

MAIL THAT'S MACHINE-READY

The nonmachinable surcharge adds to cost on nonmachinable mail.

FIRST-CLASS STRATEGIES

A Practical Guide

The Opportunity

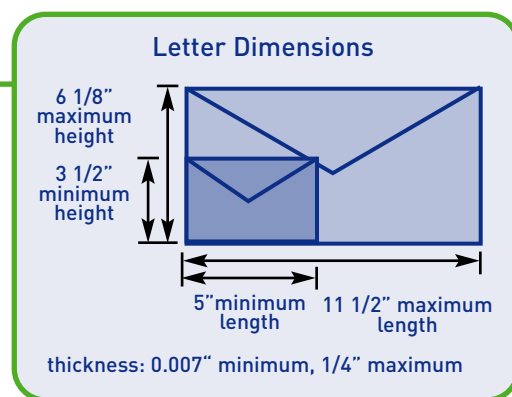
The “nonmachinable surcharge” – which is assessed when First-Class Mail® letters are designed in ways that make it difficult to process – adds 20 cents to each piece.

Smart Mailstream Practices

By knowing the guidelines, you can design mailpieces to meet letter-size dimensional requirements and avoid nonmachinable characteristics.

A letter-size piece is considered nonmachinable if it has one or more of the following characteristics:

- Weighs more than 3.5 ounces
- Has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5
- Measures more than 4.25 inches high or 6 inches long, and has a thickness of less than 0.007 inch (0.009 inch for commercial letters.)
- Is rigid or contains odd-shaped contents
- Is polybagged, polywrapped, or enclosed in any non-paper material
- Includes clasps, strings, buttons, or similar closure devices
- Is a self-mailer with a folded edge perpendicular to the address and is not folded and secured (e.g., tabbed)
- Contains items such as pens, pencils, keys or coins that cause the thickness of the mailpiece to be uneven.



Making it Happen

When you have an unusual mailpiece, take a moment to determine whether it meets the machinable requirements. And if not, what you can do differently to meet the letter-requirements. Whoever is designing your mailpieces and marketing promotions should also be brought up to speed on these guidelines. Some mail creation tools which can help include:

Duplex printing. If your mailpieces are over 3.5 ounces, you should consider duplex (two-sided) printing. That will help you save on paper costs, as well.

Tabbers. If you send self-mailers, newsletters, catalogs or flyers, you may want to consider a tabber, which applies the wafer seals needed to secure your mailpiece.

Inserters and Folders. These automation tools give you the flexibility you need to produce a broad range of effective mail formats.

Pitney Bowes makes it easier for companies to create USPS compliant mail with mailstream solutions such as:

- Automatic Single Tabber
- High Speed Laser Printer
- Automatic Inserting Solutions
- Mail Folding Systems

For more information,
please contact us.