

ENHANCED MAILPIECE AUTOMATION-COMPATIBILITY (EMAC) REVIEW

EXTERNAL FAQs

1. What is an Enhanced Mailpiece Automation-Compatibility (EMAC) Review?

A new service that provides written documentation for every automation-compatibility review conducted by a Mailpiece Design Analyst (MDA), including an internal repository of mailpiece images that can be accessed by every Business Mail Entry Unit in the nation. The EMAC review provides an in-depth evaluation of the following design elements:

- *Physical Characteristics for Machinable and Automation Prices*
- *Elements on the face of a Mailpiece*
- *Barcode Technical and Readability Specifications*

2. When do I request an EMAC review?

A mailer may request an EMAC review when...

- *Entering the mailing at multiple USPS BMEUs/DMUs.*
- *Transitioning from the POSTNET barcode to the Intelligent Mail barcode (IMb).*
- *Transitioning to Full-Service automation pricing.*
- *Ensuring automation-compatibility compliance of commercial cards, letters and flats.*

3. Is an EMAC review required to mail at automation prices?

*No. This is a voluntary program that provides customers with written evaluation results on proposed mailings before they are presented at any USPS Business Mail Entry office. While the written evaluation results provided to customers should increase confidence in being compliant with the applicable design standards for automation pricing, **all mailings are still subject to USPS acceptance and verification procedures.** An internal arbitration process will be used to obtain a resolution to any concerns raised by USPS BMEU/DMU staff at the time of entry relating to the EMAC review results.*

4. What design reviews are covered under this enhanced process for requesting and receiving written evaluation findings also known as an EMAC review?

The following test categories are covered under the EMAC review:

- *Automation Cards, Letters, Folded Self-Mailers, Unenveloped, Booklets, Flats & CDs.*

5. Can I submit an electronic image (such as a PDF, EPS, TIFF, JPEG, etc.) to receive an EMAC review?

Customers must submit a physical mock-up sample, pre-production or production sample of the mailpiece to obtain an EMAC review. In selected cases, electronic images may be acceptable based on consultation with the MDA. While we do not want to discourage customers from being proactive by submitting some form of electronic image for evaluation, we may not be able to provide a complete evaluation based on commonly limited design details related to electronic images. In those instances, the MDA will provide a limited written evaluation based on the verifiable elements on the image. The MDA will also provide guidance as to what form of design sample and elements would be needed to perform a complete evaluation, which may include a request for a preproduction or mock-up sample.

6. How long will it take before I receive the written evaluation results for my EMAC review?

Like all other normal MDA-related requests, the written results will generally be provided within two business days of receipt, not including weekends and holidays. To enhance the timeliness of the MDA response, all EMAC review requests should be submitted through the MDA Customer Service Help Desk. For additional information regarding the MDA Customer Service Help Desk process, please reference the MDA Customer Service Help Desk brochure available at: <https://ribbs.usps.gov/index.cfm?page=bmasupport>

7. What additional information, besides the sample or image, must be submitted when requesting an automation-compatibility design evaluation?

To help expedite your request, we have created a mail design evaluation request form, available at: <https://ribbs.usps.gov/index.cfm?page=bmasupport>. This form must be completed and submitted to the MDA Customer Service Help Desk. If your design request contains an actual mock-up or preproduction sample, the MDA receiving the ticket will contact with you to provide their physical mailing address. If an electronic image is provided, the MDA will perform the evaluation based on the available elements present on the image. If no image or sample is available, the MDA will not be able to perform an EMAC review, but can provide general guidance based on the described design elements as specified in the mail design review request form.

8. Is this process a substitute for the PCSC National Customer Rulings program, and should I stop sending my pieces to the PCSC?

No. The EMAC Review is not a substitute for the PCSC National Customer Rulings program. Customers who participate in the PCSC National Customer Rulings program should continue sending their pieces to the PCSC for approval. The EMAC Review program is intended for mailers who are not participants of the PCSC program but would like to have more confidence in the design choices by consulting with a Mailpiece Design Analyst.

9. Is the same EMAC review applicable for subsequent mailings of the same piece?

The EMAC review is applicable to the mailpiece submitted for evaluation and can be used for subsequent mailings provided that the mailpiece used is identical in every aspect as the piece originally submitted for review.

10. Is the same EMAC review applicable for subsequent mailings of a similar piece?

No. The EMAC review is only applicable to the mailpiece submitted for review and cannot be used for similar pieces.