

Intelligent Mail® Package Barcode (IMpb)

*MTAC User Group 1
July 28, 2011*

Intelligent Mail® Package Barcode

Why we need to change?



- ▶ **Barcodes are optional instead of required on all parcels**
 - Just over 60 percent have barcodes
- ▶ **Our package barcodes have limited intelligence and sortation capabilities**
- ▶ **Mail processing equipment is primarily designed for sorting**

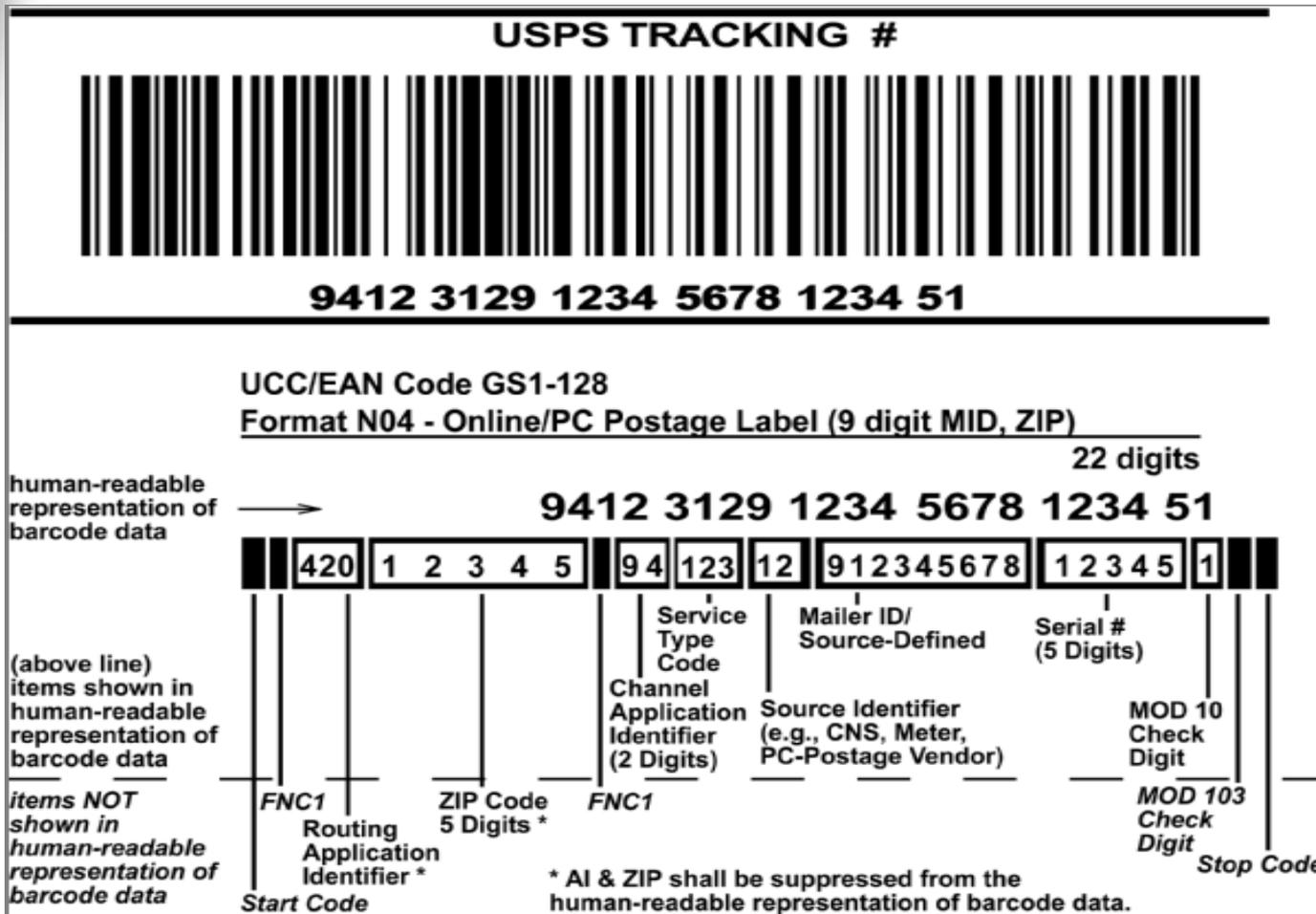
We need intelligent information to be more competitive in the package delivery market and improve service, product offerings, and visibility!

