Premier

Customer Guide

v1.7

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1.0 Overview

Whistl's Premier Service enables the customer to hand over mailing items to Whistl which are sorted to either:

Premier 1400
Letters, Large Letters or Packets sorted to c.1529 selections based on the full UK Postcode sorted to Royal Mail Delivery Offices.

Premier 70
Letters, Large Letters or Packets sorted to c. 86 selections or c. 48 selections based on the full UK Postcode sorted to Royal Mail Inward Mailing Centres.

Premier 70 OCR
Machineable letters or large letters meeting the applicable OCR specification sorted to c. 86 selections or c. 48 selections based on postcode areas

Premier 70 Mailmark
Machineable letters and large letters meeting the Mailmark specifications sorted to c. 86 selections or c. 48 selections based on postcode areas (please refer to **Appendix R** for further information on this service)

The Premier services above offer different prices for different levels of sortation carried out by the customer and are available for mailing items anywhere within the United Kingdom.

Business Mail Large Letter™
Certain Large Letters may be sent via the Business Mail Large Letter service. Eligibility for this service will be conditional on the contents of the Large Letter and the outer wrapping material used. All other Large Letter Mailing Items may continue to be sent via the relevant services. See **Appendix N**.

Royal Mail Magazine Subscription Mail
Provided you have signed up to and meet the specifications and requirements of the Magazine Subscription Mail service, Large Letters qualifying as Magazine Subscription Mail may be sent via the Magazine Subscription Mail service.

1.1 Premier Service Standard *

Whistl's Premier Service aims to deliver mailing items on the second working day after it has been collected from the customer. A working day means any day, which is not a Sunday, bank holiday or public holiday in any part of the UK. Specific service levels agreed with customers will be incorporated into the contract agreement signed between Whistl and the customer concerned.

Premier 3 Day
Premier 3 Day is a pre-sorted service for business mail. Mail items are picked up from the customer on day 0, and the service aim is to process the mail items in one of our sortation centres on Day 1 and hand them over to the Royal Mail on Day 2, with final mile delivery on Day 3.

* The service aims are targets only and the time and date for processing and delivery are not guaranteed. Whistl will not be liable for the speed of collection, processing, handover and delivery which are affected (directly or indirectly) by any event or circumstance outside Whistl's reasonable control (see below for more details) or by an act or omission of the Customer (or its employees, agents or contractors). The dates for collection, processing, handover and delivery exclude any day which is a public holiday in any part of the United Kingdom.

1.2 Premier Service Summary

The Premier Primary and Default services are for Letters, Large Letters and Packets (Premier 70 OCR and Premier 70 Mailmark services are for machineable letters only and large letters for Mailmark). Each service requires the customer to sort, segregate and present their mailing items in accordance with the contract agreement and this Customer Guide into either:

- 1400 selections
- 70 selections

The maximum weight for mailing items is 100g for Letters, 750g for Large Letters and 2kg for Packets. Where a Primary Sortation mailing is being produced and there are insufficient mailing items to meet the Primary Sortation minimum bag fill a Default Sortation must be made with the remaining Mailing items.

The Premier-Standard services can only be used to handover mailing items correctly pre-sorted into Primary and/or Default Sortation at Whistl DSA Centres.

Summary of Premier Services

	Format						Mail Sortation Required	Minimum address and postcode accuracy required
	Letters	Large Letters			Packets			
Weight Band	0-100g	0-100g	101-250g	251-750g	0-750g	751g-2kg		
Premier 1400	✓	✓	✓	✓	✓	✓	c. 1529 Selections	**90%**
Premier 70	✓	✓	✓	✓	✓	✓	c. 86 or c. 48 Selections	**90%**
Premier OCR	✓	✓	✓	✓			c. 86 or c. 48 Selections	**90%**
Premier 70 Mailmark	✓	✓	✓	✓			c. 86 or c. 48 Selections	**90%**
Premier Pollsort	✓						c.70,000	**100%**
Premier Magazine Subscription Service		✓	✓	✓			c.86	**90%**

1.3 Force Majeure Events

Whistl is not liable for delay in performing, or failure to perform, any of its obligations if such delay or failure results from any event or combination of events adversely affecting the ability of Whistl to perform its obligations where such event arises from or is attributable to acts, events, omissions or accidents that were beyond the reasonable control of Whistl. These include (without limitation) strikes, lock-outs or other industrial disputes (whether involving the workforce of Whistl or any other party), failure of a utility service, disruption to transport network, act of God, war, riot, civil commotion, epidemic, pandemic, acts (or threat) of terrorism, malicious damage, compliance with any law or governmental order, rule, regulation or direction, acts of local or central government or other competent authorities, seizure or forfeiture under legal process, inherent liability to wastage in bulk or weight, faulty design, latent defect or inherent defect, vice or natural deterioration of the items, insufficient or improper packing, insufficient or improper labelling or addressing, accident, breakdown of plant or machinery, fire, earthquake, explosion, flood, storm, ice, frost or default of Whistl or its carriers or subcontractors and any event or other consequences arising as a result of or in connection with the full or partial withdrawal of the United Kingdom after the transition period from the European Union.

2.0 Entry Qualifications

2.1 Minimum Volumes

The minimum volume a customer must reach prior to utilising the Whistl Premier Service is 4000 items per collection.

For the Whistl PremierSort service please refer to the PremierSort Customer Guide.

2.2 Addressing Standards

The customer must ensure that the Addressing Standards set out in **Appendix A** and the Technical Envelope Specification in **Appendix D** are met.

The customer must also ensure that each mailing item is addressed to its recipient so that the address is visible at all times and legible.

Postcode Accuracy

The customer must also ensure that at least 90% of mailing items are fully and accurately addressed and postcoded in accordance with the Royal mail's Postcode Address File (PAF®).

OCR or Mailmark

Customers posting letters using the OCR or Mailmark services must ensure that the physical properties of the mailing items meet the required service specifications.

OCR services require certain typefaces to be used only to ensure Royal Mail's machines can read and process the mail accordingly. Specific parts of the envelope or outer must be kept free of text and artwork so that Royal Mail can print and recover route codes as mail is machine sorted.

Applying an OCR font

Full guidance on designing items and meeting the OCR specifications is provided in **Appendix G**.

Applying a Mailmark

Full guidance on designing items and meeting the Mailmark specifications is provided in **Appendix R**.

3.0 Indicia for Access

Mailing Items will only be accepted at Whistl DSA Centres if they bear an Indicia approved by Whistl. The Indicia cannot be used to access retail end-to-end services or for any other purpose other than as set out in the contract agreement and in this Customer Guide.

3.1 Indicia for Access

All Mailing items must carry a Whistl approved Indicia. This Indicia comprises:

- Whistl's Access Indicator which clearly identifies:
- Whistl as the legal entity name
- The registered design of Whistl
- A trademark design of Whistl
- The Condition 9 Access Indicator, an example of which is set out below. The Condition 9 Access Indicator must not be used on any mailing items except in accordance with the agreement and comprises:

- Whistl unique License number
- The Royal Mail cruciform accompanied by the words 'Delivered by'

An example of the Indicia template to be used can be found within this document. A copy of the actual Whistl indicia, which the customer will be required to comply with, will be provided to the customer (once the account has been set up).

Examples of Whistl Indicia Designs

1. (a) Standard Design – See **Figure 1**

Figure 1 – Standard Design Whistl Indicia

(b) Standard Design – Reversed – See **Figure 2**

Figure 2 – Standard Design Whistl Indicia Reversed

Indicia Positioning Template for the Large Design

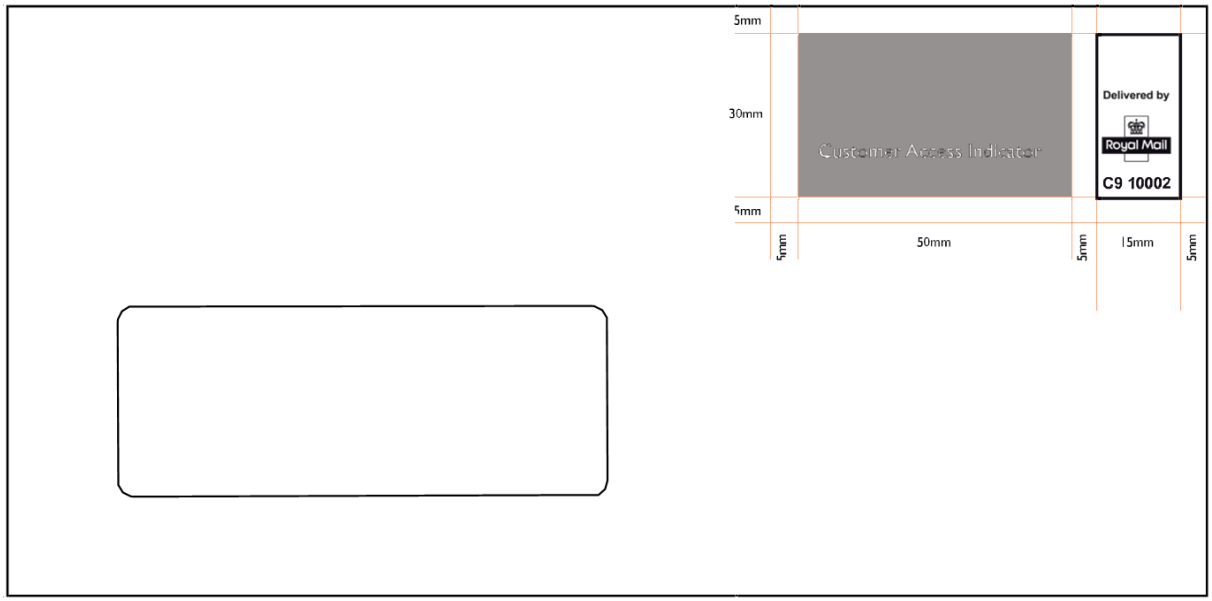


Figure 3

Indicia Positioning Template for the Small Design

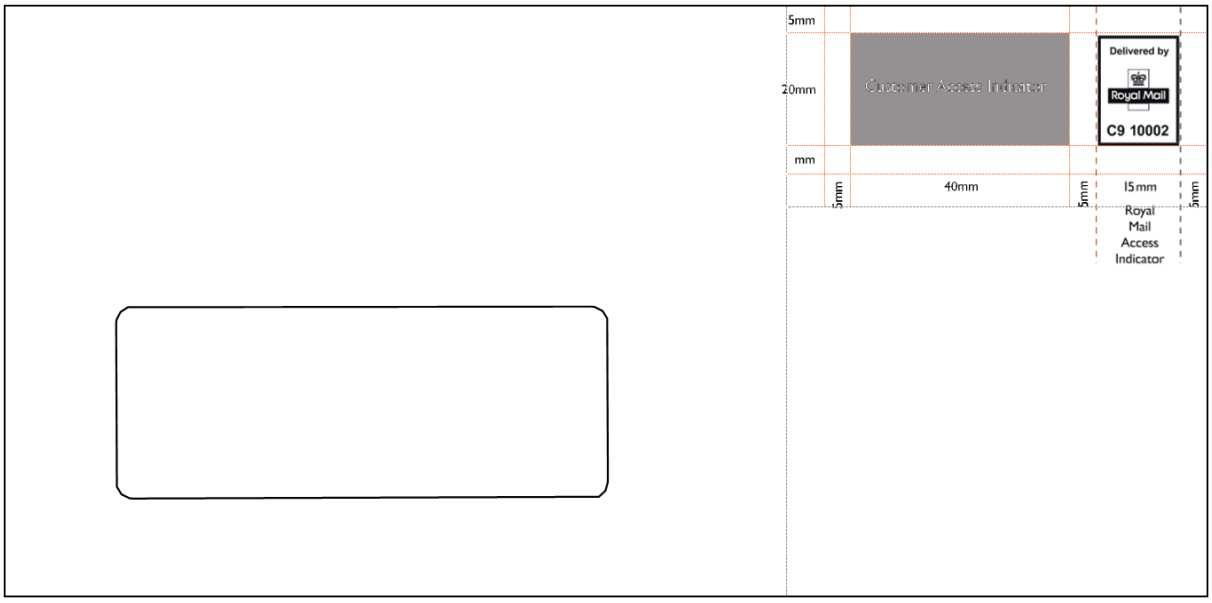


Figure 4

The top and right-hand edge of the indicia zone (as set out in the above indicia template) should be aligned exactly to the top and right-hand edges of the envelope. The preferred clear zone around the Access Indicia is 5mm, there is no minimum clear zone. However, the entire indicia must be displayed on the envelope i.e. anything less than 100% of the indicia design on the envelope will constitute non-compliance.

The Whistl unique license number will be incorporated within the Condition 9 Access Indicator for use by the customer. Mailings will not be accepted unless all mailing items show the license number, which matches the account to which the mailing will be charged.

Mailing Items carrying any other indicia or the access Indicia of another carrier shall not be posted under agreement.

The Indicia must be printed in accordance with the Indicia Template supplied and the Technical Envelope Specification as at **Appendix D**.

3.2 Indicia Size

Whistl Indicia

There are 2 specified sizes for the Whistl indicia and four types of designs the customer can choose from.

The Whistl indicia ideally should be printed in black on white or light coloured paper. The reversed indicia can be printed white on dark coloured envelopes.

Other coloured indicia's are possible, as long as they are in contrast by at least 50% in tone with the envelope. This should always be checked with your Whistl Account Manager or Whistl Customer Services prior to printing.

Any variation in size or colour from the specification above will need to be checked through Whistl before use.

3.3 Return Addresses and Undeliverable Mail

The customer shall ensure that every mailing item is clearly marked on the reverse with a UK Return Address.

Figure 5 below shows the recommended format and positioning of the Return Address for all mailing items. This should be preceded with the words 'Return Address'.

Recommended format and positioning of a return address on the back of an envelope.

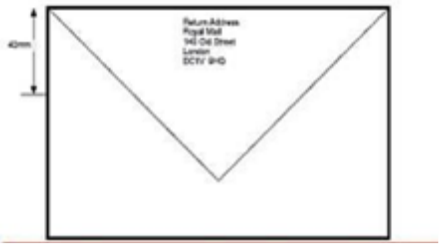


Figure 5 – Return Address format and positioning on reverse of item

The recommended position for a return address is on the reverse of the mailing item, in order to minimise confusion with the delivery address. Where it is not possible to print the return address on the back, it can be printed on the front (see **Figure 6**).

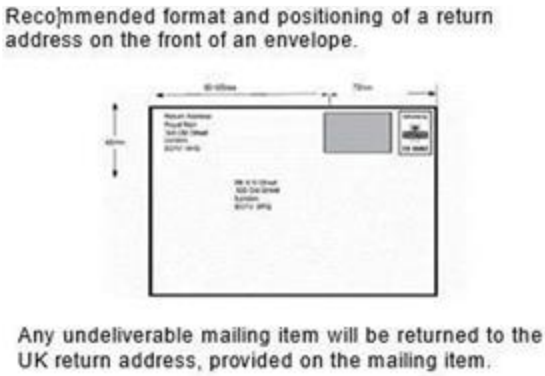


Figure 6 – Return Address format and positioning on front of item

Any undeliverable Mailing Item will be returned to the UK return address provided on the Mailing Item.

4.0 Enquiries & Complaints

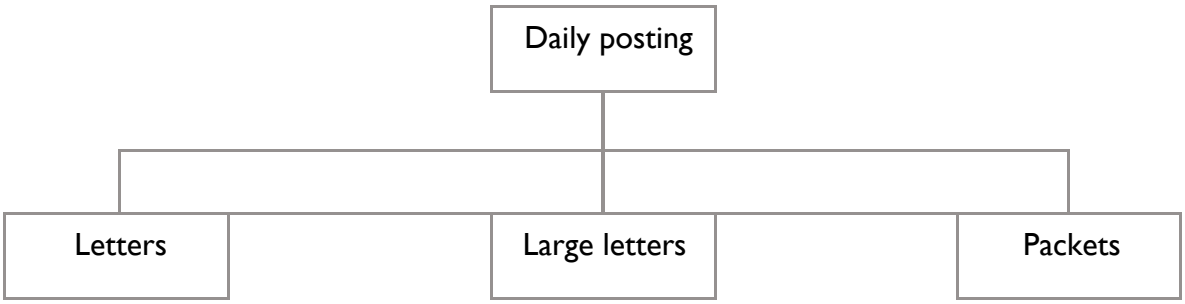
Any issue that the customer wishes to discuss in relation to the agreement should be raised in the first instance with the Whistl Account Manager.

Any service or operational issues can also be raised with Whistl Customer Services on 01628 891644.

5.0 Preparing Mailings

5.1 Step 1: Format Separation

Each mailing must be segregated into Letters, Large Letters and Packets.



Mailing item Specifications

For a mailing to qualify for Premier, each Mailing Item must comply with a range of physical parameters. Dimensions are stated width x height.

What is a Letter, Large Letter and Packet?

Letter

- Maximum size 240mm x 165mm
- Minimum size 100mm x 70mm
- Maximum thickness 5mm
- Maximum weight 100g

Large Letter format is not a letter and which is

- Maximum size 353mm x 250mm
- Maximum thickness 25mm
- Maximum weight 750g

Packets format is not a letter or large letter

The maximum dimensions if rectangular are no larger than 610mm x 460mm x 460mm and, if cylindrical has a maximum length of 900mm and the item's length when added to twice the diameter does not exceed 1040mm. Packets must not weigh no more than 2kg.

Please note: For Letter services and Large Letter format Mailing Items posted as Advertising Mail or Business Mail Large Letters, the size definition for length and width for Mailing Items excludes plastic outer covers, provided that they are flimsy and easily folded, in which case the outer covers will not count towards the length and width dimensions of the Mailing Item for pricing.

5.2 Step 2: OCR / Mailmark / Machineable/Manual Split

Letters within a posting must be split between OCR, Mailmark, machineable and those requiring manual sorting. For the full specification for OCR and Mailmark mail please see **Appendices G and R** respectively.

Customer mailings must be segregated; labelled and presented to Whistl according to whether they are machineable or non-machineable (in accordance with the definitions below in **Figure 7**).

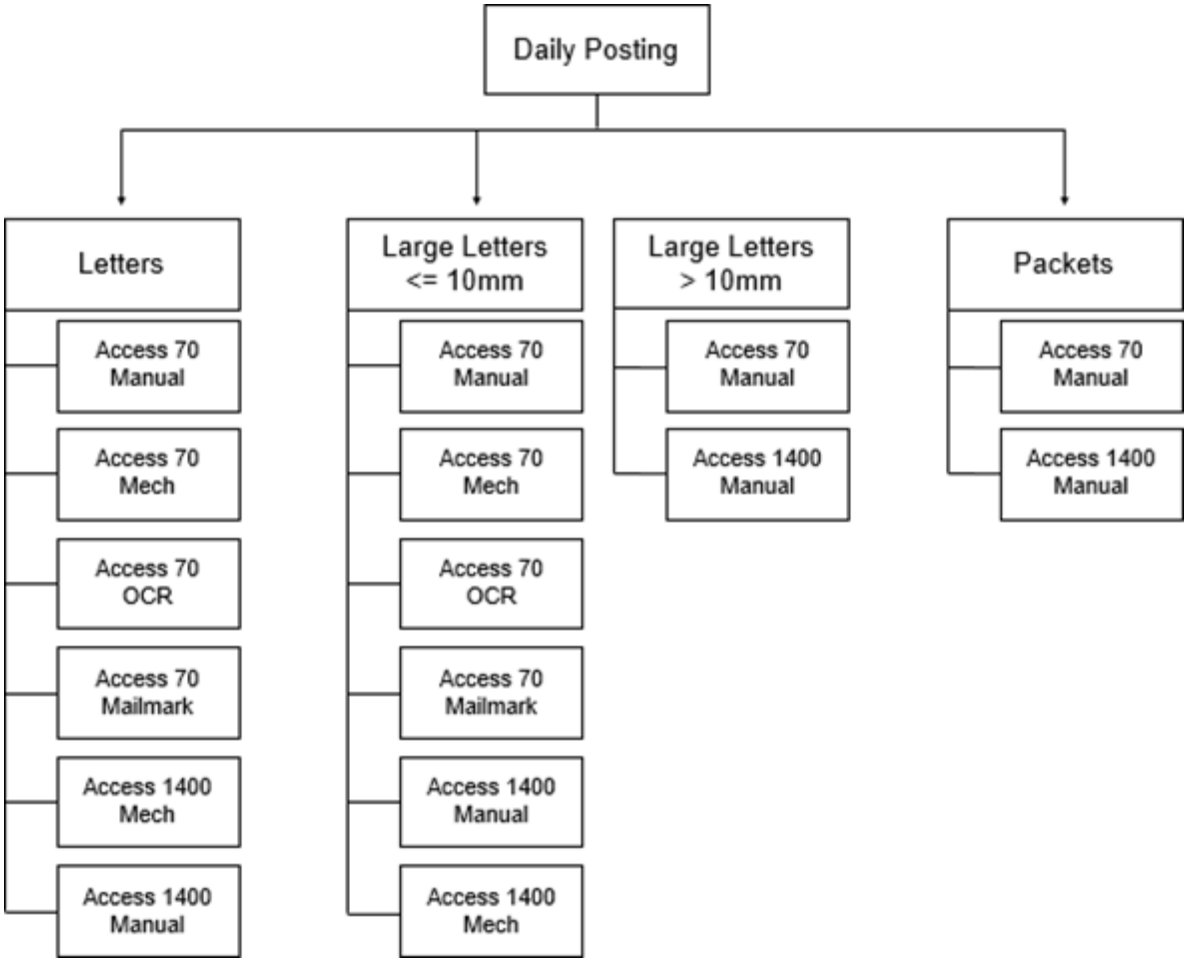


Figure 7 – Machineable and non-machineable definitions

Machineable Letter Specification

A Mailing Item is machineable if it complies with the following requirements:

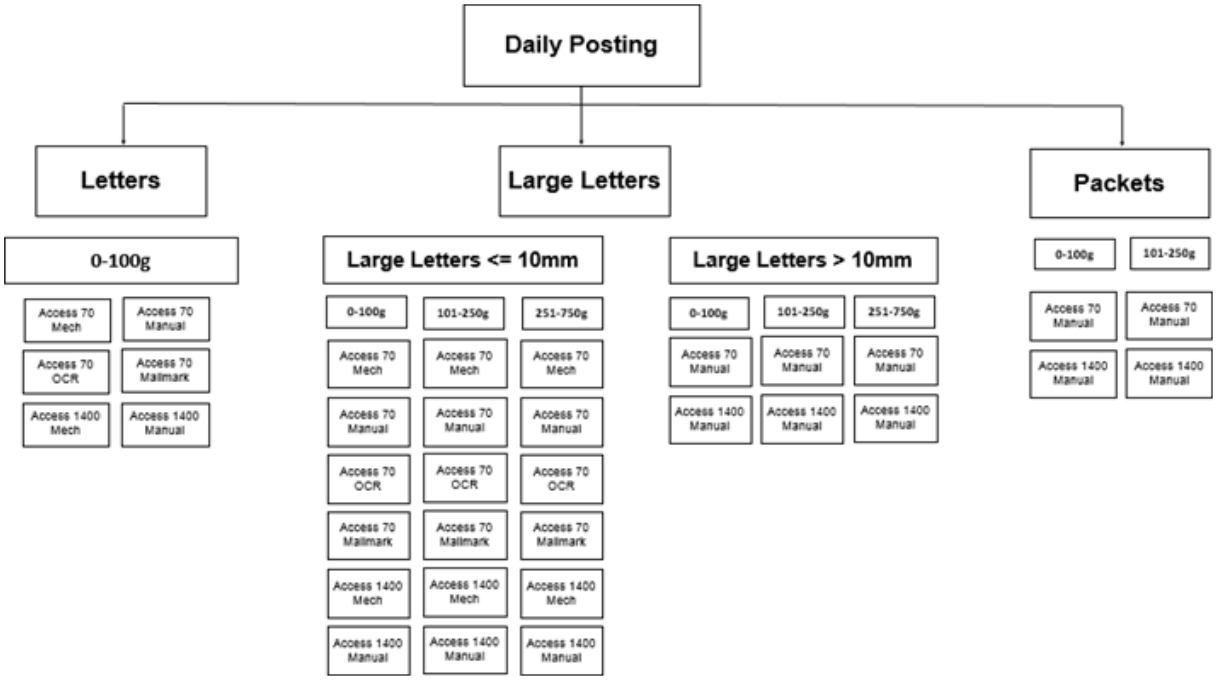
- A Mailing Item must be no larger than 240mm x 165mm (C5 plus) and no smaller than 140mm x 110mm. A Mailing Item can be landscape or square with all four sides straight and intersecting at 90-degree angles.
- It must weigh less than 100g
- It must be no thicker than 5mm and no thinner than 0.25mm
- It must be capable of easily being bent into an 'S' shape along its longest edge
- It must be sealed firmly on all sides
- Perforations and tear-off strips are specifically excluded for machineable items. Manual services will still allow items with tear-off strips and perforations.
- Polythene or plastic envelopes or wrapping cannot be used
- All Mailing Items must meet the Addressing Standards (see **Section 2.2**)
- Inflexible objects such as coins, keys and thick card coupons must not be closed
- Maximum amount of lateral movement of an insert within the envelope must not exceed 20mm. Alternatively, where the overall thickness does not exceed 2mm, the maximum allowable insert movement is 30mm.

Manual Letter Specification

Any mailing item which does not meet the Machineable Letter Specification above is deemed to be a manual Letter.

