

Post Office Enforcing New Regulations

(Lots of acronyms, ignoring them could be at your peril!)

Every year approximately 40,000,000 (yes, that's 40 million) Americans move their place of residence/business, however, unless they specifically tell you and you update your records, their old contact details will remain in your database.

According to the United States Postal Service (USPS), about 35% of all standard (3rd class) mailings never get delivered; this is usually due to inaccurate addressing or sloppy data entry. For anyone who spends the time and money to mail to their databases, this can and should be considered a serious issue. Combine both the soft (overhead and production) and hard costs (print, mail preparation and postage) associated with producing a mailing of which not all will be delivered and the end result can be considered inefficient and raises your per piece cost.

Consider these facts:

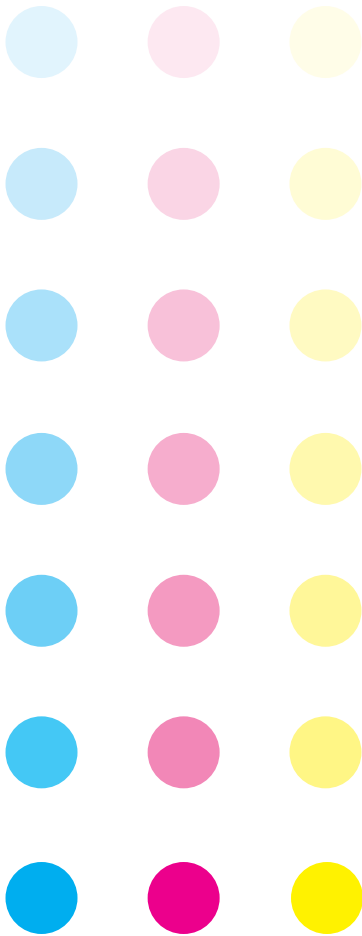
- The USPS spends \$1.856 BILLION per year dealing with mail that is undeliverable as addressed.
- That represents 9.724 BILLION mail pieces.
- The USPS spends 51.3 cents for each piece returned, 4.4 cents for each piece wasted and 21.3 cents for each piece forwarded.

To reduce the cost of transporting and processing all this undeliverable-as-addressed (UAA) mail, the USPS is enforcing new and previous regulations. As of November 23, 2008, anyone who mails will be required to meet the Move Update Standard for not only First Class Mail, but also STANDARD MAIL. In order to meet this standard your data must have been processed through a USPS approved move update method, such as the National Change of Address registry (NCOA). Upon demand by the Post Office, you must provide proof that you used such a method no more than 95 days prior to any first class or standard mailing. Customers must certify on their postage statements which Move Update method they used.

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ACRONYMS

USPS = United States Postal Service
NCOA = National Change of Address
UAA = Undeliverable-As-Addressed
DPV = Delivery Point Validation
PAF = Processing Acknowledgement Form



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First-Class Mail customers who do not use a USPS-approved Move Update method are subject to full first class single piece price for each and every piece they mailed (not just the pieces that were undeliverable).

For Standard Mail customers, the USPS has established a transition period, which will run until May 2009. During this time, customers who are not compliant must select a USPS-approved Move Update method and use it on future mailings. After the transition period, noncompliant Standard Mail mailings will be charged an additional 7 cents per piece, again for each and every piece of the mailing (not just the pieces that were undeliverable)

Updating your addresses is not only a requirement from the USPS; it also reduces the cost of mailing. By doing so through NCOA processes, change of address information is applied to your data that will help you reduce undeliverable mail. Most errors in your database are automatically corrected for you by our software before your mail is even addressed. We can return this corrected, updated file to you so you can merge this with your source data and ensure your data is up to date and future mailings are more accurate and a higher percentage are delivered to your valuable customers.

In order for us to provide this service for you, we need you to complete a Processing Acknowledgement Form (PAF). A PAF is a United States Post Office document that collects information, about all parties involved in processing your list for NCOA, as required by the Privacy Act of 1974. A completed PAF will be required for your first mailing after November 2008 and is good for one year after the day it is signed. After that initial year, you will automatically be sent another PAF to complete and return.

BOPI provides you with services that can lower production and postage costs by reducing Undeliverable-As-Addressed (UAA) mail and by qualifying more of your mail pieces for postage discounts. We are able to do this through USPS approved methods such as Coding Accuracy Support System (CASS certification), Delivery Point Validation (DPV) and National Change of Address (NCOA).

To find out how you can become more efficient with your mailings and create a competitive edge please call us at 800-298-2674 or e-mail us at mail@bopi.com.

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