

MTAC Workgroup 145

Promote Significant Usage of 24-Digit Tray Labels

November 2011

Issue Statement

The USPS would like to expand the use of IMTb on all commercial mail mailings - today; the only requirement is for Full Service. The extension of IMTb to all commercial mail mailings - all trays, flat tubs and sacks - will allow for increased visibility in the network. This will:

- a. Enable commercial mailers visibility into USPS network
- b. Ensure unique identification of all tray and sack mail
- c. Enhance commercial mail measurement
- d. Improve forecasting and processing efficiencies
- e. Reconcile mailings and ensure revenue protection

Initial Issues Defined

Identification of six primary issues

- Cost to implement
- Handling of reprints
- Available space on the labels
- Serial number management
- Mail Service Providers and owners who do not have “sophisticated” internal data or IT support staff
- Adequate time for adoption

Drove the agenda for the following meetings and defined the additional input the workgroup would need to formulate their recommendations.

Input Organizations

USPS Container Tag Overview

- USPS provided a container tag historical overview as a level setting exercise for the team.

Industry Survey

- WG determined broader input was needed
- Survey created and circulated through the DMM Advisory, industry associations and MTAC
- Consisted of 5 questions
- Over 300 responses gathered

Workgroup Accomplishment

IMTL Technical Fact Sheet

- Determined industry often confuses the phrase “Intelligent Mail” with “Full Service Intelligent Mail”
- Created an IMTL Technical Fact Sheet to reduce confusion

Created 5 Recommendations

- **Build value** – justify the cost to the industry
- **Create awareness for non-Full Service Mailers** - use of 24 digit barcodes for non-Full Service mailings does not require electronic documentation matching the “nesting”
- **Reprints** – allow for tolerances in mailings to accommodate reprints
- **Serial number management** – provide examples of methodologies
- **Implementation Suggestions** – phased approach

Workgroup Leaders

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