5.3 Step 3: Weight Band Separation

All machineable and manual mailing items must be sorted by format into weight batches shown below:



6.0 Sortation & Presentation

6.1 Minimum Bag Fills

6.1.1 Minimum Bag Fill

Each bag shall only contain all Letters, Large Letters or all Packets and shall:

In the case of Letters, contain at least:

- 25 Letters each weighing no more than 100g; and in the case of Large Letters, contain at least:
- 5 Large Letters each weighing no more than 100g; or
- 5 Large Letters each weighing more than 100 up to 250g or
- 5 Large Letters each weighing more than 250 up to 750g and
- In the case of the Magazine Subscription service, the minimum volume per bag is 10

In the case of Packets, contain at least:

- 5 Packets each weighing no more than 1000g; or
- 5 Packets each weighing more than 1000g up to 2kg

6.1.2 Minimum Tray Fill

Each tray shall only contain either all Letters or larger letters and shall:

In the case of letters, contain at least:

- 25 Letters each weighing no more than 100g and; In the case of Large Letters, contain at least:
- 5 Large Letters each weighing no more than 10g; or
- 5 Large Letters each weighing more than 100g up to 250g; and
- 5 Large letters each weighing more than 250g up to 750g.
- In the case of the Magazine Subscription service, the minimum volume per tray is 10

*Please contact your Whistl Account Manager for more details on tray requirements.

6.2 Undersized Bags/Trays

An undersized bag is a bag which does not contain at least 25 Letters or 5 Large Lettersort 10 for customers using the Magazine subscription service or 5 Packets for each weight step (as defined in **6.1**).

An undersized tray is a tray that does not contain at least 25 Letters or 5 Large Letters or 10 for customers using the Magazine Subscription service

In the event that the customer does not have at least 25 Letters (bags/trays) or 5 Large Letters (bags/ trays) or 10 Large Letters for the Magazine Subscription service (bags/trays) or 5 Packets (bags only) for each weight break for a default sortation selection, then all items will be subject to a Whistl surcharge. For further information, please refer to your Whistl Account Manager.

6.3 Sortation

Each mailing item within a posting must be sorted according to one of the following services: Premier 1400 or Premier 70 in accordance with this Customer Guide and the Whistl DSA Sort Database (see **Appendix C**). The customer will be provided with a current version of the Whistl DSA Sort database (this is similar to Royal Mails Mailsort database). Whistl will endeavour to ensure that information regarding software updates are emailed to all customers, or its customers' agents. It is, therefore, the individual responsibility of each customer or agent to ensure Whistl is provided with up to date contact details for sending such updates.

Premier 1400

Mailing items are sorted to the level of postcode districts – these are called the selections. The Whistl DSA Sort Database contains around 1529 of these selections.

Where a Premier 1400 posting is produced and there are insufficient mailing items to meet the minimum container fill requirements, the customer should consider bringing the mail together at a Premier 70 level in order to achieve minimum container fill or use software to dynamically fill each container.

Premier 70
Mailing Items are sorted to the level which is based on postcode areas – these are called selections.
The Whistl DSA Sort Database contains around 86 or 48 of these selections.

6.4 Presenting your Mailing items in Bags

Bundling Mailing items

- The customer must ensure where possible that mailing items of a similar weight, shape or size are securely bundled within bags. The number of mailing items in each bundle will depend on the nature of the mailing items. This will normally be determined by their size and thickness. Each Selection may consist of a number of bundles. The exception to this is General/Ecommerce Large Letters, which can be presented loosely in bags due to the size and nature of these items.
- There is no required minimum number of mailing items in a bundle as long as the segregation criteria have been met as set out above, but as many Mailing Items as possible must be included within each bundle (subject to the maximum container weight)
- There is no maximum limit to the number of Mailing Items included in a bundle provided they do not exceed the maximum weight limit of the container in which the bundle is then placed, and the thickness of the bundle does not exceed that which can be held in one hand (approximately 15cm)
- All bundles must be tied with the mailing items facing the same way, using sufficient strapping or rubber bands, so that they do not burst open in the bag, given reasonable handling conditions. If mailing items are 'wedge-shaped', they should be counter-stacked with the top half facing the opposite way to the bottom half.
- Once the ties or strapping have been removed the mailing items must be capable of being handled individually and must not be stuck to one another for any reason, including any stuck together due to the use of any adhesive in the mail production process
- Mailing items should be bundled in such a way as to not damage the individual mailing items
- Bundles that become insecure as a result of inadequate strapping or other material used will be subject to re-work charges

Bagging Mail

- Once the Mailing Items are bundled, they must be bagged. The maximum bag weight accepted by Whistl is 10.4kg including the weight of the bag, bag tie and label. Depending on the volume of the mailing, it may need more than one bag for a selection.
- The customer must ensure that all mailing items for a single selection are included in one bag unless the maximum weight is exceeded. Where possible all mailing items within each bag should be of a similar weight, shape or size. The customer must ensure that more than one bag is used if the weight of a bag would exceed 10.4kg. The bag neck should be securely tied/strapped with a Whistl provided bag tie. Bags must not be tied through the 'D' rings. The minimum number of mailing items accepted in a bag is 25 Letters or 5 large Letters or 5 A3 Packets or 5 Packets (as set out in **Section 6.1**). In general, however, bags must be filled to capacity within the selection, subject to meeting exact bag fill as advised within the Whistl file. Whistl reserves the right to perform random QMC checks on all mailings to ensure that the above is adhered to.
- Whistl recommends that the loose end of bag ties must either be clipped off or tucked in to prevent injury to both the customer and Whistl employees.

Un-bagged Bundle Mailings

- Some Mailings may be presented as un-bagged bundle mailing, refer to **Appendix E**.

Pre-segmenting Mailings
Whistl will require a mailing to be pre-segmented to depot-level when:

- A mailing utilises over 500 bags/bundles per UCID per day.
- A mailing is presented in trays (all trayed mailings must be segmented to depot level)

Please note that in the interest of utilising less consumables you are able to mix TNT file ID's within one container but, you must ensure handover dates and UCID's are not mixed.

6.5 Presenting your Mailing items in Trays (prior agreement)

Each tray shall contain only Letters or Large letters for a single selection (selections must not be mixed trays) and the agreement to present in trays must have been reached with your Whistl Account Manager prior to mailing.

For any single selection, a tray must be full before another tray is used unless the maximum tray weight of 9.5kg is exceeded. A tray of Letters is full at the point where a hand can be fitted between the mail and the tray end.

A tray of Large Letters must not be loaded above the load line (also known as the Plimsoll line). The load line is a visual delimiter for the height of flats or tall letters to avoid interference with trays stacked above. The load line is the 0.2mm stepped area on both long sides of the tray at a height if 172mm from the internal base of the tray.

All Letters must be inserted upside down and facing the front of the tray and Large Letters must be placed in the trays with the indicia and address block facing the same way and facing upwards. It is also a requirement that mailing items are not bundled or tied in any way (i.e. there must be no use of rubber bands or other types of strapping).

The customer and/or agent is responsible for ensuring the output of any mailing are accurate and correct;

Whistl cannot accept any liability for delays or additional costs incurred due to incorrectly presented mail or mail which was presented differently from the way it was intended to be presented. The customer/ agent/ mailing house has the responsibility for the presentation of the mail in accordance with the customer guide. If there is an issue, the customer/ agent/ mailing house must directly contact Whistl, before any mail is collected in order to try and rectify the issue.

Letters

- Letters must be presented in trays in the following way:
- Letters must be stacked vertically
- Letters must be inserted upside down with the Access Indicium facing the tray label.
- Letters must be loose loaded in trays
- Letters must not be packed tightly into trays.
- Letters must not be bundled

Large Letters

The dimensions of a Large Letter determine how it must be presented in a tray:

- Large Letters < 240mm x 165mm
- Large Letters must be stacked vertically
- Large Letters must be inserted upside down with the Access Indicia facing the tray label.
- Large Letters must be loose loaded in trays
- Large Letters must not be packed tightly into trays.
- Large Letters must not be bundled

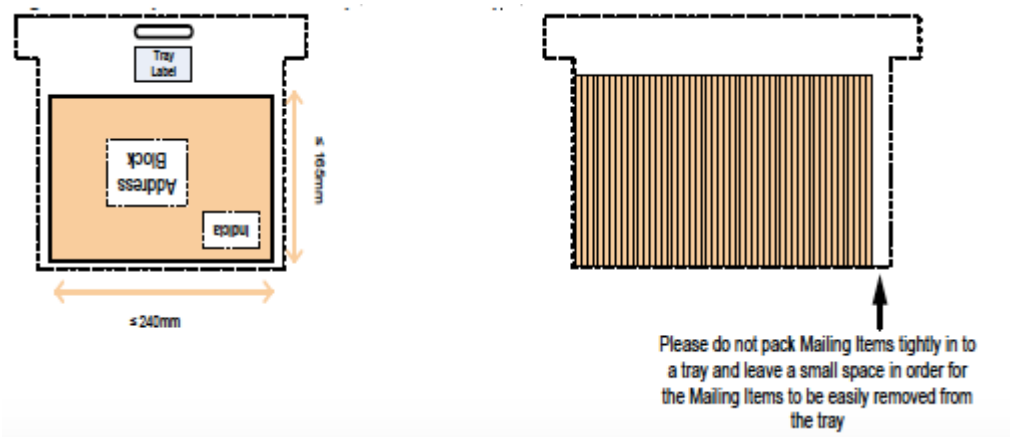


Figure 8: Tray fill cross Section (front and side)

Large Letters < 10mm > than 240mm x 165mm

- Landscape - the address and Access Indicium uppermost in the tray, face up, and with the Access Indicium away from the tray front and label. **Figure 9.**
- Portrait - the address and Access Indicium uppermost in the tray, face up, and with the Access Indicium adjacent to the tray front and label. **Figure 9.**

Large Letters must be laid horizontal and placed as high as the opening used to carry the trays ►►" this allows the trays to be carried and lifted. However, it is permitted that the Large Letters can be level with the 'Plimsoll line' inside the container rim. **Figure 10**.

Large Letters must not be bundled.

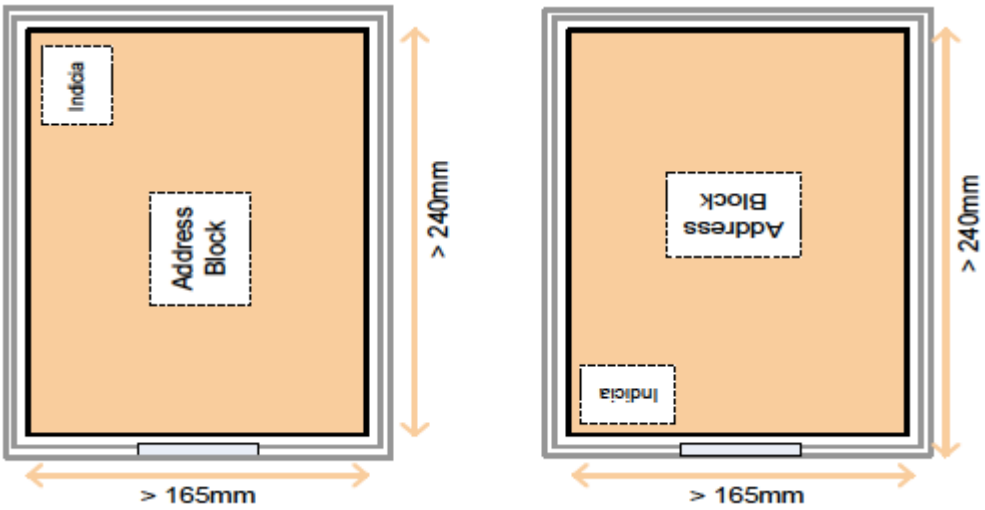


Figure 9 – Tray fill (landscape and portrait)

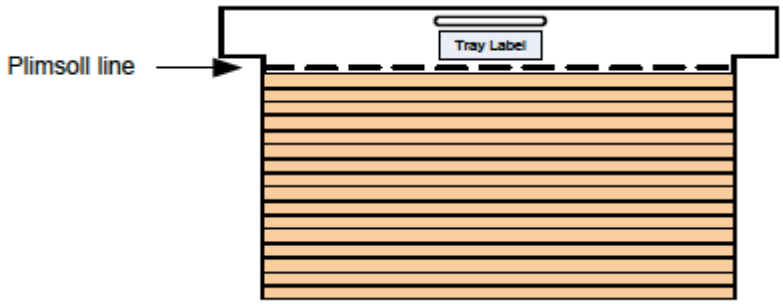


Figure 10 – Plimsoll line fill

Mailing items to Jersey (JE) and Guernsey (GY) are excluded from being presented in trays or bundles for security and must be presented in bags in accordance with **section 6.4**.

6.6 Presenting Mixed Weight Mailings

The Mixed Weight option enables customers handing over large letters or packets, to handover items of different weight bands within a bag or tray. Mailing items must be sorted by the customer to Premier 1400. For the Mixed Weight specification, you cannot mix formats within the same bag or tray.

The service standard and other service criteria are, as already specified within the main body of this User Guide.

6.6.1 Mixed Weight Bands

Where all the individual mailing item weights in a bag or tray comprise a mix of weight bands (‘Mixed Weight’) the customer must declare the total number of items by weight band.

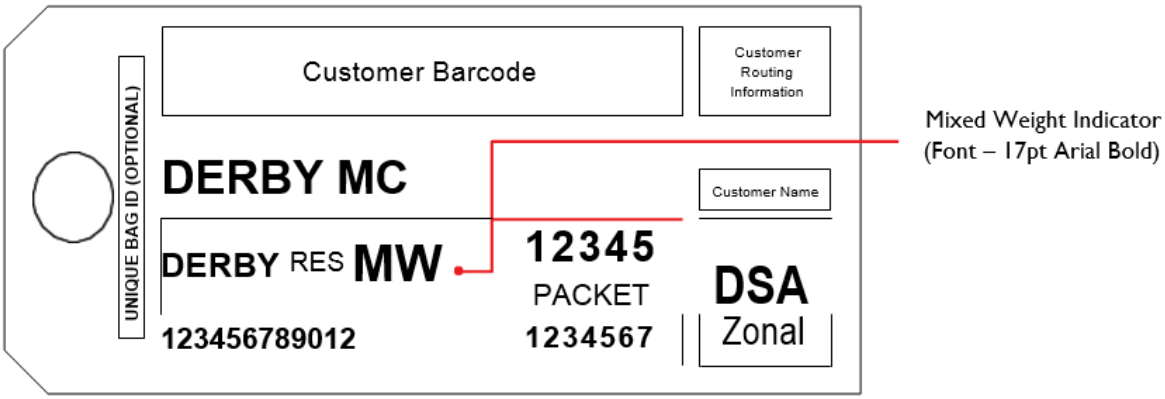
The weight band indicators to be used are as follows:

Large Letters

- WB1 (weight band 1) – items weighing no more than 100g. All items falling within this weight band will be priced accordingly
- WB2 (weight band 2) – items weighing more than 100g up to 250g
- WB3 (weight band 3) – items weighing more than 250g up to 750g are priced in 1g increments at the average weight of all the items falling within this weight band

Packets

- WB1 (weight band 1) – items weighing no more than 1000g. All items falling within this weight band will be priced accordingly
- WB2 (weight band 2) – items weighing more than 1000g to 2000g.



6.6.2 Documentation

There is nothing additional that the customer needs to do, when notifying Whistl of a Mixed Weight mailing. The mailing will be notified using both the 7 day and 24-hour notification process, as they would for a normal Premier mailing.

6.7 Presenting Business Mail Large Letters

Business Mail Large Letters has been introduced to fit between the standard large letter service and large letters which comply with the AdMail specification.

6.7.1 Compliant Business Mail Large Letters

Customers posting against the Business Mail Large Letter option can send items listed in **Appendix N** called 'Business Mail Large Letter Content Guidance and Permitted Items.' This document is also available on the User Guide page of the Royal Mail Wholesale Website and will be updated from time to time.

Business Mail Large Letters includes but is not limited to items such as bills/invoices, statements, general correspondence, magazines, newsletters, membership cards. Items sent as a Business Mail Large Letter must be enclosed in flexible material such as paper envelopes or polythene wrapping (unwrapped specification is also available for this service)

6.7.2 Non-compliant Business Mail Large Letter

Anything which is not general business correspondence should be presented as Standard/e-commerce Large Letters. The Business Mail Large Letter service specifically excludes certain mailing items with goods fulfilment content as well as certain packaging commonly associated with goods fulfilment.

Therefore customers cannot send items which comprise of or contain anything which has an intrinsic or resale value (whether or not it has been paid for by the addressee or other recipient), such as:

- Goods and articles sent in fulfilment of an order or request made to the sender, seller or supplier;
- Gifts and unsolicited goods;
- Collectables; and
- Spares and replacement parts

Also, customers cannot send items that are packaged in padded envelopes; cardboard; and any other stiff or inflexible packaging that cannot easily be manually folded.

6.7.3 Presentation requirements

For Business Mail Large Letter, the following presentational requirements also apply:

- Each Container you use to hand over Business Mail Large Letter Mailing Items to us must contain only Business Mail Large Letters
- Each Container containing exclusively Business Mail Large Letters that is presented by you must be labelled using correct Business Mail indicator to clearly mark that the contents are Business Mail Large Letter. Please see **Section 7** for more information on labelling

6.8 Presentation of Magazine Subscription Mail Mailing Items

Magazine Subscription Mail service is for Large Letters only.

To qualify as Magazine Subscription Mail you must ensure that:

1. Mailing Items:
   - Comprise at least thirty per cent of editorial content. Editorial content does not include advertising material or data; or any information relating to a product or service, such as pricing information or product descriptions, which relate to either the publisher of the Title, the owner of the Title or a third party;
   - Show the Title, the date of issue, and issue number on the front cover; and
   - Have dimensions that qualify as a Large Letter as set out in this User Guide; and

2. You sort each Magazine Subscription Mail Posting using Access 70 and, meet the specifications and requirements of Royal Mail Mailmark;

3. You reference the Title name in the "Campaign Name" field of the Mailmark eManifest each time you submit a Magazine Subscription Mail Posting to us;

4. Each Container you use to hand over Magazine Subscription Mail to us under the Contract must contain only Magazine Subscription Mail of the same Title; and

5. Each Container you use to hand over Magazine Subscription Mail must be labelled as Magazine Subscription Mail using the label identifier we specify in **Section 7** of this User Guide.

6.8.1 Sample Magazine Subscription Mailing Items

Before you handover Magazine Subscription Mail to us you must:

1. Register each Title with us by completing the application form on the Website including, the name of the Title which is to be sent as Magazine Subscription Mail, the name of the Title's publisher and the Supply Chain ID you will use for each Mailmark Mailing; and

2. Provide us with a sample of the Title in accordance with this section below. The sample must be an exact reproduction of the Title to be posted in terms of both outers used, front covers and contents enclosed.

The registration form and sample must be sent to the following address:

RM Sample (Magazine Subscription Mail)
Royal Mail Wholesale [immediately followed by the relevant Mailmark SCID number],
2nd Floor 206
Whitechapel Rd
London
E1 1AA

We will confirm in writing to you whether the Title is eligible for the Magazine Subscription Service and you may commence your Magazine Subscription Mail Postings of that Title from the date of our notification.

7.0 Final Labelling Requirements

Bags/trays must be labelled with final DSA labels, which indicate the destination and contents of the bag and include the information as specified below. Whistl DSA Sort provides the relevant outputs to produce bag labels as set out in this guide.

Whistl will provide blank labels to the customer, only these labels may be used to produce final labels and these final labels may only be used for the final bagging/traying, labelling and sealing of bags and prior to handover to Whistl (rough labelling will not be accepted).

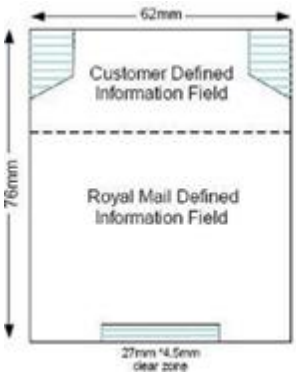
	Format		
	Letters	**Large Letters**	**Packets**
Service	**Container Label Colour**		
70/1400 Manual	**White**	**White**	**White**
70/1400 Mech	**Yellow**	**Yellow**	
70 OCR	**Yellow**	**Yellow**	
70 Mailmark	**Yellow**	**Yellow**	

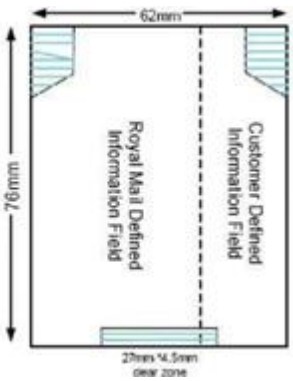
Label Positioning Guide

The following label example is supplied by Royal Mail and is to be used as a guide. Any queries regarding either the structure or the content of the Whistl DSA bag/tray label should be directed to Whistl MAC.

Bag Label Positioning Guide

Tray Label Positioning Guide

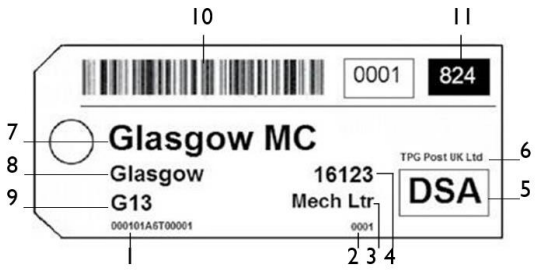




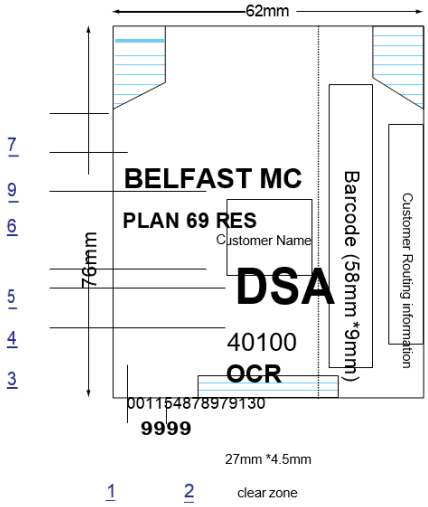
Defined Information Fields

This is what a Premier bag label looks like, including specifications for field size, fonts and formatting. Please note all fields should be aligned left, unless otherwise stated.

Bag label



Tray label



1. Unique Bag/Tray Identification Number - this is an identifying number unique to that bag (14 characters).
2. Customer Identification Number – this is the 4 digit identifying number unique to Whistl's customer database.
3. Format – this indicates the type of mailing item contained within the bag/tray. All formats shall be identified in the manner set out below and shall always be in uppercase:

Manual/Large Letters	OCR LGE LETTERS
Packets	PACKETS
Mech Letters	MECH LTR
Manual Letters	MAN LTR
OCR Letters	OCR
Mailmark Letters	EIB
Mailmark Large Letters	EIB LGE LETTERS

4. Standard Selection Code – is the Standard Selection Code for the selection name as per the Mailsort Sortation database.
5. Service Indicator – this indicates the type of customer e.g. DSA for Downstream Standard Access by Postal Operators.
6. Service Provider Name – Whistl UK Ltd.
7. Destination Office – the destination office is the Royal Mail Inward Mail Centre at which the bag/ tray is to be handed over.
8. Selection Name – is the name of the Selection as listed in the Whistl DSA Sort Database (e.g. Glasgow), this is only applicable for Premier 1400.
9. Selection Description – this field defines the postcode group or plan number within the bag/ tray and this information can be obtained from the Access final labelling database:
10. For Premier 1400 selections – this is postcode district (or sector)
11. For Premier 70 selections – this is the Postcode Area (or district) followed by the word 'RESIDUE' or 'RES'
12. For Premier 70, OCR and Mailmark selections – this is the word PLAN followed by the Plan number
13. Customer Barcode – unique barcode generated by the Whistl DSA Sort software that includes the customer ID, mailing house ID, mailing segment ID, date and the sequential bag number.
14. Whistl Depot Code – 3 digit depot code that signifies the Whistl depot destination of the bag.
15. When you make a Business Mail Large Letter posting you are required to identify the service by adding the service identifier to the customer type indicator. The correct service abbreviation to use is 'BMLL'

Size Guide

Bags

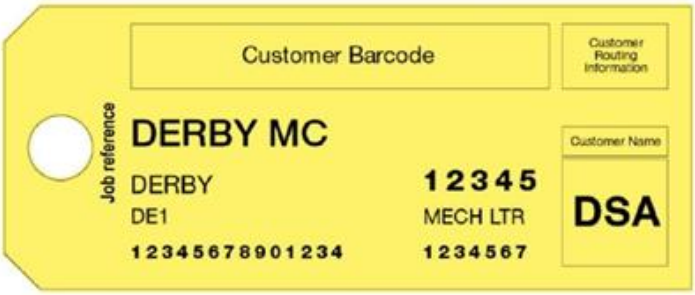
Characteristic	Font size	Relative font height	Maximum no. of characters
Unique bag identification number	11 pt. Arial Bold	3mm	14
Unique originating customer/ customer identification number	11 pt. Arial Bold	3mm	15
Format	13 pt. Arial Bold	4mm	8
Customer name	11 pt. Arial Bold	3mm	
Customer type indicator	28 pt. Arial Bold for DSA	12mm	3
Destination office	17 pt. Arial Bold	7mm	25
Selection name	14 pt. Arial Bold	5mm	25
Standard selection code	14 pt. Arial Bold	5mm	5
Selection description	14 pt. Arial Bold	5mm	14

Trays

Characteristic	Font size	Relative font height	Maximum no. of characters
Unique bag identification number	10 pt. Helvetica Bold	3mm	14
Unique originating customer/ customer identification number	10 pt. Helvetica Bold	3mm	15
Format	14 pt. Helvetica Bold	4mm	8
Customer name	8 pt. Helvetica Bold	3mm	
Customer type indicator	28 pt. Helvetica Bold for DSA	11mm	3 for DSA 2 for CDA
Destination office	18 pt. Helvetica Bold	7mm	25
Selection name	14 pt. Helvetical Bold	5mm	25
Standard selection code	14 pt. Helvetica Bold	5mm	5
Selection description	14 pt. Helvetica Bold	5mm	14
Database version indicator	10 pt. Helvetica Bold	5mm	3

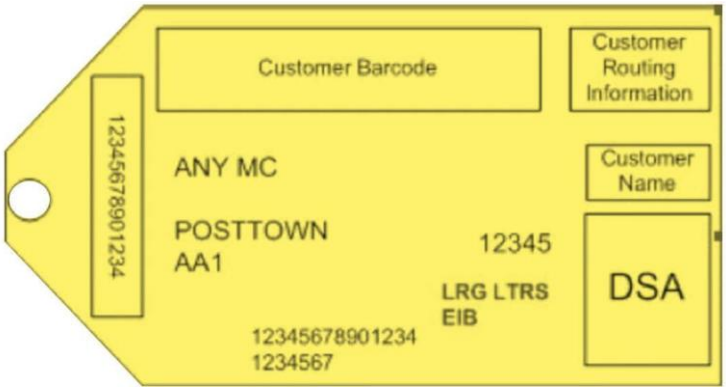
7.1 Bag Label Examples

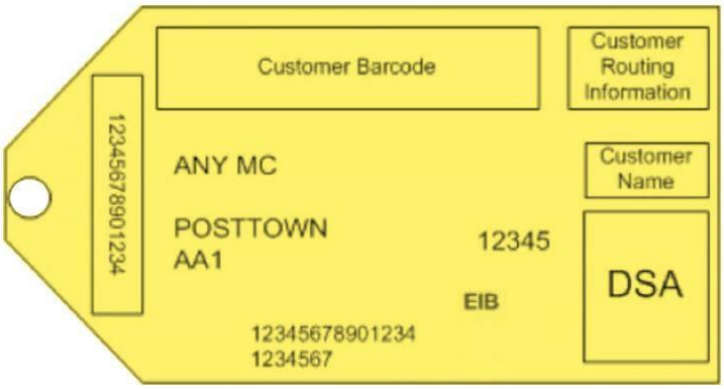
Premier 1400 Label Example:



Premier 70 OCR Label Example:

Premier 70 Mailmark Examples:





8.0 Consumables for Mailings

All consumable requests must be sent to your respective Whistl Internal Account Executive or Whistl Mailing House Specialist. Requests must be made in line with the lead times outlined in **section 8.2** of this guide.

