us on the USPS [Industry Outreach](#) website.  
Thank you for your support of the United States Postal Service.  
-Industry Engagement & Outreach/USPS Marketing

To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request.

**Privacy Notice:** For information regarding our privacy policies, visit [www.usps.com/privacypolicy](http://www.usps.com/privacypolicy).