

THE UMS WORD

Grow and Diversify

As many USPS postal regulation changes approach our industry, United Mailing Services continues to view these changes as challenges with opportunities. Postal rates continue to rise and affect everyone in the mailing community. Our strategic planning team continues to research and develop new services and products with the intension of helping our customers reduce their postage budgets. As we continue to offer the high level of service to our customers, our value and knowledge is being recognized and appreciated. This has helped UMS grow into new product lines and increase our customer base. At United Mailing Services we take our tag line seriously when we say "Helping you save more on mailing".

With the success of the UMS automation flats department over the last two years, we have been able to pat ourselves on the back as being a leader in the flats industry. Since the arrival of our second automation flat MLOCR sorter, UMS can now offer automation rates and savings that our customers previously could not achieve. This is accomplished by manifesting these types of mixed weight mailings. The new equipment has an in-line scale that weighs each piece during processing. The piece is then sprayed with a unique identifier and piece weight and reported as such in the USPS paperwork. The manifesting process allows automation rates on mail that previously would receive non-auto rates. These savings are in turn passed on to our customers.

United Data Tech, a division of United Mailing Services, continues to see success due to our *one stop shop theory*. As UDT continues to grow, we are excited to announce our expansion into variable data printing. With the purchase of new equipment and the expansion into the Oshkosh market,

UDT sees many additional opportunities. As a mailer who has printing capabilities, we never forget the fact that postage is always a large budget in any mailing project. By controlling the UDT (printing) and UMS (mailing) product lines, we can offer customers savings that others cannot. Along with the large savings comes the benefit of dealing with one vendor.

The USPS has changed many rules around the local deposit of Standard letters, flats, parcels, and NFM. These changes do not only effect preparation but also cause the elimination of certain rate categories. While preparing for this rate case UMS has continued to grow the Plant Verified Dropshipment Program. The USPS offers discounts for depositing Standard mail closer to its destination. With UMS's consolidated freight, Co-Mail, and CoPal programs, these discounts can be achieved without sacrificing delivery standards. Mail that qualifies for this program generates additional savings for the customer.

Another big USPS topic over the past few years has been the Move Update regulation. As UMS continues to grow our data processing department, the NCOA product line has become a popular solution. It has proven to be a viable option for many customers looking to meet the Move Update regulation and reduce potential for USPS price adjustments. NCOA makes necessary corrections to the mailing list prior to printing. This process is done with in a 48 hour turn around making discounted mailings compliant.

With 20 years of mailing service and the continuing growth those years have brought to UMS, we would like to welcome the large number of

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new customers to our company. UMS believes in a high quality of service at a reasonable price. We assure our new customers that they will recognize the additional value and industry knowledge we will bring their organizations when mailing concerns arise. We will gladly assist in preparation of mailing projects to prevent unseen postal headaches while preserving postage discounts.

UMS would like to thank both our old and new customers for having the confidence in us to be their mailing agent. We will continue to ensure to all, we will get the job done as promised. Just as we have done for the past 20 years.





IMB



In May of 2009 the USPS will launch one of the biggest changes and technological advances in their history, the Intelligent Mail Barcode (IMB). The IMB is an information rich barcode which will enable the USPS to provide better, more reliable service to their customers. As well as create track ability and accountability to those mailers who fail to properly follow USPS regulations and guidelines.

Some of the information included in the IMB is mailer identification (MID). This individual MID is assigned to mailers by the USPS through their local Mail Piece Design Analyst. A MID is unique to each mailer. Once mail is processed with an IMB which contains the appropriate MID, the USPS is provided with all the information necessary to determine who produced that mail piece. This information is important to the USPS because it tells them who is producing quality mail, which are in accordance to USPS regulations and who is not. Those mailers who are not abiding to proper USPS rules could be subject to fines.

Other information included in the IMB is the mail piece's delivery point address information. This part of the IMB tells the USPS all the details necessary to

deliver a mail piece to any house, on any street, in any city, in any state. This information is currently sprayed on all automation capable mail and will now be imbedded into the IMB.

Within the new rules and regulations surrounding the IMB, the USPS has provided two different options of mail preparation. The first which is referred to as the Basic option requires mailers to include only their individual MID and the address delivery point information in the IMB on the mail piece. The other option is Full Service IMB. This requires mailers to provide the same information in the IMB as the Basic option and in addition the mailer must uniquely identify each mail piece with a serial number. This serial number may not be duplicated within a 45 day cycle. Handling units (trays and tubs), and mail containers (APCs and pallets) must also be uniquely identified for a 45 day period. Full service IMB mailers must also submit documentation to the USPS electronically. This e-doc will contain information on every individual mail piece contained in a mailing, along with what tray the mail was placed in, what pallet that tray was on, and finally what truck

that pallet was on. Once the documentation is accepted the USPS refers to this as "start the clock". Though "start the clock" is not a tracking service this does provide mailers with proof the mail was accepted by the USPS and is in their system.

