



International Services

Customer Guide Machinable Mailpiece Design

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Introduction

Introduction

Pitney Bowes International Services has recently invested in new automated mail handling technology, which enables us to handle International mail with greater speed and efficiency. We would like all our customers to share in the process improvement benefits from this investment, such as enhanced quality and more cost effective handling. This guide outlines the key considerations we would like our customers to bear in mind when preparing international mailings. These guidelines will help ensure we handle your mail in the most efficient manner and will help ensure that our delivery partners around the world will be able to handle your mailings quickly and accurately.

What's in it for you?

In addition to productivity gains and cost reductions, a significant benefit derived from standardizing your mailing process is improved service to your subscribers or bill paying customers. High quality documents or publications, streamlined for automation, can be delivered 1-3 days faster at a much lower cost. For documents, this translates into faster customer service, prompts payment and improved cash flow. For Publishers, it provides reliable and fast delivery of publications every single time, thereby reducing back issue fulfillment costs; all of which provide competitive advantages and happy customers resulting in higher profits, and fewer lost business opportunities.

Pitney Bowes's advanced technology gives us the unique capability to machine-read a higher proportion of printed mail.

Mailings presented per collection must meet the address and physical requirements set forth in this guide. If the requirements are not met, mailings may be charged at the non-discounted rate.

More Help!

Additional information is available at your USPS Postal Business Center or visit the USPS Web Site at: www.usps.gov.

Information on addressing requirements is also available at Universal Postal Union website at: www.upu.int.

If you have any questions on mailpiece design, please contact your Pitney Bowes International Services Account representative. You can also visit www.pb.com/mailexpress or call (877) 962-4578.



The Mail

What happens to the mail?

Pitney Bowes International Services utilizes high speed Multiline Optical Character Reader (MLOCR) machines to sort mail for each country, and the entire success of the system depends on accurately reading the country name and applying indicia accordingly.

Once mail is sorted and indicia is applied automatically, it is packed for destination country. It can travel all the way to the destination country post office before being touched by another human hand, avoiding a lot of manual labor and potential for human error.

Letters and flats that cannot be sorted through automation equipment are sorted and prepped manually by our Operations team, and indicia's are hand applied. Once the mail reaches destination country, it can again go through manual sort versus automatic sort, depending on the quality of address. It slows down the overall process, thereby delaying delivery time and increasing costs.



MLOCR and the mailpiece

Letters and flats processed on the automation equipment used by Pitney Bowes International Services speed past the MLOCR's camera at up to 10000 pieces per hour or 3 mailpieces per second. During the 1/3 of a second, the MLOCR does the following:

- » Takes a picture of the address
- » Sends the picture of the address to the MLOCR's computer
- » Converts the image of the characters seen on the letter into data
- » Searches the computer directory to validate the country from a list of 200+ countries
- » Determines best routing using Pitney Bowes network of postal and private delivery providers
- » Applies the appropriate indicia and sort to its respective country bin

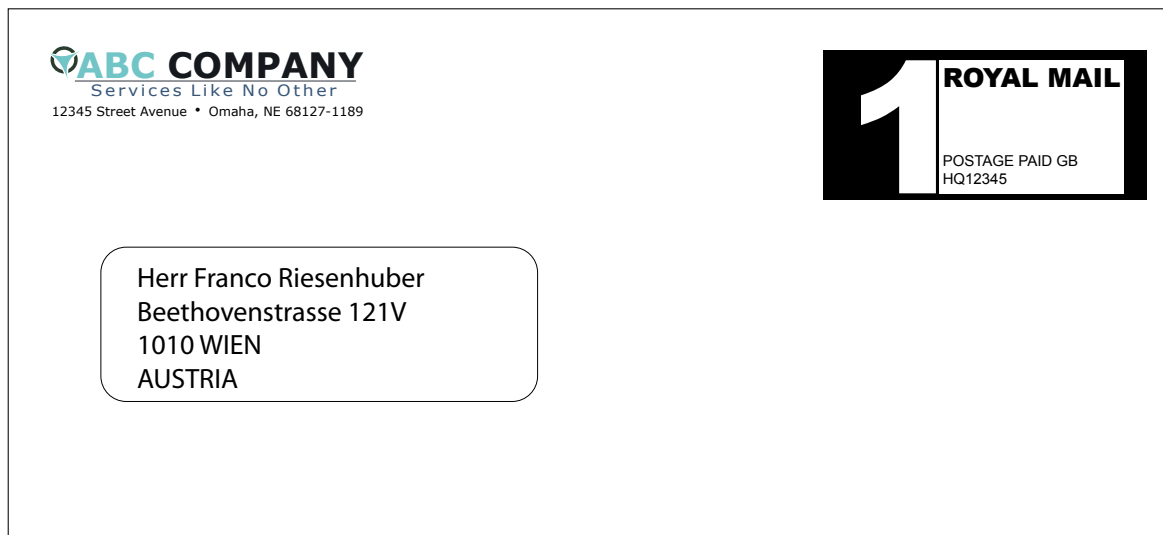
The MLOCR reads backwards, from bottom-to-top and right-to-left. This is why correct positioning, font selection, and print quality are essential.

