



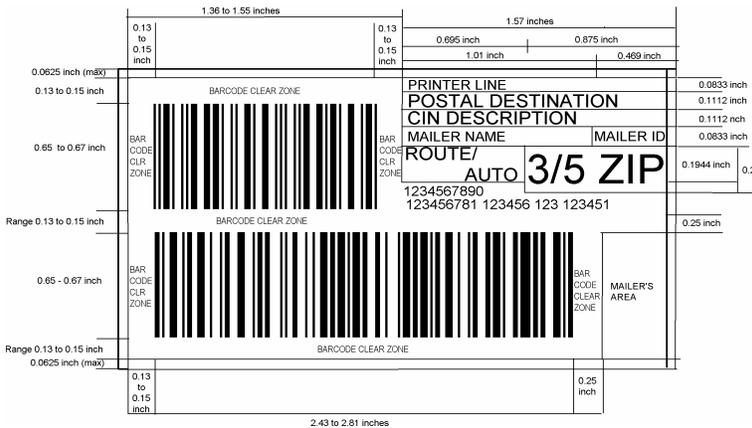
## Technical Summary for Mailers

The U. S. Postal Service is rapidly implementing its Intelligent Mail® (IM™) strategy in support of the Transformation Plan. The Intelligent Mail vision is to provide end-to-end visibility into the mail stream by identifying and tracking letters, flats, and packages -- enabling a seamless approach to mail acceptance. As a first step, we have developed a new Intelligent Mail Tray barcode containing 24 digits. This barcode will be used on the IM Tray label to uniquely identify each tray, tub, and sack as well as the mail's originator. This new label will replace the legacy 10-digit tray label currently in use.

Two Intelligent Mail Tray barcode types have been developed for mailers, one that allows for a 6-digit Mailer ID, and another that allows for a 9-digit Mailer ID. Mailer ID's are assigned to mailers by the Postal Service. To maintain uniqueness of the barcode, the data for these label types must be unique for 30 – 45 days. Mailers are asked to check with their Postal Service Marketing representative to confirm the requirement for uniqueness for a specific program. See the tables on the next page of this document for details on the data contained in the two label types.

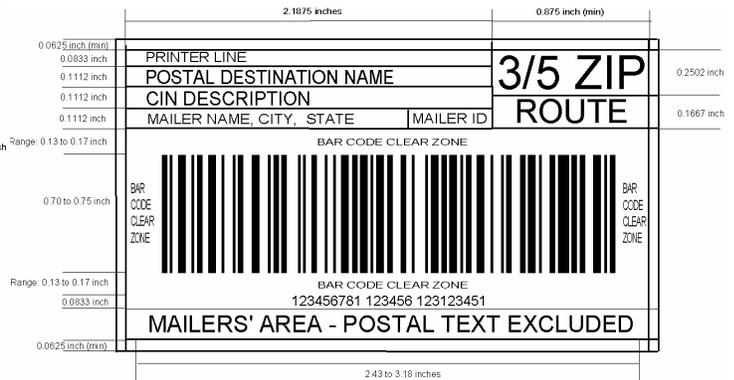
To ease the transition from the current 10-digit label to the new 24-digit label, the Postal Service has developed a transitional label that includes both the legacy 10-digit barcode (I 2 of 5 symbology - ISO/IEC 16390) and the new 24-digit Intelligent Mail Tray barcode (ISS Code 128 symbology, subset C – ISO/IEC 15417). This short-term strategy allows the Postal Service to incrementally upgrade its infrastructure to recognize and implement the pure 24-digit Intelligent Mail Tray label. The pure 24-digit tray label format contains only a single barcode, the 24-digit Intelligent Mail Tray barcode, along with additional human readable information.

Detailed tray label specifications for both the 10/24-digit (SPUSPS - L - 3191) transitional label format ([PDF/321K](#)) and the pure 24-digit (SPUSPS - L – 3216) label format ([PDF/194K](#)), are available on RIBBS.



Transitional 10+24-Digit Tray Label Format

Figure 1



Pure 24-Digit Tray Label Format

Figure 2

**Note:** The specifications for the pure 24-digit IM Tray label format only being provided as a courtesy. Mail cannot be tendered with the pure 24-digit IM Tray label until April 6, 2009. Manufacturers and providers of software that will be capable of producing the pure 24-digit IM Tray label must warn their users that they cannot use the pure 24-digit labels for production mailings until April 6, 2009.

