

NEW EQUIPMENT – NEW CAPABILITIES

We are very pleased to announce that we are adding additional capacity and capabilities. An often asked question we have is “Can you ink jet onto aqueous coatings?” Within the 30 to 60 days that answer will change from no to a resounding “**Yes, we can!**” PostMark, Inc. will be adding a Kirk Rudy Wave Jet ink jet addressing system, giving us the ability to ink jet onto aqueous coatings.

In addition, to ink jetting onto aqueous coatings this machine will give us the ability to continue to apply wafer seals in-line while addressing. The software will also allow for the use of variable graphics on the fly. Our system will have four heads giving us up to 4.4 inches in height of ink jet area.

While the Wave Jet is the most exciting equipment upgrade we are making, we recently



also invested into new meter bases. After much research we have switched to NeoPost meters and meter bases. In addition to replacing some well-worn machines, these new bases offer us the ability to seal nested (flaps open) and non-nested (flaps closed) envelopes. That will allow us to be more efficient in handling envelopes either way mail is prepared. One of the new meters provides PostMark the new two-dimensional barcode that will be required on all meters by 2008.

Exclusive Purpose Proposal as Defined by USPS

Could you be forced to mail First Class?

The USPS is currently proposing an idea that could clarify what is allowed to be mailed at Standard Rate. This proposal will apply to organizations that use personalized mail to reach their mailing list. USPS is proposing an “exclusive purpose” test for personalized mail. Essentially what they are discussing is whether a piece is fully advertising or if the mail piece is serving multiple functions. Below are three criteria that must be met in order for the mail piece to qualify for Standard Rate.

- 1) The mailpiece is explicitly for advertising for a product or service for sale or lease, or a solicitation for a donation.
- 2) Personal information contained within the mailing is directly related to the promotion or solicitation
- 3) The **exclusive purpose** of the mailpiece is advertising or solicitation

For example, if a non profit mailer is sending a piece soliciting a donation and the piece also serves as an educational piece, it may be required to be mailed at First Class rates. However, if the solicitation and educational parts are mailed separately each could go as a non profit rate mailing.

Keep in mind, this is currently a proposal and has not been put into effect. PostMark, Inc., will keep you informed of the “exclusive purpose” issue as it moves forward.

Source: Postal World April 26, 2004

Barcodes Are Not Created Equal

The USPS is currently testing a new “4-state” barcode font. If the new barcode meets the USPS’ expectations it may replace the current postnet barcode the Post Office uses as early as next year. The current postnet barcode includes the zip code, plus 4, a two digit delivery point, and a check digit. However the 4-state barcode will contain an 11 digit zip code, a unique piece ID (9 digits), a 3 digit service code, the 6 digit sender code, and a barcode ID made of 2 digits. The goal of the Post Office on this project is to improve its delivery and tracking abilities. Currently, the Post Office has in use a PLANET CODE that can be used for tracking purposes under the CONFIRM system. The new barcode would improve on the current system in place.

The new barcode will be the same width as the current postnet barcode, but will be 1/25” taller. Changing the specs of this barcode is being tested for speed and accuracy. Post Office officials want to see the read rates percentage to be in the upper 90s.

Source: Postal World June 21, 2004