Machinable Mailpieces

What are basic considerations for machinable mailpiece?

The basic considerations are:

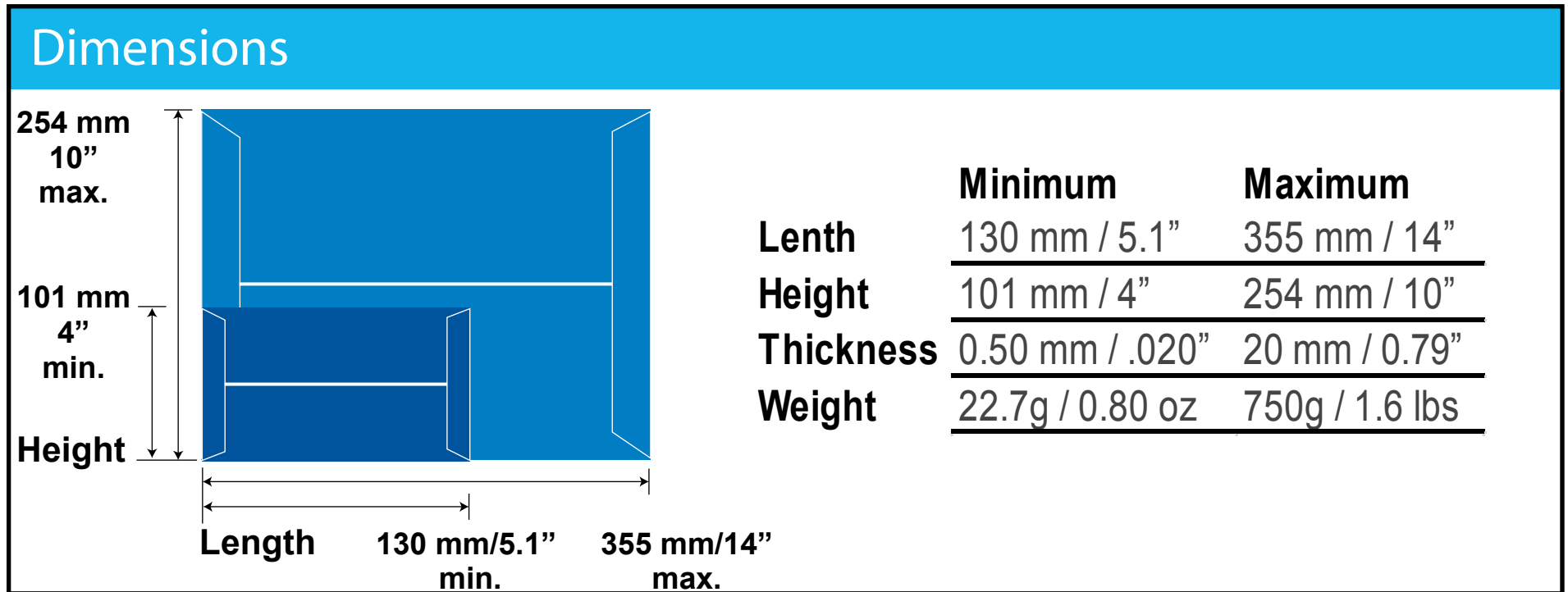
- » All addresses must have a valid country name on the last line of the address. This must be in English and must not be abbreviated (with the exception of USA).
- » The address must be in the MLOCR Read Area (described later in this guide)
- » Print the lines that make up the characters, numbers must be uniform in size and thickness and dark enough to show up clearly against the background color of the paper
- » The spacing between characters and words and lines of the address must be uniform
- » Recommended 10 or 12 point font-size. Avoid script, bold and narrow fonts. Fonts that read very well: Arial, Courier, Times New Roman
- » The characters must not overlap or touch each other. There must be a clear “vertical” space between characters
- » The delivery address block must be clearly separated from any extraneous text and graphics. Provide a minimum clear area of 3/8 inch/9.5mm (1/2 inch/13 mm is recommended) in each direction around the address block.