Customers must use the 'Ad-hoc consumables request form' or the 'Standing order consumables request form' for all consumable orders.

Any issues or questions should be directed to your Whistl Internal Account Executive or Whistl Mailing House Specialist.

8.1 Blank bag/tray Labels and Bag Ties

Whistl will supply blank bag/tray labels and bag ties to the customer which will only be used for the final bagging, labelling and sealing of mailbags of Whistl DSA mailings.

The customer will provide Whistl with their requirements in line with the lead times stated in **section 8.2** and Whistl will endeavour to provide the customer's required amounts within the notice period. The customer shall only order blank labels and bag ties from Whistl Customer Service and these will be delivered to the customer's nominated site. Bag ties should be ordered in packs of 50 (100 packs per carton) and blank labels in boxes of 2,000. Whistl will not provide any other consumable items such as rubber bands and bundle ties.

8.2 Consumable Lead Times

The customer must request bags, trays and magnums through Whistl in line with the lead times stated in Figure 11 below:

Notice Period (working days)	Trays (on Pallets)	Bags (in Magnums)	Magnums/Pallets /Yorks*
2 Days	1-5 pallets (120-600 trays)	1-2 magnums (250-500 bags)	1-10
5 Days	6-16 pallets (720-1920 trays)	3-7 magnums (750-1750 bags)	11-50
10 Days	17-25 pallets (2040-3000 trays)	8-15 magnums (2000-3750 bags)	51-100
20 Days	25+ pallets (3000+ trays)	16+ magnums (4000+ bags)	100+

NB: 1 pallet is equal to 120 trays and 1 magnum is equal to 250 bags
Figure 11

Please note the following stipulations:

1) **The use of Yorks must be authorised by the Whistl Assets Manager**
2) **Orders outside of the notice period needs prior agreement with the Whistl Assets Manager**
3) **Sites at the discretion of Whistl will be required to submit balance trackers**
4) **Delivery times between 08:00 – 17:00 Monday to Friday, unless agreed in advance**
5) **Customer ordering deadline is 13:00**

Whistl containers must not be used for moving Mailing Items between either the customer's sites or agent's sites without prior agreement with Whistl Customer Services.

Whistl-provided magnums and bags shall only be used for bagging and conveying Whistl DSA specific mailings from the customer nominated site to the Whistl DSA Centre

Where the above lead-time is not given we will endeavour to supply what is requested but we will not be able to guarantee delivery.

If any issues within Whistl prevent us from completing any consumables requirements in full this will be communicated to you the morning of the day of delivery.

All customers or their mailing houses choosing to outsource mailings to a third-party mailing house should ensure that they communicate the above processes to the third party.

All consumables will be delivered directly into the outsourced mailing house by Whistl.

*If you made trays requests outside of the notice periods set out in this guide (or in any subsequent notice that we send to you) we will use our reasonable endeavours to supply the trays. However, if we are unable to supply the

trays Whistl will supply alternative consumables if these are available. If alternative consumables are not available then Whistl will advise you of the correct method of presentation. Therefore you should be aware that ordering consumables later than the required notice period may mean that you will not benefit from any discounted prices that are available for the presentation of mail in trays.

Please note that the agreement to present your items in trays must be reached with your Whistl Account Manager prior to mailing as detailed in section 6.5.

**If, due to any matter or circumstance beyond our reasonable control (for instance, if Royal Mail does not supply the number of trays Whistl requests) Whistl are unable to supply you with the number of trays that you have requested, Whistl will provide alternative consumables. If alternative consumables are not available then Whistl will advise you of the correct method of presentation. Please note that you will not benefit from any agreed discounted prices that are available for the presentation of mail in trays where trays are not available due to matter or circumstances beyond our reasonable control.

9.0 Documentation/Notification

9.1 .tnt file (Posting Dockets)

Whistl will utilise the information provided in the .tnt file to extract all the necessary data for invoicing purposes.

The information supplied within the .tnt file is used to calculate the access charges which will be invoiced to the customer and it must accurately record the total mailing or National Posting.

A .tnt file is the customer's declaration of the details of the posting to be handed over to Whistl. A .tnt file per mailing must be submitted electronically to Whistl Customer Service no later than 08:30 am on the day of handover to Whistl. During exceptional circumstances and with the prior agreement of Whistl Customer Service, alternative arrangements for submission of .tnt file information to Whistl Customer Service may be made.

The .tnt file will allow Whistl to verify that mailing items have been presented in accordance with the customer's obligations under the agreement and that the details reflect the mailing.

The .tnt file must accurately represent the contents of each bag and will contain the following information:

1. A unique bag identification number – that corresponds to the same number on the bag label.
2. A unique customer identification number – that corresponds to the same number on the bag label.
3. Selection codes – The Selection codes within the Whistl DSA Sort Database for the relevant selection.
4. Postcode Area – The first alpha character/s of the Postcode – i.e. G for Glasgow Postcodes and PO for Portsmouth Postcodes.
5. Number of mailing items in bag.
6. Total weight of Mailing items – Excluding the weight of the bag, label and bag tie.
7. Average mailing item weight.
8. Format of the Mailing items – Letters, Large Letters or Packets.
9. Whether machineable or manual – where not known, the default is manual.
10. Sortation level – i.e. Primary or Default.
11. PO Number – 40 character alphanumeric field, to record a purchase order number for a specific mailing.

9.2 Collection Receipt

Whistl will provide a collection receipt based on the information received from the .tnt file. Four copies of the collection receipt will be signed, timed and dated by the Whistl collection driver and an employee of the customer after the Whistl vehicle is loaded. Three copies will be retained by the Whistl employee and one copy by the customer as a receipt of collection.

The handover of mailing items and the signing of the collection receipt does not constitute acceptance of the mailing items by Whistl. Acceptance of a mailing by Whistl only occurs after Whistl verification and Royal Mail's Revenue protection checks have taken place and all, if any, issues have been resolved. A mailing will be deemed to have been accepted by Whistl and subsequently the Royal Mail within one working day from handover by the customer unless the any issues have been raised about the mailing.

Example of Collection receipt

Collection receipt

Customer Services

1. Collection Details

Customer name

Date

Customer ID

Collection address

Vehicle number

Arrival time

Departure time

Driver name

Signature

Customer name

Signature

2. Premier

COLLECTION	QUANTITY
Magnums	
Yorks	
Trays	

AllSort Bags (unroutables) YES ☐ NO ☐

WHISTL USE ONLY

Goods in name

Goods in signature

whistl

White Copy: Whistl Operations, Yellow Copy: Whistl Accounts, Green Copy: Transport, Pink Copy: Customer

10.0 Despatching the Mailing

10.1 Pre-notification of Mailing

There are two stages Whistl must be advised of the customer's intention to post an Access–Standard National Posting. This will enable Whistl to ensure sufficient resources are at hand to meet the Service Standard. The two stages that the customer must comply with are:

- 7-day rolling forecast.
- 24-hour pre-notification.

10.2 7 Day Rolling Forecast

The customer must provide Whistl Customer Services with a daily rolling forecast of their Posting intentions. The forecast will include anticipated volume of mailing items and where possible will provide details of the format of mailing items expected to be handed over on each of the next 7 Working Days.

10.3 08:30 24 Hour Pre-advice (.tnt file)

The customer must provide Whistl Customer Services with pre-notification by 08:30 on the day of collection of the postings intended for despatch for that day. This information will be supplied in the correct file format and sent by e-mail directly to accessfileuploads@whistl.co.uk, please also ensure that you copy in your Internal Account Executive.

Please be aware that if your pre-notification and .tnt file is not sent to the above email address, then there may be delays to the processing of your mail:

- All files should be accompanied with a 24hr pre-notification form
- If you send us your file without a 24hr pre-notification form, your mailing will be set to be scanned for handover next day
- If your 24hr pre-notification form has an invalid date or file name, your file will be set to be scanned for handover next day
- Should you use an outdated standard 24hr pre-notification form, or a form that has not been Whistl approved, your file will be set to be scanned for handover next day.
- If you do not send your file, your mail will be quarantined in our depot, which will cause handover delay
- The following fields are mandatory: "**date to hand over to RM**" (DD/MM/YYYY) **AND** "**Whistl file name .tnt**" (must be at least 9 characters long as per Whistl container file spec)

Forward Dated Mail (FDM)

FDM mailings must be communicated to your Internal Account Executive and advised on the 24hr pre-notification forecast. This is to ensure that the handover date is set within our systems and avoid any issues with incorrect handover dates. Failure to advise the Internal Account Executive could result in incorrect handover to Royal Mail. Please ensure that all FDM is clearly labelled with the correct handover date as per the guidelines.

Split Mailings

All split mailings should declare the bag ranges and handover date within the 24hr pre-notification form to ensure they are set correctly within our system

- If the bag split ranges are not declared on the 24hr pre-notification form, the handover date will default to the last date entered (last line entered on the pre-notification)

11.0 Collection Processes

11.1 Collection Times

All collections should be booked via Whistl Customer Services.

Standard collection times will be set up prior to the customer's first collection and will be regarded as fixed from this point. However, if mutually agreeable to both the customer and Whistl, these collection times are flexible. For additional, ad-hoc collections a minimum 24 hour notice period is required, prior to 13:00hrs on the working day (Monday-Friday) before collection.

11.2 Collection Time Change and Cancellation Process

The aim of this process is to ensure that requests for new or changes to existing collection times are managed in a controlled way. Whistl Customer Services will coordinate requests and notification of changes to collection times.

Any requests for changes to collection times must be made by e-mail to Whistl Customer Services and may require at least 14 Working Days for change requests to be processed. Whistl Customer Services will confirm by e-mail, subject to capacity and capability, whether the change of collection time is acceptable. Whilst Whistl will endeavour to meet the customer's requirements, this may not be possible in every instance. The final decision regarding the allocation of collection times rests with Whistl. To cancel a collection, the customer must notify Whistl Customer Services by e-mail before 10.30am on the day the collection is due. In the event of a customer not cancelling a collection, the wasted costs will be passed on to the customer using the applicable rates for Flexible Collection bookings.

11.3 Customer Health and Safety Procedures

Whistl will require all drivers to wear safety shoes and high visibility jackets whilst on customer premises and comply with all customer site traffic rules. All drivers should only have access to the areas of the customer premises directly related to the handover of mailing items unless previously agreed with Whistl Customer Services.

11.4 Unloading and Handover at Customer Premises

Each separate mailing must be unloaded into separate containers which will facilitate the revenue protection checks against each Mailing.

Where the customer has been provided with Whistl magnums, the customer site is responsible for loading and unloading the containers when and where directed by the Whistl driver.

All Postings handed over to a Whistl driver must be accompanied by collection docket.

At handover, the Whistl employee will sign, time and date the copies of the collection docket. The Whistl driver will retain copies of the collection receipt.

11.5 Contingency

In the event of a customer premises being inaccessible for any reason, the customer must notify Whistl Customer Services of any alternative arrangements and any subsequent change to normal practice at the earliest opportunity.

12.0 Procedures for Handling Non-Compliant Mailings

Whistl reserves the right to sample mailings and postings received from the customer to ensure compliance with the agreement. Failure to meet required standards will result in Whistl taking action in accordance with the procedures for handling non-compliant mailings/postings.

Whistl will carry out checks on all mailings to ensure they are compliant with the terms and conditions of the agreement (including this Customer Guide).

If Whistl has identified that mailings fail to comply with the agreement, Whistl shall notify the customer, by telephone and/or electronically, and offer a reasonable opportunity for the customer to inspect the mailing as soon as is reasonably practicable after identifying the error but no later than within 24 hours after notification and will hold the mail pending agreeing a resolution to the issue with the customer.

If following the customer's inspection (or the expiry of the 24 hour period) Whistl remains satisfied that there has been an error, Whistl may proceed to implement the procedures within this section.

Whistl will not undertake any remedial action until such time as the timescales, charges or surcharges for the rectification of such faults has been agreed in writing (including by email or by fax) with the customer's nominated contact.

The following table details the actions Whistl may take in the event of non-compliance. In this table, 'Relevant Segment of the Mailing' means that part of the posting which relates to an individual mailing in relation to which the non-compliance has been identified.

12.1 Pre-notification and Pre-advice

Issue	Resultant and corrective actions where applicable
Non-receipt of .tnt file pre-notification	• If the details of the Posting(s) have not been pre-notified Whistl shall be entitled to refuse handover of the Posting. • If the customer fails to provide pre-notification by 08:30 on the day of collection and the customer still wishes to hand over the Posting(s), the customer must contact Whistl Customer Services to agree on arrangements for the handover of the Posting(s).
Inaccurate .tnt file pre-notification	• If the actual number of Letters, Large Letters or Packets handed over to Whistl varies from the .tnt file pre-notification, Whistl shall be entitled to refuse acceptance of the relevant segment of the Posting. It is required of the customer to provide bag ranges where the files are split. • If Whistl is able to agree to the handover of the relevant segment and is in receipt of the amended .tnt file then the customer's nominated contact will be notified. Although every attempt will be made to handover the mailing to the Royal Mail within the required timescales Whistl cannot guarantee this and the relevant mailing items may be processed as if they had been received on the following working day.

12.2 Collections and Consumables

Issue	Resultant and corrective actions where applicable
Posting unavailable at collection.	• If a pre-notified posting is not available for collection on the nominated day despite the pre-notification (.tnt file) that posting will be considered void and will be logged by Whistl Customer Services and the wasted costs charge will apply, unless cancelled by 10.30 am on the day the collection is due.
Delay of collection.	• If the customer is unable to meet the agreed collection time, and Whistl Customer Services are not contacted to agree the delay of the collection, Whistl may not be able to process the mail until the next working day.
Late Consumable request notification	• If a request for consumables is received after the 13:00 deadline on the required day and there isn't a suitable vehicle to perform the delivery, then a dedicated delivery will be arranged and the agreed flexible consumable delivery fee will apply. Alternatively, the customer can choose to receive the consumables on the next available delivery or collection vehicle. To agree to either, Whistl Customer Services will require written confirmation from the customer.

12.3 Documentation

Issue	Resultant and corrective actions where applicable
No signed collection docket.	• If the relevant collection docket has not been signed by a customer employee Whistl will not accept the posting until confirmation of the collection volume has been received
The number of Mailing items declared on the .tnt file does not agree with the number of mailing items actually received.	• Any variance detected through sampling between the number of mailing items declared on the Collection Docket from those actually handed over at the Whistl DSA Centre will result in Whistl MAC contacting the customer for clarification. • The Relevant Segment of the mailing will only be processed subject to reaching agreement with the customer. • Whistl reserves the right to hold the Relevant Segment of the mailing, either in part or in total, until such time as the changes are agreed • The customer may collect the Relevant Segment of the Mailing.
The weight of the mailing items declared on the .tnt file does not tally with the weight of the mailing items actually received.	• Any variance detected through sampling between the weight declared on the Collection Docket from the actual weight of mailing items handed over at the Whistl DSA Centre will result in Whistl Customer Services contacting the customer for clarification and where applicable corrective measures. • The Relevant Segment of the mailing will only be processed subject to reaching agreement with the customer. • Whistl reserves the right to return the relevant segment of the mailing, either in part or in total, to the customer on the next available collection.

12.4 Indicia

Issue	Resultant and corrective actions where applicable
Mailing items do not bear the Whistl Access Indicia.	• If a Relevant Segment of a mailing or a mailing is found to contain mailing items that do not bear the approved Whistl Indicia the Relevant Segment of the mailing will NOT be processed. • Whistl reserves the right to return the relevant segment of the mailing, either in part or in total, to the customer on the next available collection.
Mailing items do not bear a customer return address.	• If a Relevant Segment of a mailing or mailing is found to contain mailing items that do not bear the agreed customer's return address, the Relevant Segment of the mailing will NOT be processed.

	• Whistl reserves the right to return the relevant segment of the mailing, either in part or in total, to the customer on the next available collection.

12.5 Addressing Standards

Issue	Resultant and corrective actions where applicable
Mailing items that fail to meet the addressing standards as specified in Section 2.2 of the Customer Guide	• If a Relevant Segment of the mailing or the mailing fails to meet the Addressing Standards that Relevant Segment of the mailing will not be processed. The customer has the option to either have the Relevant Segment of the mailing returned or agree the remedial action.
Mailing items declared as OCR or Mailmark fail to meet the relevant specification.	• If a posting(s) or relevant segment of the posting(s) fails to meet the OCR or Mailmark specification that posting(s) or relevant segment of the posting(s) will not be processed. The customer has the option, if Royal Mail agrees it is operationally feasible to process, the customer will be charged the prevailing Access Charge for the most applicable service for the posting(s) or relevant segment of the posting(s) • Where Royal Mail has statistically significant evidence, Royal Mail then reserves the right to levy a charge to cover the reasonable costs of handling.

12.6 Mail Presentation

Issue	Resultant and corrective actions where applicable
Missorted Mailing items are found during the processing of the Posting.	• If Royal Mail finds missorted mailing items during the processing of the Posting (after hand over or acceptance) then Whistl will Collect the missorted mailing items from the relevant Inward Mail Centre and defaulted to the Whistl AllSort product, if possible operationally and Whistl so elects and you shall pay the Whistl UK Ltd applicable AllSort rates. • Whistl shall be entitled to charge this rate in addition to the relevant Premier charges.
Bags/trays of Mailing items are presented at the Whistl DSA Centre without labels or with missing/ incorrect information on the labels.	• In the event that the customer fails to label or correctly label the bags/trays and as a result Whistl is unable to revenue protect the Relevant Segment of the mailing then the offending bags will be returned to the customer by Whistl at the earliest available opportunity.
The customer fails to maximise the bag/tray fill for each selection in a Mailing within the 10.4kg maximum weight limit.	• The customer must where possible maximise the bag/tray fill for each Selection within the Mailing up to 10.4kg maximum weight limit. • Bags/trays received over 10.4kg will be returned to the customer at the earliest opportunity.
The customer presents non-machineable or non-routable mail.	• Non machineable or non-routable mail (which includes mail for an address outside the United Kingdom, for a BFPO address, without a full address or that does not comply with or is not presented in accordance with the specification outlined in the Whistl Premier Customer Guide) shall be defaulted to the Whistl AllSort product, if possible operationally and Whistl so elects, and the customer shall pay Whistl's then current AllSort rates. • If Whistl cannot, or elects not to, process the non-machineable or non-routable mail, then the items will be returned to the customer at such time as Whistl may elect. This is likely to be at the same time as a future collection from the customer. The customer's Mailing items are not correctly faced and/or bundled in line with the sortation and presentation for the service and/or container in which they are presented'. ○ If the customer hands over Mailing Items that have not been correctly faced and/ or bundled then the mailing or Relevant Segment of the mailing will be returned to the customer.

Issue	Resultant and corrective actions where applicable
The customer hands over Mailing items in poor condition	• Whistl staff will visually check the condition of the bags of mailing items upon hand over. Any Posting/ mailing or Relevant Segment of the mailing obviously damaged or in a generally poor condition will not be accepted by Whistl • Any mailing items that Whistl employees subsequently discover (prior to acceptance) to be damaged or in generally poor condition will not be processed. Whistl will contact the customer's nominated contact and the customer may collect the mailing items
The customer hands over Mailing items that are stuck together	• If mailing items within a mailing or Relevant Segment of the mailing are stuck together then the mailing or Relevant Segment of the mailing will not be processed and Whistl will contact the customer. If, in the opinion of Whistl, the mailing items cannot be separated without damaging the mailing items then the mailing or the relevant segment of the mailing will be returned to the customer.
Pre-Segmented Requirement	• Whistl require mailings to be pre-segmented to depot-level when meeting and or exceeding the volumes outlined on page 15 of the Whistl Premier Customer user guide. As an example, a mailing consisting of 600 bags mailing to Whistl's Bolton, Bedford and Bristol depots must be contained in depot-specific containers for e.g. All bags for Bedford must only be placed into containers with other bags destined for Bedford, these containers must have a container label attached detailing the matching depot code, all bags for Bolton must only be placed into containers with other bags destined for Bolton, these containers must have a container label attached detailing the matching depot code • Failure to pre-segment your mailings when required to do so may result in the delay of your mailing.
Mail is not handed over in the correct container required for the service or format declared or adhering to the relevant container requirements	• If a customer hands over mail in a container not permitted for the service or format or not in adherence to the relevant container requirements during the standard access window • Where Royal Mail for operational reasons is unable to process the posting (s) or relevant segment of the posting (s) the posting (s) will be refused • If Royal Mail agrees that it is reasonably practical to process the posting (s) or relevant segment of the posting (s) it shall amend the posting docket accordingly And • Royal Mail reserves the right to levy surcharges to cover the reasonable costs of any additional handling that may be incurred in processing the mailing items and/or any administration costs
Non-compliant Business Mail Large Letters are presented	• If a customer presents mail as Business Mail and it does not comply with the service specification, or is not in adherence to the Business Mail Contents Guidance and Permitted List: • Where Royal Mail for operational reasons is unable to process the posting(s) or relevant segment of the posting(s) the posting(s) will be refused • If Royal Mail agrees that it is reasonably practical to process the posting(s) or relevant segment of the posting(s) it shall amend the posting docket and charge for the revised service accordingly And • Royal Mail reserves the right to levy surcharges to cover the reasonable costs of any additional handling that may be incurred in processing the mailing items and/or any administration costs

12.7 Health and Safety

Issue	Corrective action
The weight of any bags/ trays exceeds the maximum weight specified (10.4kg).	• The relevant bags/trays will be held and Whistl will contact the customer. Either: • The overweight bags/trays will be returned to the customer. Or • If Whistl agrees that it is reasonably practicable to do so, break down the mailing or Relevant Segment of the Mailing into compliant bag/tray fills, which meet Health & Safety standards at the applicable contract charge.

The following applies for Mailmark mailings only:

Issue	Resultant and corrective actions where applicable

For Mailmark™ Mailing Items, the eManifest has not been received or is incorrect.	• If you have not uploaded your posting data to the eManifest Handling Service (eMHS) to create the eManifest:
	• by 04:30 on the day of handover, for mail you produce via a machine consolidation process; and
	• by 23:30 on the day before handover, for all other pre-sorted Mailing Items; or
	• If there are errors known by you prior to handover to us relating to the upload of your posting data to the eMHS to create the eManifest, we may:
	  ○ Reject the Mailmark™ Mailing Items; or
	  ○ Hold the Mailing Items until you give us complete and accurate documentation; and
	  ○ Apply a Surcharge to cover our administration costs relating to any actions taken

Issue	**Resultant and corrective actions where applicable**
The number, weight or format of Mailing Items declared on the Manifest(s) does not tally with the number, weight or format of Mailing Items handed over.	• If we detect any variance between the declared number, weight or format of Mailing Items on the Manifest(s) during manual sampling from those actually handed over at the Inward Mail Centre we will revert your Mailing items to the correct postage by amending the Posting Docket(s) and Manifest(s). • Where we have statistically significant evidence that the number of Mailing Items declared on the Manifest(s) represents an error across a Posting or relevant segment of a Posting, then we may amend the Posting Docket based upon the statistically significant evidence, if you have not agreed to Early Release, we may hold the Posting(s) or the relevant segment of the Posting(s), until such time as the changes are agreed. • If the changes are not agreed within 24 hours of handover we may reject the Posting(s) or the relevant segment of the Posting(s). • For Mailmark™ Mailing Items where discrepancies, are identified through the item level in-process reporting, we may: • Correct the volume, weight or format of items and apply the relevant Access Charges to those corrected items; and • Apply a Surcharge to cover our administration costs relating to any actions taken • Note: Where this happens, Docket adjustments may appear on a subsequent invoice. • Exception to this remedy for weight variances on Mixed Weight Postings: Due to the Mixed Weight system constraints, if an Under Volume Container is sampled on a Mixed Weight Posting, and the actual weight of the Mailing Items handed over differs from the declared value, we will invoice the declared value only.
Mailing Items that fail to meet the Addressing Standards as specified in Section 2 of the User Guide	• If a Posting(s) or relevant segment of the Posting(s) fails to meet the Addressing Standards we may reject the Posting(s) or relevant segment of the Posting(s).

