



Universal Mailing Service Inc.

postmark

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VP MESSAGE

Strong customer service has always been a hallmark of Universal Mailing Service, and has contributed substantially to our

Mike Maroney Jr.
Executive Vice President

position as a progressive force in the mailing service

industry for more than 30 years. Moving forward, Universal Mailing is poised to advance confidently into the future. With the industry becoming ever more complex and competitive, we continuously strive to enhance our reputation for service excellence as we emphasize innovation and industry leadership. UMS is proud of our competent, efficient and friendly Customer Service Representatives (CSR's). Collectively our CSR Team has more than 200 years of experience in our industry. And you, our clients can rely on that experience to deliver superior service.

At Universal Mailing Service we believe that no matter what the project, our goal is to offer the highest caliber of job performance and customer service - every day, on every project. Nothing is more satisfying than performing a job well done for our customers. It means being proactive in addressing customer concerns. It means being responsive to questions and issues that may arise. It means understanding that each job is a part of a whole, and not an isolated task with its own set of standards.

One of our CSRs recently received a great compliment from a long-time UMS client. He said, "I know we are not your largest client, but you make us feel like we are." That type of commitment takes more than job skills or company loyalty. It takes personal integrity and leadership, a commitment to "get it done right", and the ability to treat people the way they want to be treated. These are qualities we value highly at UMS, and certainly ones that each member of our dedicated CSR Team possess.

Encouraging this type of leadership among our CSR Team has enabled us to lead the way in innovation. It has allowed us to take part in establishing industry protocols through our affiliation with industry organizations and to work more effectively and efficiently with the US Postal Service. And it has brought you (our customers) the best service available.

Thank You,

Mike Maroney, Jr.

INDUSTRY TRENDS:

FLAT SEQUENCING SYSTEM (FSS) IS COMING SOON. ARE YOU READY?

The new Flat Sequencing System (FSS) is almost four times as productive as the delivery sequencing operations in place today. The new standards will enable FSS to process flats in delivery sequence at high speed, and output the pieces in vertical bundles that are ready for carrier delivery. The result is greater efficiency and improved service . . . a win/win situation for everyone involved.

WHAT IS FLAT SEQUENCING SYSTEM (FSS)?

It is a system that will fully automate the processing and delivery sequencing of flat size mail. It will replace the current method of mechanical sorting by the 9-digit ZIP code, which requires manual sorting by carriers.

The new requirements involve both address placement and address formatting.

ADDRESS PLACEMENT

The address must be placed in the "top half" of the flat-size mailpiece. Postage (except for most periodicals) must be to the upper right of the address. The return address must be to upper left of the address. The delivery address may be parallel or perpendicular, but not upside down relative to the top edge. A 1/8 inch clearance from the top edge of the flat must be maintained.

The "top edge" for enveloped or polywrapped flats is defined as either of the shorter dimensions. For flats with 3 open edges and a single bound edge (or final folded edge), the top edge is defined as the upper edge when the bound edge is vertical and on the right side.

ADDRESS FORMATTING

All automation, presorted and carrier route flats will require a minimum 8-point type. Mailpieces bearing delivery point (POSTNET) or Intelligent Mail barcode (IMB) require a minimum 6-point type when using all capital letters. Sans-serif fonts are preferred, but not required. Characters or lines must not overlap. Each address element can be separated by no more than five blank character spaces.

HOW WILL FSS AFFECT ME?

In order to implement FSS, effective March 29, 2009, new delivery address placement standards will be required for Periodicals, Standard Mail, Bound Printed Matter (BPM), Library Mail and Media Mail prepared and mailed at automation, presorted and carrier route prices.

Spine or final fold
(piece not in envelope or polybag)



Address must be within "top" half of mailpiece

ASK YOURSELF A QUESTION:
"IS MY ATTITUDE WORTH CATCHING?"

UMS  **Universal Mailing Service, inc.**

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innovation makes the **difference**

For over thirty years, our customers have relied on our expertise for creative IT solutions to solve their unique mailing challenges.

SPECIAL ANNOUNCEMENTS



10 NEW ENGLAND AVE.
PISCATAWAY, NJ 08854

We've Updated the UMS Website

We are proud to announce that we will be going "live" in January with our updated website. Our goal is to establish the Universal Mailing Service website (umsmail.com) as the "go-to-site" in the industry for providing the latest news, postal regulations, commentary, and best practices in the industry.

We also wanted to provide an easy way for our customers (and prospective customers) to learn more about the products and services provided by Universal Mailing Service.

UMS NEWS: GIVING BACK TO THE INDUSTRY

Universal Mailing's Vice President, Mike Maroney, Jr. and Director of Business Development, Jim Lombard recently assumed two "At Large" committee membership positions on the Board of MTAC (Mailers Technical Advisory Committee). MTAC is a venue for the US Postal Service to share technical information with mailers. It also receives advice and recommendations from mailers on matters concerning mail-related products and services in order to enhance customer value and expand the use of these products and services for mutual benefit.

Their respective appointments continue a legacy of industry service that Universal Mailing has fostered for over 30 years. "At Universal Mailing, we have always believed that when the industry is strong, everyone benefits. That's why we

have devoted so much time and effort over the years to serving the industry through leadership and training roles in various organizations," explained UMS's Mike Maroney, Jr.

"This has always been a competitive industry, but it's becoming more so. We must continually seek methods to improve the quality of mailing service performance measurement, which is a major initiative for MTAC. Mike and I will be part of the industry leadership team that will help the US Postal Service by providing recommendations to improve delivery performance, with the ultimate goal of improving the value of customer mailings" summarized Jim Lombard.

It's the latest example of Universal Mailing Service's ongoing commitment to excellence and customer service.

UNIVERSAL MAILING SERVICE, INC.

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