

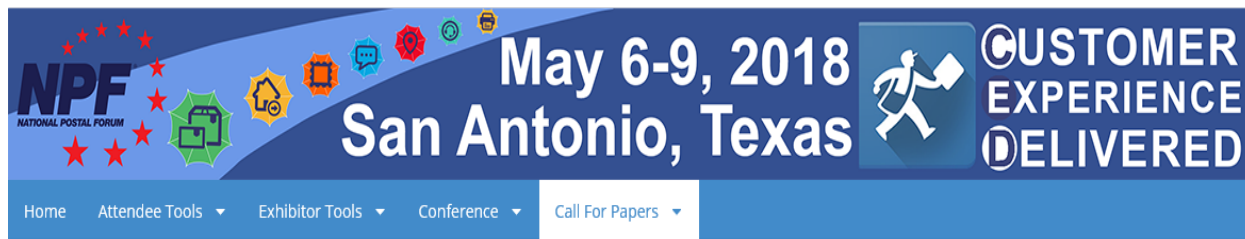
United States Postal Service®

INDUSTRYALERT

Mail Spoken Here

The electronic newsletter summarizing recent Postal Service news and developments

To our employees and customers who are still involved with the aftermath of Hurricanes Harvey, Irma and Maria. We hope that you are safe and we hope you have a swift and complete recovery!



The 2018 National Postal Forum Online Conference Portal

[New Proposal](#)

Deadline for NPF CALL FOR PAPERS - October 2!

The National Postal Forum is inviting **Industry speakers** interested in **sharing their unique knowledge and experiences** to submit proposals for sessions and workshops for the 2018 NPF conference. We seek to deliver an engaging educational program that showcases innovative uses of mail and mailing technologies and inspires participants to explore new opportunities of business growth and improvement using the US Postal Service.

If you have a workshop idea you would like considered, please log on or create a new account on the 2018 NPF Conference Portal and complete the Workshop Presentation Form. The deadline to send in your Workshop Presentation Form online is **Monday, October 2, 2017**. At that time NPF and USPS personnel will evaluate all submissions. Potential speakers will be informed approximately six weeks after the deadline if their submission(s) were selected for the 2018 conference.

If you have other suggestions to help make the 2018 National Postal Forum a more comprehensive and valuable event, please let NPF know by sending an email to woodhams@npf.org. All suggestions will be reviewed and considered.

Industry speakers who want to submit a workshop proposal will first create an account on the 2018 NPF Conference Portal. Once you have created an account you may log back in to submit another presentation or make changes to an existing one at any time prior to the **October 2 deadline**. Click here:



[Sign up for the NPF Weekly Industry Newsletter](#)

For questions or comments regarding 2018 NPF presentation submissions, please contact Laurie Woodhams at woodhams@npf.org or call 703-293-2329.

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Note: “Postal employees who wish to be considered as a workshop presenter follow a different process.”

USPS Marketing Mail (Standard Mail) Markings and Labels Update

The Postal Service published a DMM Advisory on Friday, June 30, 2017, and Friday, July 7, 2017 providing updates 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, permit imprint indicia, and sack, tray, and pallet labels. As information, this messaging applies to all USPS Marketing Mail shapes.

The Domestic Mail Manual and Quick Service Guides in the applicable preparation sections were updated. Additionally, customers were advised that they should not convert to the USPS Marketing Mail markings until a date is announced. No changes will be implemented prior to January 2019.

The USPS continues to receive requests to test the new name and to convert to the new markings since the new name appeals to many customers. If you are interested in testing, please respond to Product Classification with your name and contact information. Testing data will assist all customers as we move forward with implementation. 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.

For general questions on marketing mail or information on participating in testing please email, ProductClassification@usps.gov.



USPS Launches Informed Visibility (IV) Mail Tracking & Reporting Web Application

Nationwide access to Informed Visibility® (IV®) opened August 15, 2017, giving mailers a one-stop shop for all their mail visibility needs. IV is a data-powerhouse that makes it convenient to track letter and flat mailpieces, bundles, handling units, and containers in a single consolidated system as opposed to tracking this data separately via IMb Tracing® and *PostalOne!*®.

Benefits of IV versus Legacy Systems

With the older, legacy systems, the availability of tracking data may be delayed. IV is a game-changer. Not only does IV provide a convenient single-source for mail tracking, it gives near real-time expanded visibility of mail as it moves through the mailstream, increasing the value of mail and enabling the ability to better plan mailing campaigns and resources.

Also, legacy systems can only track individual letters, flats, bundles, handling units, and containers as they are scanned. Mailers must then pull the data into their own systems to cross-reference with electronic documentation and nesting associations to infer the tracking, status, and/or location of nested mail. However, IV leverages nesting associations to create assumed handling events for nested mail whenever the mail aggregate containing the nested mail is scanned.

In addition, IV leverages GPS tracking information from carrier hand-held scanners to create logical delivery events, providing insight into when mail is delivered without the need for a physical scan. This helps fill in the visibility gaps and provides powerful end-to-end tracking capabilities.

Why IMb Tracing Is Being Retired

Not only does IV provide superior, consolidated mail tracking functionality over IMb Tracing, but because IMb Tracing utilizes non-secure file transfer protocol (FTP) technology it will no longer be supported after November 30, 2017. By this date, mailers will need to have transitioned to a secure option to continue receiving mail tracking data in IV. IMb Tracing will be retired and its functionality fully replaced by the IV application.

Currently, IV provides container and handling unit tracking visibility as provided in *PostalOne!* Start-the-Clock visibility from *PostalOne!* will be available in IV as a future capability. These *PostalOne!* capabilities will be retired after November 30, 2017. All other *PostalOne!* functionalities will remain operational.

Mail tracking for packages and special services is not impacted and will continue to be supported through the Product Tracking System and USPS.com.

If you are interested in harnessing the power of Informed Visibility, visit the IV section of the [PostalPro](#) website for more information. Questions about IV can be directed to the Informed Visibility Help Desk at 1-800-238-3150, Option #2, or InformedVisibility@usps.gov.



2018 National Postal Forum Early Registration

The National Postal Forum (NPF) has opened early registration for 2018 NPF in San Antonio, May 6 – 9. The NPF is the premier mailing and shipping event to learn about the new innovations and technologies in the industry. Join your peers from around the country to attend workshops and hear from the top voices in the mailing industry. This year marks the NPF 50th anniversary.

To register, visit the NPF website and login to your existing account or create a new profile. If you register before February 17, 2018 you are eligible to receive an Early Bird Discount. To learn more about registration options and opportunities to save, visit www.npf.org for details.

Postal Bulletin

Postal Bulletin 22476 (9-14-17) <https://about.usps.com/postal-bulletin/2017/pb22476/pb22476.pdf>

DMM Revision: First-Class Package Service — Retail

IMM Revision: Individual Country Listings for the Netherlands and Switzerland

*****PS Form 3553 Revision:** CASS Summary Report

*** Customers who produce CASS reports should read this notice.

Additional Resources:

FRN: [Federal Register Notices](#)

PB: [Postal Bulletin](#)

PE: [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), *Hazardous, Restricted, and Perishable Mail*.

PostalPro: [PostalPro](#) is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources). This site will replace RIBBS.

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