Intelligent Mail[®] Package Barcode New Format Features



- ▶ **GS1-128 symbology**
- ▶ **More flexible specification tolerances**
- ▶ **Barcode constructs for commercial, online, retail customers**
- ▶ **5 digit routing information required**
 - ZIP + 4 or destination delivery address in the file
- ▶ **Als that associate barcode with payment**
- ▶ **Enhanced 3-digit Service Type Code**
- ▶ **9 and 6-Digit Mailer ID**
- ▶ **Unique serial number**

Intelligent Mail® Package Barcode Barcode Elements – New Format



Intelligent Mail® Package Barcode Application Identifiers (AIs)



- ▶ Identifies the payment method with the Payment Channel Application Identifier
- ▶ 92 - Commercial Customers with 9-Digit Mailer ID
- ▶ 93 - Commercial Customers with 6-Digit Mailer ID
- ▶ 94 – Online and PC Postage Customers
- ▶ 95 - Retail Customers

Note: *Vendors providing label printing APIs and services must ensure the Application Identifier is correct for the payment method the customer will use.*

Intelligent Mail® Package Barcode 3-Digit Service Type Codes

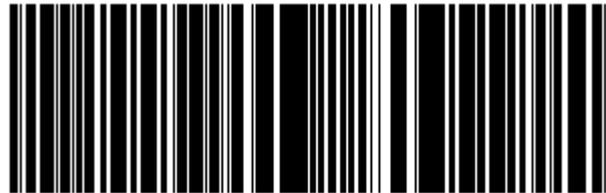


- ▶ **Provides the ability to add new products, services, and features**
 - Integrated Service Type Code list
 - Room to expand as business grows
- ▶ **Identifies mail class or product and service combinations**
- ▶ **Avoids multiple barcodes per piece**
- ▶ **Includes “Mail Class Only” Service Type Codes**
- ▶ **Different from IMb service type codes**

Intelligent Mail® Package Barcode Barcode Elements – Aesthetic



USPS TRACKING #



9245 8900 0066 5000 0000 19

USPS SIGNATURE TRACKING #



9242 6900 0066 5000 0000 18

Intelligent Mail® Package Barcode Customer Benefits



- ▶ **Better tracking data**
 - **Delivery Confirmation at no charge**
- ▶ **Will be required for presort or destination entry pricing**
- ▶ **Consistency among mail classes and products**
- ▶ **Enhanced service performance measurement**
- ▶ **Adds value to products to meet customer needs and grow business**
- ▶ **One barcode per package**
- ▶ **Simplified barcode banner text**

Electronic File Changes

New Electronic File Format – v1.6



- ▶ **Required for Intelligent Mail® Package Barcode**
- ▶ **Expanded Package Identification Code (PIC) fields to accommodate full barcode number**
- ▶ **Single file version and fewer file types support all products**
- ▶ **Additional fields for product and container data and mailer identification**
- ▶ **Accepts legacy barcodes**
- ▶ **New Extract and Error/Warning file formats**