Automation Compatible Mail

Mailpiece Physical Characteristics

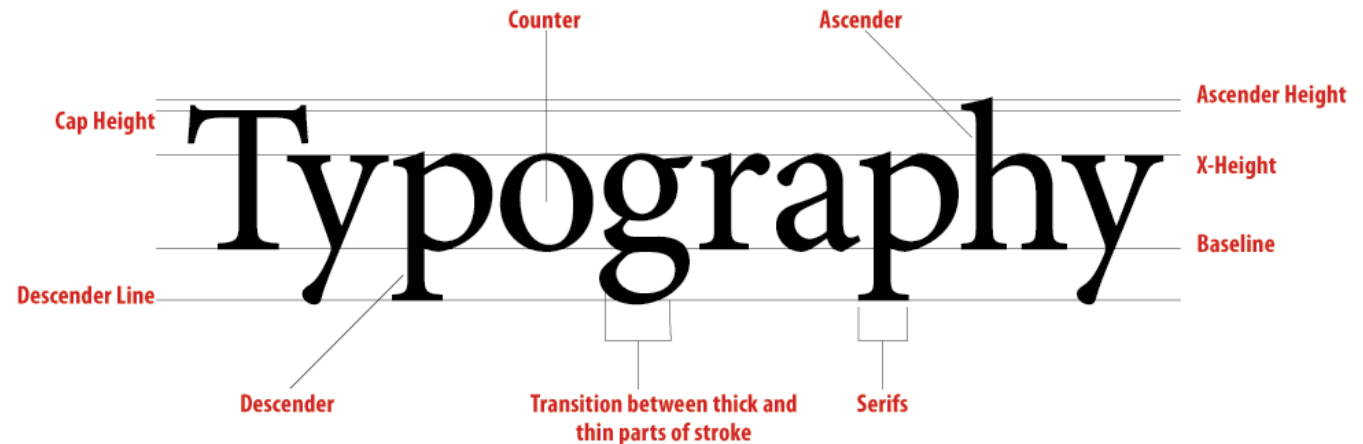
Mailpiece must be within minimum and maximum dimensions listed below.



Typography

Terms to know

- » Typeface - A complete alphabet including letters, numbers and punctuation. For example, Arial or Times. This term is often interchangeable with Font.
- » Font - A specific size and style of the typeface.
- » Serif - A decoration on the end of a letter.
- » San Serf - Letter with no decoration.
- » Ascender - The portion of a lowercase letter that rises above the main body of the letter (that is, above the height of a lowercase x-height).
- » Descender - The portion of a lowercase letter that falls below the baseline, like g, j, p, q and y.
- » Baseline - Implied line where the type sits.
- » X-height - Size of the lower case letters.
- » Leading - Spacing between the lines and is measured from baseline to baseline.
- » Kerning - The space between pair of characters.
- » Tracking - The space across range of characters.



Font Characteristics

Font Types

Fixed Pitch fonts are preferable, i.e. Courier. Arial, Times New Roman for the variable pitch fonts work well. The character fonts for all elements of an address block should be the same.

Herr Franco Riesenhuber
Beethovenstrasse 121V
1010 WIEN
AUSTRIA

Good Example

Herr Franco Riesenhuber
Beethovenstrasse 121V
1010 WIEN
AUSTRIA

Poor Example

Font Size

Characters size ≥ 10 pt. and ≤ 14 pt. high is preferable. Character font size should be between 8pt. and 24pt. The definition of the current point system can be found at: [http://en.wikipedia.org/wiki/Point_\(typography\)](http://en.wikipedia.org/wiki/Point_(typography))

Font Size 10

Courier New
Arial
Calibri
Myriad Pro
Times New Roman
Verdana
Tahoma
Georgia
Garamond
Palatino
Book Antiqua

Font Size 12

Courier New
Arial
Calibri
Myriad Pro
Times New Roman
Verdana
Tahoma
Georgia
Garamond
Palatino
Book Antiqua

Font Size 14

Courier New
Arial
Calibri
Myriad Pro
Times New Roman
Verdana
Tahoma
Georgia
Garamond
Palatino
Book Antiqua

Font Don'ts

- » No bold, italic characters, underlining, script fonts or exaggerated fonts
- » Font characters should not touch or overlap

Leading/Kearning/Tracking

Leading (Line Spacing)

- » Leading is the space between the lines or interspacing and is measured from baseline to baseline. Typically you want to use 1 - 3 points of leading. For example if your font size is 10 point, the leading would be 11-13 pts.
- » Changing the leading can affect the appearance and readability of text.

