

Intelligent Mail® Symposium

Intelligent Mail® Barcodes

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July 16, 2009

Intelligent Mail® Barcodes

- **1 – Intelligent Mail Services-**
 - Basic & Full-Service Options
- 2 – Intelligent Mail Barcode
- 3 – Intelligent Mail Tray Label
- 4 – Intelligent Mail Container Placard
- 5 – Barcode Validation Tools and Resources

Basic Option Requirements

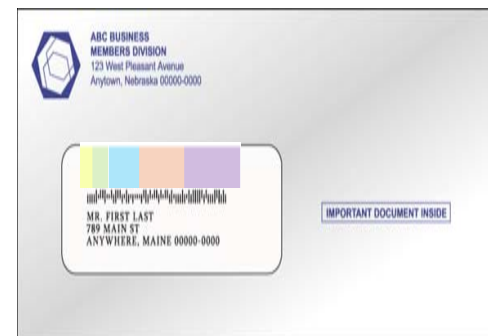
- Migrate from POSTNET™ to Intelligent Mail® Barcode



POSTNET™ → **Intelligent Mail Barcode**

Basic Option IM Barcode

Apply an Intelligent Mail barcode on letter and flat mailpieces and populate the relevant fields in the barcodes



6-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID [2N]		Service Type ID [3N]			Mailer ID [6N]						Serial Number [9N]									Routing Code [none, 5, 9, or 11N]										

9-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID [2N]		Service Type ID [3N]			Mailer ID [9N]									Serial Number [6N]						Routing Code [none, 5, 9 or 11N]										

Full-Service Option IM Barcode

- Full-Service requires a unique Intelligent Mail barcode on Letter and Flat Mailpieces
- An Intelligent Mail barcode is unique when the Mailer ID and Serial Number are not repeated within a class of mail



6-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID [2N]		Service Type ID [3N]			Mailer ID [6N]						Serial Number [9N]						Routing Code [none, 5, 9, or 11N]													

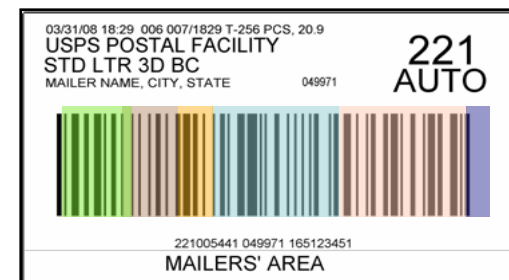
9-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID [2N]		Service Type ID [3N]			Mailer ID [9N]									Serial Number [6N]						Routing Code [none, 5, 9 or 11N]										

Full-Service Option Tray Barcode

Unique Intelligent Mail® Tray

Barcodes on Tray and Sack Labels



6-digit Mailer Identifier

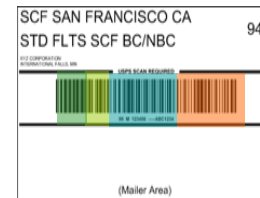
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
ZIP Code [5N]					Content ID Number (CIN) [3N]			Processing Code [1N]	Mailer ID [6N]						Serial Number [8N]						Label Type [1N]		

9-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
ZIP Code [5N]					Content ID Number (CIN) [3N]			Processing Code [1N]	Mailer ID [9N]						Serial Number [5N]					Label Type [1N]			

Full-Service Option IM Container Barcode

Unique Intelligent Mail® Container Barcodes on Intelligent Mail® Container Placards



6-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
App ID [2N]		Type ID [1N]	Mailer ID [6N]						Serial Number [12N]												

9-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
App ID [2N]		Type ID [1N]	Mailer ID [9N]									Serial Number [9N]									

✓ 1 – Intelligent Mail Services

➤ **2 – Intelligent Mail Barcode**

- Barcode Construct & Placement
- Obtaining a Mailer ID
- Producing the Intelligent Mail Barcode

• 3 – Intelligent Mail Tray Label

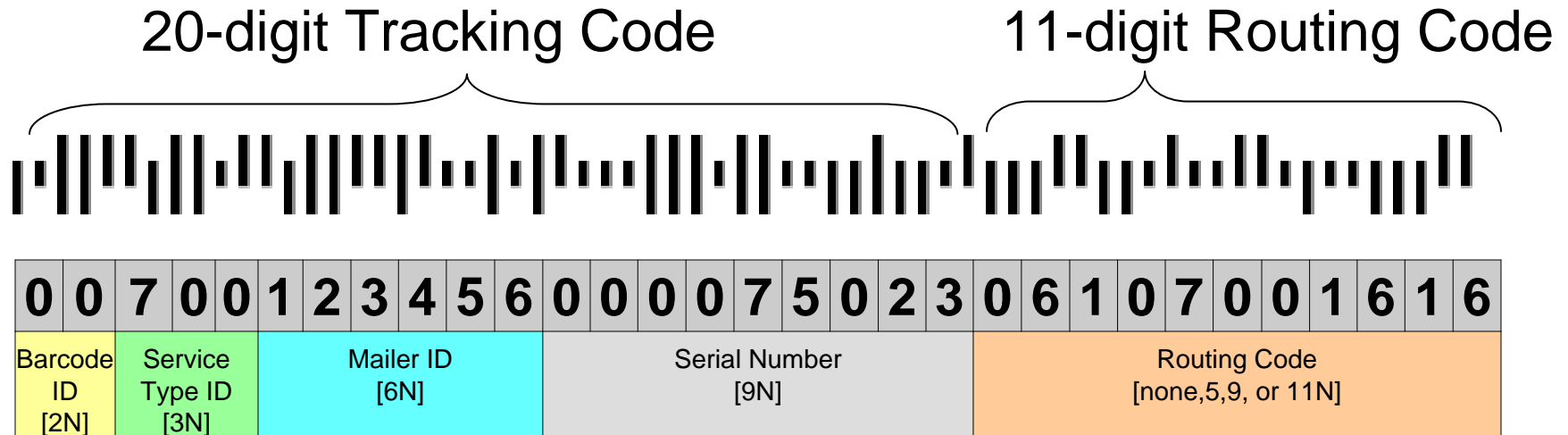
• 4 – Intelligent Mail Container Placard

