



Pictured, L to R: Katie Lumley, Cheryl Dotson, Joe Cullen, Debbie Woodrum & Mark Kollb

USPS Visits UMS

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On July 14, 2017, United Mailing Services was excited to welcome Debbie Woodrum, Lakeland District Manager and Cheryl Dotson, Manager of Business Mail Entry for Milwaukee, WI, for a visit and tour of our corporate facility in Brookfield, WI. Debbie, who was the acting Lakeland District Manager from July 2016 through May of 2017, officially became our Lakeland District Manager on May 13, 2017. UMS has had the pleasure of working with Cheryl as well throughout her various roles in the Business Mail Entry Unit and effective March 18, 2017, Cheryl officially became the Manager of Business Mail Entry. We would like to congratulate both Debbie and Cheryl on their new positions and welcome Debbie to the Milwaukee area!

UMS was proud to show Debbie and Cheryl how we can handle processing over **1 million** first class letters and **100,000** first class flats in the same day! We also got to show off our growing marketing (standard) mail process, our expanding print to mail division (with additional print capabilities like wide format), and the investments in human capital, time, space, and equipment, in preparation for Seamless Acceptance.

Our partnership with the USPS is a major reason why we've been able to continue to grow and we look forward to our continued partnership with the USPS into Seamless Acceptance!

Industry Alert - USPS Marketing Mail™ (Standard Mail®) Markings and Labels Update

The Postal Service™ published a *DMM Advisory* on Friday, June 30th, 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 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)]

New Approved Move Update Regulations and Verifications Requires Mailers Attention

The PRC has approved the USPS move update regulations, scheduled to go live 01/21/18. As the USPS moves closer to going live with Census Based Address Quality Measurement and assessments on Move Update Regulations, mail owners (you, our customer) need to keep an eye on their mailer scorecard on the USPS BCG to see if they are affected. Currently, the USPS uses MERLIN verification equipment to verify the Move Update Compliance on mailings. This verification is done on a random sample of the overall mail volume and if a failure is found that is greater than 30% COA errors, then a move Update charge of \$.07 is applied to the percentage of pieces in the entire mailing over threshold. This process will no longer be performed once the new Streamlined Mail Census method is implemented in early 2018.

The new verification method uses Streamlined Mail requirements and the IMB's on the piece to identify if COA errors exist as mail is processed live on USPS Mail Processing Equipment (MPE). These results are then published on a Mail Owners Scorecard daily throughout the month. The USPS monitors the trend of these results and allows a mailer a threshold of .5%. If over the threshold, a Move Update charge of \$.08 would be applied to the number of pieces over the threshold.

This is a major change to USPS verification procedures of the 1997 Move Update Regulation that simply states, "a mailer who takes advantage of USPS postage discounts, must make sure the address list that is being used to mail, has been updated to corrected addresses of moves on file at least 95 days from mailing date." United Mailing Services supports these new verification regulations. We feel strongly that this is a better process than is currently being used. Random samples on MERLIN was a good method, but we believe with all the new data available through streamlined mail, that this new method results in a fairer and more accurate verification process to the mail owner.

The mail owner's scorecard is key to providing the mail owner the feedback necessary to monitor the results. The scorecard needs to be viewed daily or at least weekly throughout the month. All COA errors are available to the mail owner regardless of what threshold percentage the mailer is at and piece level reporting is available to the mailer upon request. Retrieving these results are imperative to the mail owner so they know the risk of a move update charge being issued. The Scorecard resets monthly, so assigning a daily review of the scorecard to someone's job description is recommended.



As your Mail Service Provider we monitor our scorecard and thus our customers' scores daily. As a result of Streamlined Mail, United Mailing Services created a new full time position in our Quality Control department. This employee performs data analysis with the results of the scorecard and internal data to assure the quality of our mailings. If we recognize that there is a risk for one of our customers, we certainly will be in touch.

However, the Move Update responsibility ultimately falls directly to whomever controls the mailing list, which in most cases is the mail owner. So, as a result, updating the mailing list with corrected addresses are again the responsibility of the mail owner. Thus, the move update charges are issued to the mail owner and not the mail service provider (UMS). It is for this reason that we recommend that our customers and Mail Owners start to check their scorecards daily.

The Streamlined Mail initiative that the USPS has been working on for over 3 years is finally upon us. Full Service, Move Update, EInduction and Seamless Acceptance programs that make up the Streamlined Mail Program have all been tested and are going live for mailers to take advantage of.

Streamlined Mail is Here!

These programs all play an integral part of the future and value of the mailing industry. There have been many changes within these programs; acceptance, regulations, quality, tracking, verification and assessments, just to name a few. As a Mail Service Provider (MSP) that was very active in Mailers' Technical Advisory Committees (MTAC), where these programs were developed, we know the USPS is on the right track!



"We need to continue to add value to mail and make it more useful to the Mail Owner as a valuable form of communication," said Mark Kolb, Vice President of United Mailing Services. "These programs are the backbone to a more valuable mail piece. It is a vision of hard copy mixing with the technical world, with programs like Informed Visibility and Informed Delivery that adds value. That's where we are. The Streamline Mail Program provides us, as mail owners and MSP's, more data to help us run our businesses better and more thoroughly. That's the right direction, where we need to keep going to add value to mail. This data is imperative to our business."