Kearning (Word/Letter Spacing)

- » The adjustment of space between individual characters in a line of text.
- » Kearning is used to visually create equal spaces between letters so when the text is read, the reader's eye can move smoothly along the text.
- » Kearning and tracking are **not** the same.

Tracking

- » Is the uniform adjusting of spacing between range of characters.
- » Tracking adjustments are commonly used when the font size increases.

Kearning

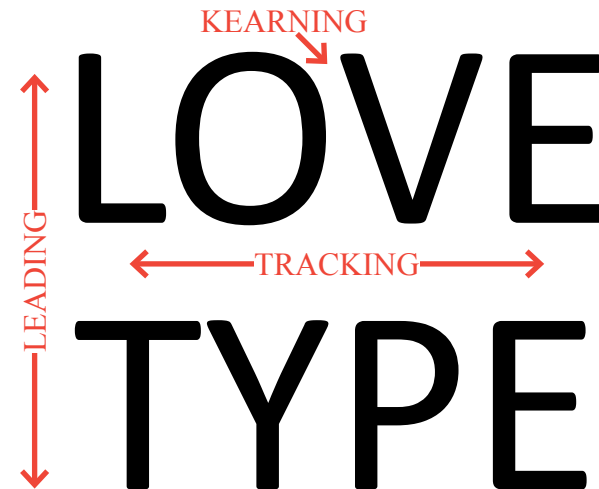
The space between individual characters.

Leading

Leading is the space between the lines or interspacing and is measured from baseline to baseline.

Tracking

Tracking is the uniform adjustment of spacing used over a range of characters.



Justification/Print Quality

Justification

Justification means the alignment of text along a document margin. When addressing mailpieces, all the components of the address block should be left justified. When text is not aligned properly, it can lead to typographic anomalies.

Print Quality

- » Solid characters
- » Avoid using either Dot matrix printers or Impact printers
- » Preferably use Laser printer (300 dpi or more)
- » No gaps in the construction of a character, i.e., broken O could be construed as a C if broken in correct location.
- » Contrast: Black print on white background is optimal

Left Justification

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In arcu diam, vehicula non condimentum mollis, sagittis consectetur justo. Maecenas lacus libero, sagittis ac sollicitudin id, tempor nec arcu. Aliquam convallis feugiat quam vel sodales. Pellentesque sed magna eget leo consequat condimentum in eu turpis.

Center Justification

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In arcu diam, vehicula non condimentum mollis, sagittis consectetur justo. Maecenas lacus libero, sagittis ac sollicitudin id, tempor nec arcu. Aliquam convallis feugiat quam vel sodales. Pellentesque sed magna eget leo consequat condimentum in eu turpis.

Right Justification

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In arcu diam, vehicula non condimentum mollis, sagittis consectetur justo. Maecenas lacus libero, sagittis ac sollicitudin id, tempor nec arcu. Aliquam convallis feugiat quam vel sodales. Pellentesque sed magna eget leo consequat condimentum in eu turpis.