• 5 – Barcode Validation Tools and Resources

- **Intelligent Mail Barcode**

- o The IM barcode is similar to earlier Postal barcodes
 - ✓ Shares data fields with POSTNET (= Routing Code) and PLANET Code (= Tracking Code) barcodes
 - ✓ Similar footprint on the mailpiece, but with much greater data capacity
- o The IM barcode is a vehicle for enabling services on letters and flats
 - ✓ Allows Mail Processing Equipment to automatically route mailpieces
 - ✓ Allows for tracking of mailpieces through the mailstream
 - ✓ Allows for special handling of mailpieces
 - ✓ Allows mailers to qualify for automation prices

The Intelligent Mail barcode consists of:



The sample barcode above represents a fictitious First-Class mailpiece (Service Type ID 700), with no special services requested, belonging to ABC Co (Mailer ID123456), routed to PO Box 16 in ZIP Code 06107-0016

- **Intelligent Mail® Barcode Construct:**
 - o Is a 2-digit field that corresponds to the type of barcode
 - o For flat-size mail, it designates the Optional Endorsement Line (OEL)
 - o For cards and letters and Flats that do not use an OEL, it will be "00"

Barcode ID

*Ex: "50" for Mixed
AADC*

Service Type ID

*Ex: "700" for First
Class Mail*

Mailer ID

*Ex: "123456"
USPS assigned*

Serial Number

*Ex: "200800001"
Mailer assigned*

Routing Code

*Ex: 6449 Amberview
Ct., Memphis, TN
38141834649*

- **Intelligent Mail® Barcode Construct:**

- o Is a 3-digit field that corresponds to the mail class and the service level (Basic or Full-Service)
- o Describes a combination of services including OneCode ACS® and or OneCode Confirm®
- o The Postal Service will support various services in the future

Service Type Identifier

Ex: "700" for First Class Mail

Barcode ID

Ex: "50" for Mixed AADC

Mailer ID

*Ex: "123456"
USPS assigned*

Serial Number

*Ex: "200800001"
Mailer assigned*

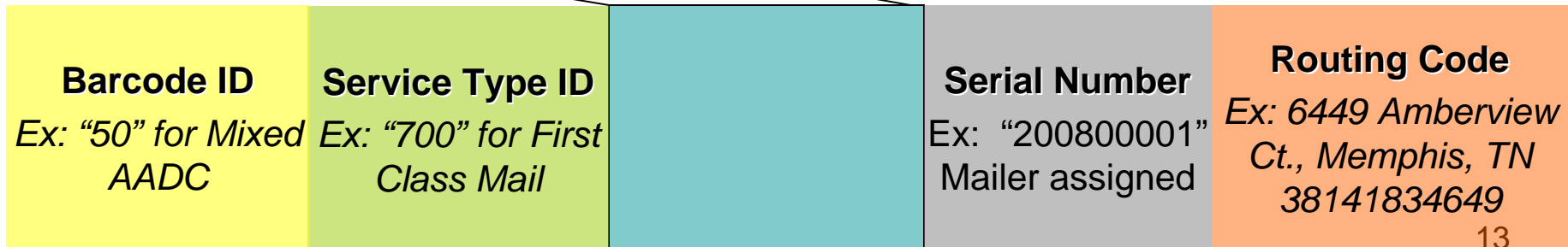
Routing Code

*Ex: 6449 Amberview Ct., Memphis, TN
38141834649*

- **Intelligent Mail® Barcode Construct**

- o Is a 6-digit or 9-digit field assigned by the USPS
- o Identifies the Mail Owner or the Mail Preparer
- o For Full-Service, it is part of the uniqueness definition

