



IMpb Impacts

Webinar for Government Mailers

Start Time: 1:00 PM EST

United States Postal Service

Juliaann Hess
Manager, Shipping Information Systems
Product Information

Wednesday, January 07, 2015

Experts from **GSA, GMAC, & the USPS** will share the latest on:

- *Visibility & IMpb*
- *Who Protects Your Mail?*
- *GSA Mail Management Policy*
- *Best Practices in Federal Mail Management*
- *Transforming the Mail*
- *USPS Secure Digital Solutions*
- *USPS Shipping Services*
- *Addressing: Issues & Opportunities for Government Agencies*

Representatives attending from:

- ***Official Mail Accounting System (OMAS)***
- ***Business Service Network (BSN)***
- ***Pitney Bowes***
- ***Neopost***
- ***Endicia***
- ***Stamps.com***

Space is limited, so register soon at:

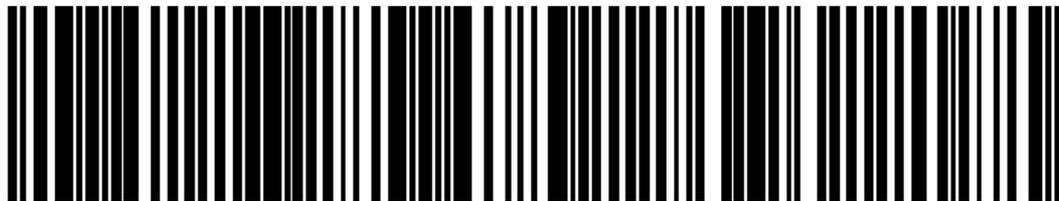
npf.org

- IMpb Overview
- Implementation Requirements
 - Basics
 - Compliance Factors
 - Products Covered
 - Alternative Methods to Comply w/Approval
- Resources
- Questions / Comments

What is it?

The Intelligent Mail Package Barcode (IMpb) is the next generation tracking barcode and the critical bridge between physical packages and digital information required to enable world class service and tracking for our package products.

USPS TRACKING #



9211 7900 0065 8976 0000 59

Critical to 100% Package Visibility!!

What does it do for you?

Supports 100% Package Visibility
and World Class Service and Tracking

- A unique tracking barcode on every package
- Scans at key touch points, full end-to-end tracking
- Tracking built in for major shipping products

- First-Class Package Services
- Priority Mail
- Parcel Select, including Parcel Select Light Weight
- Standard Post
- Returns



- Rich digital information improves service and the customer experience

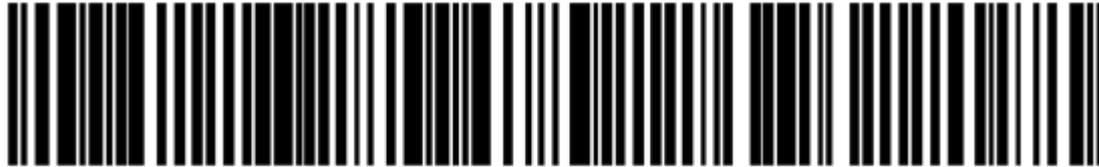
- Access to the best prices for package products
- End-to-End tracking information at no additional charge for Competitive Products
- Proactively manage expectations – you and your customers know when to expect your packages to arrive
- Access to Priority Mail baked-in insurance up to:
 - \$50* for Retail and Commercial Base Pricing
 - \$100* for Commercial Plus customers
- Required for new products, services and features