## 24-Digit Barcode Numeric Line

The 24-Digit Barcode Numeric Line is the numeric representation of the encoded 24-digit barcode data. To enhance readability, mailers should insert spaces in the 24-digit human-readable line as follows:

- For the 6-digit Mailer ID label, a space should be added between digits 9 and 10, and 15 and 16.
- For the 9-digit Mailer ID label, a space should be added between digits 9 and 10, and 18 and 19.

The tables below provide details about the data content of the new 24-digit IM tray barcodes available to mailers, one that allows for a 6-digit Mailer ID, and one that allows for a 9-digit Mailer ID.

**Table I. IM Tray Barcode Data with a 6-Digit Mailer ID**

| Element          | Digits  | Purpose and Details   |
|------------------|---------|---|
| ZIP Code:        | 1 - 5   | Identifies the tray or sack's ZIP Code destination. For 5-digit trays in accordance with the DMM <sup>®</sup> , the destination ZIP Code is the 5-digit ZIP Code. For 3-digit trays in accordance with the DMM, the destination ZIP Code is the 3-digit ZIP Code followed by two zeros. |
| CIN:             | 6 - 8   | Describes the contents of the tray or sack based on the 3-digit content identifier numbers listed in the DMM. If no listing for the tray contents is found, three zeros are used.   |
| Processing Code: | 9       | Use the value 1 for Automation Compatible, Barcoded, and Machinable Mail.<br>Use the value 7 for all other mail.<br><i>1 and 7 are the only acceptable values.</i>  |
| Mailer ID:       | 10 -15  | A unique, six-digit number assigned by the Postal Service to each mailer.   |
| Serial Number:   | 16 - 23 | A unique, eight-digit number for each tray or sack.   |
| Label Type:      | 24      | The Label Type is used as a qualifier for systems to recognize and parse the data within this barcode. The value is 1 when used with the 6-digit Mailer ID.   |

**Table II. IM Tray Barcode with a 9-Digit Mailer ID**

| Element            | Digits  | Purpose and Details  |
|--------------------|---------|--|
| ZIP Code:          | 1 - 5   | Identifies the tray or sack's destination. For 5-digit trays in accordance with the DMM, the destination ZIP Code is the 5-digit ZIP Code. For 3-digit trays in accordance with the DMM, the destination ZIP Code is the 3-digit ZIP Code followed by two zeros. |
| CIN:               | 6 - 8   | Describes the contents of the tray or sack based on the 3-digit content identifier numbers listed in the DMM. If no listing for the tray contents is found, three zeros are used.  |
| Processing Code:   | 9       | Use the value 1 for Automation Compatible, Barcoded, and Machinable Mail.<br>Use the value 7 for all other mail.<br><i>1 and 7 are the only acceptable values.</i>   |
| Mailer ID:         | 10 - 18 | A unique, nine-digit number assigned by the Postal Service to each mailer.   |
| Unique Identifier: | 19 - 23 | A unique, five-digit number for each tray or sack.   |
| Label Type:        | 24      | The Label Type is used as a qualifier for systems to recognize and parse the data within this barcode. The value is 8 when used with the 9-digit Mailer ID.  |

## Obtaining the Intelligent Mail Tray Label

To get the Intelligent Mail Tray labels, mailers can:

- Produce labels using the specifications available on RIBBS;
- Use the Web-based Intelligent Mail Customer Label Distribution System (CLDS) to submit online label orders from the Label Production Center at Topeka, KS.

## **Timeline for the Roll-out of the New Label**

The new Intelligent Mail transitional (10/24-digit) label format will soon be made available to our customers. This transition strategy provides the creation of a label that can be immediately deployed within the existing Postal Service environment without negatively impacting operational processes. While the size of some human readable text is sacrificed in the new 10/24-digit IM tray label, the two barcodes are necessary to make a smooth transition to the pure 24-digit IM tray label format. Mail cannot be tendered with the pure 24-digit IM Tray label (SPUSPS - L - 3216) until April 6, 2009.

Policy guidelines on the adoption and usage of the IM tray label formats shall be as stipulated in the *Mailing Standards of the United States Postal service, Domestic Mail Manual - DMM<sup>®</sup>* (DMM).