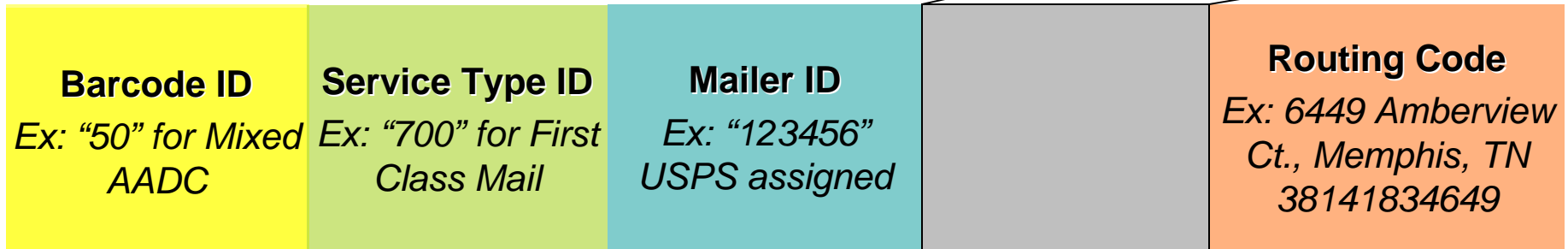
Mailer ID
Ex: "123456"
USPS assigned



- **Intelligent Mail® Barcode Construct**

- o Is a 6 or 9-digit field that is assigned by the mailer
- o For Basic Service it can be static
- o For Full-Service it must be variable is part of the Uniqueness qualification
- o May be sequential or non-sequential

Serial Number
Ex: "200800001"
Mailer assigned



- **Intelligent Mail® Barcode Construct**

- o 11-digit field that corresponds to the Delivery Point Barcode – currently the POSTNET® barcode
- o Must be populated with a valid ZIP Code

Routing Code
*Ex: 6449 Amberview
 Ct., Memphis, TN
 38141834649*

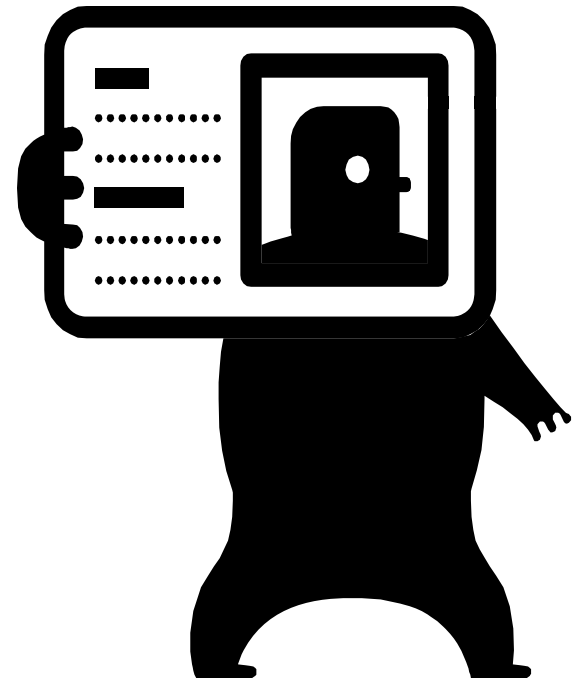
Barcode ID <i>Ex: "50" for Mixed AADC</i>	Service Type ID <i>Ex: "700" for First Class Mail</i>	Mailer ID <i>Ex: "123456" USPS assigned</i>	Serial Number <i>Ex: "200800001" Mailer assigned</i>	
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- **Barcode Placement**

- On letters, IM barcode can be placed in the address block or in the lower right barcode clear zone
- To avoid ambiguity, only one IM barcode can be placed in the same area
- On flats, IM barcode can be placed on the address side at least 1/8 inch from any edge of the piece
- The placement configurations of the IM barcode on a letter-size and flat-size mail are defined in the Domestic Mail Manual (DMM™)



- **Obtaining a Mailer ID**
 - o The Mailer ID:
 - ✓ Is a unique 6-digit or 9-digit numeric code
 - ✓ Is issued by the USPS for use in the Intelligent Mail barcodes
 - ✓ Is used to identify the mailer and it is part of the uniqueness definition
 - ✓ Is assigned based on mail volume



- **Obtaining a Mailer ID**
 - o The Application Process
 - ✓ The Mailer ID is requested by accessing the Business Customer Gateway
 - ✓ Mail preparers can request Mailer IDs for mail owners
 - ✓ The Business Customer Gateway can be accessed by visiting <http://www.usps.com>



- **What you need....**

- o It's easy to generate the Intelligent Mail® barcode.
Here's what you'll need:

- ✓ USPS or vendor-developed Intelligent Mail® barcode encoder
 - ✓ USPS or vendor-developed font for the Intelligent Mail® barcode
 - ✓ USPS assigned Mailer ID (MID)



Free Encoders

<i>Operating System</i>	<i>Language and Applications Supported*</i>					
	C	Java 2	COBOL	PL/1	MS Access	MS Excel
MVS, z/OS, and OS/390	Yes	Yes	Yes	Yes		
VSE/ESA	Yes		Yes	Yes		
OS/400	Yes	Yes	Yes			
AIX	Yes	Yes				
Linux	Yes	Yes				
Solaris	Yes	Yes				
HP/UX	Yes	Yes				
Mac OS X	Yes	Yes				
Programmer Version for Windows	Yes	Yes				
MS Office Version for Windows					Yes	Yes

