

FLATS TO FOLDED

By converting flats into letter-size mail, you can take advantage of lower postal rates.

The Changes

With the emphasis on shape-based pricing, the cost for flats will increase much more than the cost for letter-size mail – with some weights increasing by more than 50%.

Previously the cost for flats and letter-size mail over 1 ounce was the same. Under the new plan, flats would cost \$0.39 more per piece, regardless of weight.

Smart Mailstream Practices

By having a good understanding of what constitutes a letter vs. a flat, you can take steps to create mail pieces that are easier for the post office to process.

- **Design mailpieces to meet letter-size dimensional requirements.** While many letters are already created to fit inside a standard #10 envelope, you actually have a lot of flexibility to create mailings of different sizes – and still qualify for the lower letter-size rates.
- **Convert flat mail to letter-size mail (up to and including 3.5 ounces) with a single fold.** The concept of “flats to folded” is important if your current mailings are between one and 22 pages. (Higher page counts are unlikely to qualify for letter-mail rates as the weight will likely exceed the 3.5 ounce limit.) In simplest terms, converting flat mail to letter-size mail would be one of the easiest ways to cut costs and mitigate the rate increase.
- **Repackage parcels as flats.** Under the new rates, the cost for a 1-ounce parcel would more than double. However, a flat-size mailpiece could be up to 3/4 inches thick – which may make it possible for you to repackage mailings that you currently send as parcels to meet the flat-rate requirements.

Making it Happen

The rate change creates many opportunities for savings through proper mailpiece planning.

Precision Folding. If you're looking for a quick ROI fix, a heavy-duty folder combined with an intelligent inserting system can provide you with the high-speed, automatic feeding and folding required to transform documents into a size appropriate for a 6" x 9" letter – all with a single fold. Not only will you save on postage, you'll increase speed and productivity across your entire operation.

Automatic Rating. Mailing systems with dynamic weighing and postage rating by shape technology maximize efficiency by processing mixed weight material up to 16 oz. in a single operation. Each piece is automatically weighed and measured, ensuring an accurate postage calculation.

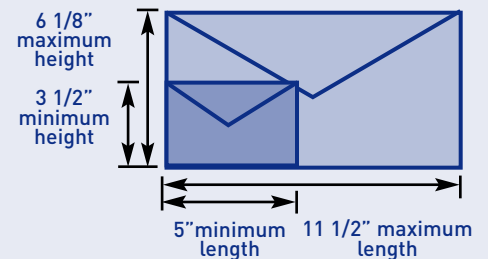
FIRST-CLASS STRATEGIES

A Practical Guide

First-Class Flats – Single Piece Rates

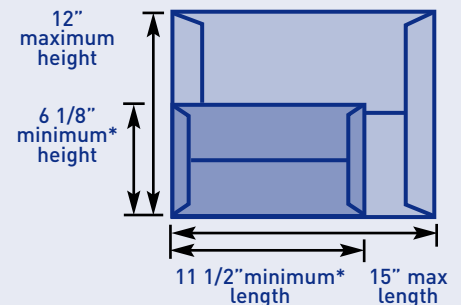
	Current	New
1 ounce Flat	\$0.52	\$0.80
2 ounce Flat	\$0.63	\$0.97
3 ounce Flat	\$0.87	\$1.14
Additional Ounce	\$0.24	\$0.17

Letter Dimensions



thickness: 0.007" minimum, 1/4" maximum
maximum weight = 3.5 oz.

Flat Dimensions



thickness: 3/4" maximum

*Flats exceed at least one minimum dimension

Pitney Bowes makes it easier for companies to optimize their mailstream, with solutions including:

- [Automatic Inserting Solutions](#)
- [Mail Folding Systems](#)
- [Digital Mailing Systems](#)

For more information, please [contact us](#).