UMS will be a Full service IMB mailer. This decision to use the Full Service option has required us to purchase new sorting and mail processing software. Along with this purchase UMS will have to conduct many additional steps in our mail preparation process to be a successful Full service IMB provider. UMS has already undergone many steps in this direction.

UMS is striving to make the transition to Intelligent Mail as seamless as possible to our customers. We have made only one request of our customer base to make this possible. This request was for every UMS customer to contact their local USPS and obtain a MID. All UMS customers must have their MID on file by May 11, 2009.

Mailer IDs

In October of 2008 at our seminars we informed our customers of the requirement for everyone to obtain a Mailer ID (MID) from the USPS prior to May of 2009. Then in our winter of 2008 newsletter we reminded everyone of this requirement. Unfortunately many of our customers have yet to fulfill this necessary task.

In order for UMS to continue processing a customer's mail after IMB implementation is complete it is essential for every UMS customer to contact their local USPS Mail Piece Design Analyst and obtain a Mailer ID. After the USPS has issued a MID to the customer (this is a 6 or 9 digit ID code and usually takes 1 to 2 weeks to receive) this information then needs to be provided to UMS for continuation of mail processing.

We have listed below the USPS contact information needed to apply for a Mailer ID. These contacts are the USPS Mail Piece Design Analysts who service Wisconsin and the areas within the state they provide service to.

We urge every UMS customer who has yet to obtain a Mailer ID to do so as soon as possible. Any questions or concerns regarding Mailer ID can be directed towards any UMS site manager or customer service representative.

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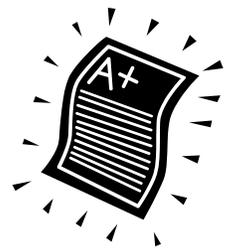
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Beta Test Site

United Mailing Services, Inc. is proud to announce that we are the beta test site for full service IMB through Bowe Bell and Howell. We are scheduled to begin the beta testing with the Post Office in May of 09 and projected to go live with full service in November of 09. This will allow our customers the availability to take advantage of the benefits provided by ACS and OneCode Confirm offered through full service IMB.

UMS is one of only a handful of companies in the United States to be testing this program. We have invested an extreme amount of capital in hardware and software upgrades for this service and have spent countless hours working with our team, Bowe and the USPS to ensure the capability of full service IMB. UMS is always looking for ways to **Help you save more on mailing!**



FastForward Move Update Notification

In an effort to assist both the USPS and their customers in keeping address lists up to date we believe the USPS will be requiring all *FastForward* users to utilize the FFMUN process (*FastForward* Move Update Notification) by July 2009. FFMUN is a process which allows users to log onto a secured website and access their change of address information electronically.

FFMUN requires users to obtain a user ID through the USPS and can only be accessed with special authorization obtained by the USPS. UMS will be in contact with FF users in the near future regarding FFMUN. We will be informing them on what customers will need to do in order to obtain access to FFMUN, and the impact this change may have on their organization.



Rate Change May 11th 2009



On May 11, 2009 the price for a 1oz First Class Mail postage stamp will be going up from \$0.42 to \$0.44. Prices for other services such as Standard Mail, Package Services and USPS "Extra Services" will be going up as well. The USPS reserves the right to raise these prices each year in accordance with the rate of inflation and the Consumer Price Index.

With the recent help of software and digital meter mail processing, postage rate increases have become a bit easier to adjust to. Not to mention the fact they now occur every year in May, being in the mailing industry most of us have grown accustomed to the ever changing USPS.

As always, UMS will be providing our customers with informative cards containing the new rates prior to May 11, 2009. However, if you have any questions or concerns regarding the latest USPS rate change please contact your local UMS representative.

Oz	Full Rate Letter	Full Rate Flat	5 Digit Letter	3 Digit Letter	AADC Letter	Mixed Letter	Presorted Letter	5 Digit Flat
1	.44	.88	.335	.357	.360	.382	.414	.380
2	.61	1.05	.460	.482	.485	.507	.539	.550
3	.78	1.22	.585	.607	.610	.632	.664	.720

Move Update Compliance

Is your mail move update compliant? When asked this question many mailers are not yet aware of what the USPS' Move Update regulation is and why it is so important.

The Move Update regulation implemented in 1997 was intended to assist the USPS in cutting costs on Undeliverable as Addressed (UAA) mail. Every piece of mail which passes through the USPS mail stream that needs to be forwarded, returned, or destroyed by the USPS needs to be processed in a manner which costs them considerable amounts of money each year. To put this situation in a similar perspective to another company's point of view: if an insurance company has to re-process a claim, or a bank needs to reprint a statement, or a manufacturing company has to scrap a part that has been made outside of specifications, this is all done at a loss of money. The same concept is held within the USPS when re-processing mail.