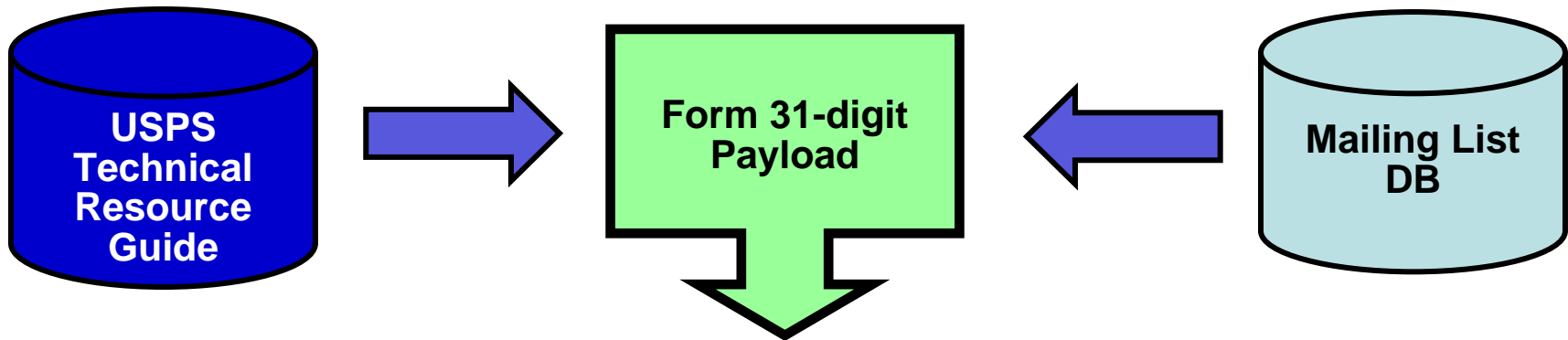
* Support for 64-bit Windows, Linux, and Solaris as well as for Assembler on MVS/VSE

- **Producing the Intelligent Mail® Barcode**
 - There are three steps required to generate the Intelligent Mail® barcode on letters & flats:
 1. Form the 31-digit payload
 2. Encode the 31-digits
 3. Print the barcode on mailpieces

- **Form the 31-digit Payload**

- o Gather and assemble data to form the 31-digit Payload

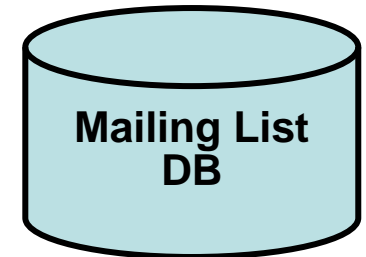
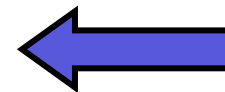
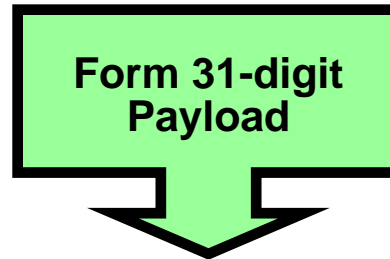
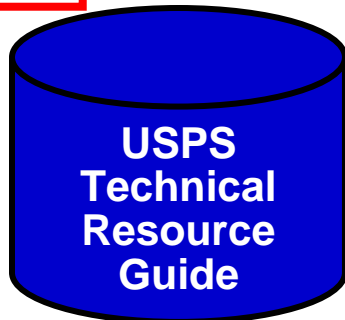
Step 1



5070012345620080000138141834649

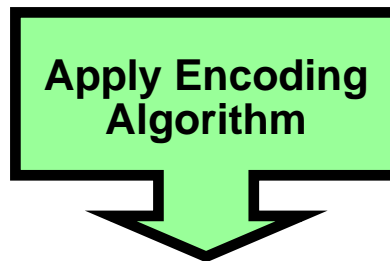
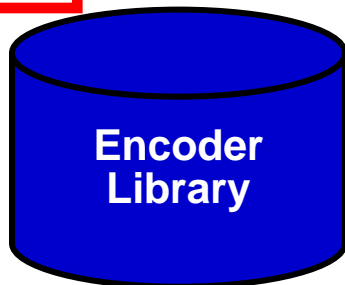
Barcode ID	Service Type	Mailer ID	Serial Number	Routing Code
<i>Ex. 50</i>	<i>Ex. 700 for</i>	<i>Ex. 123456</i>	<i>Ex: 200800001</i>	<i>Ex. 38141834649</i>
<i>for Mixed AADC</i>	<i>First-Class Mail</i>	<i>USPS-assigned</i>	<i>Mailer-assigned</i>	<i>Delivery Point ZIP</i>

Step 1



0070012345620080000198765432101

Step 2

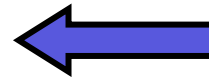
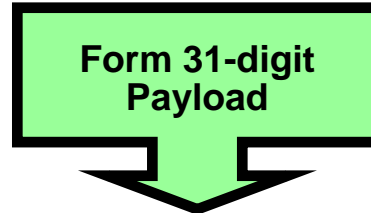
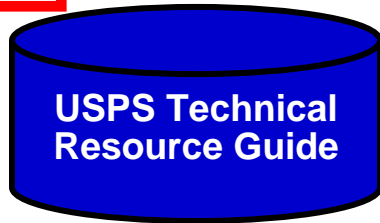