	• Or, provided you have handed over the Posting at the correct Inward Mail Centre and if we agree it is operationally feasible to process, you will be charged the prevailing Access Zone C rate relevant to the Mailing Items Posting or relevant segment of the Posting affected. • For Mailmark™ Mailing Items that are insufficiently addressed fail to meet the addressing standards and which may require manual or other intervention in order for us to process them, we may: • Reject the Mailmark™ Mailing Items; or where possible, rectify the non- compliant Mailmark™ Mailing Items and accept those Mailing Items as rectified provided that • You shall pay a Surcharge on those Mailing Items relative to the non- compliance in line with the applicable Surcharge as published on the Website; • Apply a Surcharge to cover our administration costs relating to any actions taken above.
Postings are not segregated by OCR or Mailmark™, or Machineable Item or Manual Item characteristics as required	• If you fail to segregate Mailing Items within a Posting in accordance with them meeting the relevant Machineable Item or Manual Item specification, or you fail to maintain any such segregation on hand over of the Mailing Items, then we may reject the Posting(s) or relevant segment of the Posting(s). The Posting(s) or relevant segment of the Posting(s) will be held and we will contact you. Either: • You must collect the incorrectly faced and/or bundled Mailing Items and we may levy a charge to cover the reasonable costs of handling; Or • If we agree that it is reasonably practicable to do so we will process the Posting(s) or relevant segment of the Posting(s) provided you agree to pay a Surcharge. • For Mailmark™ Mailing Items that fail these requirements and incur a Surcharge, we shall also apply a Surcharge for our administrative costs in relation to our actions taken above.
Containers of Mailing Items are handed over to the wrong Inward Mail Centre (misrouted Container)	• If you hand over Containers of Mailing Items at the wrong Inward Mail Centre (i.e. containing Mailing Items for delivery to Postcodes which are not served by that particular Inward Mail Centre), we may reject those Containers and either: • You must collect the Containers wrongly handed over at the relevant Inward Mail Centre. We may levy a charge to cover the reasonable costs of handling these Containers; Or • If we agree that it is reasonably practicable, we will process the Containers. In this case we will amend the Posting Docket to reflect that the Mailing Items will be charged at the Missort Processed item rate displayed on our Website charge for our administrative costs in relation to our actions taken above.
Mailing Items are handed over that are not eligible for Access (e.g. International and BFPO addresses)	• If we find ineligible Mailing Items at the point of handover or during the processing of the Posting(s) (after handover or acceptance), we may refuse handover or reject the Mailing Items, as applicable. You must collect the ineligible Mailing Items from the relevant Inward Mail Centre and we may levy a charge to cover the reasonable costs of handling. We will refund the Access charges raised against the equivalent volume of ineligible Mailing Items identified. The Access refund rate is displayed on the website at www.royalmailwholesale.com.We may levy Ineligible item charges for each ineligible Mailing Item found, extracted and returned, at a per-item price plus a collection charge per Inward Mail Centre collection. Ineligible item charges are displayed on the website at www. royalmailwholesale.com Or • Items declared as Mailmark™ identified as not eligible through in-process reporting we may;

	• Process the Mailing Items and apply the Ineligible Item rate charges; • Apply a Surcharge to cover our administration costs relating to any actions taken.

13.0 Data Protection

13.1 Data Processing carried out by Whistl

This section relates to the parties obligations under Data Protection Legislation which means all applicable data protection and privacy legislation in force from time to time in the UK including the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003 as amended and any other laws, regulations and secondary legislation, as amended or updated from time to time, in the UK.

Whistl does not process any personal data in respect of mail items which comply with the specifications for pre-sorted mail items set out in this customer guide. However, where a mail item does not comply with that specification, and as a result requires remedial work or is defaulted to a service which requires additional sortation of the item, Whistl will process certain personal data.

The following table sets out the personal data that Whistl processes when providing delivery services for the customer:

Data subjects	Recipients of the customer's mail items.
Categories of Data	Data subject's name and address as printed on the front of the mail item.
Processing Operations / Subject Matter	The processing operations are as follows (further detail is set out in this table): • Recording • Storage • Retrieval • Use • Disclosure by transmission • Erasure
Purpose	Whistl processes personal data for the following purposes: • Address read by sortation machine in order to sort the mail to the correct geographical location • Image of the front of the item is recorded, stored using a 3rd-party application, and retrieved to assist with delivery and invoicing queries • Where the video encoding service is used an image of the name and address on the front of the item, which cannot be machine-read, is recorded and transmitted to our third-party processors to be read
Duration	The duration of the processing is as follows: • Processing for sortation takes less than 2 seconds • Images of the front of the envelope are stored for 90 days • Video encoded images are accessed for less than 5 minutes
Deletion of Processed Data	At the end of these periods, the personal data is automatically deleted.
Third-party processors	Whistl uses third party processors to store envelope images and also in relation to the video encoding service. Details of the third party processors and their activities is set out below.

13.2 Third Party Processors

Where the video encoding service is used, Whistl uses the following third parties to carry on processing on its behalf:

Name of third party processor	PostNL Data Solutions BV	Straive	Prime Vision BV
Location	Netherlands	Philippines & Vietnam	Netherlands
Categories of data processed	An image of the name and address on the front of unsorted items which cannot be machine-read.	An image of the name and address on the front of unsorted items which cannot be machine-read.	An image of the name and address on the front of unsorted items.
Details of processing	PostNL Data Solutions receive the personal data from Whistl into their systems and allow personnel from Straive access to read the personal data.	The image is made available by PostNL Data Solutions to view the address.	Prime Vision provide an application for the storage of images.
Purpose	Receipt of the personal data to be read by personnel from Straive (see below). Image is auto deleted once used.	To manually read addresses which cannot be machine-read. The address is then sent to the Supplier and the image of the Personal Data is deleted.	To assist with delivery and invoicing queries.

13.3 How Whistl treats Personal Data

- Both of Whistl and the customer will comply with all applicable requirements of Data Protection Legislation.
- Although the overall purpose of the data processing described above is agreed with the Customer (to deliver relevant items provided by the Customer to the addressees of each item), Whistl retains control over the manner in which it processes the relevant personal data in order to fulfil the purpose concerned. Accordingly, Whistl will in general be acting as a Data Controller when processing personal data as set out above, in line with the relevant guidance from the Information Commissioner in the UK (https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/controllers-and-processors/controllers-and-processors/how-do-you-determine-whether-you-are-a-controller-or-processor/#2).
- The table above sets out the scope, nature and purpose of processing, the duration of the processing and the types of personal data and categories of data subject which are subject to processing.
- The customer confirms that any personal data provided to Whistl by the customer or on its behalf has been collected and disclosed in accordance with the Data Protection Legislation. When using Whistl's services, the customer will take reasonable steps to ensure that no irrelevant or unnecessary information about individuals is provided to Whistl for or on behalf of the customer.
- If and to the extent that Whistl processes any personal data on behalf of the customer in connection with the performance by Whistl of its services (in circumstances in which the customer controls both the purpose and the manner of the processing and the processing is carried out by Whistl solely on behalf of the customer, it will:
    - Process the personal data only on the written instructions of the customer unless Whistl is required to process it for other purposes by any laws of the European Union which are applicable to the services to process. Whistl will give the customer notice of that requirement unless it is required not to do so;
    - Maintain appropriate physical, technical and organisational measures, to protect against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data, appropriate to the harm that might result from the unauthorised or unlawful processing

or accidental loss, destruction or damage and the nature of the data to be protected, having regard to the state of technological development and the cost of implementing any measures;

- Ensure that all personnel who have access to and/or process personal data are obliged to keep the personal data confidential;
- Transfer personal data outside of the European Economic Area only where:
  - Appropriate safeguards in relation to the transfer are in place;
  - The data subject has enforceable rights and effective legal remedies;
  - Whistl complies with its obligations under the Data Protection Legislation by providing an adequate level of protection to any personal data that is transferred; and
  - Whistl complies with reasonable instructions notified to it in advance by the customer with respect to the processing of the personal data;
- Assist the customer, at the customer's cost, in responding to any request from a data subject and in ensuring compliance with its obligations under the Data Protection Legislation with respect to security, breach notifications, impact assessments and consultations with supervisory authorities or regulators;
- Notify the customer within 24 hours on becoming aware of a personal data breach;
- At the written direction of the customer, delete or return personal data and any copies to the customer on termination of the agreement unless required by any applicable laws to store the personal data;
- Maintain complete and accurate records and information to demonstrate its compliance with the Data Protection Legislation; and
- The Customer generally authorises Whistl to engage processors to process personal data. A list of the processors is set out in the section above. This list will be updated by Whistl and Whistl will give the Customer notice of any proposed change. If the Customer reasonably objects to a change, Whistl may either (at its option): (i) give the Customer an option to pay for the provision of the service without the use of the new processor; or (ii) terminate the provision of the affected service.

Whistl will share the Customer's data with credit reference agencies who may share that data with other organisations to assess credit risk. For more details please see http://www.experian.co.uk/crain/index.html

14.0 Mandatory Terms for Partially Addressed Mail

These PAM Terms set out the terms and conditions on which the Customer may post Partially Addressed Mail (as defined below). These PAM Terms are necessary to enable Whistl to comply with the conditions imposed by Royal Mail for the Partially Addressed Mail service provided to Whistl by Royal Mail and these PAM Terms are subject to change, by written notice from Whistl to the Customer, in the event of a change to that service by Royal Mail.

14.1 Definitions and interpretation

14.1. In addition to other defined terms, each of the following words and expressions when used in these PAM Terms has the meaning stated below:

Advertising Mail	means the AdMail Service provided by Whistl and set out in the adMail Schedule and Customer Guide;
ASBOF	means the Advertising Standards Board of Finance or any successor body of that body from time to time;
ASBOF Levy	means the voluntary levy on Partially Addressed Mail payable to ASBOF;
Data Opt Out	means the Customer's right to opt out of JICMAIL's data sharing initiative as referred to in paragraph 14.11, and includes any subsequent data opt out referred to in paragraph 14.11 as applicable;
Independent Marketing Specialists	means Nielsen Media Research Limited (company no. 01765758) with registered offices at Venture House, 2 Arlington Square, Downshire Way, Bracknell, Berkshire, RG12 1WA, and such additional and/or replacement independent advertising market analysts as appointed by JICMAIL from time to time:
Industry Input Data	means, in respect of each Partially Addressed Mail Posting for which the Data Opt Out has not been exercised: (a) the identity of the advertiser and the brand for that Partially Addressed Mail Posting; (b) Partially Addressed Mail volumes for that Partially Addressed Mail Posting disaggregated to SSC level (but no lower); and/or (c) the Mail Reference for that Partially Addressed Mail Posting;
Insolvency Event	means any of the following events (or any event analogous to any of the following in a jurisdiction other than England and Wales): (a) an administrator or a receiver (including any administrative receiver or manager) is appointed over the whole or any part of a party's assets; or (b) an order made or a resolution passed for the winding-up of a party's company or business or the appointment of a provisional liquidator (except in the case of a bona fide scheme of solvent amalgamation or reconstruction); an application for an administration order presented in respect of a party or documents are filed with court for the appointment of an administrator or notice of intention to appoint an administrator has been given by the party, one of its directors or members or by a qualifying floating chargeholder (as defined in paragraph 14 Schedule B1 Insolvency Act 1986); circumstances arise which entitle a court or a creditor to appoint a receiver or manager or entitle the court to appoint an administrator or make a winding-up order; if the party has made any composition with its creditors generally; a creditor or encumbrancer of a party attacks or takes possession of the whole or any part of its assets; a distress, execution, sequestration, or other such process is levied or enforced on or sued against the whole or any part of a party's assets which puts the party's ability

	to fulfil its obligations at risk, and where such attachment or process is not discharged within 10 working days; or (c) if the other party suspends, or threatens to suspend, payment of its debts, is unable to pay its debts as they fall due, admits inability to pay its debts, or is deemed unable to pay its debts within the meaning of Section 123 of the Insolvency Act 1986 or suspends or ceases to carry on all or a substantial part of its business.
JICMAIL	means JICMAIL LIMITED with company number 04123433 and whose registered address is 70 Margaret Street London W1W 8SS, or such replacement company from time to time;
JICMAIL Levy	means the voluntary levy on advertising mail payable to JICMAIL;
JICMAIL Levy Cap	means: a) in the 2021 calendar year, a cap of £5,000 per each Originating Customer and Customer Entity; b) in any subsequent year, the amount published on Royal Mail's website (and, for the avoidance of doubt, if no cap is published on that website then no cap shall apply);
Mail Producer	means an entity who produces Partially Addressed Mail;
Mail Reference	means a unique reference code of no more than twenty (20) characters which identifies a Customer's specific Partially Addressed Mail or Advertising Mail Posting such that each Partially Addressed or Advertising Mail Posting will have a unique and distinct Mail Reference associated with it; and
Partially Addressed Mail	means mailing items which are declared by the Customer as partially addressed mail, and which meet the criteria for Partially Addressed Mail set out in the Customer Guide;
Partially Addressed Mail Discount	means any reduction on the charges payable on a mailing item eligible for Partially Addressed Mail compared to the charges payable on the applicable non-Partially Addressed Mail service;
Partially Addressed Mail Information	means in respect of a given Partially Addressed Mail Posting: (d) the information provided on a Posting Docket or e-Manifest (as applicable), in the course of providing the Partially Addressed Mail service for that Posting; (e) the Sample/Seed referred to in paragraph 14.5.1 of these PAM Terms which relates to that Posting; and (f) the Mail Reference provided on the Posting Docket or e-Manifest (as applicable) and on the Sample/Seed pursuant to paragraph 14.11.3.1(a) of these PAM Terms for that Posting;
Partially Addressed Mail Posting	means a UCID Posting containing only Partially Addressed Mail;
Sample/Seed	has the meaning given in paragraph 14.5.1 of these PAM Terms.

14.2 The Partially Addressed Mail Service

14.2.1 Partially Addressed Mail is a six working day delivery service performed Monday to Saturday.

14.3 Specifications for Partially Addressed Mail

14.3.1 The specifications and requirements set out in these PAM Terms are in addition to the specifications and requirements contained in the rest of this Customer Guide and in the contract between Whistl and the Customer. The Customer must comply with those specifications and requirements in addition to these PAM Terms.

14.3.2 To qualify as Partially Addressed Mail the Customer shall ensure:

14.3.3 that it uses Royal Mail Mailmark® to post Partially Addressed Mail Postings, unless the Customer's mailing items are single piece postcards, in which case the Customer must sort such mailing items to Access 1400;

14.3.4. that mailing items:

14.3.4.1. consist of a largely uniform message to all addressees of the Partially Addressed Mail Posting;

14.3.4.2 have the purpose of promoting the sale or use of products or services, or to encourage contribution to or support of a cause;

14.3.4.3 do not contain any personally identifiable information;

14.3.4.4 are not addressed to a named person;

14.3.4.5 are presented in trays or bags or, as long as the requirements set out in the User Guide for an unbagged posting are met, are presented unbagged;

14.3.4.6 are presented in bags or trays that exclusively contain Partially Addressed Mail and if presented as an unbagged posting, are in bundles that exclusively contain Partially Addressed Mail;

14.3.4.7 meet the requirements of the data specification and seed mailing items set out in these PAM Terms; and

14.3.4.8 comply with the Specifications in this Customer Guide; and

14.3.5 that each Partially Addressed Mail Posting:

14.3.5.1 contains a minimum 10,000 mailing items in a Daily Posting;

14.3.5.2 is assigned a UCID pertaining to the Customer. For clarity, the Customer may not mix mailing items with different mailing pack designs in Containers assigned to a single UCID; and

14.3.5.3 unless the Data Opt Out has been exercised, has an unique Mail Reference assigned to it and that the same Mail Reference is entered on the Posting Docket or e-Manifest (as applicable) and the associated Sample/Seed,

14.3.5.4 and, for the avoidance of doubt, the Partially Addressed Mail Discount will nonetheless apply to the Partially Addressed Mail Posting provided such Mail Items comply with remainder of this paragraph even if the Data Opt Out has been properly exercised, or the appropriate field on the Posting Docket or e-Manifest (as applicable) has been left blank.

14.3.6 The Customer may opt to include a "declaration" message on each mailing item that reads, "No personal data about recipients has been used in the creation of this mailing". If the Customer does elect to include such a declaration, it must position the declaration on the mailing item in accordance with this Customer Guide.

14.3.7 A Partially Addressed Mail Posting may be presented in Yorks with other UCID Postings or Consolidated Postings.

14.4 Data specification

14.4.1 To qualify for Partially Addressed Mail the Customer must ensure that all mailing items in each Partially Addressed Mail Posting are posted to each household in a targeted postcode except:

14.4.1.1 any household where habitants are an existing customer of the Customer; and

14.4.1.2 any household where a habitant has opted out from receiving such mailing items; and

14.4.1.3 any postcode that contains only a single household; and

14.4.1.4 any household or address that itself contains personal data (for example, where habitants' names form part of the address).

14.4.2 As part of ensuring the Customer's compliance with the requirements, the Customer will:

14.4.2.1. use a version of PAF that removes any postcode that contains only a single household and any household that contains personal data;

14.4.2.2. maintain a documented internal procedure for suppressing customer and prospect data. The Customer must prepare its suppression files within 30 days or less before the mailing item that uses the data is delivered to the recipient;

14.4.2.3. keep and maintain an internal suppression file to ensure that opt-outs are properly logged, and each Partially Addressed Mail Posting must be run against these files 30 days or less before the mailing item that uses the data is delivered to the recipient;

14.4.2.4. keep and maintain each suppression file for a minimum of two years from the date of its creation; and

14.4.2.5. at the Customer's option, use the MPS file to suppress the data at a household level.

14.4.3. The Customer shall ensure that it has and maintains all rights, consents and permissions required in order to carry out such data suppression activities and any other activities required in order to ensure that it complies with the adMail Schedule.

14.5 Seed mailing items

14.5.1 For each Partially Addressed Mail Posting, the Customer must provide Whistl or Royal Mail with a sample of each mailing pack design to verify conformance to the content requirement of the Partially Addressed Mail specification. This can be provided as a sample pack prior to posting or by including Whistl and Royal Mail as a seed to the Posting (the Sample/Seed). Whistl and Royal Mail will retain each of the items received and use them for:

14.5.1.1 reference during the audit process specified in these PAM Terms; and

14.5.1.2 unless the Data Opt Out has been exercised, the purpose envisaged in paragraph 11 of these PAM Terms.

14.5.2 The Customer is required to provide samples or seeds that are exact reproductions of the mailing items posted in terms of both envelopes used and contents enclosed for each Partially Addressed Mail Posting. The samples or seeds must:

14.5.2.1. be addressed to Whistl or Royal Mail's nominated address or email address (if sending electronically), or such other location as may be notified from time to time;

14.5.2.2. include:

14.5.2.2.1 a minimum 10000 Mailing Items;

14.5.2.2.2 the Customer's UCID; and

14.5.2.2.3 unless the Data Opt Out has been exercised, a unique Mail Reference and that the same Mail Reference is entered on the Posting Docket or e-Manifest (as applicable) and the associated Sample/Seed;

and, for the avoidance of doubt, the Partially Addressed Mail Discounts will nonetheless apply to the Partially Addressed Posting provided such mail items comply with remainder of these PAM Mandatory Terms even if the Data Opt Out has been exercised.

14.6 Failure to meet the specifications

14.6.1 If the Customer hands over a Partially Addressed Mail Posting and it is established to Whistl's reasonable satisfaction that the Customer has not complied with all or any of the Customer's obligations under these PAM Terms or that mailing items in that Partially Addressed Mail Posting do not meet the Partially Addressed Mail specifications, Whistl or Royal Mail may either:

14.6.1.1 reject the Partially Addressed Mail Posting;

14.6.1.2 allow the Customer to hand over the Partially Addressed Mail Posting but remove the Partially Addressed Mail Discount from that Partially Addressed Mail Posting and charge the Customer the applicable charges for the service specification that those mailing items meet; or

14.6.1.3 suspend or terminate the Customer's right to post Partially Addressed Mail under these PAM Terms immediately on giving written notice to the Customer.

14.7 Audit and non-compliance

14.7.1 Whistl and Royal Mail must be reasonably satisfied at all times that the Customer can comply, and are complying, with the terms relating to Partially Addressed Mail including the adMail Schedule. To satisfy Whistl and Royal Mail of the Customer's ability to comply and the Customer's continued compliance with those terms, the Customer agrees, among other things, to:

14.7.1.1. allow Whistl or Royal Mail to carry out a compliance audit in line with paragraphs 14.7.2 and 14.7.3 of these PAM Terms;

14.7.1.2. provide Whistl or Royal Mail with Samples/Seeds; and

14.7.1.3. prior to each Partially Addressed Mail Posting, notify Whistl or Royal Mail of the identity of the Customer submitting Samples/Seeds as Partially Addressed Mail, provided that Whistl or Royal Mail may use this information for the sole and exclusive purpose of auditing the relevant mailing items for compliance with these PAM Terms.

14.7.2 If requested by Whistl or Royal Mail on not less than five working days' notice, the Customer agrees to allow Whistl and/or Royal Mail to carry out a compliance audit of the Customer's supply chain and mailing processes and the supply chain and mailing processes of any organisation for which the Customer is handing over Partially Addressed Mail. The Customer shall provide all reasonable assistance that is reasonably required with any such audit, including but not limited to promptly giving access to the premises, staff, records and processes and to procuring access to the premises, staff, records and processes of the Customer where such access is reasonably required for the purpose of the audit.

14.7.3 If Whistl and/or Royal Mail wish to carry out an audit without visiting the Customer's premises, the Customer shall co-operate by responding fully and promptly to any reasonable requests that are made for information or documentation. This may include, but is not limited to, providing the identity of any organisation that is submitting seeds in their Partially Addressed Mail Posting. The identity of those organisations will be kept confidential and the information used for the sole and exclusive purpose of auditing the Customer's compliance with the terms of these PAM Terms.

14.7.4 For the avoidance of doubt, nothing in this paragraph will restrict Royal Mail from using the identity of the Customer or organisation creating the Partially Addressed Mail for the purpose of paragraph 14.11.1 where the Data Opt Out has not been exercised.

14.7.5 Whether or not we carry out an audit, it is the Customer's responsibility to ensure all mailing items handed over to us as Partially Addressed Mail meet the requirements of these PAM Terms.

14.7.6 If Whistl and/or Royal Mail (acting reasonably) consider that the Customer has not complied and/or cannot comply fully with the terms relating to Partially Addressed Mail, Whistl and/or Royal Mail may:

14.7.6.1 (regardless of any other term of the contract between Whistl and the Customer) suspend the Customer's rights under these PAM Terms until Whistl and/or Royal Mail are satisfied of the Customer's compliance and the Customer's ability to comply;

14.7.6.2 (regardless of any other term of the contract between Whistl and the Customer) terminate the Customer's rights under these PAM Terms if Whistl and/or Royal Mail reasonably consider it appropriate; and

14.7.6.3 where Whistl and/or Royal Mail can demonstrate that the Customer has not fully complied with these PAM Terms in respect of specific Partially Addressed Mail Postings and where the Customer has benefited from the charges available for Partially Addressed Mail, Whistl may require the Customer to pay:

14.7.6.3.1 a sum equal to the difference between the aggregate Partially Addressed Mail (whichever is applicable) charges paid as part of such Posting(s) and the appropriate Access Service charges that would have been payable by the Customer for such Posting(s) under the Contract for mailing items that do not qualify as Partially Addressed Mail; and

14.7.6.3.2 Whistl and Royal Mail's reasonable costs and expenses incurred in carrying out the audit and calculating the amount due from the Customer.

14.8 Pricing

14.8.1 In relation to Partially Addressed Mail:

14.8.1.1 only mailing items eligible for Partially Addressed Mail that are hand over to Whistl and are accepted by Whistl and Royal Mail will qualify for the Partially Addressed Mail Discount; and

14.8.1.2 regardless of any other term of the contract between Whistl and the Customer, the Partially Addressed Mail Discount may be amended from time to time by Whistl giving at least 10 days' written notice.

14.8.2 All discounts shall be credited to you on the occasion of each Daily Posting.

14.9 Deduction of the ASBOF Levy

14.9.1 The Customer agrees that Whistl may collect the ASBOF Levy on all direct mail mailing items presented as Partially Addressed Mail. The ASBOF Levy is voluntary. Whistl shall pass the entire value of the ASBOF Levy to Royal Mail who in turn will pass it to ASBOF at the end of each quarter of the financial year. The value of the ASBOF Levy shall be that as stated on the pricing page of Royal Mail's Wholesale website, as changed from time to time. Where items are presented as Partially Addressed Mail with Advertising Mail, the ASBOF Levy will be applied only once and not across both services.