*** *Restrictions apply***

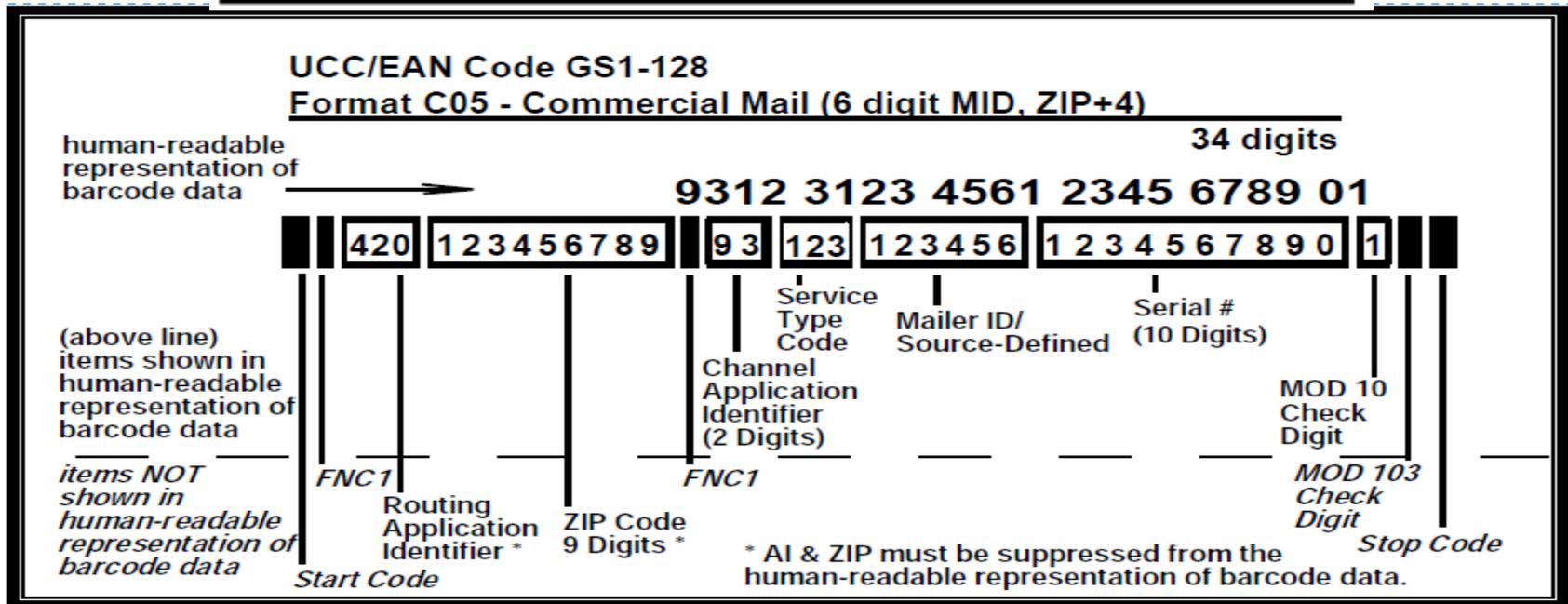
- 3-digit service type codes identify product class and extra service combination
 - Represents trackable Extra Services in tracking barcode
 - Drives smart software in scanners
- Eliminates multiple barcodes on a package
- Supports 6-digit or 9-digit numeric Mailer IDs
- Destination routing information in the barcode facilitates automated sorting
 - Letter/Flat shape Certified Mail items use non-concatenated IMpb barcode constructs
- Channel-specific Application Identifiers (AI)
- Supports nesting packages to containers

What's represented in the barcode?

USPS TRACKING #



9312 3123 4561 2345 6789 01



*Note: Barcode is an art image only and is not to spec or scale.

Uppercase, Bold, Sans Serif 1/8" (Min .09"), Centered

Minimum 1/32" White Space

1/8" - 1/4" White Space

USPS TRACKING #



GS1-128 Barcode
3/4" Height
X-dim 0.013 - 0.021"

9205 5912 3456 7803 2394 01

Minimum 1/4" White Space

1/8" - 1/4" White Space

1/32 - 1/16" Identification Bar

**Shorter, 1/2" barcode height allowed for smaller packages
and letter and flat sized Extra Services items with approval**

**Note: Barcode is an art image only and is not
to spec or scale.*



- **Carolyn Austin-Diggs**
- GSA Principal Deputy for Asset & Transportation Management

- **Derrick Miliner**
- GSA Program Analyst for Mail Management Policy



Guy Cottrell
Chief Postal Inspector



Randy Miskanic
VP Secure
Digital Solutions



Betty Su
Executive Director,
Brand Marketing

New Standards to Enhance Package Visibility

- Final Rule published December 18, 2013
- Implementation Date – January 27, 2014
- Extended IMpb requirements to all Commercial Parcels and items ***with trackable Extra Services***
 - Competitive Products effective January 27, 2014
 - Transition periods for customers shipping:
 - Market Dominant Parcels until September 7, 2014
 - Merchandise Return Service until September 7, 2014
 - **IMpb use with Certified Mail or Registered Mail until January 25, 2015**
 - Business Reply Mail Parcels – *work in progress*
- Compliance Thresholds and Non-Compliance Fee
- Destination Delivery Address and/or Delivery Point Validated 11-digit ZIP Code required in the electronic file January 25, 2015 to meet requirements

- ① Unique IMpb tracking or Extra Services barcode
- ② Shipping Services File Version 1.6 or higher, populated correctly with required fields
 - Version 1.7 or 2.0 preferred
- ③ Destination delivery address and/or Delivery Point Validated (DPV) 11-Digit ZIP Code