DADTATFFAFFTTTAFTAFDADFDDDDTAFFDAAFFDAFDDFFTADFTFTTFDAAFTFTADTTT

Note: Download encoders and user guides from

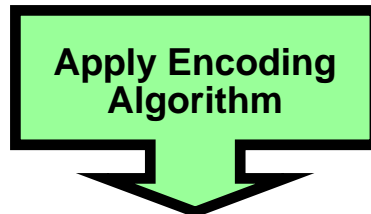
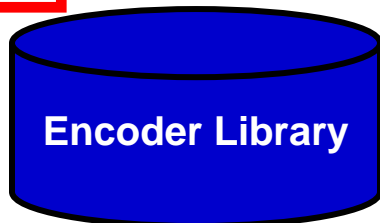
<http://RIBBS.USPS.GOV/ONECODESOLUTION>

Step 1



0070012345620080000198765432101

Step 2



Step 3



DADTATFFAFFTTTAFTAFDADFDDDDTAFFDAAFFDAFDFFFTADFTFTTFDAAFTFTADTTT



- **Key IM™ Barcode Checklist**
 - o Service Type ID is required for processing
 - ✓ At a minimum provide Mail Class; do not use “000”!
 - o Mailer ID is required for everyone
 - ✓ OneCode ACS, OneCode Confirm, Basic and Full-Service options (can be yours or your mail preparer’s)
 - ✓ Do not populate with fictitious number or zeroes
 - o Routing Code, must be a valid ZIP Code
 - ✓ Never pad ZIP Code with zeroes or any other digits or spaces; same as POSTNET
 - o Dimensions, placement, and processing rules are similar to POSTNET barcode

✓ 1 – Intelligent Mail Services

✓ 2 – Intelligent Mail Barcode

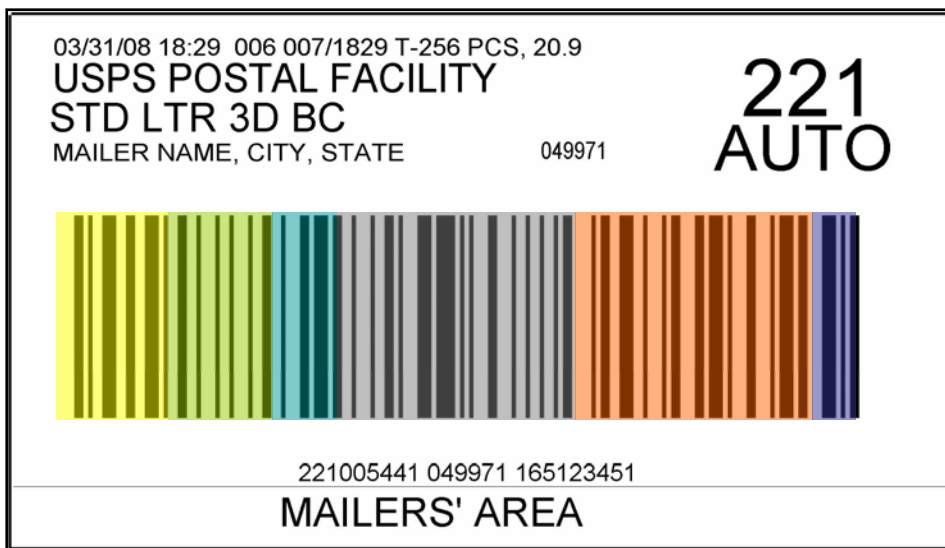
➤ **3 – Intelligent Mail Tray Label**

- **Label Format**
- **Barcode Construct**
- **Label Certification**

• 4 – Intelligent Mail Container Placard

• 5 – Barcode Validation Tools and Resources

Pure 24-digit IM™ Tray Label



<p>ZIP Code® e.g. <i>Memphis, TN</i> 38141</p>	<p>Content Identification Number (CIN) <i>3-digits describing the mail in the tray</i></p>	<p>Processing Code <i>Ex. "1" for Automation Compatible</i></p>	<p>Mailer ID <i>Ex. "123456"</i> USPS Assigned</p>	<p>Serial Number <i>Ex. "20080001"</i> (Mailer Assigned)</p>	<p>Label Type <i>Ex. "1"</i> <i>indicating a 6-digit MID</i></p>
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Note: There are two constructs to support 6 and 9-digit Mailer IDs

- **Generating IM™ Tray Labels**
 - o You will need:
 - ✓ USPS-assigned Mailer ID (MID)
 - ✓ Content Identification Number (CIN) List
 - o Labels can be produced by:
 - ✓ Implementing the published specifications, USPS-L-3191 and USPS-L-3216 available on: <http://ribbs.usps.gov/>
 - ✓ Using the Web-based Customer Label Distribution System (CLDS) to submit label orders to the Topeka LPC
 - o Review the Domestic Mail Manual for guidance on adoption and usage



- **IM™ Tray Label Certification**
 - The USPS® has implemented a voluntary certification process for the Intelligent Mail Tray label
 - ✓ The use of certified labels is recommended by the USPS
 - ✓ Vendors will be certified as Basic or Full Service. Full Service Option will meet the needs of both
 - ✓ The vendors will submit samples to the National Customer Support Center (NCSC)
 - ✓ All information must be submitted for each operational configuration