14.9.2 If the Customer wants a refund of the ASBOF Levy that it has paid, the Customer must submit a written retrospective claim to ASBOF, on a quarterly or annual basis, to be sent to The Treasurer, ASBOF, 5th Floor, 21 Berners Street, London W1T 3LP (or such other address as may be advised from time to time), giving the following information:

14.9.2.1 evidence confirming that the Customer has paid the ASBOF Levy, and confirmation of the amount paid; and

14.9.2.2 an explanation (in reasonable detail) setting out the reason for the Customer's request for a refund.

14.10 Change and termination

14.10.1 Regardless of any other term of the contract between Whistl and the Customer, Whistl may change or withdraw the Partially Addressed Mail on giving the Customer' written notice in which event these PAM Terms will terminate at the expiry of the period specified in the notice.

14.10.2 Regardless of any other term of the contract between Whistl and the Customer, either party may terminate these PAM Terms on written notice with immediate effect if the other party commits any material or persistent breach of these PAM Terms as long as, where the breach can be remedied, it has not been remedied within 30 days of the party in breach having been notified of the breach by the other and asked to take steps to remedy the breach.

14.10.3 Regardless of any other term of contract between Whistl and the Customer, Whistl may terminate the Partially Addressed Mail service and these PAM Terms on written notice with immediate effect if:

14.10.3.1 the Customer fails to pay any amount due under the contract between Whistl and the Customer; or

14.10.3.2 an Insolvency Event occurs.

14.10.4 Termination of these PAM Terms (for any reason) shall not affect any rights which a party may already have under these PAM Terms before the date of termination, or whether or not any obligations under these PAM Terms which were intended either to come into or remain in force after termination do so.

14.11 Partially Addressed Mail Information

14.11.1 Royal Mail wish to use Partially Addressed Mail Information for the purpose of assessing the circulation of Partially Addressed Mail and to create an advertising mail currency that enables advertisers to benchmark their investments in Partially Addressed Mail against other media. To do this Royal Mail wish to share the Industry Input Data with JICMAIL and permit JICMAIL to share the Industry Input Data with the Independent Marketing Specialists for the purpose of creating reports for the industry.

14.11.2 The Customer agrees to inform each organisation for which the Customer hands over items of the following:

14.11.2.1 of Royal Mail's wish to use their Partially Addressed Mail Information and share their Industry Input Data for the purposes set out in paragraph 14.11.1 of these PAM Terms;

14.11.2.2 of the right to opt out of Royal Mail using their Partially Addressed Mail Information and sharing their Industry Input Data (the Data Opt Out) by instructing the Customer and their Mail Producer (where they use one) to notify Royal Mail by email using the opt out form available on Royal Mail's website, providing Royal Mail with the identity of the organisation wishing to exercise the Data Opt Out together with their UCID and SCID (if applicable), such notice to be sent to the email address specified in the opt out form with the subject heading 'JIC Opt Out' (Data Opt Out Notification); Guides; and

14.11.2.3 that the Data Opt Out shall be valid for a period of 12 months from the date of receipt of the Data Opt Out Notification (Opt Out Period), following which the Customer will need to send a further Data Opt Out Notification should it wish to exercise the Data Opt Out for a further Opt Out Period; and

14.11.2.4 that:

14.11.2.4.1 if the Data Opt Out is to be exercised, then it is the Customer's responsibility to ensure that it sends a Data Opt Out Notification; and

14.11.2.4.2 if Royal Mail do not receive a Data Opt Out Notification, or if the Data Opt Out has expired and Royal Mail have not received a subsequent Data Opt Out Notification, then Royal Mail shall be entitled to treat that as consent for Royal Mail to use their Partially Addressed Mail Information and share their Industry

Input Data for the purpose set out in paragraph 14.11.1 and neither Whistl nor Royal Mail shall have any liability to in respect of such use.

14.11.3 Royal Mail will try to notify the Customer in advance of the expiry of the relevant Opt Out Period.

14.11.4 The Customer will ensure that:

14.11.4.1 if the Data Opt Out has not been exercised pursuant to these PAM Terms, then:

14.11.4.1.1 each Partially Addressed Mail is assigned the correct Mail Reference and such Mail Reference is declared on the Posting Docket or e-Manifest (as applicable) and the associated Sample/Seed item; and:

14.11.4.1.2 where an individual Partially Addressed Mail Posting is being posted across a number of different days, then the same Mail Reference is to be used for each day of that Partially Addressed Mail Posting.

14.11.5 Paragraphs 14.11.1 to 14.11.4 shall apply equally if the Customer is the posting customer of the Partially Addressed Mail, in which case:

14.11.5.1 the Customer may exercise the Data Opt Out by sending us a Data Opt Out Notification in accordance with these PAM Terms;

14.11.5.2 however, if Royal Mail have not received a Data Opt Out Notification, or if the Data Opt Out has expired and Royal Mail have not received a subsequent Data Opt Out Notification, then Royal Mail will be entitled to treat that as consent for Royal Mail to use the Partially Addressed Mail Information and share the Industry Input Data for the purpose set out in paragraph 14.11.1.

14.11.6 Whistl and the Customer each agree that the Partially Addressed Mail Information shall not be Confidential Information:

14.11.6.1 for any organisation for which it has handed over items which has not exercised the Data Opt Out; or

14.11.6.2 where the Customer is the posting customer, where the Customer has not exercised the Data Opt Out.

14.12 How to Opt Out?

If the customers wishes to opt out, they need to inform Whistl, providing company name, access operator and all relevant UCID's. The opt out is valid for 12 months, after which the process should be followed again, if the customer wishes to opt out for a further 12 months

14.13 Deduction of the JICMAIL Levy

14.13.1 The Customer agrees that Whistl and Royal Mail may collect the JICMAIL Levy on behalf of JICMAIL on all direct mail Mailing Items presented as Partially Addressed Mail. The JICMAIL Levy is voluntary. The entire value of the JICMAIL Levy will be passed to JICMAIL at the end of each quarter of the financial year. The value of the JICMAIL Levy shall be that as stated on the pricing page of Royal Mail's website, as changed from time to time, and shall be subject to the JICMAIL Levy Cap. Any amounts paid in excess of the JICMAIL Levy Cap will be refundable by JICMAIL and neither Whistl nor Royal Mail will be liable in respect of any amounts paid in excess of the JICMAIL Levy Cap. Whistl and the Customer agree that when Mailing Items are presented as Partially Addressed Mail with Advertising Mail, the JICMAIL Levy will be applied only once and not across both services.

14.13.2 The Customer acknowledges that Whistl and Royal Mail are providing a collection service for the JICMAIL Levy only. If the Customer wishes to obtain a refund of the JICMAIL Levy that it has paid, the Customer must submit a written retrospective claim to JICMAIL, on a quarterly or annual basis, to be sent to The Treasurer, JICMAIL Limited, DMA House, 70 Margaret Street, London W1W 8SS (or such other address as may be advised from time to time), giving the following information:

14.13.2.1 evidence confirming that the Customer has paid the JICMAIL Levy, and confirmation of the amount paid; and

14.13.2.2 an explanation (in reasonable detail from a board member) setting out the reason for the request for a refund.

14.13.3 Whistl will notify the Customer if either Whistl or Royal Mail are no longer appointed to collect the JICMAIL Levy.

Appendix A:
Addressing mailing items

The customer must ensure that at least 90% of mailing items carry a full and accurate Postcode, which has been validated against the Postcode Address File (PAF®). (This is a piece of generic software supplied by Royal Mail).

The customer shall ensure to take into account changes to Postcodes and other address information over time and ensure that new records are accurate. Cleaning address data should not be a one-off activity, but an ongoing process.

The best way for a customer to ensure it maintains the accuracy of its address files is for it to link its databases to Royal Mail's Postcode Address File (PAF®) by using one of the large number of available products and services based on PAF® which are available.

PO Box Addresses can be used as an address as long as it still contains a full and accurate postcode and is contained within the Royal Mail's PAF® database.

PAF® contains over 29 million UK addresses, including 1.4 million business names and 1.8 million UK Postcodes, which Royal Mail constantly updates to maintain its accuracy.

The Elements of an Address

To meet the required address standards the customer must ensure that each address includes at least one premise element, one thoroughfare element, one locality element and the Postcode as a minimum. Other elements may be included. If there is no thoroughfare element contained in PAF® this need not be included.

	J Bloggs	
Organisation	**A Posting House**	
Sub-building	**South Wing**	**Premise elements**
Building name	**BellHouse**	
Building number	**B-25 Bell Complex**	
Dependent thoroughfare	**The Mews**	**Thoroughfare elements**
Thoroughfare	**300 Western Road**	
Double dependent locality	**Otterley**	**Location elements**
Dependent locality	**HedgeEnd**	
Posttown	**OXFORD**	
Postcode	**OX4 5ZZ**	**Postcode elements**

1. Premise elements

Customers must include at least one of these four elements, so that a single delivery point is defined. Customers do not have to include all the premise elements (unless the premise elements used do not sufficiently describe an address), even if they are included in PAF® but building numbers must be applied on the same line as the Dependant Thoroughfare or Thoroughfare information.

2. Thoroughfare elements

PAF® will give one of three possible combinations:

- No thoroughfare: no need to include anything in this part of the address.
- A thoroughfare but not a dependent thoroughfare: include the thoroughfare.
- Both a dependent thoroughfare and a thoroughfare: include the former. If space allows customers can also include the thoroughfare, though it's not compulsory.

3. Locality Elements

Customers must include at least one locality element. They don't have to include them all, even if they are included in PAF®. The initial letter(s) of the post- town must always be in capital letters, for example, Milton Keynes. The post-town can also be printed in Capital letters (uppercase), for example: BIRMINGHAM on a line on its own. It is recommended (but not mandatory) that the post-town be in capital letters when dealing with non-automated mail e.g. Premier 1400. The rest of the address can be either in all capital letters, or in capital and non-capital letters.

4. Postcode

Address Structure

Each address element must be on a separate line with the postcode included as the last line of the address.

Mr AN Other
47 Polmaise Crescent Fallin
STIRLING FK7 7EE

Where the address complies with PAF® and there is no other text or information on the face of the Mailing Item that could be construed as an address, then the following exceptions apply;

- The postcode may be preceded by a county on the last line of the address, provided that the space between the county and the postcode is one or two characters.

Mr AN Other
47 Polmaise Crescent Fallin
STIRLING
Stirlingshire FK7 7EE

- The post town may be followed by a county on the penultimate line of the address, provided that the space between the post town and county is one or two characters.

Mr AN Other
47 Polmaise Crescent Fallin
Stirling Stirlingshire FK7 7EE

- The post town and postcode may be jointly on the last line of the address, provided that the post town precedes the postcode and the space between the two elements is one or two characters.

Mr AN Other
47 Polmaise Crescent Fallin
STIRLING FK7 7EE

One or two spaces must be included between the two parts of the Postcode. The first part (e.g. FK7) is the outward code; the second (e.g. 7EE) is the inward code. The postcode must not be underlined or include any punctuation.

Appendix B:
Quality/Assurance (QA) Process

To gain maximum benefit from the machineable downstream access services, the customer needs to ensure the quality of your mail piece; printed barcode, address management and mail presentation systems are all maintained to a consistently high level.

To help achieve this, a Quality Assurance (QA) process has been developed to check all these elements against a benchmark standard.

What Downstream Access services require a Quality Assurance check?

- Access 70 OCR

It is important to remember that although the QA process gives an 'upfront' accreditation the customer must continue to maintain these standards on an ongoing basis.

There are two ways for the customer to be assessed under the QA process; an interim assessment and a full accreditation.

Interim Assessment

This allows access to elements of the QA process before applying for full accreditation. An interim assessment does not count towards full accreditation and is intended as a guide only.

Full Accreditation

Full accreditation entails comprehensive checks on:

- Mail piece design
- Barcode printing
- Address management

The following section provides a brief outline of these testing criteria.

Address Management

A Whistl Account Manager will guide the customer through the Address Management process. Address Management accreditation can be achieved in one of two ways.

- If the customer uses a Royal Mail recognised address management software supplier to process address lists on a regular basis.
- A '1 in n' sample*' of 5,000 addresses is supplied to Royal Mail on disk together with 'Quality Assurance 'Form A'. The sample must be supplied in a certain format, details of which are provided to you with 'Form A'.
    - *This involves dividing the number of records in the address database by 5,000 (the sample size required) e.g. a database of 100,000 would be divided by 5,000 (sample size) resulting in a sampling frequency of 20 (100,000 / 5,000 =20). Therefore record numbers 1, 21, 41, 61 and so on would be extracted for the sample.

These checks are designed to ensure that:

- The customer's mailing list contains a minimum of 90% full and accurate addresses and Postcodes.
- Where a full and accurate Postcode exists, all are allocated a Delivery Point Suffix (DPS). A minimum of 80% are allocated an accurate DPS, the rest are allocated an Access 120DPS. See **Appendix G** for further information.

Although this forms part of the mandatory QA accreditation process, the customer can also use it to conduct an address 'health check', or interim assessment. It can be accessed at two levels:

- Postcode validation – designed to check your (or your service provider's) ability to validate, check and maintain Postcode levels.

DPS allocation – designed to check your (or your service provider's) ability to apply a correct and valid DPS to an address list which has already been checked for Postcode accuracy.

Mail piece design and barcode printing/OCR addressing

This element is designed to ensure that physical mail piece parameters meet the specification so that Royal Mail can process them by machine, and that the barcode is in a form which can be quickly and accurately read by the machines. It is available as both interim assessment and full accreditation. There are different testing criteria depending on the level of assessment you require.

- Interim assessment – to test suitability on parameters such as size, clear zones and barcode density (where applicable), a sample of ten mailing items per type to be mailed should be sent to us for assessment. This is normally done at the design stage.

- Full accreditation – this involves a comprehensive examination of every mail piece and its suitability for Royal Mail automated mail processing.

For each additional printer that the customer intends to use, they should supply a further 10 sample mail pieces, bundled separately with a description of the printer make, model and serial number.

When the customer applies for mail piece accreditation, their mailing items will automatically be tested for barcode printing quality and OCR readability.

Both interim assessments and full accreditation applications should be accompanied by a completed copy of Quality Assurance ‘Form B’.

Appendix C:
Whistl DSA Sort Database

Obtaining a copy of the Whistl DSA Sort Database
Access selections are derived from the Whistl DSA Sort Database, which can be downloaded from the Whistl website at the following link: www.whistl.co.uk

Using the Whistl DSA Sort Database
The Whistl Sort Database provides the software to enable the customer to sort items into the sortation levels.

Mailings are split into different sortation levels: Access 70 and Access 1400. The Access 70 sortation levels have additional machine-readable options – OCR and Mailmark Full guidance on the machine-readable options can be found in **Appendix F and G** respectively.

What are Access 1400 Selections?
Access 1400 requires mailing items to be sorted into selections according to postcode districts. The Whistl DSA Sort Database contains around 1529 of these selections.

What are Access 70 Selections?
Access 70 requires mailing items to be sorted into selections according to postcode districts. The Whistl DSA Sort Database contains around 86 or 48 of these selections.

Standard Selection Codes (SSC)
Each selection in the Whistl DSA Sort Database is allocated a unique numeric code – the Standard Selection Code (SSC). The main purpose of the SSC is to identify service level selection for computer sorting and for container label identification.

An Access 1400 Selection Code has a five-digit SSC. An Access 70 Selection Code has a three-digit SSC. Appendix I provides more information on Selection Codes.

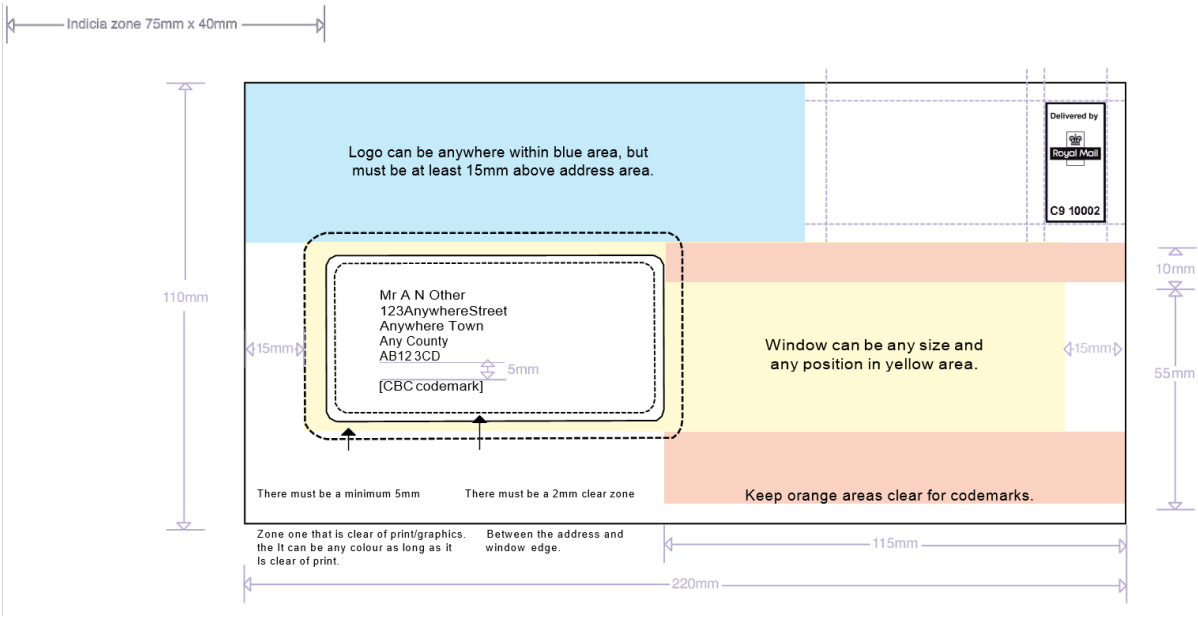
Access 1400
Mailing Items need to be sorted to the 5 digit Selection Code.

Access70
Mailing Items need to be sorted to the 3 digit Selection Code.

Updating the Whistl DSA Sort Database
The Whistl DSA Sort Database is updated periodically to reflect any postcode changes. The customer will be advised of changes and the arrangements for implementing updates. It is the customer's responsibility to ensure that it implements these changes and that the current version of the Whistl DSA Sort Database is used.

Appendix D:
Technical Envelope Specification

Technical Envelope Specification
– DL Size, Window Envelope with PPI Indicia



Appendix E:
Strapped Bundle/Unbagged Specification

Parameters	The Daily Posting entry level to this service is that the mailing must meet the Premier entry criteria of at least 4000 mailing Items per customer, per mailing. The customer must notify their Account Manager in advance of their intention to handover an unbagged Posting.
Presentational requirements	• The Strapped Bundled/Unbagged variant is only available to Mailing Items of uniform size. Items, which weigh over 100g, must be presented in bundles of at least 5items. • Items of between 81g and 100g must be presented in bundles of at least 7 items. • Items weighing between 5g and 80g must be presented in bundles at least 20mm thick in order to provide adequate bundle rigidity. • The dimensions of the item of mail must fall between C5 and A3 (162mm x 229mm and 297mm x 420mm. • **Please note:** • Items which are greater than 162mm x 229mm but less than 165mm x 240mm and less than 5mm thickness will be priced as Letters. • Items which are greater than 165mm x 240mm but less than 250mm x 353mm and less than 25mm thickness will be priced as Large Letters for the appropriate weight band. • Items which are greater than 250mm x 353mm but less than 297mm x 420mm and less than 25mm thickness will be priced as a packet for the appropriate weight band. • Items which are greater than 25mm thick and heavier than 750g will be priced as a Packet for the appropriate weight band. • Bundled items will follow the same criteria as **section 6.2** in this guide for undersize bags i.e. you must have a minimum of 25 letters, 5 large letters. • Bundles must be either: • Securely double strapped, with the straps applied crossways, (lengthways strap applied first) as per the Selections on the Whistl Sort database. Strap tension should be such that the bundles are secure without causing the bundle to bend; or • Wrapped with polywrap (30 microns). Postings that include bundles that are not strapped securely will not be accepted. It is the customer's responsibility to safeguard the hygiene of mail presented for posting – e.g. mail is free of moisture, clean and undamaged. The tension of any strapping applied to bundles must be such that there is no damage to the mail piece. When items are of a single uniform thickness across the whole width and length of the item, they must be faced and bundled in the same direction. Where bulky mail items are not of a single uniform thickness across the whole width and length, items must be bundled in such a way that the bundle is level and squared off at the ends. If an item is thicker at

	one end, the items must be counter stacked with the top half of the bundle turned the opposite way to the bottom half. Addresses must be facing upwards.
Weight Limits	Bundles must not exceed the following weights: • 6.4kg if the bundles are stacked in columns to enable the container to be unloaded from the front and worked through to the rear without having to step on contents or stretch to reach the bundles at the rear of the container. • The volume of items in each bundle must be maximised to ensure the minimum total number of bundles are presented for a single mailing, subject to sortation requirements. E.g it is not acceptable to present 2 bundles for the same SSC each weighing 3KG; in this instance a single bundle of 6KG must be presented.
Labelling	Each bundle must be labelled as follows: • Unique Bundle ID Number. • Unique Originating Customer ID number. • Format. • Customer Name. • Service Indicator – DSA for Operator Access AGY for Agency Customer Postings. • Destination Office – Mail Centre name. • Selection Name – name of the Selection as listed in the Whistl Sort Database. • Standard Selection code. For bundles held together with strapping, the label may comprise a simple carrier sheet on top of the bundle, held in place by the strapping or the customer can apply a sticky label over the cross-strap. The mailer will provide these labels, which must be placed in the top right corner of the bundle and which must correspond to the dimensions of the items being posted, and the text will be large enough to be highly visible (18 point or above). For bundles held together with polywrap the label must comprise a white adhesive label, of comparable size to the normal bag label (12cms x 5cms), applied to the outside of the polywrap. The label must be applied in such a position that it obscures the delivery address of the item beneath the wrapping to avoid the bundle being perceived as a single item of mail. Standard bag labels may only be used if they can be affixed securely to the top of the bundle and it can be assured that the label will remain on the top of the bundle during transport. (Attaching labels to the strapping with bag ties is NOT acceptable for Health and Safety reasons unless the loose end of the bag tie has been clipped to a safe length).

Appendix F:
Unwrapped Specification

It is possible to sometimes accept Access 1400 mailing items without wrapping or envelopes.

Presentation Requirements

This service is only offered by prior agreement from Whistl, to ensure that the correct additional presentation requirements are met.

All unwrapped postings must be included in the 7 day and 24-hour pre-notifications

- This option is only available for Premier 1400
- The correct final bag label must be applied to each bundle or bag
- If the mail is presented in bundles without bags the bundles must be crossed strapped or alternatively wrapped in polywrap
- For bundles held together by polywrap the bundle label must comprise of a white adhesive label, which should be the same size as a bag label, and should be applied to the outside of the polywrap
- There is a minimum requirement per bundle/bag of 25 mailing items for letters and 5 mailing items for large letters and packets.
- Each item in a posting may not be more than A4 or less than A5 in size
- Each mailing item is to be preaddressed on the over, in a position to be agreed with your Whistl Account Manager
- Each mailing item must display an approved Whistl indicia
- The address area on each mailing item should be white and at least 76mmx127mm
- All pages must be of the same size and fixed together; no loose inserts are allowed
- Return address is to be visible on the item

Appendix G:
Using Optical Character Recognition (OCR)

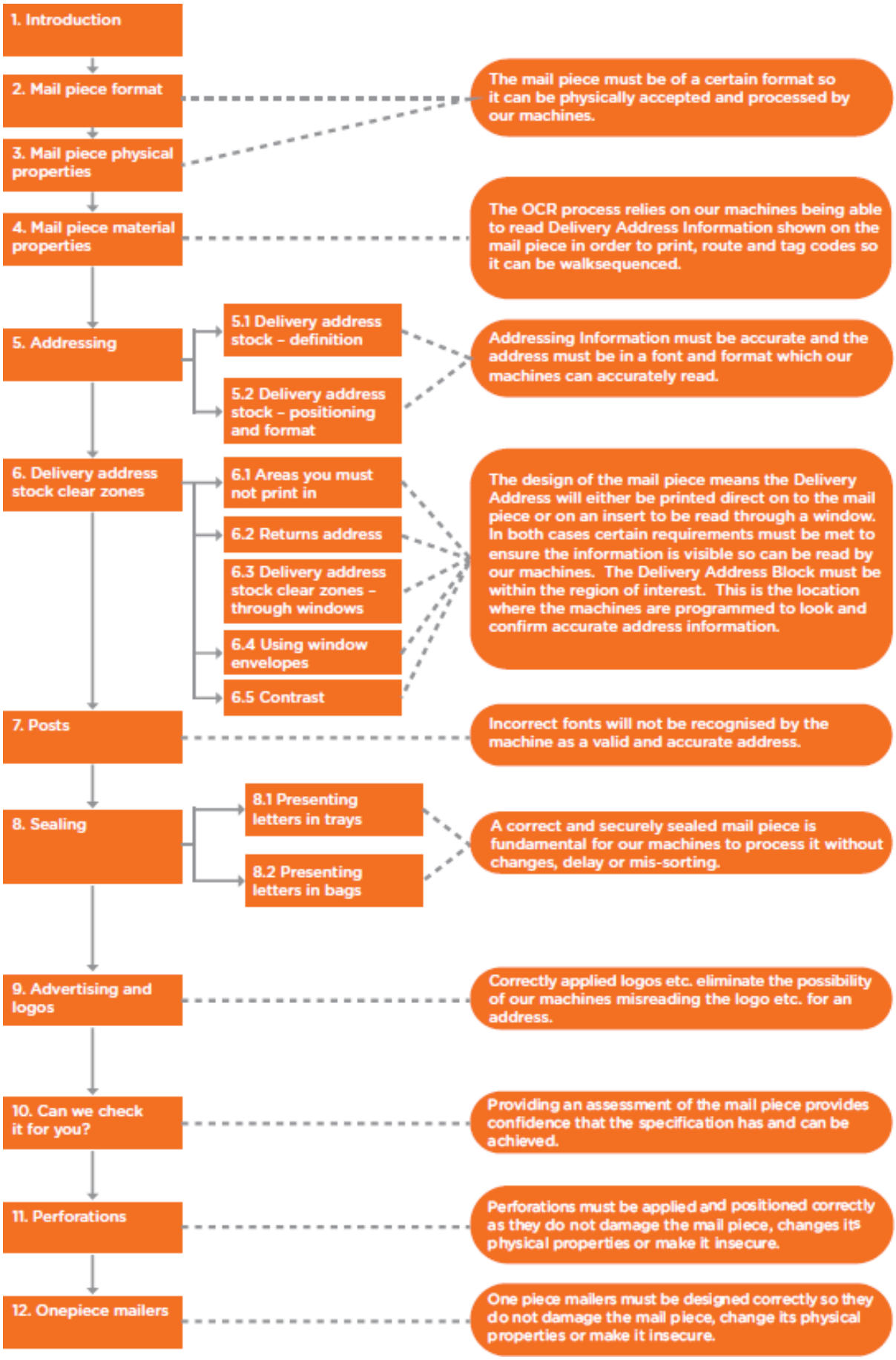
Introduction

This technical specification defines the features of a mail piece eligible for the OCR service. Any feature of a mail piece design that does not comply with this specification is not permitted unless it has been tested and approved by Royal Mail prior to posting.

