

MTAC Task Team # 5

Issue Title: On-Line Tool for Creating Reply Device IMb Artwork

Date of Completion: May 26, 2011

Issue Originator: Stephen Colella
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Task Group Leaders:

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Issue Statement:

Identify gaps, define and implement solutions to the existing on-line tool to create IMb artwork for reply devices and any other documentation used to create IMb artwork for reply devices.

Impact on Other Issues/Procedures

This new initiative will affect and require changes to the current on-line tool. Some of the impacted organizations or functional areas are identified as, but not limited to:

1. USPS Business Mail Acceptance
2. Lettershops/Mail Service Providers
3. Mail Owners

Results:

1. Reviewed the USPS's proposal for qualified Business Reply Mail (QBRM) sampling.
 - Result, the USPS changed the sampling policy and no longer requires samples for existing QBRM accounts when the only change is the transition from the POSTNET to the Intelligent Mail barcode.
2. Reviewed the design of the tool and made the following suggestions.
 - Allow the on-line tool to be used by mail service providers on behalf of their clients.
 - Allow all applicable Service Type IDs to be used in IMb.
 - Allow the ability to place IMb in the address block as well as the barcode clear zone. Additionally, allow barcode placement either above or below the address.
 - Allow the ability to add a unique serial number to the IMb and perhaps a range of serial numbers.

Conclusion:

The Automated Business Reply Mail (ABRM) tool was developed with the teams input. The tool was in the testing stages at the time of the sun setting of this task team. Further testing and implementation of the tool was moved under Task Team – Mailpiece Design Support – since it so closely aligned with the automation of the Mailpiece Design Analyst function and re-organization.