- **IM™ Tray Label Certification**

- o Benefits of Certification

- ✓ Vendors receive PS Form 3114 as documentation for successfully completing certification
- ✓ A list of certified vendors will be maintained on RIBBS™
- ✓ Customers looking for a certified software vendor will be directed to the RIBBS website

✓ 1 – Intelligent Mail Services

✓ 2 – Intelligent Mail Barcode

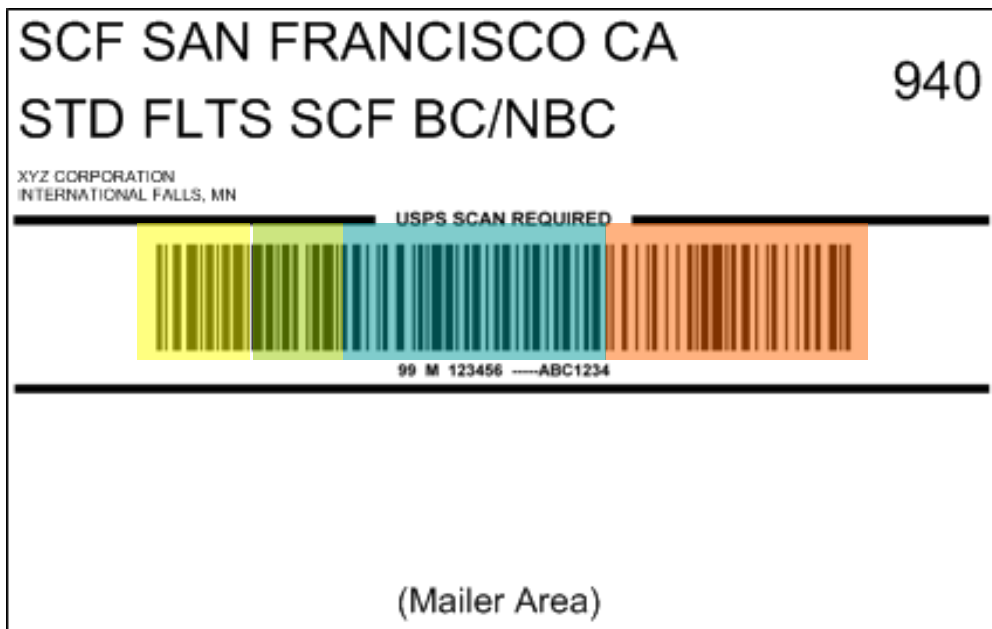
✓ 3 – Intelligent Mail Tray Label

➤ 4 – Intelligent Mail Container Placard

- Barcode Construct
- Placard Format

• 5 – Barcode Validation Tools and Resources

Intelligent Mail® Container Placards



Application Identifier	Type Indicator	Mailer ID	Serial Number
99	M	Ex: 123456 USPS-Assigned	Mailer-Defined, Ex: 200800000001

Note: Previously container placards were not barcoded and, therefore, offered no visibility.

- **Intelligent Mail Container Placards
(Two Configurations)**

- o Minimum 8" high x 11" wide
(landscape format)

- ✓ Top ½ must be retained for
USPS-required elements
- ✓ Bottom ½ may be used by
customer

- o Placards must be affixed to two
adjacent sides on the outside of the
shrinkwrap or container as of November
2009

8" x 11"

SCF SAN FRANCISCO CA	940
STD FLTS SCF BC/NBC	
<small>XYZ CORPORATION INTERNATIONAL FALLS, MN</small>	<small>USPS SCAN REQUIRED</small>
	
<small>99 M 123456 ---ABC1234</small>	
(Mailer Area)	

Note: This format allows the entire bottom half of the placard for mailer use

- **Intelligent Mail Container Placards
(Two Configurations)**

4" x 7"

- o Minimum 4" high x 7" long
(landscape)

- ✓ USPS-required elements

- ✓ Restricted Mailer / Acceptance

Unit Area:

- Bottom line of the placard
 - No larger than 12-point font

- o Placards must be affixed to two adjacent sides on the outside of the shrinkwrap or container as of November 2009



Note: This format is designed for self-adhesive labels

- **Generating the IM™ Container Barcode & Placard**
 - o Talk with your vendor about generating the barcode and placard
 - o For the latest Intelligent Mail® Container Barcode specifications review USPS-B-3215 on: <http://ribbs.usps.gov/>
 - o Use the Domestic Mail Manual as a resource