These guidelines are in essence the standards of 'normal' paper and – unless the customer uses an unusual type of paper – your items will probably comply. Issues such as colour, design and layout of items are covered later in this appendix.

OCR mail is processed by machines which operate at high speeds. These machines integrate stacker feeder systems, belts and pulleys to process and sort the mail through its journey prior to delivery. The sorting process requires mail pieces to be presented and process through different machines on several occasions (as many as five or six times) so it is necessary that each mail piece is within the physical and material parameters of the specification so it achieves efficient processing with no damage to the machine or mail piece.

This appendix has been broken into sections representing the key stages of mail piece creation with each section setting out the specification requirements. The flow chart on following, is designed to provide a high-level summary of order and content of these processes with additional explanatory information to help understand why specific attributes are required.


1. Introduction
2. Mail piece format
3. Mail piece physical properties
4. Mail piece material properties
5. Addressing
5.1 Delivery address stock – definition
5.2 Delivery address stock – positioning and format
6. Delivery address stock clear zones
6.1 Areas you must not print in
6.2 Returns address
6.3 Delivery address stock clear zones – through windows
6.4 Using window envelopes
6.5 Contrast
7. Posts
8. Sealing
8.1 Presenting letters in trays
8.2 Presenting letters in bags
9. Advertising and logos
10. Can we check it for you?
11. Perforations
12. Onepiece mailers
The mail piece must be of a certain format so it can be physically accepted and processed by our machines.
The OCR process relies on our machines being able to read Delivery Address Information shown on the mail piece in order to print, route and tag codes so it can be walksequenced.
Addressing Information must be accurate and the address must be in a font and format which our machines can accurately read.
The design of the mail piece means the Delivery Address will either be printed direct on to the mail piece or on an insert to be read through a window. In both cases certain requirements must be met to ensure the information is visible so can be read by our machines. The Delivery Address Block must be within the region of interest. This is the location where the machines are programmed to look and confirm accurate address information.
Incorrect fonts will not be recognised by the machine as a valid and accurate address.
A correct and securely sealed mail piece is fundamental for our machines to process it without changes, delay or mis-sorting.
Correctly applied logos etc. eliminate the possibility of our machines misreading the logo etc. for an address.
Providing an assessment of the mail piece provides confidence that the specification has and can be achieved.
Perforations must be applied and positioned correctly as they do not damage the mail piece, changes its physical properties or make it insecure.
One piece mailers must be designed correctly so they do not damage the mail piece, change its physical properties or make it insecure.

1.0 What kind of items can you send as OCR Mail?

For mailing items to comply with OCR, each mail piece must comply with a range of physical parameters.

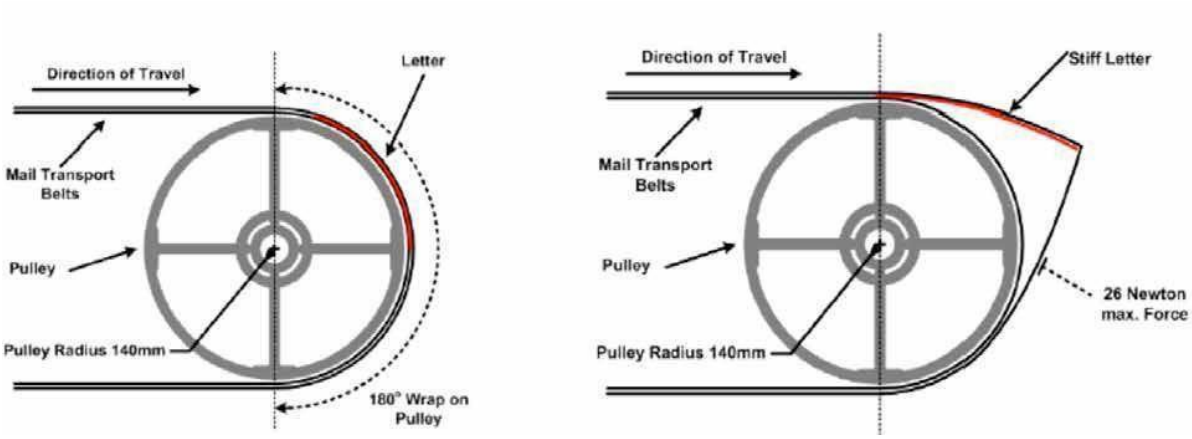
2.0 Mail piece Format

Mail Piece Format	Mail Piece Format Physical Requirements
Size	**Rectangular Items:** - Maximum size 240mm x 165mm (C5+) - Minimum size 140mmx 110mm **Square Items:** - Maximum size 165mmx 165mm - Minimum size 140mm x 140mm
Weight	- Maximum 100g
Thickness	- Maximum 5mm - Minimum 0.25mm
Shape	- Rectangular (oblong) or square - All four sides must be straight - Each corner must be 90° - The vertical edge must be equal to or shorter than the horizontal edge - Items printed in 'portrait' format are not allowed

3.0 Mail Piece Physical Properties

3.1 Flexibility

Mailing items must be flexible enough to be capable of being processed in a sorting machine without damage to the machine, the mail item or other mailing items. Each mail item must, therefore, be capable of being transported around a pulley with a radius of 140mm with a maximum force of 26 newtons. Items that are too stiff will not be able to meet this requirement as shown below:



3.2 Inserts

An insert is defined as anything that is inserted or enclosed into a mail piece. Items such as pens, keys, and gifts etc that are inserted in mail pieces must not alter the properties of the mail piece. Typically the significant factors affected are stiffness, thickness, and insert movement.

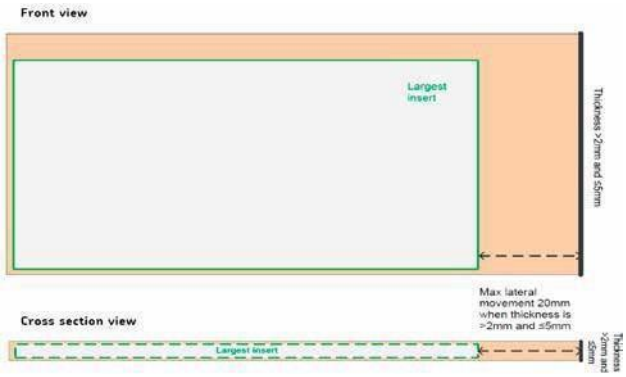
For any insert other than paper contents, you must make sure they are fixed in position so they do not move around during processing. You can use glue or self-adhesive tabs to fix any inserts.

No metallic items should be contained within the mail piece with the following exceptions:

- Staples maximum size 24mm x 6mm
- Paper clips maximum size of 23mm length

3.3 Lateral Movement

The maximum amount of lateral movement of the largest insert within the envelope must not exceed 20mm, see diagrams below:



Where the overall mail piece does not exceed 2mm, the maximum allowable largest insert movement is 30mm.

4.0 Mail piece material properties

Paperweight

- Envelopes: 70gsm minimum
- Postcards: 200gsm minimum with a minimum thickness of 0.25mm thick

Material

Envelopes must be paper-based; you must not use polythene, plastic or transparent items, or aperture envelopes (i.e. windows envelopes without film)

Opacity

The paper on which the address is printed must be equal to or more than 85% opaque to prevent any character on the reverse side showing through.

Porosity

Porosity value less than 700ml/minute

Absorbency

Absorbency value required 15-35gsm of water in one minute

Paper Colour

The most suitable colours for your mail pieces are white, cream or buff. Other colours are possible so long as they are light or pastel shades and contrast by at least 50% (55% where an address is read through a window) in tone with the address. Use of red or dark colours is not allowed, as it makes it difficult for our machines to read addresses or codes.

Background Reflectance (BR) and Reflective Difference (RD)

In order to provide sufficient reflectance from the mail piece material that allows sufficient light to be reflected back, a BR value of a minimum of 35% in the region (600nm) is required. Mail pieces not meeting this requirement will appear as a block of dark grey or even black, making it impossible to identify the address on the mail item.

In order to provide sufficient contrast between mail piece material and the printed address, the RD between the mail piece background and the PR must be a minimum of 30%. Mail pieces not meeting this requirement will appear as block making it extremely difficult to distinguish the address from the mail piece material.

5.0 Addressing

The Address Block

The address box is defined as an imaginary rectangular box which surrounds the address and touches the extremities of the text on each side. It may consist of up to 2 elements:

1. Mailer Defined Information (MDI) such as a customer reference code. This is optional and if used must be in the line above the addressee.
2. The Delivery Address must be included and is comprised of the following:
   - Addressee Elements – this can now include punctuation
   - Geographic address – the information in the address must correspond with the information in PAF®. Please note that only punctuation that appears in the corresponding PAF® record may be included

The delivery address element must be printed in only one type and size of font

Mailer Defined Information

Customers wishing to print MDI as part of the Delivery Address Block may print it as the first line above the delivery address and it may be in a different font and different size from that used in the Delivery Address. The MDI must be on a single line and the first character of the MDI must be left justified in line with the Delivery Address. The data can be in any typeface and may comprise of letters, numerals, punctuation marks, ideograms and symbols. Barcodes are not permitted. All spaces between all lines within the Delivery Address Block including the MDI line must be the same. There are no restrictions to the spacing between elements or characters of the MDI provided that it fits on the one line within the Delivery Address Block.

Clear Zones

There must be a minimum of at least 2mm between the left, right and bottom edge of the Delivery Address Block and window edge. No clear zone is required within the window above the Delivery Address Block, but the Delivery Address must always be visible. Where MDI is printed as the top line of the Delivery Address Block the MDI may tap cleanly and completely, or partially out of the window to the right or top providing that the remainder of the Delivery Address Block, including the addressee name remains completely visible.

The Address

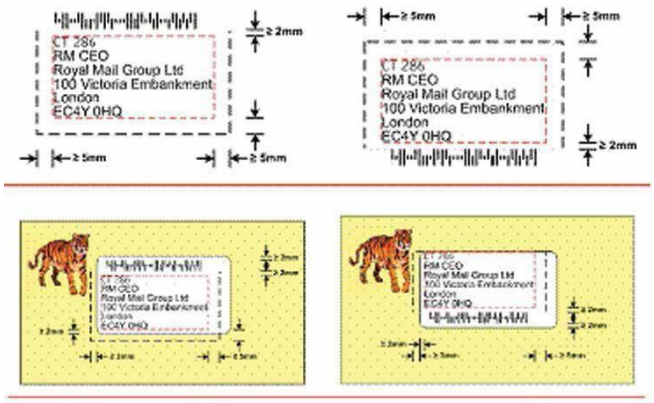
All lines of the Address Block must be justified left

- The extremities of the Address Block must be at least 2mm away from the edge of the label or window
- Additionally, there must be 5mm clear zone around the Address Block that is free from text, graphics or patterns
- Excessively skewed addresses cannot be read
- All punctuation must be omitted from all parts of the Delivery Address
- Punctuation, if included within the Delivery Address, must remain restricted to the punctuation that appears within the corresponding PAF record. Do not use punctuation in abbreviations ‘St’ for ‘Street’ or ‘Rd’ for ‘Road’
- Punctuation may be used in the Mailer Defined Information (MDI) and/or the addressee’s name or the addressee’ title
- The preferred address format is where each line of the address element is on a separate line and the postcode must be on the last line of the address. Please note that the requirement for “no other text/information on the face of the mail item that could be construed as an ‘address’ includes areas of an insert which may appear in the window of the mail item arising from the insert movement

If an OCR posting has a valid Royal Mail four state barcode applied within the Delivery Address Block, either immediately above or below the Delivery Address, the clear zone requirements for the Delivery Address Block and barcode are as follows:

1. There must be a 5mm clear zone to the left and the right of the Delivery Address Block and the side (above or below) which is not adjacent to the barcode.
2. There must be 2mm or more, clear zone between the Delivery Address Block and the barcode
3. The barcode is not permitted to fall out of the window and must have the standard 2mm clear zone around the entire barcode

See below pictures:



Areas that must not be printed in

Customers should leave the following areas clear of any markings. These areas are called ‘clear zones’, and are used by the machines to print and read codes on mail items and locate the address. The address must not encroach into any of these clear zones.

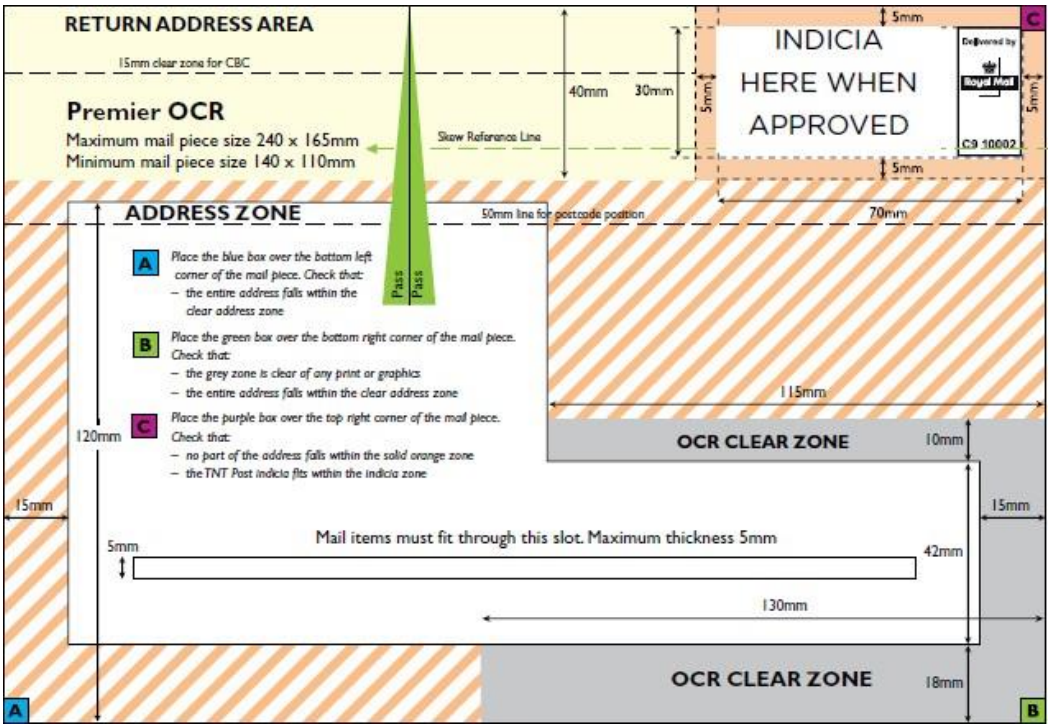
- 5mm around the address
- 18mm from the bottom edge and 130mm from the right edge
- A zone 15mm from the right-hand edge and 70mm from the bottom edge
- A zone 100mm from the right-hand edge and 10mm high; with the zone’s top edge starting 70mm from the bottom edge of the item

In addition, no part of the address should fall within 40mm of the top of the mail piece.

However, if you cannot meet this requirement, then as long as there is no other print or graphic on the envelope that could be construed as an address, and providing the address conforms to PAF, the Address Block may encroach into the 40mm, clear zone as long as the last line of the Address Block is no nearer than 50mm from the top of the mail piece.

However by exception, the address may encroach into the 40mm clear zone, providing the postcode is a minimum of 50mm from the top of the envelope, and there is nothing else on the envelope that could be construed as an address. This is particularly beneficial for Dl sized envelopes where much less restriction on address block position is now available. Please see the OCR template below, which illustrates these clear zones.

For more information please contact your Whistl Account Manager.



Example of OCR Template

Please note the diagram above is not to scale.

- The address can appear anywhere within the address zone
- Please leave clear a zone 18mm from the bottom edge, and 130mm from the right edge. This is for Royal Mail code marking.
- Please leave clear a zone 100mm from the right edge and 10mm high, with its top edge 70mm from the bottom edge. This is for Royal Mail code marking.
- No part of the address can fall within 40mm of the top of the mail piece, unless the whole of the postcode is more than 50mm from the top of the envelope

Address Block Skew Check

For window envelopes, tap the envelope so that the insert is as far into any corner as possible. Lightly hold that corner and tap the diagonally opposite corner to induce the maximum amount of insert skew (see template above)

Place the item on a flat surface;

a. Align the whole of the left-hand side of the address block to the skew reference line.
b. Slide the address block along the skew reference line until the top reference edge of the mail piece is at point X on the template

Check that:
The top reference edge of the letter remains within the triangular green zone.

Sending OCR items – How it works

Using Optical Character Recognition – OCR – enables the customer to print the addresses in a typeface that our sorting machines are able to read, by breaking each line down into separate characters or words and looking for vertical white paths between them.

However, in order for OCR to function properly, only certain fonts can be used and print quality must be of a certain standard. For example, using typefaces that are more unevenly spaced than others (or printing labels on a printer where the ink is running low) may cause the item to be rejected, which means having to resort to manual sorting – that can cause delay.

Which Typeface to Use?

There are a variety of fonts the customer can use, though we would recommend using one from the list opposite wherever possible. We would also recommend the customer regularly check the quality of your print output for clarity. If you have any doubts on either of these requirements, please contact your Whistl Account Manager.

Here is the list of recommended typefaces:

- Arial 10-12pt regular
- Avant-Garde 11-15pt regular
- Century Schoolbook 10-11pt roman and bold
- Courier 10-15pt regular and bold
- CourierNew10-15pt
- Frankfurt Gothic 10-12pt
- Franklin Gothic 11-14pt book
- Geneva 10-12pt regular
- Helvetica 12-14pt regular and bold
- News Gothic MT 10-12pt regular and bold
- Universe 10-15pt regular and bold
- Verdana10-12pt regular
- Letter Gothic 12pt regular
- Lucinda Console 12pt.t regular
- Lucinda Sans Typewriter 12 pt. regular
- Monaco 12pt regular
- OCR B 12pt

Typefaces with the following characteristics are also suitable:

- Size – Height: 2mm min; 7mm max. Width: 7mm max
- Dimension – minimum ratio of lower case height (b) to upper case height (a) of between 2:3 and 3:4. A ratio of width (c) to height (a) of approximately 2:3.

- **Consistency** – each line of the address should be in the same typeface and size
- **Quality** – characters must be complete, clear, uniform and of high resolution, with individual stroke thickness of between 8% and 16%of the height of the character
- **Contrast** – there should be a contrast between the characters and the background on which they are printed of at least 50% (55% if it is to be read through a window)
- **Character spacing** – there should be a fixed pitch of between 10 and 12 characters per inch (or between 15 and 8 point size), with clear vertical gaps of at least 0.25mm between the extremities of adjacent characters. If you are using proportionally spaced text, please ensure you keep spacing of at least +0.75, as this significantly improves the rate at which addresses can be read.
- **Line spacing** – allow uniform spacing between all lines of the address, of at least 1mm (5 points)

Please note
OCR machines can read anything up to 32 characters per line (including spaces). OCR cannot recognise computer zero (Ø) and ampersand (&). Script type or italic typefaces also cannot be read.

Things to avoid
The following are typical problems, which can prevent your mail from being processed by an OCR machine.

- Characters with incorrect proportions e.g. Stretched or condensed typefaces. Over large or small characters.
- Quality of characters – which are poorly printed or defined, either because they have been printed by low-quality printers or low-resolution dot matrix printers, or because the Printer needs maintenance (worn ribbon, low on toner etc.)
- Characters with poor outlines – fuzzy or blurred, or strokes which are incomplete, broken or smeared, for any of the above reasons
- Close character spacing – characters which touch adjacent characters, whether on the same line or those from above or below
- Proportionally or unevenly spaced text – characters or words which have too much space between them (more than four character widths or 10mm in size)
- Typeface styles – italic, inclined graphic, pseudo- script or handwriting limitations. Typefaces with excessive serifs which touch or overlap adjacent characters or serifs. Generally, sans-serif fonts are preferable to serif fonts.

- Print contrast – printing white type on a black background or similar, or combinations of colours such as black print on a strong red background

6.1 Sealing

All items must be securely sealed on all sides, taking care to avoid too much gum. Envelope flaps may fold either to the back or front of the mail piece. If the flap folds to the front (address side) of the mail piece, the edge of the flap must not fall within the clear zones required for route and tag codes.

- You must not use metal clips or staples
- The items must be sealed on all sides securely and continuously

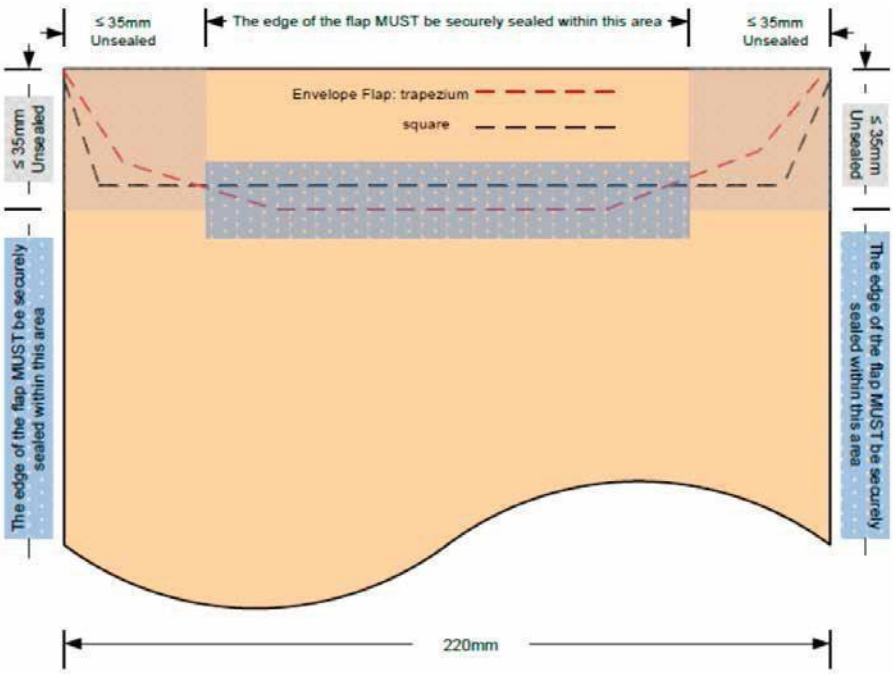
One-piece mailers are permitted, please contact your access account manager for the full specification.

Sealing Tolerances

Opening flaps must be sealed as far along the edge as possible. All remaining edges must be sealed.

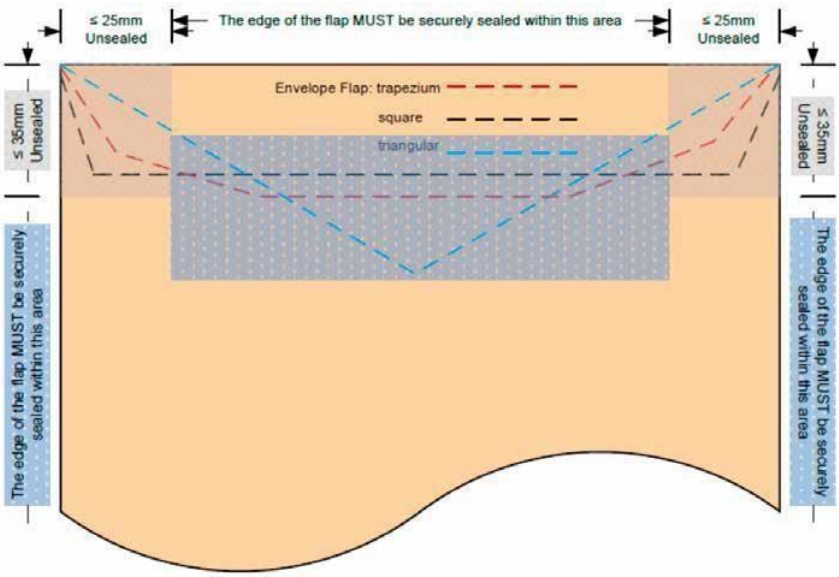
6.2 Letters presented in trays

For DL and C5 letters with rectangular or trapezium-shaped opening flaps presented in trays only, there is a maximum tolerance of up to 35mm from the left and right edges and 35mm from the top edge where the flaps do not have to be sealed.



6.3 Letters presented in bags

For all other Letter sizes, there is a maximum tolerance of up to 25mm from the left and right edges and 35mm from the top edge where the flaps do not have to be sealed.



