

Pricing Classification and Service Center (PCSC) Workshop-in-a-Box

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/>

Booklet Self-Mailer 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, 1/2” 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**

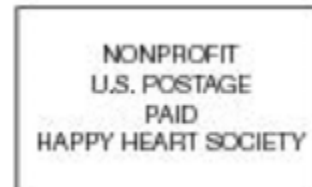
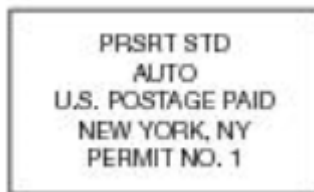
Permit Indicia Formats

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

(A20) Next Day Priority Express - image (Creel Printing).pdf - Adobe Reader

File Edit View Window Help

1 / 2 67.9%

Fill & Sign Comment

NEXT DAY PRIORITY EXPRESS

EXPRESS DELIVERY

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

SHIP TO:

*3rd Footh
20th Cherry Creek Cir
Las Vegas, NV 89135*


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

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

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

EXPRESS

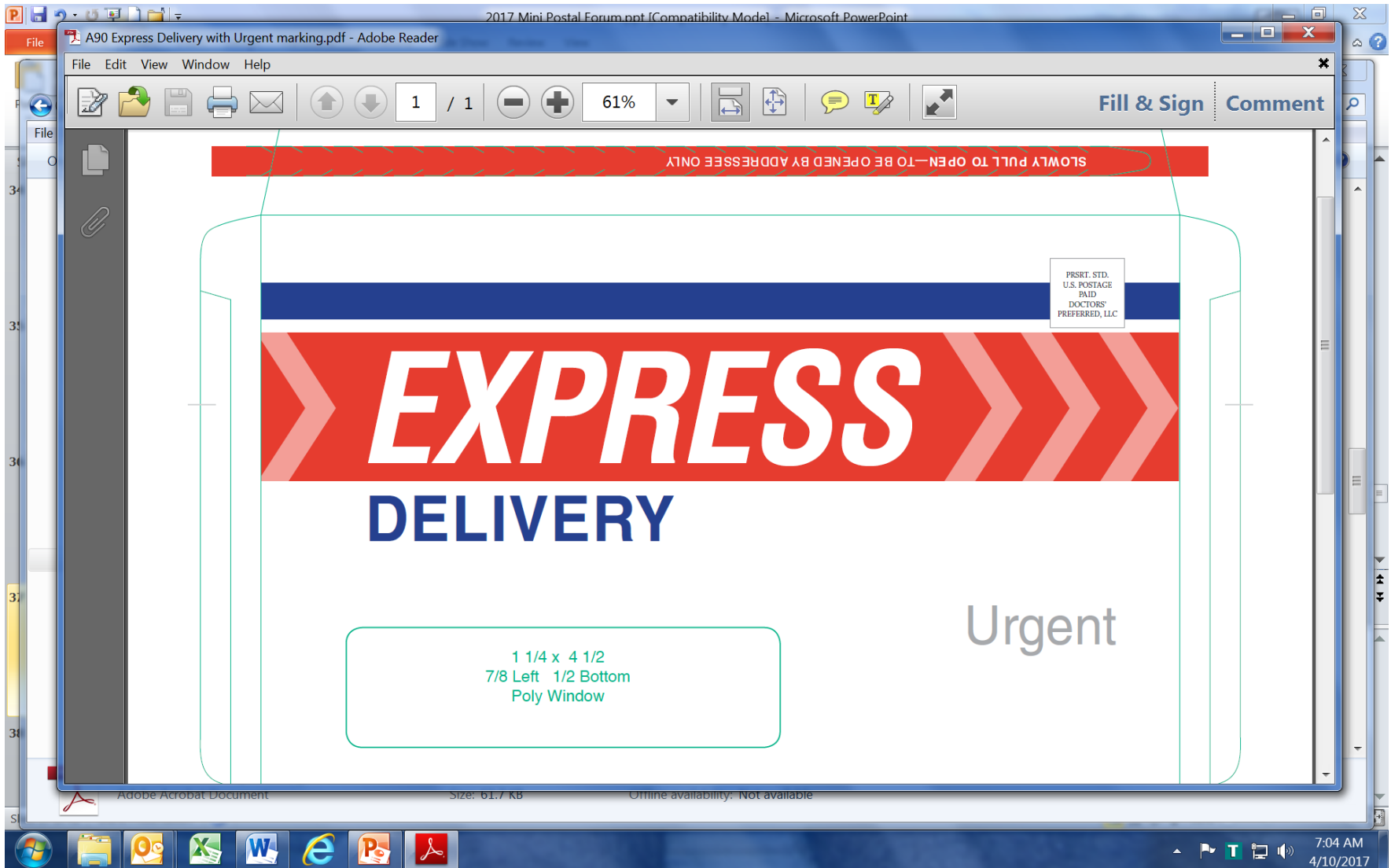
DELIVERY

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

7:04 AM 4/10/2017



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?

Peter Pagano
peter.j.pagano@usps.gov
212-330-5321