

United States Postal Service®

INDUSTRY **ALERT**

June 20, 2016

Mail Spoken Here

An electronic newsletter summarizing recent USPS news and development

2017 Irresistible Mail Award First Quarter Deadline is June 25th!

The Irresistible Mail Award launched at the 2016 National Postal Forum is expanding. This year the quarterly winning mail pieces will compete to be crowned as **Grand Champion** at the 2017 National Postal Forum and receive the 2017 Irresistible Mail Award. The Mail Owner, Agency, and Printer of each quarterly winner will be recognized.



The award recognizes innovative and effective mail piece designs. These designs may include (but are not limited to) the use of shapes, sizes, textures, colors, personally targeted content, specialized inks, conversions to digital, or uncommon enclosures.

Entry is free and easy. The entry form and the complete rules can be found at www.irresistiblemail.com/award. Mail pieces must have been mailed at least once since July 1, 2015 to be eligible. Submissions for Quarter1 must be postmarked by June 25, 2016, and received by June 30, 2016.

Inadvertent Addition of New FSS Zones

There were 27 new FSS zones inadvertently added to the July 1, 2016 effective L006 Labeling List as referenced in the Labeling List Changes section of the June 9, 2016 Postal Bulletin (22443).

To resolve this action, the newly added zones will be removed from the L006 Labeling List effective August 1, 2016. Mailers may take advantage of this 30-day grace period and opt to continue to use the June 2016 L006 list. Alternately, where the July list has already been implemented, software providers and mail service providers may remove the 27 zones from the list where applicable.

The 27 zones to be removed are as follows: 02360, 02738-39, 02769-70, 02878, 02921, 07021, 07027, 07054, 07059, 07069, 07076, 07410, 07435, 07438, 07460, 07480, 23120, 23691, 64050-54, 64056, and 64058.

Digital Media- [New!](#) Missing Mail App Now on USPS.com

The [Missing Mail](#) app is now available on USPS.com to assist customers in the event that mail is not delivered as expected or is 'missing' (e.g., 'undeliverable as addressed' or 'loose-in-the-mail' items). Customers now have convenient online access 24 hours a day/7 days a week.

Customers may enter details and upload photos of their missing item to assist the Mail Recovery Center with identification. Periodic updates on the status of the search and a final resolution of the request will also be provided. Customers can easily check the status of their search online on the 'History' page in the Missing Mail app.

Customers may also contact their local Post Office to submit search requests.

IMb Tracing and PostalOne! are migrating to Informed Visibility

Attention IMb Tracing and PostalOne! Customers:

In the summer of 2016, the Postal Service is migrating mail tracking visibility from IMb Tracing and PostalOne! to Informed Visibility (IV).

IV is a one-stop shop that makes it convenient for commercial mailers to track mailpieces (e.g., letters and flats), bundles, handling units, and containers in one consolidated system instead of accessing portions of tracking data via IMb Tracing and PostalOne!.

IV will provide mailers with enhanced insight into the flow of their mail through the USPS mailstream. This information will allow them to more effectively plan and manage mail flow and should increase the value of mail for senders and recipients.

Migration efforts will commence in July and run through October 2016.

| Phase | Period |
|---|---------------------------------|
| Migrate IMb Tracing and PostalOne! container and handling unit visibility to IV | July 11 – August 5, 2016 |
| Migrate PostalOne! Start-the-Clock visibility to IV | September 26 – October 14, 2016 |

Notes:

- Mail tracking for packages and special services is not impacted and will continue to be supported through the Product Tracking System and USPS.com.
- PostalOne! container and handling unit mail tracking data is being migrated in July/August 2016, while Start-the-Clock data is being migrated in September/October. Other functions and Mail.XML messages will continue to be supported through PostalOne!.

To learn more about IV and the upcoming migration, or for a complete look at the **IV Mail Tracking and Migration Timeline**, visit the [IV RIBBS® webpage](#).

If you have questions, please contact the **IMb Tracing/Informed Visibility Help Desk** at 1-800-238-3150, Option #2, or email InformedVisibility@usps.gov.

Proper use of the Intelligent Mail Package Barcode (IMpb)

Did you know that a First-Class Mail flat-size piece is not eligible for IMpb tracking? Did you know that IMpb tracking cannot be obtained just by paying the First-Class Mail parcel price?

To receive IMpb tracking capability on a First-Class Mail flat-size piece, a customer must purchase Certified Mail as an add-on Special Service. Alternatively, a customer may prepare the mailpiece as a First-Class Mail parcel (see DMM section 101.6.4, First-Class Mail Parcels) or select another qualifying service, such as Priority Mail, which provides IMpb tracking.