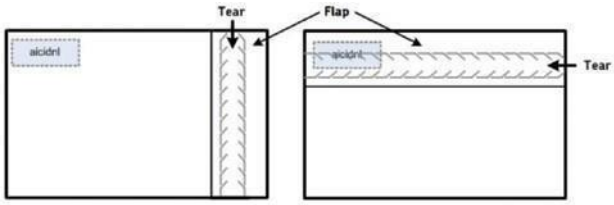
7.0 Perforation

Zip Tie Perforations

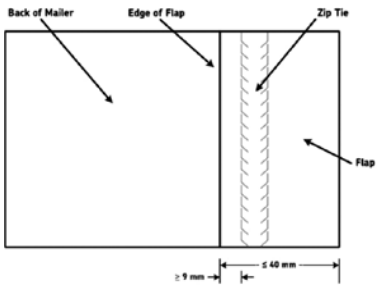
Zip Tie perforations are defined as a series of holes in a mail piece to make opening easy. The “cut” is the hole and the “bridge” is the paper that is left intact and subsequently torn when the mail piece is opened. Zip Tie perforations are acceptable subject to the following requirements:

- The Zip Tie must be die-cut into the mail piece
- The paper weight for the mail piece must be >150 gsm
- The mail piece must be presented in landscape orientation only
- The Zip Tie must always be placed on the back of the mail piece
- The Zip Tie may be positioned either horizontally or vertically, but the ‘tear’ direction of the Tie is dependent upon the orientation of the mailer. The figure below illustrates the back of a landscape orientation mail piece.

Zip Tie Orientation – Landscape Mail (not to scale)

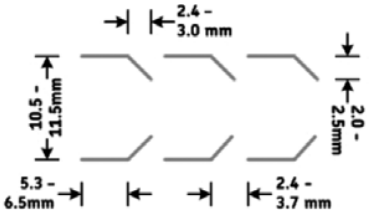


- The Zip Tie must be located on a flap that is <40mm wide as illustrated below
- The Zip Tie must be positioned >9mm from the edge of the flap as illustrated below



Zip Tie Dimensions

The dimensional requirements for the cut of the Zip Tie are provided below:

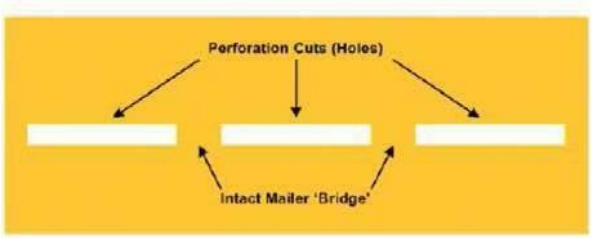


- All cuts and bridges must be of uniform size
- The cuts must be rectangular in shape and have a width of < 0.1mm
- The glue used to seal the flap must not be runout onto the outside as of the mail item or produce protruding mounds of the mail item
- The glue must be fully cured prior to presentation to Royal Mail to avoid sticky mail
- The tensile strength of the glue must be > 4.5N and fibre tear must be exhibited on separation

Roulette Perforations

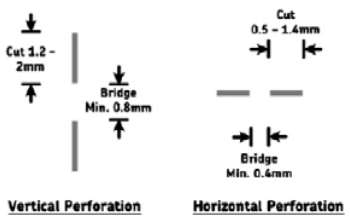
Roulette perforations are defined as a series of holes in a mail piece to make opening easy. The “cut” is the hole and the “bridge” is the paper that is left intact and subsequently torn when the mail piece is opened.

The elements of a Roulette Perforation are defined in the picture below:



Roulette Perforation Dimensions

See diagram below:



Appendix H:
Large Letter Using Optical Character Recognition (OCR)

1.0 What kind of items can be sent?

Size
Mailing items must be within the Large Letter format, be rectangular (oblong) or square.

All four sides must be straight. The intersection of each side must be 90 degrees. Both landscape and portrait Large Letters are permitted.

Rectangular Large Letters
Height:

Minimum: 162mm
Maximum: 245mm

Length:

Minimum: 229mm
Maximum: 345mm

Square Large Letters
Minimum: 229mm x 229m
Maximum: 245mm x 245mm

Weight

Minimum: 10gms
Maximum: 750g

Thickness

Minimum: 1mm
Thickness: 10mm

These dimensions apply to the finished mail piece i.e. the outer covering and including the contents.

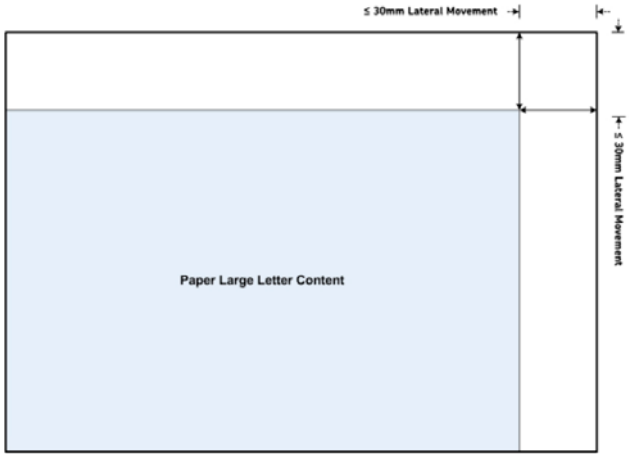
2.0 Technical Requirements
For ease of use, this element of the Appendix has been separated into general requirements which cover paper and polymer envelopes and polywrapped Large Letters, then requirements specific to the three outer covering options are listed.

3.0 Designs of Logos or Advertising
To reduce any potential for Address Interpretation errors, these must not look like an address, geographical location, country or Royal Mail bag or bundle label and they must not be printed in the Delivery Address Block, the clear zone around it or the Indicia area. Slogans that contain the words ‘Return’, ‘Address’ and ‘Undelivered’ should be avoided.

4.0 Inserts
- All inserts other than paper contents, must be securely fixed in position so they do not move around within the Large Letter. Glue or self-adhesive tabs can be applied to fix any inserts. Metal objects e.g. coins or keys are permitted
- Paperclips with a maximum size 23mm in length or staples with a maximum size 24mm x 6mm are permitted
- When inserts are included, please be aware that where this creates ‘step changes’ in the thickness of the Large Letters i.e. the variation in the thickness of the contents, cannot be more than 50% of the thickness of the item up to a maximum of 10mm and the address must be on the ‘flat side of any item’, it cannot be placed on any irregular or convex-shaped sides.

For paper envelopes – depending on the thickness of the large letter to prevent damage to it and other mail pieces there are limitations on how much ‘empty’ envelope is permitted i.e. the thicker the Large Letter the less ‘empty’ the envelope permitted. The following applies to the movement of the largest paper insert:

- If your Large Letter is up to is up 2mm thick, there is no restriction on the lateral movement of the largest paper insert up to the maximum envelope size of 345mm
- However, for any large letter which has a thickness of 2mm or more then the lateral movement of the insert within the letter can be 30mm or less



For polymer envelopes or polywrapped large letters – where the polymer is transparent only the largest insert must be visible to the front of the large letter and the lateral movement is <20mm. There is no requirement for the content to be referenced to the bottom left corner, customers just need to ensure that there is no more than 20mm along the long edges and no more than 20mm along the short edges.

5.0 Material – Construction

5.1 Paper Envelopes

- Must be paper-based and no perforations are permitted
- Envelope paper weight = 70gsm minimum
- Single piece (folded and sealed) = 100gsm minimum
- Large letter-sized postcards = 200gsm minimum

5.2 Polymer envelopes and polywrap

- Must be made of polymer film e.g. polyethene
- Materials produced from polymer fibres that are randomly distributed and non-directional (laid as web) and bonded together by heat and pressure are acceptable e.g. Tyvek

5.3 Material – General

Absorbency: (paper-based envelopes): 15-35 gsm of water in 1 minute (BS EN 20535 – Paper and board. (Determination of water absorptiveness)

Glue: Any adhesives used in the production of envelopes must not leak onto the open surface of the envelope and must be dry when the mail is presented. In no instance should mail pieces be stuck together. When polymer envelopes are used, the glue must be stronger than the polymer and must not produce protruding mounds on the mail item.

Opacity: >85% (BSISO 2471 – Paper and board. Determination of opacity (paper backing)

Porosity: <700ml/minute (BS 6538-2-Air permeance of paper and board)

Rigidity/Stiffness: The acceptable rigidity/stiffness is >8N.mm. There is no upper limit on mail piece stiffness. This can be measured as follows:

- A single Large Letter should be placed on a flat surface with the shortest edge of the Large Letter overhanging a straight edge of a flat surface by a horizontal distance of 100mm.

- The leading edge of the Large Letter is then released and allowed to bend down under its own weight. If the leading edge drops to 40mm or more, then the stiffness is less than 8N.mm and the large letter is unmachineable.

5.4 Separation

The large letter must not be stuck together and must be capable of separating to allow them to be effectively processed. When placed on a slope of 65 to the horizontal, the items must be capable of separating, by sliding one from another, under the force of gravity.

5.5 Shape

Large Letters can be rectangular or square within the permitted dimensions and can be laid out (address and indicia) in landscape or portrait format.

5.6 Polywrap Outer

- The film must be intact, undamaged and must not be punctured or torn
- Perforations are not acceptable
- The film must be sufficiently strong enough to tolerate handling without tearing or splitting at the seals
- The film must be >15 microns thick when measured at any point on the Large Letter other than the seal
- Any overprinted text must adhere to the film and must not break up or wear during processing
- There must only be a single layer of film covering the delivery address block

6.0 Print Contrast

- Required print contrast ratio for addresses printed on envelopes >50%
- Required print contrast ratio for addresses printed on window inserts >55%
- Required minimum reflective difference>30%
- Required minimum background reflectance >35%
- Inverse printing i.e. negative contrast is not permitted (i.e. Delivery address block lighter than background)

7.0 Sealing

This section is divided into the paper and polymer/ polywrap requirements as they are different.

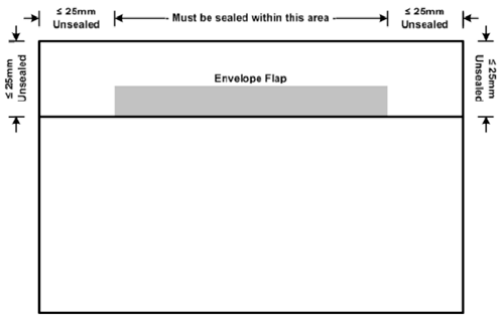
7.1 Paper

Paper envelopes must be sealed securely on the back, front and edges. A tolerance of 35mm x 25mm is permitted on the opening flap. Regardless of whether the opening flap is placed on the front or reverse of the item (the front being where the delivery address block and the access indicia are located) it must be sealed to within 35mm from the fold of the envelope and 25mm from the envelope side.

7.2 Polymer

Polymer envelopes must be sealed along all the edges and have the opening flap on the back.

The opening flap has to be sealed to within a minimum of 25mm from the fold of the envelope flap and 25mm from the sides of the envelope, see below:



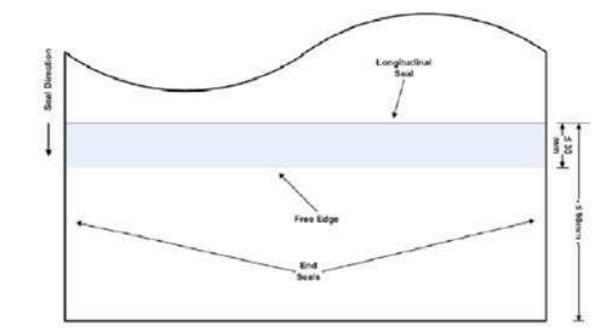
7.3 Polywrapped

For those items which are poly wrapped they must be securely sealed on the front, back and side edges. The requirements for any seal which runs along the length, or width of the item are as follows:

- This seal must be sealed at each end along the full length of the seal
- The free edge of the seal must be less than 30mm deep
- The preferred location for the seal is the back of the large letter
- Due to the requirements for the seal when placed on the front, it cannot be across the width of the mail piece but if on the reverse it can

If you have chosen not to have the seal on the reverse and have placed, it on the front then please ensure you also meet the following requirements

- The seal must not be over the delivery address block
- The seal must be towards the bottom of the large letter and be no more than 90mm from the bottom edge, see below:



7.4 Windows (paper envelopes)

Although only one window is allowed on a large letter customers do have the option of using this window for either the delivery address or for advertising information. Please ensure that the window is not an open space i.e. there must be a transparent film covering the aperture and that it is square or rectangular (circular windows are not permitted). If the window is used for the delivery address, the customer must ensure all clear zones are being adhered to.

Options are available when it comes to designing or purchasing window envelopes, as there is no specific requirements for the strength of the window but customers do need to ensure that at the point of handover to Royal Mail:

- The window film is not flimsy i.e. must be sufficient strength and quality that it is not visibly creased or crumpled
- That it is flat and securely and evenly sealed to the inside of the envelope, this includes the requirement that the corners of the aperture are curved rather than straight as this will help prevent damage occurring when the items are going through the final machine sortation stage
- That it does not take up more than 25% of the surface area on the side where it is found
- The window area where it is used for an address must fall within the specified delivery address block area

Gloss (window and poly film)
The gloss value must be < 150

Haze
The haze value must be < 75%

8.0 Addressing Requirements

8.1 Address

Please refer to **Appendix A** of this user guide for the structure and format of each address.

8.2 Address Layout

The county, although not required, may be included as the penultimate line of the address:

- The phrases ‘England’,’ Great Britain’ or ‘United Kingdom’ must not be used for addresses to and within England, Wales, Scotland or the outlying islands. This information is not included in PAF
- Each line of the delivery address block must be left justified, including the mailer defined information if included
- The post town should have the first character(s) in capitals for example: Coventry, Milton Keynes, Ross On Wye, on a single line
- The postcode must always appear in capital letters on the last line of the address and there must be one or two character spaces between the two parts of the postcode
- Excessively skewed addresses cannot be read. The delivery address block must not skew more than 5 degrees plus or minus from the horizontal
- Blank lines within the delivery address block are not permitted and customers must note that if the line spacing between the MDI and the delivery address is not the same then the MDI may encroach into the required clear zones

8.3 Delivery Address Block Structure and Layout

The delivery address block is defined as an imaginary rectangular box which surrounds the address, as illustrated below and touches the extremities of the text on each side. An address may consist of up to two elements, all of which are classed as the 'Delivery Address Block':

1) Mailer Defined Information (MDI) – reference information which may be printed as part of the delivery address block
2) The Delivery Address must be included and comprise of the following:
1. Addressee details
2. Geographical address and postcode

There must only be one Delivery Address Block on the large letter and it must be on the same side as the indicia.

In addition, to ensure there are no issues when identifying the elements of the address any separation between the elements of the MDI must not exceed one space and the line spacing must be consistent with the delivery address.

For the MDI a different font which is of a different size to the other text of the Delivery Address may be used. The MDI must be in a typeface and may comprise of letters, numerals, punctuation marks, ideograms and symbols, barcodes are not acceptable.

When the delivery address clock is on an insert, the MDI may tap out to the right and to the top of the window as long as it falls back in, the small piece will fail specification if it falls out/falls in partially when the delivery address block clear zones are checked.

No other part of the Delivery Address block may tap out of the window on a paper envelope or the 'clear' window area on a polymer envelope or polywrapped item.

When printing the delivery address the maximum characters per line is 64 and please ensure that the content of the address line is not wrapped onto a second line i.e. Team Valley Trading Estate must be printed on the same line and not spread over two. Customers are asked to use one of the recommended fonts and sizes and ensure that each line of the address has characters which are the same font and point size and that the spacing between the words is less than 5mm.

8.4 Polymer and Polywrap envelopes

The address may be printed on the polymer or may show through the polymer as an insert. Any overprinted text must adhere to the film and must not break up or wear during processing.

9.0 Font Types

It is important to get the fonts right, in the first instance please ensure that you do not use italic or bold fonts and the size of the font must be the same size or larger than that used in any Return Address information.

A list of recommended fonts can be found in **Appendix G** of this user guide.

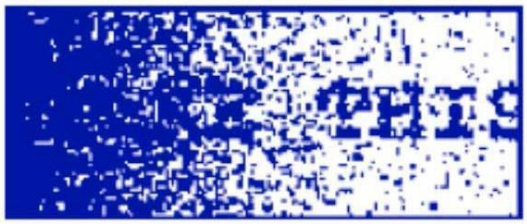
9.1 Print Quality

- Preferred colour is black. If this cannot be achieved, then adequate print contrast must be achieved at all times
- Mandatory for black to be used when printed directly onto the polywrap or polymer envelopes, when the address is printed on an insert in a polywrapped item or when the address is printed on the polywrap outer
- Negative contrast is not allowed
- The characters must not be blurred, smudged, deformed or incomplete
- No splashing or ink spatter around characters

The following should be avoided:

- Characters with incorrect proportions

- Quality of characters – which are poorly printed or defined, either because they have been printed by low-quality printers or low-resolution dot matrix printers, or because the printer needs maintenance



- Characters with poor outlines – fuzzy or blurred, or strokes which are incomplete, broken or smeared, for any of the above reasons
- Close character spacing – characters which touch adjacent characters, whether on the same line or those from above or below:

- The space between words must be less than 5mm. Proportionally or unevenly spaced text –characters or words that have too much

- Typeface styles – italic, inclined graphic, pseudo script or handwriting imitations. Typefaces with excessive serifs, which touch or overlap adjacent characters or serifs.

Printing white type on a black background or similar, or combinations of colours such as black print on a strong red background. When printing on polymer, the address block should not be distorted or broken text as shown below. The characters must not be blurred, smudged, deformed or incomplete. If using dot matrix printing, particularly on polymer, there must be no gaps between the dots. The print/dot matrix must meet the required contrast ratio. See below.

10.0 Delivery Address Block positioning

Please see the following templates below illustrating where the address block should be best positioned for both paper and polywrapped large letters

10.1 Paper Envelopes

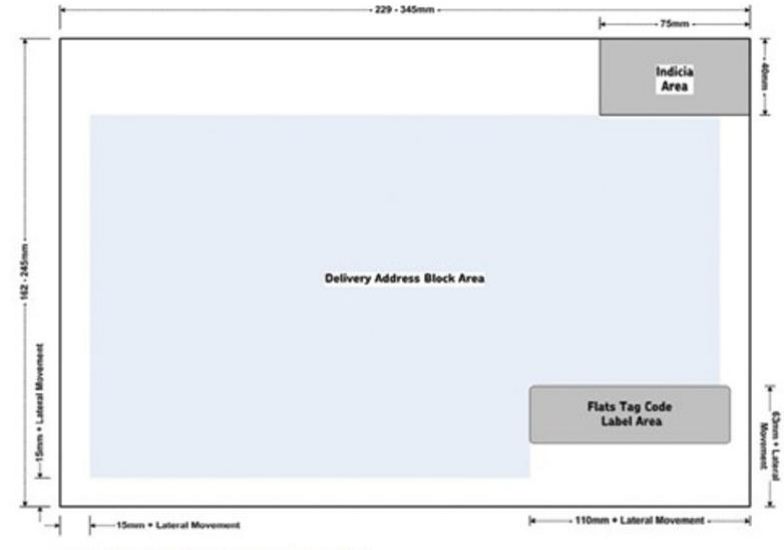
- The indicia area (40mm from the top and 75mm from the right)
- The return address block area (40mm down from the top and no less than 75mm from the right)
- The 'tag code zone' (referenced on the longest edge of the large letter, 33mm up from the bottom right-hand corner and covering an area of 30mm high and 150mm long)
- A 'frame' around the item (15mm around the perimeter i.e. the bottom, left and right edges)
- Over the edge of the envelope flap

10.2 Polymer envelopes or polywrapped items

- The indicia area (40mm from the top of the envelope x 75mm from the right)
- The return address block area (40mm down from the top and no less than 75mm from the right)
- The 'tag code zone' (referenced on the longest edge of the large letter, 33mm up from the bottom right corner and covering an area 30mm high and 150mm long – this must include the lateral movement i.e. the excess poly of which 20mm is the maximum permitted. Therefore, if for example, the large letters only had 10mm excess polywrap then customers would be expected to leave 25mm clear) over the edge of the flap

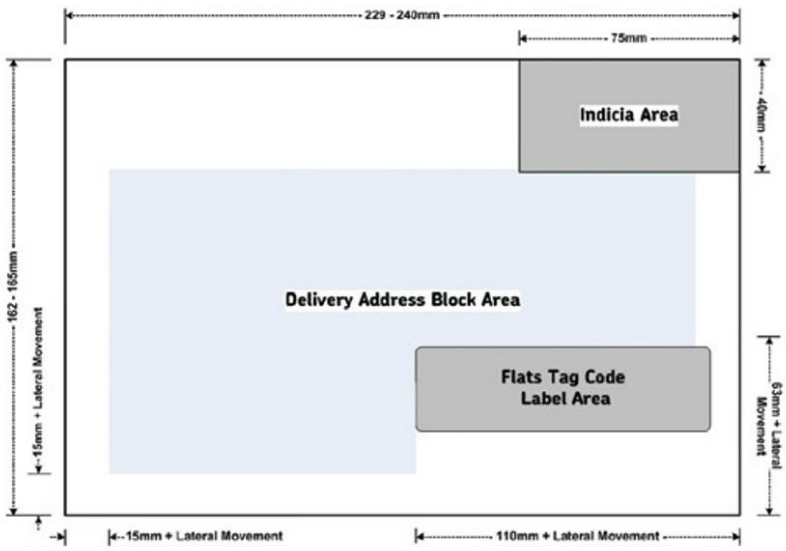
Please note: For polywrap envelopes or polywrapped items you will need to allow for any lateral movement when defining the delivery address block location.
The assumption must be made that the poly may fold during processing and, should this happen we still need a defined clear area from the edge to ensure the delivery address block can be read.

Please see the following examples:



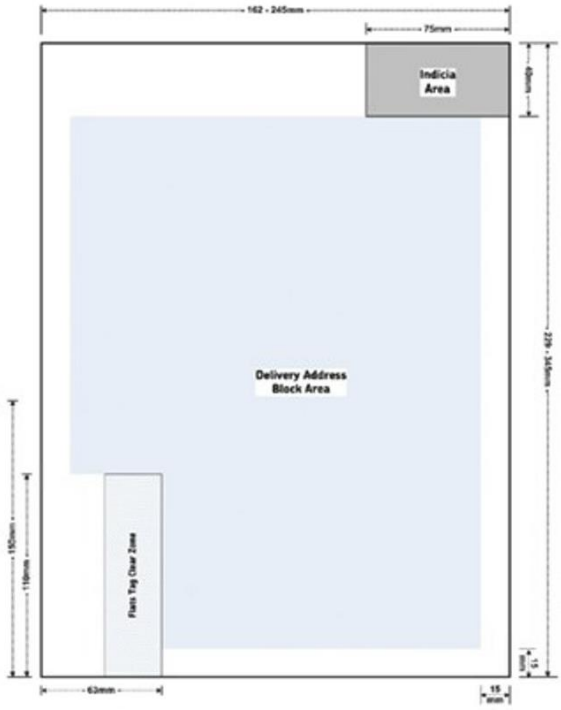
Trayed landscape poly

(Not to scale) This figure illustrates for landscape Large Letters presented in trays then any adhesive label and code marks would be applied in the bottom right corner.



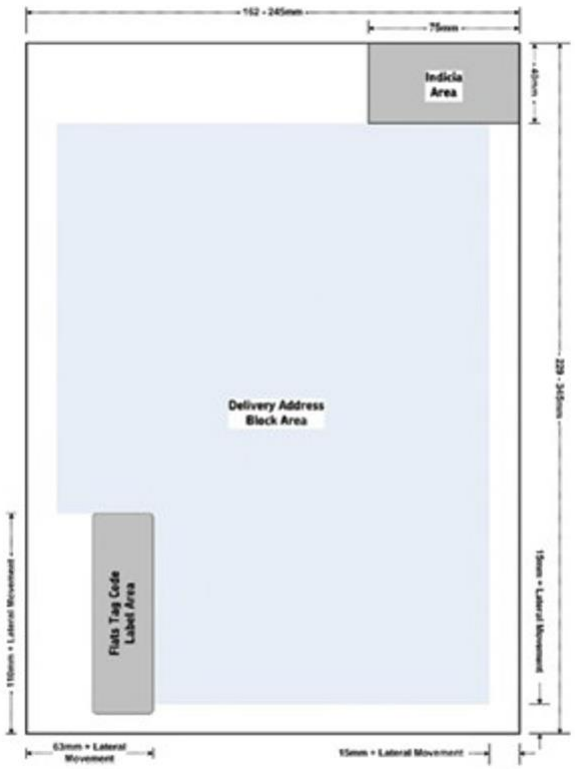
Trayed landscape poly

(Not to scale) This figure illustrates for landscape Large Letters presented in trays then any adhesive label and code marks would be applied in the bottom right corner.



