



## The WaveJet is Here

*Can you ink jet onto aqueous coating? "Yes, we can!"*

As mentioned in our previous newsletter, PostMark, Inc. is now the proud owner of a WaveJet ink jet system. Our system is only the ninth installation of this particular system in the country. We are the first in the Southeast that have a WaveJet with four banks of ink.

This ink jet will address pieces with aqueous coating. The four banks of ink allowing us to image up to 4.4 inches in a single pass. In addition to addressing and imaging permits and variable data we can vary images on the fly as well. Therefore, if you had multiple locations of a retail store, you could vary maps according to the data file and the closest location to the recipient. Inline with this machine is a tabber that can apply from 1 to 6 tabs at a time. Honestly, we have not found a reason to apply 6 tabs at one time, but should you have a reason, we have the ability. The other new piece of equipment with this machine is an AutoLoader which allows for efficiency in feeding material into the ink jet. It is basically, a 6 foot long belt that can be pre loaded with materials that feed into the WaveJet. This smooths the loading process and allows the operator to assist on the back end of the ink jet as well.

We are very pleased with the new equipment and look forward to new opportunities. Should you have specific questions, please let us know.



## PostMark Initiates MQC Program

*by Eric Cathey*

As PostMark continues to find new ways to better serve our clients we have added new equipment and employees to meet increased workloads. Now we have put in place a system of training our employees for a better understanding of Postal Rules and Regulations. As anyone who has tried to find postal rules using the DMM (Domestic Mail Manual) it is not the easiest thing to do.

The MQC (Mailpiece Quality Control) Program will enable all PostMark employees to look for ways to increase

postal savings, troubleshoot postal issues, and better understand quality relating to addressing and barcode standards. The program includes an overview of Classes of Mail, Automation Requirements, USPS Barcodes and many other key areas.

The MQC Program is a good way for PostMark to continue to add service and knowledge that benefit the customer directly. This program is something that we must do to keep our focus on mail so you can focus on your business.

## Something Looks Different

### *New Look for Newsletter*

PostMark, Inc. is continuing to do what we can to improve service to our customers. Part of that encompasses communication. Over the past year as we have developed our newsletter it has become obvious we are putting 10 pounds of stuff into a 5 pound bag. Wanting to not only provide you with valuable and relevant information we certainly want it pleasing to the eye. Therefore, the new look newsletter. We hope you enjoy it.

One other thing we would like is for you to let us know if there are direct marketing or postal issues you would like to see us write about. If there are, we invite you to suggest an article idea by contacting Jon Bowman, see email to the right. If your suggestion is used we will treat you and a guest to lunch. While it would be nice for you to take one of us with you to that lunch, it will not be required. In the event more than one suggest the same topic, we will take the first suggestion received. Good luck!

## Paper and Mail

Often times PostMark, Inc. is asked if something is thick enough to mail. The Post Office rules state that if a mail piece is between 3.5 X 5 and 4.25 X 6 it must be between 7 points and 16 points thick. Anything larger than 4.25 X 6 must be at least 9 points thick. Thickness is measured in thousandths of an inch. Therefore, 7 points translates into 0.007 of an inch thick. The thickness of a paper is related to the weight of the paper, but they should not be considered the same.

The weight of a particular sheet is based on the weight of a ream of paper (500 sheets) in its "basic size". Different types of paper have different basic sizes. For example bond and ledger paper weights are based on a sheet size of 17 X 22. Therefore, 500 sheets of 20lb bond paper 8.5 X 11 will weigh 5 lbs without the wrapper.

For more information on paper and "basic sizes", please visit [www.internationalpaper.com](http://www.internationalpaper.com). There is a Paper Glossary section that defines many paper terms.

## Is this Legal?

Hopefully this headline caught your attention. If so, we are glad. We are not changing our focus to law nor are we giving legal advice. However, we are planning some seminar sessions on direct mail. Often times we are asked questions such as:

- How much space do I need for a barcode?
- What is the best way for my self mailer to fold?
- What file types can you accept?
- What is the largest piece I can mail without changing my postage?
- I have a package to send to my Grandmother in Montana, how much will that cost? (This is a wrong number usually, but a question we have gotten.)

If you have ever had any of these questions we are holding seminars on the following days and times.

**Wednesday, November 17**  
9am – 11am

**Wednesday, December 8**  
9am – 11am

Please, contact Jon Bowman or Sherry Jackson to reserve your space. There will be a limit of 10 people per session.

## Getting Connected

### **Email Addresses for PostMark, Inc.**

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[www.postmark.ws](http://www.postmark.ws)