

# THE UMS WORD

## Thanks to All of You

### INSIDE THIS ISSUE:

Thanks to All of You	1
Thanks to All of You (Cont..)	2
Meter Decertification	2
Move Update Compliance	2
How do I get a Mailer ID	3
20 Years Strong	3
Contact Information	3
From the Blog	4



knew what you were talking about and what I need to do. Thank you again for a wonderful presentation.”

The subjects UMS covered in the seminars can be very confusing. Because of this, we felt it was time for our customers to hear from us. The meetings’ main objective was to clean up any confusion, and let our customers know what

In October, UMS held seminars to help educate our customers on how some of the largest regulation changes in USPS history will be affecting them. Within the next year we will see the implementation of the Intelligent Mail Barcode (IMB), a change in the USPS’ discount pricing structure, a USPS postage increase, and an emphasis on the Move Update Regulation of 1997. Each of these USPS changes will affect our customers in some way and we need them be prepared.

We held six seminars during a two week period and nearly 400 of our customers took the time to attend. We wanted to keep the meetings interactive, and the approach we took was found to be very successful. The feedback we have received has been nothing but positive. Customers mentioned that it was “Very informative, a meeting we would not have wanted to miss.” One customer e-mailed the same day to tell us; “I attended your IMB and Move Update meeting this morning in Wausau and I just wanted to let you know how glad I was that I went, and what a marvelous job you did presenting the information. I have been to many postal meetings on this topic and have always come away very confused and baffled. You presented in such a way that I

responsibilities they have in all of these changes. In the past UMS could make USPS postal regulation changes “seamless” to our customers; the IMB does not allow us to do that. To achieve their postage discounts some of the responsibility falls to the customer level, like the need to register for a Mailer ID from the USPS. This ID will be embedded into the IMB and will tell the USPS who the mail owner is.

During our seminars we felt we needed to explain why the USPS is implementing the IMB and how this will directly affect our customers. The IMB is an information rich barcode with many advantages and will be a great success for the USPS. It will tell the USPS who owns the mail and mailing lists, and will ensure that mailing lists are being updated in accordance to the Move Update Regulation of 1997.

In order to assist the USPS in the implementation of the IMB there is work UMS as well as our customers will need to do. We left our customers with two homework assignments that will be critical in order for them to maintain their postage discounts. One of the homework assignments was to obtain a Mailer ID from the USPS; the other is to review their internal Move Update compliance procedures.

Article continued on page 2



## Thanks to all of you (Cont...)

The instructions for the first assignment, getting a Mailer ID, are in the article on page 3. The application can also be found on the RIBBS website under Intelligent Mail Barcode Mailer ID Application at <http://ribbs.usps.gov>. UMS needs this Mailer ID for all presort customers. The ID can be turned into UMS by calling or emailing the local UMS account rep or the operations manager of the local UMS processing site (see page 3 for contact information). We requested UMS customers obtain IDs as soon as possible; the USPS deadline is May '09.

The second assignment we gave our seminar attendees was to check their internal Move Update compliance procedures. We again recommended the FAST *forward*® option and explained the advantages and changes coming to that product. If concerns arise during the evaluation of internal policies, contact a member of the UMS management team.

We understand not every UMS customer was able to attend our seminars, however for them to understand the changes that are taking place within the USPS is essential. They too are responsible for completing the two homework assignments. All UMS customers will be required to obtain a Mailer ID and review their internal procedure of complying with Mover Update Regulation. This will be the only way for mailers to continue to receive postage discounts.

To all of those who did attend we would like to say thank you for taking time out of your schedules. And an extra thank you to those who choose United Mailing Services, Inc. as a service provider. Being the company we are, we pride ourselves in being your service provider and "Helping you save more on mailing!"



Effective July 1, 1997 the USPS implemented the Move Update Regulation. This regulation stated "all First Class presorted and automation rate mailings deposited 7/1/97 or later must have had the addresses updated within 180 days prior to mailing by a USPS approved method". Simply stated, in order to receive postage discounts on First Class mail, a mailer must reflect their clients'

recent move activity in their mailing lists.

On November 23, 2008 the USPS enhanced this regulation to include Standard Mail as well as decreased the time frame from which a mailing list needs to be updated from 180 days to 95 days.

As a mail service provider, United Mailing Services, Inc. feels compelled to inform our customers of the necessity of complying with this regulation.

Postage discounts for all First Class and Standard mail are at stake for those who choose not to comply. The MERLIN (Mailing Evaluation Readability Lookup Instrument) system will be used to monitor customer's compliance.