Use This Example

Herr Franco Riesenhuber
Beethovenstrasse 121V
1010 WIEN
AUSTRIA

Herr Franco Riesenhuber
Beethovenstrasse 121V
1010 WIEN
AUSTRIA

Herr Franco Riesenhuber
Beethovenstrasse 121V
1010 WIEN
AUSTRIA

Address Placement

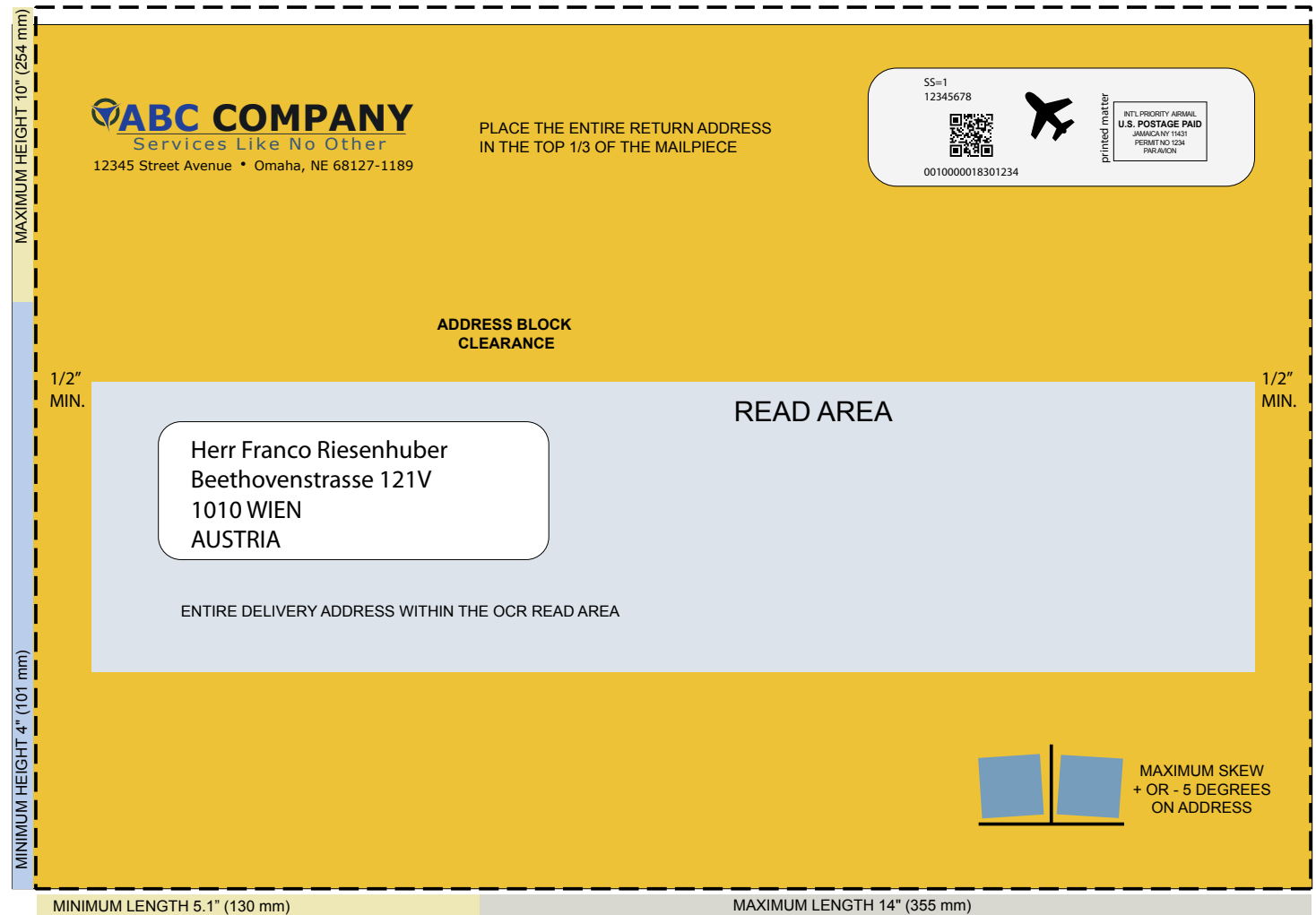
All components of the destination address should be in the specified read area for MLOCR (Multi-line Optical Character Reader).

- » The MLOCR will “look” for the address in the lower 2/3 of the mailpiece.
- » The bottom address line should be at least 5/8 of an inch/16mm from the bottom of envelope. The top address line can be max 2 3/4 inches/70 mm from bottom of envelope. The left and right edge of envelope should have 1/2 inch/13mm of space from both edges.
- » The MLOCR READ AREA which must contain only the address of the recipient to ensure proper reading of the address.
- » All components of the return address should be in the upper left of the piece. None of its elements should violate the read area of the destination address. In cases where the above criteria can not be met, the delivery address should be at least 1.5 inches/38mm lower and 1.5 inches/38mm to the right of the return address.
- » The delivery address block must be clearly separated from any extraneous text and graphics. Provide a minimum clear area of 3/8 inch/9.5mm (1/2 inch/13 mm is recommended) in each direction around the address block.
- » Avoid skew (keep tilt less than 5 degrees off the horizontal or vertical axis).



Flats Address Placement

- » The delivery address must be clearly visible on or through the outside of the mailpiece, whether placed on a label or directly on the host publication, a component, or on the polybag.
- » Component allowed: A label carrier sheet may be used to carry the delivery address for the mailpiece and must consist of a single unfolded, uncreased sheet of card or paper stock, securely affixed to the cover of the publication or large enough so that it does not rotate inside the plastic bag
- » If a polybag is used on top of mailpiece, the address must remain visible throughout the addressed component's range of motion.
- » If a polybag is used on top of mailpiece, the address must maintain placement throughout processing and delivery. The address must follow general address placement guidelines.
- » If address is printed on label, glue should be uniform on the label and in no case should cause marks on the label leading to poor readability.
- » If address is printed on label, the address label must maintain placement throughout processing and delivery.