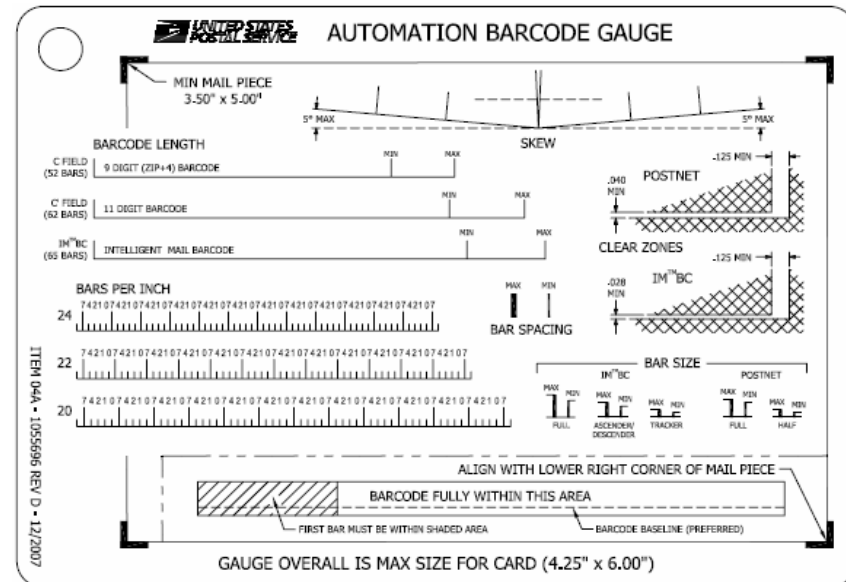
- ✓ 1 – Intelligent Mail Services
- ✓ 2 – Intelligent Mail Barcode
- ✓ 3 – Intelligent Mail Tray Label
- ✓ 4 – Intelligent Mail Container Placard
- 5 – Barcode Validation Tools and Resources

- **Tools and Resources**
 - o Manual Tools
 - ✓ Plastic Templates
 - ✓ Optical Comparator
 - o Software Tools
 - ✓ Online Encoder/Decoder
 - ✓ Scanners and Verifiers
 - o Contact your Mailpiece Design Analyst (MDA)
 - o To generate Intelligent Mail® barcodes review specification USPS-B-3200 available on RIBBS™

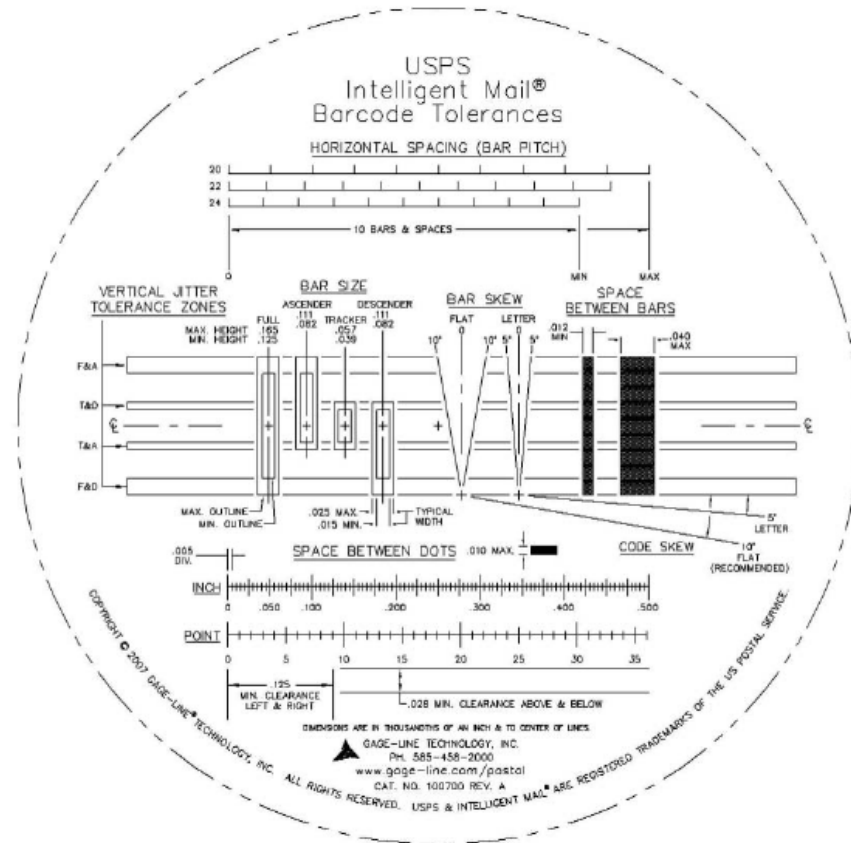


Manual Tools - Template

- Automation Barcode Gauge Template
- (Item #04A)
- Great tool available from your local Business Service Network or Mailpiece Design Analyst
- Measures both the Intelligent Mail® barcode and the POSTNET™




- **Manual Tools - Reticle**
 - o Optical Comparator 6X (Eye Gauge) by Gage-Line Technology
 - o Complements Item 04A with ability to measure exact heights/widths and to assess barcode jitter (centerline shift).



Decoder Tool

Basic online decoder tool is available at:

<http://ribbs.usps.com/OneCodeSolution>




Intelligent Mail® Barcode

You have reached the Intelligent Mail® barcode decoder page. Using this tool you can convert a Intelligent Mail® barcode into its numeric equivalent. First, convert each bar of the Intelligent Mail® barcode into its character equivalent (F, T, A, or D) as described in the legend below. Then type the character string into the barcode character field. Finally, click on the [Decode] button.

