

## ***FASTforward*<sup>®</sup> / Licensed Processing Equipment (LPE) Options for Flat-Size Mailpieces**

The USPS<sup>®</sup> handles flat mailpieces differently than it handles letter-sized mail. There are limitations on the placement and number of barcodes that can be used on a flat mailpiece and a clear zone for placement of change-of-address (COA) information is not defined. As a result, the methods allowed for handling flat mailpieces that are processed using *FASTforward* are not the same as the methods allowed for letter-size mailpieces.

Licensees will be required to use software that has been approved at the manufacturer level to ensure the proper functionality of this process on all flat sorting Multi-line Optical Character Readers (MLOCs) and Remote Video Encoding (RVE) stations on which this technology and solution is implemented before the Licensee will be allowed to use *FASTforward* on that MLOC to process flat mailpieces to meet the Move Update Requirement using *FASTforward* technology.

All *FASTforward*/LPE Licensees are required to provide the FFMUN service to its customers. FFMUN must be activated during all *FASTforward* active mode processing including flat processing.

*FASTforward*/LPE Licensees may, at their option, process flat-sized mailpieces on *FASTforward*-enabled MLOCs/RVEs that are capable of processing flat-sized mailpieces. Licensees electing to do so have three processing options:

### **Option 1: Culling from the Commercial Mailing**

The identification of flat-sized mailpieces that obtain a *FASTforward* match and culling them from the presorted mailstream, is an appropriate use of *FASTforward*.

1. Flat-sized mailpieces that are *FASTforward* matched to a new address are allowed to be culled from the presorted mailing and be entered separately, by the Licensee, at the First-Class Mail Retail Price appropriate for its weight.
  - a. The *FASTforward*-enabled MLOC/RVE system must suppress spraying any COA information onto the flat-sized mailpiece.
2. Those pieces that did not receive a *FASTforward* match remain in the presorted mailing and are considered to have met the Move Update requirement.

### **Option 2: Retaining *FASTforward* matched Flat-sized Mailpieces within Commercial Mailing**

The forwarding information text and delivery point code returned by the USPS *FASTforward* system, after a match is made to the name and address information provided from the Licensee's MLOC system shall only be applied to the flat-size mailpiece in accordance with the specifications stated in DMM 302, *Elements on the Face of a Mailpiece for Discount Flats*, and within this policy. The Licensor reserves the right to modify these specifications at any time upon 30 calendar days notice.

The information to be applied to the mailpiece as a result of *FASTforward* processing consists of two major segments: 1) The *FASTforward* text information that represents

the new (forwarded to) address, and 2) the delivery point barcode associated with the new address.

There are different DMM requirements for address and barcode placement for First-Class Mail and Standard Mail. Therefore, the *FASTforward* information printing and placement requirements for each class of mail are dealt with separately.

To achieve the USPS's desired consistency of service and enable the application of *FASTforward* information to the widest possible range of mailpiece sizes (letters and flats) that mailers desire to use, the following requirements must be met by the Licensee:

### **First-Class Mail Commercial Flat-sized Mail**

#### **1. Alternative: Obliterate Old Address – Affix New:**

For Licensees wanting to use labeling equipment:

- 1.1. Flat-sized mailpieces that are *FASTforward* matched and sprayed with COA information, in the traditional lower right-hand corner, are sorted to a separate bin.
- 1.2. A new complete name, address, and barcode label containing the new COA information supplied by *FASTforward* is transferred to a label and is affixed onto the mailpiece covering the old address information in the culling operation.
  - 1.2.1. The *FASTforward* system provides the Licensee's system the Output record that contains the new delivery line address and the numeric delivery point code, including check digit. This information must be used by the Licensee's system to reverse look-up the delivery point code to obtain the City and State. The Licensee's system will then combine the addressee's name and the new City and State with the *FASTforward*-provided new delivery line address and the numeric representation of the five-digit ZIP Code™. This new name and address and resulting delivery point barcode will be printed on a label and affixed onto the mailpiece covering the old address information.
- 1.3. The sprayed COA information, in the traditional lower right-hand corner, is also manually obliterated.
- 1.4. Those flat-sized mailpieces with the newly affixed label of the new address information are re-introduced into the Licensee's sortation/preparation processes.
- 1.5. All mailpieces, both non-matched and the matched with the subsequent newly affixed labels are considered to have met the Move Update requirement.
- 1.6. The Licensee shall ensure all mailpieces are appropriate for processing through the *FASTforward* platform. Mailpieces must have a background that provides sufficient contrast to the *FASTforward* information, including the delivery point barcode, which enables effective USPS processing. Mailpieces must also have an adequate clear area for the application of *FASTforward* information. The Licensee shall ensure that no *FASTforward* information is printed over pre-

existing information. The Licensee shall further ensure that no flat-sized mailpieces contain an Intelligent Mail barcode in the address block.

- 1.7. The Postal Service® will evaluate automated solutions that accomplish the manual process described in item 2 on a case by case basis.