If you have questions or concerns regarding this USPS regulation please contact your local UMS representative.

**NEW LOCATION**



## Meter Decertification



Currently the USPS is in Phase IV of their essential meter migration plan. This plan has been set forth to assure a higher level of security in metering technology. Meters which in the past have demonstrated to be susceptible to tampering are being eliminated or expired.

All postage meters are now remotely set by dial up or internet connection with the meter manufacturer's electronic resetting systems. Meters are also now security enhanced digital meters as opposed to compression meters.

The following is a list of meters by manufacturer which must be off the market and withdrawn from use by December 31, 2008.

**Pitney Bowes Affected Meter Models-** B900

**Francotyp-Postalia Affected Meter Models-**

8000, 8100, EFS 3000

**Neopost Affected Meter Models-**

9647, 9648, 9659/9659G

**Haslers (Ascom) Affected Meter Models**

1263	16413ZTMS	4280TMOS
1263TMS	17563ZTMS	64280TMS
1263TMOS	17563ZTMOS	64280TMOS
16413ZTMOS	4280TMS	5280

If your company currently uses any of the above named meter equipment please contact your meter manufacturer or you can contact your local UMS representative for information on the metering service we provide.

## Move Update Compliance

## How do I get a Mailer ID???

You can get your Mailer ID by talking to your local USPS Mail Piece Design Analysts.

George Strnad – Milwaukee

Serving Zip-codes 530-532 & 534

PH: 414-287-2503

[george.f.strnad@usps.com](mailto:george.f.strnad@usps.com)

Mary Ward – Green Bay

Serving Zip-codes 498-499, 541-545

PH: 920-498-7403

[mary.l.ward@usps.com](mailto:mary.l.ward@usps.com)

Steve Johnsen – Madison

Serving Zip-codes 535-539 & 549

PH: 608-246-1335

[steve.a.johnsen@usps.com](mailto:steve.a.johnsen@usps.com)



## 20 Years Strong

20 years ago United Mailing Services Inc. began business in the basement of the owner's home. That was 1989 when we sorted mail out by hand. Since then UMS along side the USPS has gone through many changes.

Excelling in the Milwaukee area in the early 90s, UMS expanded to Green Bay in 1994, Wausau in 1996, and finally both our Madison and Oshkosh branches opened in 1997, totaling five locations throughout state.

Being a privately owned business which does work-share with the United States Postal Service, UMS has come a long way from the hand sorting days.

UMS picks up corporate mail around our service areas, then barcodes and sorts mail on automated mail sorting equipment by zip code to achieve post-age discounts offered by the USPS.

UMS also provides other services such as fulfillment, metering, inkjet, and list management services on all types of mailings. No job is too big or too small. We are a one stop shop that is willing and wanting to tackle any job.

We would like to send out congratulations to Jim Kolb and Dean Mair for 20 years of success and a great big thank you for the past 20 years for such a great work environment.

"Congratulations Jim and Dean!"

## Contact Information

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*Helping You Save  
More on Mailing!*

## From the Blog

### Mailing Labels on Automation Flats

As we all are aware, the USPS is changing mail every day. The old ways of sorting mail are quickly disappearing as technology takes over for the human aspects. In today's environment, cameras have replaced the human eye with greater speed and efficiency.

What seemed proper address formatting in the past is no longer with new technology. Incorrectly formatted mail pieces can lead to problems when processing automation mail, especially flat size mail pieces. The use of mailing labels which contain both the return address and the delivery address can be causing a camera system to misdirect your mail. This is due to the close proximity of both addresses. In many cases the intended delivery information is a hand written address, or a hard to read font style, while the return address is very neatly imprinted or computer generated on the address label. When looking for a delivery address a camera system inspects the mail piece for a "readable" address. With the return address being more legible than the intended delivery address the camera system could possibly pick up the return address. This will cause the mail piece to be directed back to your firm rather than the intended delivery address.

United Mailing's Quality Control procedures include inspection for these errors. However, QC verifications are unable to catch 100% of these errors. The Postal Service's flat sorting equipment may also create the same error.

United Mailing highly recommends if you use a delivery address label on a mail piece it does NOT also contain the return address of your business within a close proximity. The correct format of a mail piece should have your return address in the upper left hand corner, clearly separating the return address from the intended delivery address.

These formatting errors can cause severe delay in delivery times, as well as wasted postage on misdirected mail pieces. Please consult your local USPS for addressing standards or your UMS Account Representative.

**We're on the Web!**  
**[unitedmailingservices.com](http://unitedmailingservices.com)**