USPS Shipping Information Systems - Webinar Series

Tuesday, June 21, 2016, 11:00a.m. –12 noon (EST)

IMpb Quality – Electronic Verification System (eVS)

Join us as the Postal Service continues to present its series of informational webinars on IMpb Compliance Quality Metrics targeted for implementation January 2017. The webinars will benefit customers who ship parcels with USPS, particularly small to medium customers who ship Competitive Products – Priority Mail, Priority Mail Express, First-Class Package Service, Parcel Select, and Parcel Select Lightweight.

**Speakers: Juliaann Hess, Mgr. Mail and Package Information Systems
Heather Dyer, Business Process Specialist, Principal**

Registration required. Instructions for participating in the webinar appear below:

Date and Time: *June 21, 2016 from 11:00am to 12 noon (EST)*

Attendee Information

Toll-Free Attendee Dial In: 1-866-381-9870
Conference ID: 78736020

To register and add webinar to your calendar click here:

Attendee Direct URL: <https://usps.webex.com/usps/onstage/g.php?MTID=e1a5fd2c50894e0712d3962e6b68b9bf8>

If you cannot join using the direct link above, please use the alternate logins below:

Alternate URL: <http://usps.webex.com>

Event Number: 999 050 721

Postal Bulletin 22443 (6-9-16)/Federal Register Notice

PB – contains the **2016 Election Mail/Political Mail Communications Plan!**

DMM Revision: Alternate Postage - The Postal Service is expanding the use of Alternative Postage by simplifying the requirements effective July 11, 2016. Alternate Postage is an electronic postage payment mechanism for single-piece First-Class Mail letters or postcards, addressed to any domestic address, that weigh no more than one ounce each. In the near future, mailers will no longer have to have a signed marketing agreement nor a unique Intelligent Mail barcode in order to use Alternate Postage, also known as Share Mail.

DMM Revision: Full-Service Automation Option — Annual Permit Fee Renewal: To help simplify the annual permit fee waiver process for those who are enrolled in the Full-Service option under DMM 705.23, the Postal Service will modify the annual fee renewal date process effective July 11, 2016. The Postal Service is changing the calculation requirement from previous 12 month average to the fee anniversary renewal date. This change will reflect the current practice which simplifies the calculation process. This allows for a fixed point in time so that both customers and postal employees can better manage the process and expectations.

DMM Revision: Destination Network Distribution Center Price Eligibility: To clarify that mail prepared under labeling list L601 for offshore ZIP Code destination ranges 006-009, 967-969, and 995-999 is not eligible for Destination Network Distribution Center (DNDC) discount prices, the Postal Service will revise the Domestic Mail Manual (DMM) in various sections effective July 11, 2016.

IMM Revision: Priority Mail International Flat Rate Envelopes and Small Flat Rate Priced Boxes: Currently, the Postal Service dispatches Priority Mail International Flat Rate Envelopes and Small Flat Rate Priced Boxes in the letter-post stream, while all other Priority Mail International items are dispatched in the air-parcel stream. We are moving the Priority Mail International Flat Rate Envelopes and Small Flat Rate Priced Boxes to the air-parcel stream so that these items can receive the expanded access to tracking and insurance available to all other Priority Mail International items.

The Postal Service will require all Priority Mail International items to bear PS Form 2976-A, Customs Declaration and Dispatch Note — CP 72.

Currently, mailers may not use Priority Mail International Flat Rate Envelopes and Small Flat Rate Priced Boxes for items valued over \$400. With the change to the air-parcel stream, this restriction will no longer apply, and mailers may mail items valued over \$400 by all forms of Priority Mail International service, subject to individual country limitations.

Additionally, new provisions exist for Insurance, Extra Services, Mail Sealed Against Inspection, Return Charges, Inquiries and Claims.

FRN: [International Product Changes June 2 \(Final Rule\)](#) - The Priority Mail International Flat Rate Envelopes and Small Flat Rate Priced Boxes will move from the letter-post stream to the air-parcel stream, on **August 28, 2016**. This is a new date. In a previous FRN dated April 22, 2016, the United States Postal Service filed a final rule with an implementation date of June 3, 2016.

For your reference:

FRN: [Federal Register Notice](#)

PB: [Postal Bulletin](#)

PE: [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), *Hazardous, Restricted, and Perishable Mail*.

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