- Use correct service type code (STC) for product and extra service combination
 - *IMpb service type codes unique and different from IMb service type code identifiers (STID)*
- Use correct barcode banner text
- Populate fields in Shipping Services File correctly for:
 - Applicable Extra Services Code
 - Fee amount for service
 - Value for insured items
 - COD Collect amount for COD items
- Include and populate Detail 2 record when required

■ **New IMpb Compliance threshold values effective January 25, 2015**

■ **Applies to Competitive Products only:**

** Priority Mail*

** Parcel Select*

** First-Class Package Services*

** Parcel Select LW*



IMpb Compliance Thresholds	Jan 2015
Unique trackable IMpb barcode	99%
Destination Delivery Address and/or 11-digit (DPV) ZIP Code in file	98%
Shipping Services File v 1.6 or higher v 1.7/2.0 preferred	97%

- No certain date at this time IMpb compliance thresholds and non-compliance fee will extend to Market Dominant Products
- Dependent on rule making process and USPS and PRC approvals
- Mailers will be given an opportunity to comment
- Mailers are required to comply with IMpb rules
 - Currently no non-compliance assessment or fee

New Standards to Enhance Package Visibility – Important Changes

- **Presort and destination entry discounts no longer tied to IMpb compliance**
- **Per piece Non-Compliance Fee implemented with compliance thresholds for Competitive Products**
- **Meter customers retain Commercial Base pricing until January 25, 2015**
 - However, unique IMpb, Label 400 – USPS Tracking, or special IMpb required for all parcels
 - IMpb requirements do not supersede other qualification requirements
- **Exceptions requests processed through VP Sales**

New Standards to Enhance Package Visibility

- **Identification of hazardous materials and live animal shipments**
 - Transition period until September 7, 2014
- **No Commercial Plus pricing for meter customers not meeting full IMpb requirements**
- **IMpb needed for ‘baked-in’ insurance on Priority Mail**
- **IMpb required on all Merchandise Return Service parcels**
 - Transition period until September 7, 2014
- **BRM for parcel-shaped returns**
 - Remains in effect but requirements in the works to require IMpb

New Standards to Enhance Package Visibility

EXCEPTIONS BY PRODUCT CLASS

- **Bound Printed Matter (BPM) Parcels**

- BPM parcels may use Mail.dat in lieu of Shipping Services File
- Mail.dat file converted to Shipping Services File v1.7

- **Priority Mail**

- Priority Mail flats in a high-speed environment may use IMb and Mail.dat documentation in lieu of IMpb
 - No extra services, International or Priority Mail Express permitted with this option
 - Requires USPS approval
 - Does not qualify for 'baked-in' insurance

- **Priority Mail Express**

- US Postal Service Corporate Account users are excluded from the IMpb requirement at this time

New Standards to Enhance Package Visibility

EXCEPTIONS BY PRODUCT CLASS

- **Standard Mail Parcels**

- Standard Mail Marketing and Standard Mail Non-Profit parcels will require an IMpb or a unique IMb.
 - Includes product samples
 - Excludes Regular and Non-Profit Standard Mail product samples with simplified address or Detached Address Labels
- All Standard Mail parcels using unique IMbs may use either Mail.dat or Mail.XML in lieu of the SSF
- Standard Mail parcels presorted and containerized to 5-digit level may use IMbs
- IMbs must remain unique for 45 days

Electronic Documentation and Shipping Services File (SSF) Requirements in addition to Address Information

- Transaction ID
- Payment/Permit Account # and Post Office of Account ZIP Code
- Method of Payment
- All postage fields required for Type 1 and Type 2 files
 - File edits are simplified, same rules for Types 1 and 2 files
- Transmission prior to tendering packages/items to USPS
- By/For – Voluntary Compliance with monitoring
 - Identify the Mail Owner and Mailing Agent in SSF 1.6 or higher, Mail.dat and Mail.XML by use of unique MIDs or CRID
 - By/For required for CPP, Non-Profit Standard Mail, and Hazmat

RIBBS:

- **Publication 199: Intelligent Mail Package Barcode Implementation Guide**
- **Publication 205, eVS® Business & Technical Guide**
- **IMpb Fact Sheet and Certified Solution Providers**
- **IMpb FAQs**
- **Parcel Labeling Guide**
- **Updated List: Service Type Codes for IMpb**
- **DMM 503: Extra Services**
- **USPS.com**

Government Mail Education Day

January 28 2015

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Intermission

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The webinar is now concluded

**A copy of this PowerPoint presentation will be posted on the
Industry Outreach Page on RIBBS**

RIBBS Website:

<https://ribbs.usps.gov/index.cfm?page=industryoutreach>