### **Standard Mail Commercial Flat-sized Mail**

The following DMM requirement states:

#### **DMM 302.2.2.2 Address Placement on Enveloped or Polywrapped Pieces**

*The following standards apply to enveloped, polywrapped, or card-style Periodicals (including shrinkwrapped Firm bundles), Standard Mail, Bound Printed Matter, Media Mail, and Library Mail flats mailed at presorted, automation, or carrier route prices:*

- a. *The "top" of the mailpiece is either of the shorter edges.*
- b. *The entire delivery address must be within the top half of the mailpiece (see [Exhibit 2.2](#)), except under [2.2c](#) or [2.2d](#). Optimal placement is at the top edge (while maintaining the 1/8-inch clearance requirement).*
- c. *If a vertical address will not fit entirely within the top half, the address may cross the midpoint if it is placed within 1 inch of the top edge.*
- d. *If the delivery address is placed on an insert polywrapped with the host piece:*
  1. *The address must not appear on a component that rotates within the bag.*
  2. *The address must remain visible throughout the addressed component's range of motion.*
  3. *The insert must be affixed to maintain the address entirely in the top half throughout processing and delivery or, if not affixed, the insert must maintain at least the beginning 0.5 inch of the address in the top half. The "beginning 0.5 inch" means the first half-inch of the recipient, delivery address, and city/state/ZIP Code lines, and not the end of each line.*

To reiterate for our purposes, the addresses on Standard Mail Commercial Flats must be placed on the top half and at least 1/8 inch from any edge of the mailpiece. Therefore, spraying in the traditional *FASTforward* area of the lower right-hand corner of the mailpiece is not allowed. The only allowable method to print *FASTforward* information including new barcode is as follows:

#### **1. Obliterate Old Address – Affix New:**

- 1.1. Flat-sized mailpieces that are *FASTforward* matched and sprayed with COA information, in the traditional lower right-hand corner, are sorted to a separate bin.
- 1.2. A new complete name, address and barcode label containing the new COA information supplied by *FASTforward* is transferred to a label and is affixed onto the top half of the mailpiece covering the old address information in the culling operation.
  - 1.2.1. The *FASTforward* system provides the Licensee's system the Output record that contains the new delivery line address and the numeric

delivery point code, including check digit. This information must be used by the Licensee's system to reverse look-up the delivery point code to obtain the City and State. The Licensee's system will then combine the addressee's name and the new City and State with the *FASTforward*-provided new delivery line address and the numeric representation of the five-digit ZIP Code. This new name and address and resulting delivery point barcode will be printed on a label and affixed onto the mailpiece covering the old address information.

- 1.3. The sprayed COA information, in the traditional lower right-hand corner, is also manually obliterated.
- 1.4. Those flat-sized mailpieces with the newly affixed label of the new address information are re-introduced into the Licensee's sortation/preparation processes.
- 1.5. All mailpieces, both non-matched and the matched with the subsequent newly affixed labels are considered to have met the Move Update requirement.
- 1.6. The Licensee shall ensure all mailpieces are appropriate for processing through the *FASTforward* platform. Mailpieces must have a background that provides sufficient contrast to the *FASTforward* information, including the delivery point barcode, which enables effective USPS processing. Mailpieces must also have an adequate clear area for the application of *FASTforward* information. The Licensee shall ensure that no *FASTforward* information is printed over pre-existing information. The Licensee shall further ensure that no flat-sized mailpieces contain an Intelligent Mail barcode in the address block.
- 1.7. The Postal Service will evaluate automated solutions that accomplish the manual process described in item 1 on a case by case basis.

### **Option 3: *FASTforward* Notification Via Returned Mailpiece Processing**

This option is exactly like the Returned Mailpiece Processing mode for letters.

1. Processing in this mode will allow the return of flat mailpieces to the mailer that have been updated with new address information for individuals, businesses, or families that have moved. However, Licensee's must separate the *FASTforward* matched mailpieces from all other mailpieces in the Run, for return to the customer. To allow customers (mailers) the opportunity to update their databases without causing delays in entering mailpieces into the mailstream, mailpieces with updated COA information must be returned to customers (mailers) unless an agreement is in place that authorizes a service provider to receive this information on their behalf.
2. To ensure that a mailer receives address corrections pertaining only to the customers on their list, the *FASTforward* Licensee must process each requesting mailer individually under this option. If multiple mailers are combined into a single Jackpotted Run when using this option, then each piece obtaining a *FASTforward* match must be subsequently sorted out and returned to the individual customer (mailer) unless an agreement is in place that authorizes a service provider to receive this information on their behalf.

3. Mailers must request this type of *FASTforward* processing by completing a *FASTforward* Notification Via Returned Mailpiece Processing Request form and submitting it to the Licensee. Licensees are required to ensure its customers (mailers) fully understand and agree to the outcome of this option on their mailpieces. Specifically, the fact that mailpieces with *FASTforward* matched names and addresses will be updated with new address information, or 'NEW ADDRESS INFORMATION UNKNOWN' –if the name and address on the mailpiece is matched to a Moved, Left No Address, Box Closed No Order, or foreign move, --and will be returned to them by the Licensee.
4. Those pieces that did not receive a *FASTforward* match remain in the presorted mailing and are considered to have met the Move Update requirement.
5. In order to offer this option the Licensee must ensure that the mailpiece must be capable of having the *FASTforward* matched address applied to the piece in a legible fashion (no overspray may occur).