

# FLATS TO FOLDED

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

## The Opportunity

The retail rate for a one-ounce large envelope (flat) is double the rate for a normal letter. By conforming to letter-size dimensions, you can save \$0.44 on every piece.

## 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.** With the new pricing, the postage for parcels is 34 cents higher than flats. 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. In addition to meeting the Flat Dimensions noted to the right, flat-size mailpieces must be uniform in thickness, flexible and rectangular in shape.

## Making it Happen

The price 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 can you save on postage, you can 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.

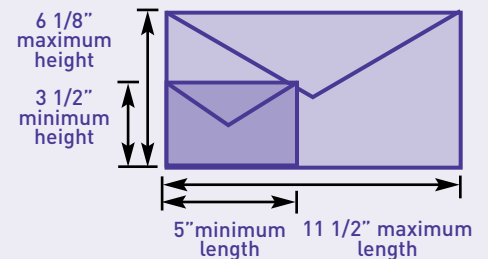
## FIRST-CLASS STRATEGIES

### A Practical Guide

#### First-Class Flats – Single Piece Rates

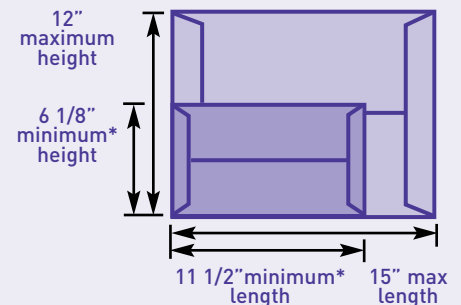
	May '09	May '10
1 ounce Flat	\$0.88	same
2 ounce Flat	\$1.05	same
3 ounce Flat	\$1.22	same
Additional Ounce	\$0.17	same

#### 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.