

United States Postal Service®

INDUSTRYALERT

September 13, 2017

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 this Advisory 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.

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