

AVOID HIGHER COSTS FOR NONMACHINABLE MAIL

Taking the time to ensure your mail is machinable could cut your postage costs in half.

The Opportunity

Creating mail that is easier for the USPS to process continues to be important under the latest price increase. The cost for nonmachinable letters is significantly greater than machinable mail, and higher Not Flat-Machinable rates will be assessed on mail that is too thick or rigid for machine processing.

In 2009, the USPS eliminated a number of Not Flat-Machinable categories (such as 3-digit) and other categories are now only available if your mail qualifies for Entry Discounts (such as 5-digit). These changes may further increase the cost of any Not Flat-Machinable mail you send.

Smart Mailstream Practices

By knowing the guidelines, you can design mailpieces to avoid the Not Flat-Machinable category, which will apply to:

- Mail that is too thick or too rigid to run on the USPS processor
- Mailpieces smaller than 5" x 6" and thicker than 1/4" (up to 1 1/4")
- Mailpieces longer than 15" (up to 15 3/4")
- Mailpieces thicker than 3/4" (up to 1 1/4")

Making it Happen

When you have an unusual mailpiece, particularly one that is rigid, take a moment to determine whether it meets the machinable requirements – and if not, what you can do differently. Whoever is designing your mailpieces and marketing promotions should also be brought up to speed on these guidelines.

Adjust Packaging. It may be possible for you to modify your envelope or mail kit to conform to the guidelines. You may also want to rethink what you are sending. For example, if you currently include pens or key chains in envelopes as a promotional item, perhaps you could find an alternative premium that is more mail-friendly.

Duplex Printing. If your mailpieces are thicker than 3/4", you should consider duplex (two-sided) printing. That will help you save on paper costs, as well.

Automated Folding and Inserting. These automation tools give you the flexibility you need to produce a broad range of effective mail formats.

Higher cost of Not Flat-Machinable (NFM)

	Automation	NFM
Mixed BMC/ADC	\$0.496	\$1.515
3-digit	\$0.418	n/a
5-digit	\$0.346	n/a*

For pieces 3.3 ounces or less.

* Available only on mail that qualifies for Entry Discounts.

IMPORTANT: If mailpieces are not uniform in thickness, you won't even qualify for the Not Flat-Machinable rate as such mailpieces will be classified as parcels and charged a higher rate.

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

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

For more information,
please contact us.