Barcode Character (enter a string of sixty five F, D, A, or T characters):

ADTTTATTTFTDFADTDTFTAATATADDDDDFTTDTDFDFTTATAFFDDADDTFADFDFTTAD

Success

Barcode: 

Barcode ID:

Special Services:

Customer ID:

Sequence Number:

Delivery Point ZIP Code:

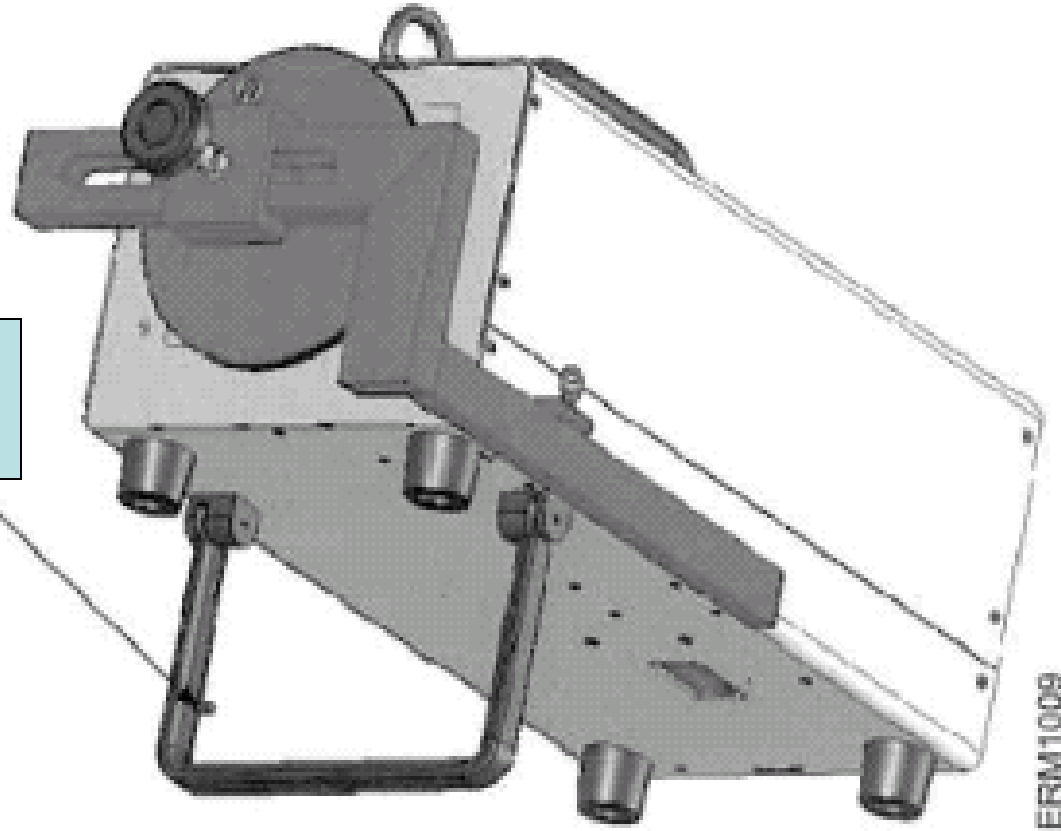
Key	Description
F	Full Bar
D	Descending Bar
A	Ascending Bar
T	Track Bar
← Backspace	Clear Previous
Delete	Clear Next

Scanners/Verifiers

- The Culver Group
 - HHP4600 Area Imager
- Videk
 - VisionSensor 2030 and POSTNET™ Verifier
- BCC Software (A Böwe Bell+Howell Company)
 - Mail Verifier Plus (MVP)
- Motorola/Symbol
 - Scanners – DS3408, DS3478 and DS6707
 - Mobile computers – MC50, MC70, MC3000, MC9000
- Others
 - <http://ribbs.usps.gov/OneCodeSolution/>

Envelope Reflectance Meter (ERM III)

Envelope Reflectance
Meter (ERM III)



- **Resources & Information**

- o Contact your local Business Mail Entry Unit or Mailpiece Design Analyst:

- ✓ District Business Mail Entry Locator

- <http://www.usps.com/ncsc/locators/find-bme.html>

- ✓ Mailpiece Design Analyst Locator

- http://pe.usps.gov/mpdesign/mpdfr_mda_lookup.asp

- o Contact the Help Desk: 1-800-522-9085

- o *PostalOne!*® information <http://usps.com/postalone/>

- **Software Vendors and Service Providers**
 - o Talk with Software Vendors to find out what will be available in future software releases
 - o Talk with your service providers to discuss
 - ✓ List Brokers and Agents
 - ✓ Service Bureaus and Data Processors
 - ✓ Printers
 - ✓ Lettershops
 - ✓ Mail Preparation
 - ✓ Consolidators, comminglers
 - ✓ Logistics



- **Additional Resources**

- Domestic Mail Manual
- www.ribbs.usps.gov
- Federal Register Notice: Implementation of New Standards for Intelligent Mail® Barcodes
- A Beginners Overview to Intelligent Mail Services
- A Guide to Intelligent Mail for Letters and Flats
- Electronic Documentation and Intelligent Mail: Ready, Set, Go!
- Technical Help for Barcodes
 - ✓ Specifications USPS-B-3200; USPS-L-3191 and USPS-L-3216; USPS-B-3215
- Technical Guide for Electronic Documentation
 - ✓ *PostalOne!*® Mail.dat Technical Guide
 - ✓ *PostalOne!* Mail.XML Technical Guide

Questions?