



Universal Mailing Service Inc.

postmark

a quarterly publication

Volume 1, Issue 3



Mike Maroney Jr.
Executive Vice President

VP MESSAGE

Welcome to the Spring/Summer edition of PostMark. In January I participated in a joint meeting of members representing Postcom, Direct Marketing Association (DMA) and Mailing and Fulfillment Association (MFSA). The purpose of this meeting was to discuss the proposed "new standards for letter size booklets and folded self mailers". We will discuss these standards in the 'Industry Trends' section of this newsletter. However, I feel it is important to provide some of the behind-the-scenes strategies resulting from these types of meetings.

We understand and support the need for the USPS to develop standard tabbing requirements for letter size booklets. However, UMS and several other members of MFSA challenged the proposal to carry the letter size booklet tabbing requirements to folded self mailers. We pointed out that USPS testing that led to the new tabbing requirements did not include folded self mailers. We at UMS provided the USPS with supporting documentation which shows that folded self mailers meeting current requirements are successfully processed on

USPS sorting equipment. We compared folded self mailers with letters in #10 envelopes. Our tracking software collects data from mail pieces that are scanned for delivery point sequencing (DPS) on USPS sorting equipment at sectional center facilities. Statistically, we were able to provide the USPS with data that proves the rate of deliverability for these folded self mailers is comparable to that of material mailed in envelopes.

In addition, the adoption of these changes would have a devastating effect on the mailing community. Lettershops would have to make large capital investments in equipment and space to accommodate the new requirements. This would then impact the client in the form of higher costs. The additional burden on tight budgets would likely result in reduced mailing, and ultimately have an adverse effect on the USPS.

My colleagues and I at the MFSA have convinced the USPS to test folded self mailers. And UMS has been chosen as one of three MFSA member companies to participate in the test. Final results will be available by September. I feel confident the test will verify our previous findings. This would be a major savings for our industry, as well as for our customers. We will publish the test results in our next issue of PostMark.

Thank You,
Mike Maroney, Jr.

THE ART OF PROGRESS IS TO PRESERVE ORDER AMID CHANGE.

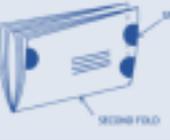
ALFRED NORTH WHITEHEAD

INDUSTRY TRENDS:

NEW TABBING REQUIREMENTS FOR LETTER SIZE BOOKLETS BECOMES EFFECTIVE IN SEPTEMBER

Currently, letter-size booklets and folded self mailers must be able to be processed on automated equipment, so that mailers can take advantage of letter-based prices. In the past, these mailed pieces have frequently jammed, and even damaged, high-speed sortation equipment. To address this issue, the mailing industry, in conjunction with the US Postal Service, has conducted a series of tests to ensure that letter-size booklets will process properly. As a result, new Tabbing Requirements have been instituted. These define precisely the size, thickness, paper stock, and tabbing required for successful mailings. The new requirements will take effect only for letter size booklets in September.

NEW REQUIREMENTS FOR LETTER SIZE BOOKLETS*

	If spine or final fold is:	And the length is:	Cover stock must be at least:	Must be sealed with:	Required tab locations:
	On the bottom (longer edge)	5" to 9" long 9" to 10.5" long	50 pound 60 pound	Three 1.5" non-perforated tabs	Two on leading edge, one on trailing edge
	On bottom edge, with folded spine on leading or trailing (shorter) edge	5" to 10" long	40 pound	Three 1.5" non-perforated tabs	Two on leading edge, one on trailing edge
	On the leading (shorter) edge	5" to 9" long 9" to 10.5" long	60 pound 70 pound	Three 1.5" non-perforated tabs	Two on top edge, one on trailing edge
	On the bottom (longer) edge, non-perforated inner flap on top (upper edge)	5" to 9.5" long	80 pound	Continuous glue line or glue spots	Perfect bound or saddle stitched with glue line along flap preferred

*For further details visit the USPS website at www.usps.com



www.umsmail.com | 732.981.9100

NOT ALL FOLDED MAILING PIECES ARE AFFECTED AT THIS TIME.

The new Tabbing Requirements will not affect folded self mailers in September. UMS has been chosen as one of three MFSA (Mailing and Fulfillment Association) member companies to conduct additional, specific testing in conjunction with the USPS on letter size self mailers. Results of this study will determine whether or not new Tabbing Requirements will be extended to self mailers. Test results will be published in the Fall issue of PostMark.



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

Move Update Standards: Progress Report

New Move Update procedures are a success

On November 23, 2008, the United States Post Office's New Move Update Standards became effective. At that time, the minimum frequency for Move Update was changed from 185 days to 95 days prior to the date of mailing, and the Move Update standard also became required for all Standard Mail. Three methods for meeting the standard were pre-approved.

UMS informed our customers of the changes, and provided information and guidance with regard to meeting the new standards. The new Standards were also implemented in-house. After six months, the benefits of the new Standards are clear. There has been as much as an 80% reduction in undeliverable mail.

UMS NEWS: PLANT-VERIFIED DROP SHIPMENTS

UMS takes pride in providing our customers with leading edge technology. We were one of the first full service mailers to integrate Intelligent Mail® Barcoding, Flat Sequencing Systems (FSS), as well as Move Update Standards into standard UMS mailing protocols. We are also one of the few mailers who provide customized, Plant-Verified Drop Shipments technology.

How does Customized Drop Shipment work and what are the advantages? Using standard mailing procedures, much of what is mailed makes a number of postal stops

along the way to accommodate various processes, such as routing and sorting. With UMS Plant-Verified Drop Shipments, your entire mailing is loaded onto one (or more) truck(s), to be transported directly to the appropriate postal centers. This allows your mail to bypass some of the postal stops. And, we can accurately verify delivery all along the way. In addition to saving time, this allows you to benefit from the maximum postal discounts available. Your mailing reaches its destination sooner, cost effectively, and with minimum chance for error. At Universal Mailing - **Innovation really does make a difference.**

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