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Mark continued, "The Intelligent Mail Barcode (IMB) is the device that has given us & the USPS that ability. It allows us to see that all pieces are paid for and allows mailers to receive a fairer and more accurate acceptance and verification process. That's important to all mailers, but it's more than that. The IMB, and the data from it, has given us a better understanding of the flow of our communication to the recipients, which is really what mail is. IMB has given us the ability to cross channel market on a more accurate level, when the hard copy mail piece reaches your mailbox. While I understand the programs are not perfect yet, we are ready to go live, and in time, the programs will be running very smoothly. UMS is a big proponent of these programs and feel they are necessary to the overall health of the mailing industry."

With the announcement that Seamless Acceptance was open to new participants, starting in May 2017, and the changes of Move Update for early 2018, all 4 programs are ready to go live. It has been a very long road to get to where we are now and change isn't always easy. However these changes were necessary in order to keep mail relevant. The data available to us through Streamlined Mail will give us much better insight into our industry and a better understanding of how we need to adapt to keep mail a major factor in the communication chain. This is all extremely important to United Mailing Services as we *strive to help you save more (and add Value) on your mailing, printing and fulfillment jobs.*

New Equipment at UMS opens doors for additional products!

United Mailing Services has acquired an HP Latex 560 wide format printer to add more value to customers and an opportunity to supply new products that were previously unavailable. Now, with the ability to print on materials as wide as 64" and as long as 150' we can supply businesses with personalized banners, signage, stickers, or anything else the imagination can create! Whether a customer would like a short term or long term solution, we have the capabilities to fulfill the request with efficiency, accuracy, and a multitude of options to choose from.

As well as the new offering on the printing side, we've also recently purchased a plotter/cutter to create unique options for stickers, kiss-cutting vinyl adhesive into an assortment of shapes. From wine bottle labels to colorful shaped stickers for children, the variety of choices available to us now gives us the ability to offer customers a whole host of avenues to creatively fulfill orders.

Another finishing option now available is a scorer/cutter/folder for us to handle thicker paper media. We can help you with designing and creating greeting cards or invitations, to producing more robust brochures and newsletters. UMS is expanding our available options to better serve you.

Pictured: Canvas prints made with our new large format printer.



Benefits of Using UV Coating on Your Print Job

Kiss-Cut (adj.) :

A form of die cutting where a very light impression cuts through the vinyl, not through the backing material.

No one likes to receive a postcard with smudged ink or dirty fingerprints on their hang tag. When you know your printed pieces will be handled frequently, a protective UV coating is a must-have printing option. This will provide the strongest barrier against damage. It adds a layer of protection during shipping and distribution, so your customers receive them looking like they just rolled off the press.

UV coating gives a high gloss finish. As the name suggests, high gloss UV gives an intense shine to a print job that creates a photo-like finish. It will protect your materials from wear and tear. We make sure that when you choose to finish your materials with UV coating, you choose the right paper weight so you receive the highest quality. You get a high-end look and marketing pieces that set you apart from your competition.

If you are an existing customer or just interested in finding out what United Mailing Services can do to help you with your *mailing, printing, and fulfillment needs*, please contact us today!

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*Helping You Save More on
Mailing, Printing, and
Fulfillment!*



Informed Visibility / Informed Delivery **When it comes to Data Analysis, Postal EXCELS**

The United States Postal Service (USPS) is always searching for new ways to leverage technology to keep their customers engaged in an increasingly digital world. The last decade of data gathering has led the postal service to recently introduce two new programs. **Informed Visibility** and **Informed Delivery** are aimed at improving delivery standards and engaging customers during this digital age.

Informed Visibility takes aim at improving delivery standards. The postal service understands that in order to show more value in their service, a significant optimization of their network needs to take place. By capitalizing on data generated from Intelligent Mail Barcodes (IMB), as well as tray and pallet scans, the USPS has been able to enhance their work flow, allowing for more efficient delivery methods. Geo-tracking devices on Postal vehicles has also taken this optimization effort to the next level. The USPS now has more visibility over how much mail they can expect on their docks, their production floors, and even carrier routes. So what does all of this mean for you, the customer? It means better delivery standards and an enhanced pace from the lower service performances of the past.

The USPS's Informed Delivery initiative is centered on giving the mail recipient more visibility. Know exactly what is going to show up in your mailbox daily with scans of your letter and postcard mail sent directly to your e-mail. Informed Delivery is completely **FREE!** Sign-up for this free service at USPS.com to create an account today!

More importantly there is also added value for mailers utilizing marketing strategies built around Informed Delivery. Informed Delivery enables mailers to encourage recipients to visit their website via a link sent with the scan of each mail piece. Mailers are thus able to use both a digital and physical platform on which to market or advertise. Learn more about what Informed Delivery can offer mailers at www.usps.com/business/informed-delivery.htm

Postal's foray into the digital world looks to be a successful one and should yield positive results for both mailers and customers. Using the data generated from IMBs and camera scans the USPS now has full visibility from the point of entry to the end user. This type of forward thinking is the reason why you can expect good things to come from USPS over the next decade.