FOR EDUCATIONAL PURPOSES ONLY

Polywrap Guidelines (Flats)

Polywrap Guidelines for mailpieces enclosed in any plastic bag or polybag or polywrap:

- » The wrap direction must be around the longer axis of the mailpiece, with the seam parallel to that axis. The longer axis is always parallel to the length of the mailpiece.
- » The preferred seam placement is on the non addressed side of the mailpiece. If the seam is placed on the addressed side, the seam must not cover any part of the delivery address, postage area, or any required markings or endorsements. Regardless of seam placement, the polybag over the address area must be a smooth surface to avoid interference with address readability.
- » If the address is placed on the polybag, the address must be on a flat side, not on a fold.
- » The polybag covering must not be so tight that it bends the mailpiece.
- » Any polybag overhang (selvage) around the four edges of the mailpiece (top, bottom, and left, right sides) must not be more than 1 inch at any side



Correct Addressing Examples

Herr Franz Huber
Beethovenstrasse 12
1010 WIEN
AUSTRIA

Mme Marie PAGE
23 Rue de Grennell
75700 PARIS CEDEX
FRANCE

Sig. Giovanni Masci
via Garibaldi 27
47037 RIMINI RN
ITALY

Sra Ana Jimenez
Mimbreras 4
03201 ELCHE (Alicante)
SPAIN

M. Emile Dubois
Rue du Diamant 215
4800 VERVIERS
BELGIUM

Mrs F Meier
Weberstr. 2
53113 BONN 1
GERMANY

M. Jaques MULLER
71 Route de Longway
4750 PETANGE
LUXEMBOURG
MONACO
FRANCE

Fru Inger Lilja
Vasavagen 3 4tr
582 20 LINKOPING
SWEDEN

Mr Thor Nielsen
Tietgensgade 137
8800 VIBORG
DENMARK

Mr P Kunde
Langestr. 12
04103 LEIPZIG
GERMANY

Mr. J van Dieten
Morsstr 111
2312 BK LEIDEN
THE NETHERLANDS

M. Andre Perret
Schanzenstrasse 7
3030 BERNE
SWITZERLAND

Mr. Torben Raldorf
PO Box 100
COPENHAGEN
1004 VIBORG
DENMARK

Mr George Latsis
Alkamenou 37
117 80 ATHENS
GREECE

Herr Hans Hansen
Svingen 22
9230 BEKKEHAUG
NORWAY

Mr. Wall A. Black
81 Featherstone Street
LONDON
EC1Y 8SY
UNITED KINGDOM

Mr Asko Teirila
PO Box 511
39140 AKDENMAA
FINLAND

Mr John Jonsson
Einimel 80
107 REYKJAVIK
ICELAND

Senhor Carlos Manuel Pereira
Av das A'Augsa Livres
7220 PORTEL
PORTUGAL

M. Robert MARIN
Rue de l'Eglise
Dunes
82340 AUVILLAR
FRANCE

Mr Gerard Carey
45 O'Connell Street
DUBLIN 1
REPUBLIC OF IRELAND

Rosalina Silva
R Conde Redondo 80
1192 LISBOA CODEX
PORTUGAL

Correct Addressing Examples

Mr J Brownhall
264 High Street
ALLAMBIE NSW 2100
AUSTRALIA

M. Horvath LASZLO
Budapest
Kossuth u.7
1055
HUNGARY

Mr B Parker 64 Waterloo
Ouay WELLINGTON 1
NEW ZEALAND

M Jan Kemr Osanka 18
820 01 BRATISLAVA 1
SLOVAK REPUBLIC

Sr. Ronaldo Gandaves
Av Paulista 952, Apro 16
B VISTA 01311-300
São Paulo - SP
BRAZIL

Mr. Sachin Khurana
Royal Motors
23 Auto Market
Hisar 125001
Haryana
INDIA

Mr Jan Kalinkowski ul
Cicha 5 62-806 KALISZ
POLAND

Mr Sudhorn Yoothong 13 /
54-26 Chaeng Waltana Roo
Bang Kehn BANGKOK
10002
THAILAND

