

**MAILERS' TECHNICAL ADVISORY COMMITTEE (MTAC)**  
**Workgroup # 145**  
**"Promote Significant Usage of 24-Digit Tray Labels"**  
**Tuesday, October 11, 2011 Session**

**Meeting Report**

The meeting opened up with a brief discussion of the survey results. A substantial time was spent on reviewing the technical factsheet, thoughts on label uniqueness and serialization strategies, and the provision of tracking data to mailers. Himesh also challenged Industry members to come up with recommendations for a 'Value Statement' that could capture the mutual benefits associated with significant usage of 24-digit tray labels.

Please see below for the resulting noteworthy discussion points and action items.

**Discussion Summary**

**1. Reviewed Survey Results:**

Substantial feedback, however recent updates are in line with earlier responses.

**2. Reviewed Technical Sheet Feedback**

*Goal:* Trying to find a way of communicating to industry in addition to providing clarity that the use of the 24-digit tray label is not a push for the implementation of Full-Service.

*Discussion:*

- Communication to marketplace is critical
- Industry has to be informed that they can use the 24-digit on Basic mailing without the underlying requirement that they submit a manifest or eDoc.
- The term "serialization" is almost synonymous with "Full-Service" to many mailers. Suggestion was to move away from the use of the word "serialization", maybe use 'trackable' or "traceable"
- Under *Note*: Include stronger statements to indicate that the IM Tray label can be used by Basic Mailers.

*Consensus:* Not prudent to go into details on the Technical Factsheet; Communication will be in two phases. (1) Update technical sheet to make current, (2) Update to include recommendations of workgroup, including the retirement of the 10-digit and 10/24-digit formats. Related specification documents will have to be updated as well.

**3. Serialization Strategy**

The question was raised as what would be the workgroup's recommendation for people moving to 24-digit implementation.

- The ensuing discussion centered on the fact that there are multiple mechanisms depending on the capability of the software for the specific job.
- Possible approaches: Job + Serial Number; Julian Date; Internal clock; etc...
- Period of Uniqueness for Basic Users of the 24-digit label - suggestion was the 45 day requirement established by Full Service. However, this raised questions as to whether this was a reasonable period and if there was a lower threshold that would satisfy the Postal Service.

**4. Other**

- Paula has started framing out final report which she will circulate for preliminary revision.
- Wallace confirmed that he had contacted MSDG group and is awaiting the results. This should provide good input to the final decision making process.
- How will tray information get back to a mailer, if the Postal Service detects a tray using a basic tray label with a unique serial number but no prior eDoc? *Ans:* By use of the MID

- Would there be any value for Postal Service to offer trackability to a Basic Mailer as an inducement? *Ans:* Might be a possibility.
- What will trigger information getting back to mailer?
- Charter for MTAC 146 – Facilitate the availability of piece, tray, and container data to mailers
- Current negotiations involve free tracking for Full Service but may be fee based for a Basic Mailer.

**Action:**

- Himesh to report on the Full Service tolerances published.
- Industry members to send in ideas/thoughts on the Value Statement – the mutual benefits that could be achieved with significant usage of the 24-digit tray label.
- Workgroup to clarify thoughts on serialization strategy with more specificity
- Paula to circulate the initial draft of the Final Report

All suggestions should be sent in to Balu Forna ([Mbalu.m.forna@usps.gov](mailto:Mbalu.m.forna@usps.gov)), copy Paula and Himesh.

**Next Meeting**

October 25, 2011: 11:00 am to 12:00 noon

**Possible Agenda Items:**

- Review Updated Technical Summary Sheet Feedback
- Review Proposed “Mutual Benefit” Ideas Received from Industry Members
- Review Serialization/ Uniqueness
- Review draft of the Final Report

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