Implementation Timeline



	Task	Planned Completion Date
<input checked="" type="checkbox"/>	Publish Intelligent Mail® Package Barcode Advance Notice	September 2010
<input checked="" type="checkbox"/>	Publish in DMM for Optional Use	November 2010
<input checked="" type="checkbox"/>	Publish Intelligent Mail® Package Barcode Proposed Rule Federal Register Notice	April 2011
	Publish Intelligent Mail® Package Barcode Final Rule Federal Register Notice	August 2011
	All Postal Systems Ready for Intelligent Mail® Package Barcode	September 2011
	Free Delivery Confirmation on all Commercial Packages (except Standard Mail)	January 22, 2012
	Tracking or Extra Services Barcode Required for Presort and Destination Entry Pricing	January 22, 2012 Transition Period: July 2, 2012
	Intelligent Mail® Package Barcode Required for PC Postage Vendors	January 22, 2012 Transition Period: July 2, 2012
	Intelligent Mail® Package Barcode Required for All Tracking and Extra Services Barcodes	July 1, 2013
	Shipping Services File Version 1.6 and ZIP + 4 Code Required In File	July 1, 2013

Intelligent Mail[®] Package Barcode Customer Conversion



- ▶ Working with customers and software vendors to implement changes to support the IMpb
- ▶ Certification Required for all IMpb barcodes and files
 - All MIDs must be certified
- ▶ Internal USPS Systems converted:
 - Click-N-Ship -- September 2009
 - GSS – November 2010
 - APC – April 2011
- ▶ Endicia first external customer using IMpb
- ▶ Additional customers conversions in progress
 - Newgistics, RedCats first eVS customers

Intelligent Mail® Package Barcode Final Rule Highlights and Dates



▶ August 2011

- Publish Final Rule

▶ January 22, 2012

- Delivery Confirmation at no charge
 - » Commercial parcels only
 - » Excludes Standard Mail
 - » Includes pending Parcel Select Light Weight and First-Class Package Services
- Unique barcode required for presort and destination entry pricing
 - » Transition period until July 2, 2012
 - » Legacy barcodes qualify until IMpb required date

Intelligent Mail® Package Barcode Final Rules Highlights and Dates



▶ January 22, 2012 (continued)

- IMpb required for PC Postage Mailers
 - » Transition period until July 2, 2012

▶ July 2, 2012

- Transition period ends for presort and destination entry pricing
 - » IMpb, tracking, or Extra Services barcode required to receive discounts
- Transition period ends for PC Postage Mailers
 - » IMpb, Shipping Services File v1.6, and ZIP+4 code in file required for PC Postage mailers

Intelligent Mail® Package Barcode Final Rules Highlights and Dates



▶ July 1, 2013

- **IMpb required**
 - » For package tracking and extra services barcodes
 - » To receive presort and destination entry pricing
- **Shipping Services Electronic Manifest Version 1.6 required**
- **ZIP + 4 Code or destination delivery address must be included in the file**

Intelligent Mail® Package Barcodes



ques-tion ^ˈ(kwɛs' tʃən)
n.

1.
 - a. An expression of inquiry that invites or calls for a reply.
 - b. An interrogative sentence, phrase, or gesture.
2. A subject or point open to controversy; an issue.
3. A difficult matter; a problem: *a question of ethics.*
4. A point or subject under discussion or consideration.
5.
 - a. A proposition brought up for consideration by an assembly.
 - b. The act of bringing a proposal to vote.
6. Uncertainty; doubt: *There is no question about the validity of the enterprise.*

v. **ques-tioned, ques-tion-ing, ques-tions**
v.tr.

1. To put a question to. See Synonyms at [ask](#).
2. To examine (a witness, for example) by questioning; interrogate.
3. To express doubt about; dispute.
4. To analyze; examine.

v.intr.

To ask questions.

Idioms:

in question

Under consideration or discussion.

out of the question

Not worth considering; impossible: *Starting over is out of the question.*

[Middle English, from Old French, *legal inquiry*, from Latin *quaestiō*, *quaestiōn-*, from **quaestus*, obsolete past participle of *quaerere*, to ask, seek.]

ques'tion-er *n.*

ques'tion-ing-ly *adv.*

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