Dr Tzantcho Gantchev
Dimo Hadjikimov 6
1606 SOFIA
BULGARIA

Mr G Kaul
27 Rue Yafo
91999 JERUSALEM
ISRAEL

Mr Gheorghe Petraru
Bd Golescu 38 77113
BUCHAREST
ROMANIA

Mr Mazhar Alkan Iskele
Caddesi 35 06101
ANKARA
TURKEY

M. Jen Durand
150 Rue Nepeau App 5
OTTAWA ON K1P 2P6
CANADA

Mr Yushi Morimoto
504 Kasumigoseki 1 chome
Chiyoda-ku TOKYO 100
JAPAN

Ivanova I.S. Medyn
oulitsa Gazagin 7 103375
MOSCOW K-375
RUSSIAN FEDERATION

Mrs L Projivalsky 252001
KIEV Prospect F Skaryna
UKRAINE

Ana Car
Ilica 25
41 000ZAGREB
CROATIA

Mr Hong Kil-Dong 100
Sejongno, Jongno-
gu SEOUL 110-050
REPUBLIC OF KOREA

Mr Steven Raukovic
Palmoticeva 2 11001
BELGRADE
SERBIA

Mr Joe Engle
1612 Dexter Street
FORT WAYNE, IN, 46805
UNITED STATES OF
AMERICA

M. Miroslav Ondevejka
Fibichova 92
125 02 PRAGUE 3
CZECH REPUBLIC

Mr Joaquim Cepeda San
Antonio Abad 120 – Piso
4 06820 CIUDAD DE
MEXICO

Mr Ian Kay Hui 532 Chai
Chee Road SINGAPORE
1646
SINGAPORE

Mr Bill Harrison 347
L'Enfant Plaza SW
WASHINGTON, DC,
20260-650
USA

Incorrect Addressing Examples

The automation process can be delayed if a mailpiece displays any of the following characteristics:

» **Busy Mailpiece:** A “busy” mailpiece is one that has a lot of characters on it. The busier the mailpiece is, the harder it is to accurately find the address resulting in more time to process it.

» **Label Skew:** Skew is when the address is not parallel to the edge of the mailpiece. Our OCR systems can usually handle some skew, though more than 5 degrees from vertical is our recommended maximum.

» **Insert Bleed-Through:** Insert bleed-through is where the text content of the mailpiece be seen behind the address block. This can cause readability problems. Results in delays the processing of the mail as extra characters appears to be in the destination address and true address characters become obscured.

» **Incomplete Address:** Incomplete address is most common reason that effects delivery efficiency. In addition to checking that address is complete, make sure full country name is mentioned in last line of address.

» **Handwritten addresses:** Handwriting is often difficult to read and impacts delivery efficiency.

» **Colored envelopes:** Some colors and shades are not automation compatible.

» **Pre-printed with incorrect indicia:** If indicia area is not clear or printed with incorrect Indicia, every single mailpiece would need to be over label with clear label in order to print correct indicia

Pitney Bowes reserves the right to send the mail back if we are unable to process through our automated system.