So what does all this mean? The USPS has said enough is enough to those who receive postage discounts on their mail. Either mailers update their addresses within a specified time period or they may lose their postage discounts.

Companies who are sending mail at discounted postage rates need to have the most current address for their intended recipient on every piece of mail they send. This is easier said than done. 45 million people and businesses move

every year. Of these 45 million only a small percentage will actually notify their correspondents of their new mailing address. The rest will rely on the USPS to re-direct their mail. With this huge responsibility the USPS has mandated if a mailer is to utilize postage discounts they must update their address lists prior to mailing.

How are customers expected to do this? UMS provides simple solutions to comply with Move Update. We provide services through NCOA (National Change of Address) and also with our FF (*Fastforward*) system. NCOA is a mail list cleansing which takes place prior to mailing. Customers can provide a mailing list to us, we will send that list through NCOA, in return NCOA will send the list back indicating all the address changes which were reported in the last 48 months. Our other option is *Fastforward*. FF is a system attached to our sorters and works in conjunction with our MLOCR cameras. As a mail piece passes by our cameras during mail processing if a letter recipient has moved FF identifies the move and sprays the new address on the mail piece. Customers can elect to have that letter simply forwarded on, have the mail piece returned to them so they can record the change of address, or with a process called FFMUN (*Fastforward* Move Update Notification) customers can log on to a secured website and view the address change information electronically. Both NCOA and FF are easy to use and efficient.

The USPS views Move Update compliance as a huge concern. They are tightening up

the regulations and enhancing the penalties for non-compliance. Customers who submit discounted mailings will be subject to Move Update verifications through the USPS' MERLIN (Mail Evaluation Readability Look up Instrument) system. Those mailings found rating under 70% (which means less than 70% of the reported change of addresses have been updated by the mailer) will be subject to price adjustments. A price adjustment will be \$0.07 per piece for Standard mail and up to full postage for First Class mail.

With all this, the USPS recognizes the challenges customers will face with Move Update compliance. Because of this the USPS is offering a grace period for customers to identify problem areas and correct these issues prior to taking away their postage discounts and issuing price adjustments. Though Move Update has been a regulation since 1997, the USPS will not start penalizing companies for non-compliance until January 2010.

Move Update Validation is currently operational on most MERLIN systems. This validation process provides the customer with reports to reference and aid in identifying problem areas. With advance notice from the USPS, and solutions offered by UMS, Move Update compliance should not be an issue. UMS has made an extreme effort to notify our customers of this regulation and their responsibilities within it. Customers who choose not to update their mailing lists could lose their postage discounts.

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*Helping You Save
More on Mailing!*

From the Blog

Address Placement on Flats

On March 29th the USPS adopted new address placement and formatting requirements for all discounted Flats. This included First Class, Standard, Periodicals, Bound Printed Matter, Media Mail and Library Mail. These new requirement changes include address placement and formatting of addressing characteristics. These changes are necessary due to the implementation of the new Flats Sequencing System (FSS) the USPS has invested in. The FSS will provide the same high-speed automated sortation to delivery point sequencing that is currently provided on letters. This will help to reduce costs of delivery operations for the USPS. Reducing USPS processing costs results in greater postage savings for the customer.

The new addressing requirements which affects Standard, Periodical, Bound Printed Matter, Media Mail and Library Mail, which are mailed at automation, presorted, or carrier route rates requires the address to be in the top half of the mailpiece. To determine the “top half” for a piece you may consider either of the shorter sides as your top edge. Then place the address on the mailpiece either horizontal or vertical to that top edge (the address cannot be upside down in relation to the top edge). For pieces with a spine or final folded edge, these sides must be on the right in order to determine the side of the piece the address will be on.

The new characteristic requirements which affect all flats mailed at automation, presort, or carrier route rates require flats having a barcode to be typed in a minimum font size of 6-point if using all capital letters or an 8-point type font if not. Also on all automation pieces claiming barcoded rates, the characters of the address must not overlap, the address lines must not touch, and each address element may be separated by no more than five blank character spaces.

All of these changes are final rules that went in effect March 29th, 2009. Below you will find links which will hopefully answer any other questions you may have. If not please feel free to contact your local United Mailing Services representative.

[http://ribbs.usps.gov/flat/documents/
Presentations_Communication_Resources/Flats_Addressing/
Poster_182.pdf](http://ribbs.usps.gov/flat/documents/Presentations_Communication_Resources/Flats_Addressing/Poster_182.pdf)

[http://ribbs.usps.gov/flat/documents/
Flats_Addressing_Requirements/flat_addressing_req.htm](http://ribbs.usps.gov/flat/documents/Flats_Addressing_Requirements/flat_addressing_req.htm)

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