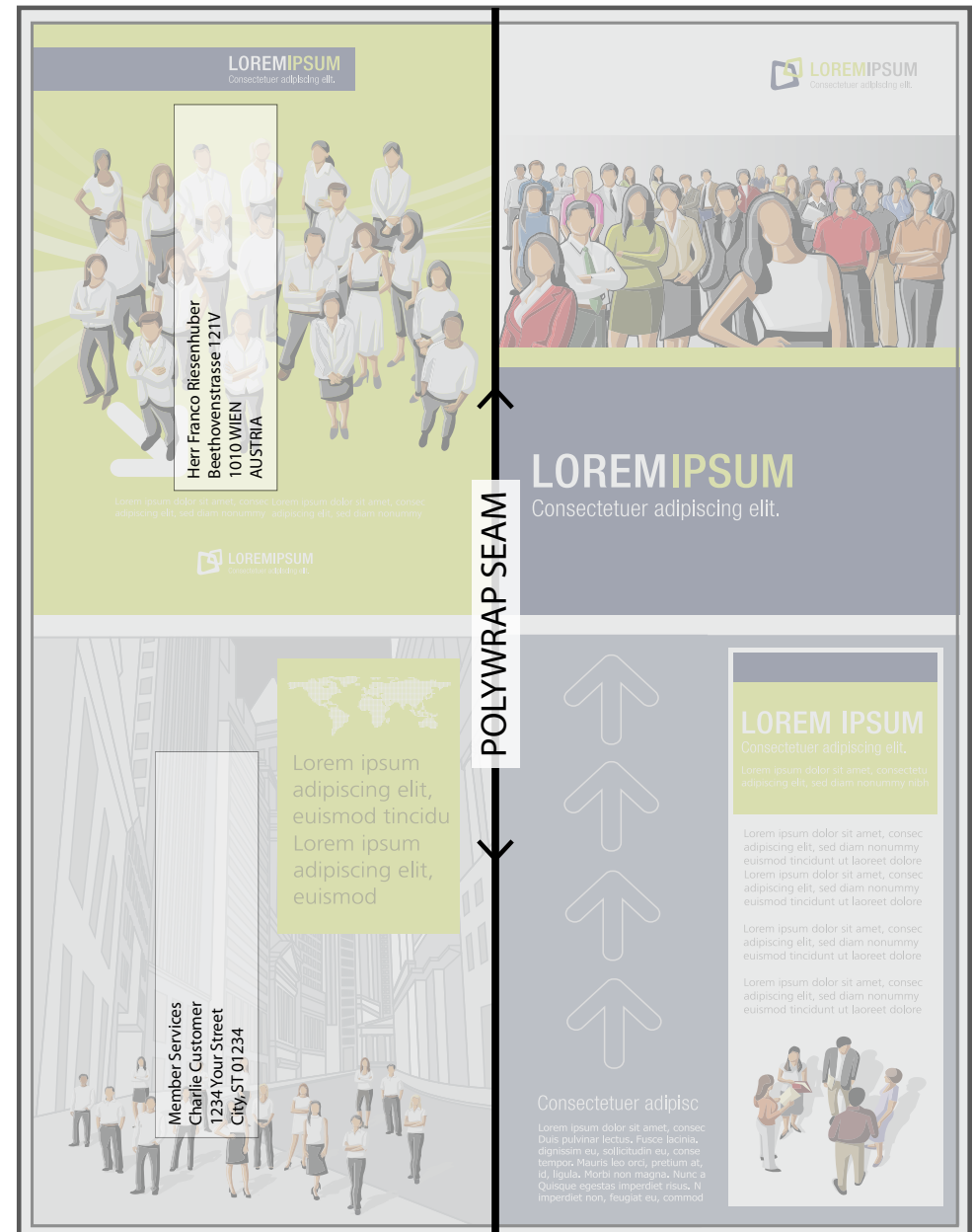
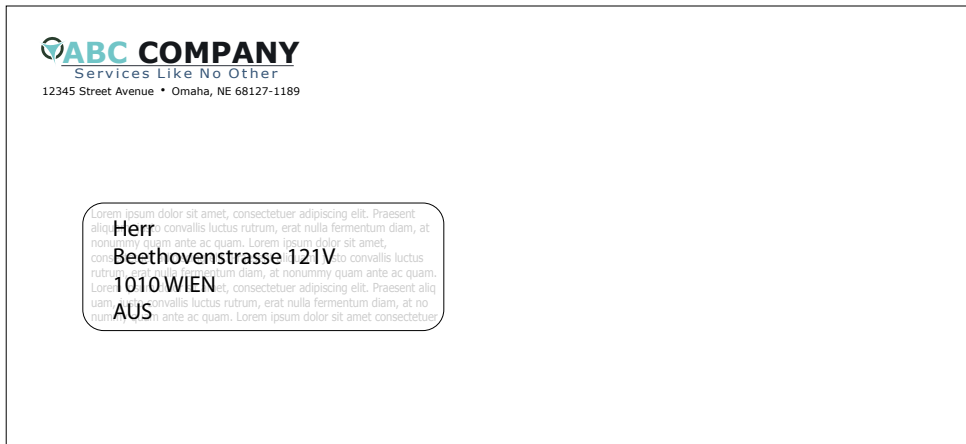
Incorrect Addressing Examples

Flat Mailpiece

- » Incorrect Address placement (Refer page 9 & 10)
- » Busy Mailpiece and Insert Bleed-Through (Refer page 14)

Envelope Mailpiece

- » Incorrect Delivery Address (Refer page 3)
- » Insert Bleed-Through (Refer page 14)



Acceptable Packing Options

Regardless of the method used to secure the mail, mailers must ensure that the delivery and return address information on the box is clearly visible and readable by the naked eye.

It is also critical that bundles or boxes must remain intact during transit and processing.

Use these packing options and preparation guidelines when sending mail to Pitney Bowes International Services (PBIS) facility or preparing mail for pickup by PBIS personnel.

- » Letter mail boxes
- » Mail trays
- » Cardboard boxes
- » All letter mail should face the same direction
- » In case of flats (publications, catalog etc), mail can follow a 2 direction pattern: bundle of sufficient size in one direction and then next bundle in other direction
- » Do not mix letter, flats and parcels with each other in one box