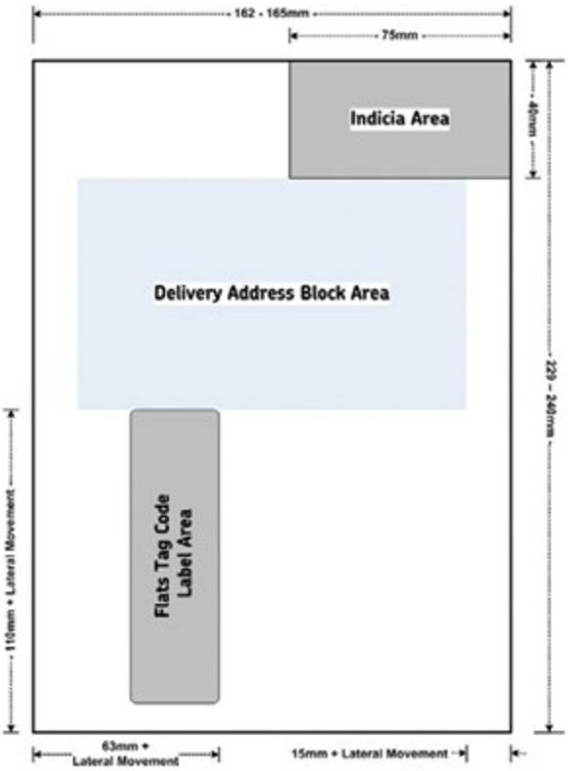
Trayed portrait paper

(Not to scale) This figure illustrates for portrait Large Letters presented in trays then any code marks would be applied in the bottom left corner if the Access Indicia was in the top right



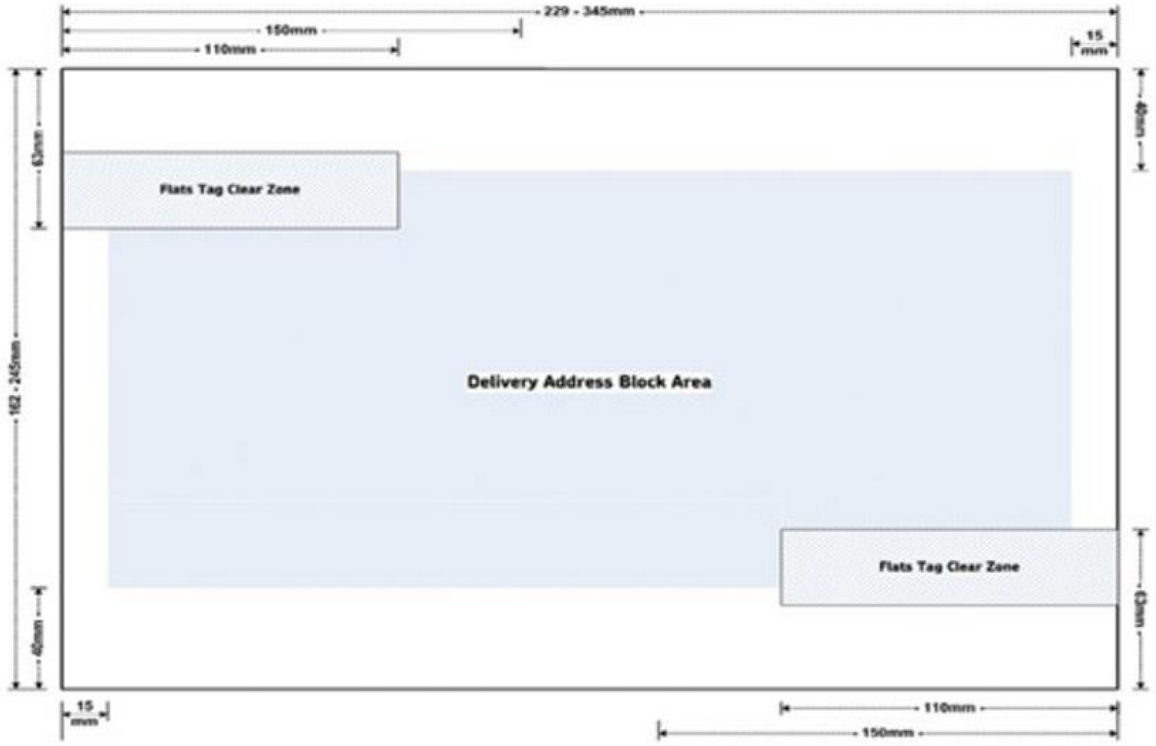
Trayed portrait poly

(Not to scale) This figure illustrates for portrait Large Letters presented in trays then any label and code marks would be applied in the bottom left corner if the Access Indicia was in the top right corner



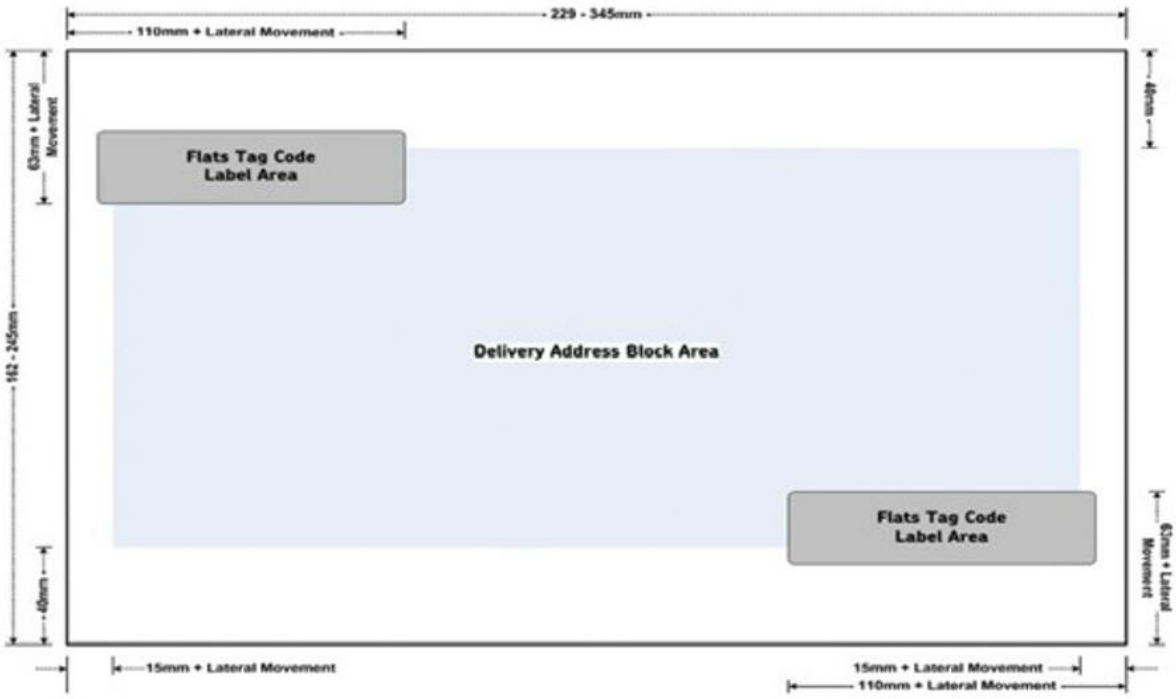
Trayed portrait poly

(Not to scale) This figure illustrates for portrait Large Letters presented in trays then any code marks would be applied in the bottom left corner if the Access Indicia was in the top right corner.



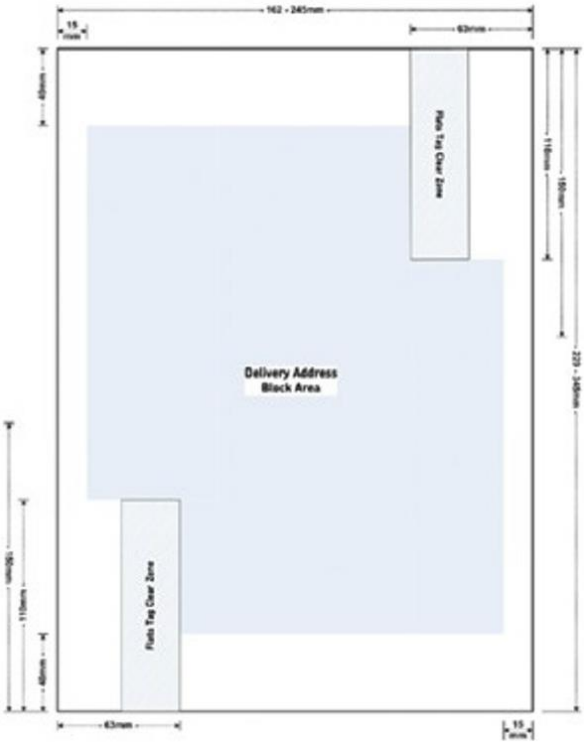
Untrayed landscape paper

(Not to scale) This figure illustrates for landscape Large Letters presented untrayed there would be two possible areas a code mark would be applied, bottom right and top left.



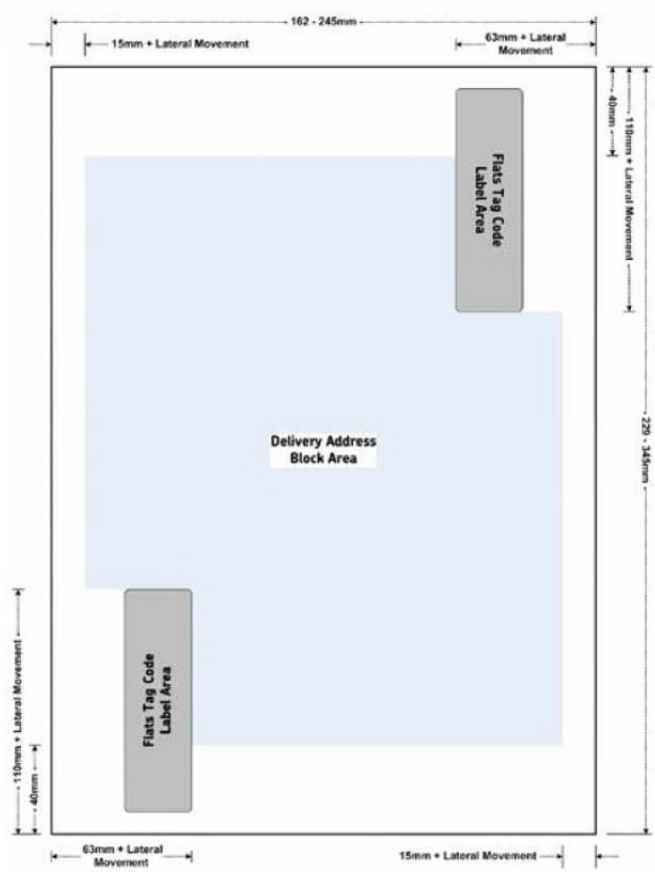
Untrayed landscape poly

(Not to scale) This figure illustrates for landscape Large Letters presented untrayed then there would be two possible areas a label and code mark would be applied, bottom right and top left.



Untrayed portrait paper

(Not to scale) This figure illustrates for portrait Large Letter presented untrayed then there would be two possible areas a code mark would be applied bottom right and top left, if the Access Indicia was in the top right corner.



Untrayed portrait poly

(Not to scale) This figure illustrates for portrait Large Letter presented untrayed then there would be two possible areas a code mark would be applied, bottom right and top left, if the Access Indicia was in the top right corner.

11.0 Delivery Address Block Clear Zone

There is a minimum requirement for a clear area of 5mm or more to be around the extremities of the full delivery address block. Clear is defined as clear print; patterning, graphics or any text including, when the large letter is tapped to induce movement in turn on each of the four sides.

When the delivery address block is behind a window or viewed through polymer the total clearance around the delivery address block remains unchanged at >5mm. However, this may consist of clear zones both within the window and on the envelope.

The gap within the window must be >2mm to the left, right, and bottom of the address.

No clear zone is required within the window above the delivery address block, but the delivery address must always be visible. The remaining clear zone requirements are met through the provision of clear zones on the envelope i.e. a minimum of a further clear zone of >3mm to the left, right, and bottom of the delivery address block (ensuring that there is 5mm clear in total); and a >5mm clear zone on the envelope above the address.

No other text/information that could be construed as a delivery address may be included on the front of the large letter. This includes any areas of an insert which may appear in the window of the mail item arising from insert movement.

12.0 Punctuation

- Please do not underline any part of the address or postcode
- Punctuation and non-alpha numeric symbols can only be used where it appears in the corresponding PAF record. It can also be used in the recipient's name or in the MDI above the address within the delivery address block. There must be no punctuation used to separate address elements or components within an address element
- Punctuation is permitted within the addressee's name and title/department
- Alternatively, you may remove all punctuation from the address, even if it is contained in the corresponding PAF record
- Punctuation and graphical symbols may be used within any 'MDI' and addressee elements

13.0 Return Address

There can only be one return address on the large letter.

13.1 Content

The content of any Return Address must follow the structure for the delivery address but most importantly it has to have the words 'Return Address' as the single prefix on the top line of the block of text and must be printed using either the 'Lucida Console' or 'Letter Gothic' fonts of 6-14pt (8pt recommended). This is an example of the layout in Lucida Console, 8pt font.

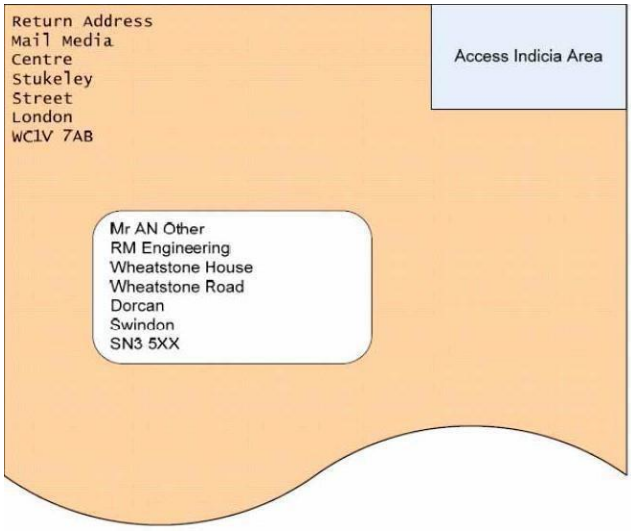
Return Address
148 Old Street
London
EC1V 9HQ

13.2 Location

There must be only one Return Address Block on the large letter and if the size of the finished mail piece is equal to or smaller than 229mmx162mm then it must be placed on the reverse of the mail piece. This ensures incidences are reduced where the incorrect address will be read, possibly resulting in poor quality of service. When on the reverse, it must be within an area within 40mm zone from the top of the mail piece.

For items greater than 240mm x 165mm it is recommended that the Return Address block be on the reverse.

When on the front, it must be in the top left corner, no more than 75mm from the right edge and cannot extend to lower than 40mm from the top edge of the letter and cannot be closer than 12mm to the delivery address block, see below:



14.0 Label and Barcode application area

Royal Mail wants to give customers as creative a specification as possible as such mandatory requirements specific top areas where Royal Mail barcodes or labels and barcodes will be affixed have been removed. The information within this section will allow customers to make an informed decision when it comes to designing creatives or direct mail.

Please be aware that when presenting mail in trays there will be fewer areas where the barcode or label with a barcode could be applied. This is because the mail will then only be presented to the machine in one of two ways. However, when mail is bagged it has to then be tipped and trayed at the receiving office and this increases the likelihood of the barcode or label and barcode being applied to any one of four areas.

In general, if the large letter has a plain paper outer envelope then a barcode will be sprayed directly onto the item and if the large letter has a very creative mail piece or if it is polywrapped or in a poly envelope then a label will be applied and a barcode sprayed onto the label.

Please note: These defined areas relate to how the mail is presented to the machines, so there may be instances where a label could be applied a little higher or slightly more towards the left than indicated. This applies to polywrapped items specifically and is purely because the excess poly around the insert may fold.

Please note that the ‘bottom edge’ of a mail piece is always the longest edge on which the mail piece will be ‘fed’ through and presented to the machine. Items are always processed in ‘landscape format’, trayed square items are processed with the delivery address block and indicia uppermost with the indicia to the top right.

14.1 Trayed

When trayed large letters are presented to the machines as follows the delivery address block and access indicia will be located accordingly:

- Landscape – large letters the address will be upright and the indicia in the top right-hand corner
- Portrait – large letters the item will be rotated to lie on one of the longest edges so that the indicia is vertical in the top left-hand corner and the delivery address block in a vertical position

14.1.1 Paper envelope, polymer envelope & polywrap items

When customers tray large letters, because the orientation of the mail piece within the tray affect how it is ‘fed’ through the machine, there will be one possible area where the machines will apply a label if necessary and spray a ‘tag code’ mark – please note that customers must include the ‘excess poly’ to the area below

- Starts from the right-hand edge and 33mm from the bottom edge
- The code application area is 110mm long and 30mm high

14.2 Bagged and Unbagged mailings

When the items are in bags, then the large letters are presented i.e. in landscape orientation. Large letters are only presented to the machine along one of their longest edges, therefore, code marks could be applied in one of two areas

14.2.1 Paper envelope, polymer envelope and polywrap items

When customers do not present large letters in trays, because the orientation of the mail piece is not pre-defined there will be two possible areas where we will apply a label if necessary and spray a 'tag code' mark – please note that customers must include the 'excess poly' to the area below.

Appendix I:
Whistl 24hr Notification

The 24-hour notification is used to provide Whistl with the information it needs to supply Royal Mail with the correct amount of items that Whistl will hand to the Inward Mail Centres the next day. This is part of the Downstream Access requirements that all alternative carriers have to adhere to.

This form is to be emailed to your Internal Account Manager in Whistl Customer Services, as well as the following email address: accessfileuploads@whistl.co.uk, who in turn ensures that all the correct information provided by the 24-hour notification is uploaded into Whistl's system. This enables all the bags that are collected on the given day to be scanned and the correct forecast to be provided.

This form has to be provided to Whistl Customer Services, by e-mail, by 08:30 on the day of collection.

Please follow the next steps to ensure that the correct information is provided to Whistl Customer Services.

Whistl UK Pre 08:30hrs Posting Notification Sheet

Client:		Client Code:			
Date of Collection:		Service:	Select Service:-	DSA / ZDA	Select Service:-
Date of Hand Over To RM:	Wednesday 11 November 2015	Mailing House:			

Peak Period: - Extended Forecasting Is Requried: Please Refer to your Customer Service Team

This Spreadsheet must contain details of all postings to be collected by Whistl on the above date and must be emailed on this date by 08:30am to your Customer Services Team

Large Mailings Require Additional Advance Notice: Two Weeks within our Regular Period, Four Weeks within our Peak Period:

Large Mailings are classified by Mail Type and Volume or Consumables within the associated collection activity

Letter 500k+, Large Letters 150K+, Packets 20k+

4k+ bags or 99+ magnums

KNP are classified by Royal Mail according to Mail Type and Volume:

999,999+ Machineable Letter

499,999+ Manual Letter

249,999+ Manual Large Letter, 124,999+ Manual Packet

KNP's also cover ANY Heavy Weight / Unusual Format Items of 124,999+ OR ANY Volume of items with a Geographical bias

1 Client
Please enter the name of the customer who the mailing is being produced on behalf of.

2 Date of Collection
This is the date that Whistl will collect the posting.

3 Client Code
This is your 5 digit Whistl Customer ID.

4 Mailing House
This is the name of the Mailing House who is producing the posting. Please include geographical location.

5 Service
Dropdown box to choose the service that is being mailed i.e. Premier 2 Day and Premier 3 Day.

6 Handover Date
This is the handover date to the Royal Mail.

7 DSA/ZDA
This denotes whether the mailing is National or Zonal.

Premier Full Mailing Information

This half of the form is for all mailing files that are being collected in their entirety.

Premier - Full Mailings												
	Whistl File name (.TNT)	Start Of Bag/Tray Label ID Number Range:		End Of Bag/Tray Label ID Number Range:	# of Items	# of Bags/Trays In Range:	Large Mailing or Above?	Machinability & Format		Weight (gm)	Possible KNP?	Job reference
Example	*007222ZZZZZ*	*007222ZZZZZ00001*	*to*	*007222ZZZZZ05400*	*10,000,000*	*5,400*	*Large Mailing*	*Machineable*	*Letter*	*80*	*Yes*	*TWAV9130*
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	

1 Whistl File Name - This is the name of the .tnt file that is produced once the address data has been run through the software.

2 Start and End bag numbers - The start ID is the first bag ID produced within the .tnt file and the End is the last bag ID within the .Whistl file.

3 No of items - The total number of items for the advised .tnt file.

4 Number of Bags/Trays in range – this is the number of bags/trays that are to be produced for this mailing.

5 Large Mailing or Above – this denotes whether the mailing is classed as a 'Large' mailing, meaning that the parameters for a large mailing should be followed i.e. 2 weeks' notice should be given.

6 Machinability & Format – this denotes whether the mailing items are machineable or non machineable and what format they are e.g. Letter, Large Letter, Packet.

7 Weight – this is the weight of an individual item.

8 Possible KNP – this notifies whether the mailing may be a KNP.

9 Job Reference – this is a reference that can be used that is unique to the mailing being presented.

Premier Split Mailing Information

This half of the form is to be used for all mailings and their respective files that are collected over multiple days. On every collection day, the relevant part of the mailing and file are inputted here.

Premier - Split Mailings												
	Whistl File name (.TNT)	Start Of Bag/Tray Label ID Number Range:		End Of Bag/Tray Label ID Number Range:	# of Items	# of Bags/Trays In Range:	Large Mailing or Above?	Machinability & Format		Weight (gm)	Possible KNP?	Job reference
Example	*007222ZZZZZ*	*007222ZZZZZ00001*	*to*	*007222ZZZZZ05400*	*30,000*			*Machineable*	*Letter*	*250*	*Yes*	*TWAV9130*
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	
			-					Select Machinability:-	Select Format:-		Yes / No	

1 Whistl File Name - This is the name of the .tnt file that is produced once the address data has been run through the software.

2 Start and End bag numbers - This should be completed with the first bag ID and the last bag ID of the part of the mailing advised for collection on that day. E.g. the .tnt file contains 100 bags that amount to 30'000 items. The last half of the .tnt has been produced for collection on the date given at the top of the form. Therefore, the first bag ID would be 00051 and the last bag ID would be 00100.

3 No of items - The total number of items for the mail bags which are advised from the split to be collected that day.

4 Number of Bags/Trays in range – this is the number of containers to be collected on the collection day advised.

5 Large Mailing or above – this denotes whether the mailing is classed as a large mailing.

6 Machinability & Format – this denotes whether the mailing items are machineable or non-machineable and what format the items are e.g. Letter, Large Letter or Packet.

7 Weight – this is the weight of the individual item.

8 Possible KNP – this denotes whether the mailing could be a KNP.

9 Job Reference – this is the job reference that is optional to use that is unique to the mailing.

Please note that Whistl is fully aware that problems can occur within production and that it could affect the forecast provided to Whistl Customer Services at 08:30.

Because of this, we ask that you notify us as soon as possible by contacting Whistl Customer Services or your dedicated Whistl Account Manager.

Appendix J:
Key National Postings (KNP)/ Exceptional and Large Postings (ELP)

1.0 Introduction
This process applies to all access services offered and this is in addition to and does not replace any existing processes for handling Access Postings as described in the Premier Customer guide. The effectiveness of a KNP/ELP is largely dependent on the timeliness of the exchange of key information between the poster and Whistl.

2.0 Background
The KNP/ELP process is designed to ensure advance notice is provided for all postings that are considered 'exceptional' because of their volume, size, shape or geographical bias.

The KNP/ELP process is used to raise the awareness of particular mailings to ensure these mailings are planned, communicated & executed to meet the product specification and quality of service in an efficient & cost-effective manner to the benefit of all concerned.

3.0 Definition
A KNP/ELP is any posting, which may cause operational difficulties and may not be successful or meet quality of service unless it is planned distinctly from 'business as usual' mailings and the plans implemented.

It should be noted that individual postings may not themselves cause operational difficulties, but may contribute to such concerns when combined with other postings. Therefore, if any posting fits any of the criteria described below, then the KNP/ELP process must be followed and the customer must notify Whistl at least **4 weeks** prior to the date of posting to enable detailed operational planning to take place.

Above Normal Daily Postings (on one day)

The information in this document is designed to define the process for managing together KNP/ELPs; it describes the communication channels, the flow of information and the actions required by each link within the process.	1,000,000	Letters
	1,000,000	Letters – un-machineable
	500,000	Large Letters
	250,000	Packets Geographical bias

Other Criteria

- Postings containing items of an unusual size/shape or weight.
- Items that do not fit through the average-sized letterbox as defined European standards commission.
- A posting with a geographical bias can apply to any access service, therefore, the operational impact of a posting with this profile will nearly always be considered for KNP/ELP status.
- When a business replied envelope item is included in the outward mailing where there is an anticipated response level of more than 10,000 items for 5 consecutive days.

4.0 Entry Level
Volume is not the only determining factor; it is one of workload and capacity. A common-sense approach is applied to postings that may be reasonably considered to be 'exceptional' because of their size, shape, or geographical bias and/or show a significant spike in the normal posting pattern.

KNP Criteria

Volume	Impact grid to be used as a guide for all Access Services					
> 1m						
750k-1m						
500k-750k						
250k-500k						
125k-250k						
0-125k						
format	Letter			Large Letter		
Impact	Geographical Bias	Unusual format	National	Geographical Bias	Unusual format	National
Access Sortation	1400 or 70	1400 or 70	1400 or 70	1400 or 70	1400 or 70	1400 or 70
Access Service	Machinable or Manual	Manual	Machinable or Manual	Machinable or Manual	Manual	Machinable or Manual

Appendix K:

Whistl Bureau Service

Whistl Bureau Service

The Whistl Bureau Service is a value-added service for customers and mailing houses who wish to use Whistl for data sortation and/or bag label production. The service sorts customer data using Whistl Sort Software to ensure that data is formatted and presented correctly to ensure compliance with Royal Mail. Our in-house experts will process and pre-sort data in a controlled environment in accordance with Whistl operating standards and procedures.

Bureau Service Process and Service Levels

1. Customer to complete bureau service Pro-forma (see below example)

National Bureau Service Request Form

Please note: Data will be returned 24 hours after submission

Please note: Labels will be delivered up to 72 hours after data submission

Please complete ALL boxes with an asterix next to it.

Client Data

OPTION 1, 2 OR 3 *	select...	Date & time required by *	
If Labels - what service? *	select...	Zonal or National Profile *	select...
Client Name *		Client I.D *	
Mailing House Name *		Mailing House I.D *	select...
Contact Name *		Mailing House/Delivery address *	
Contact Number/Email *			
Date of request *			
Internal Account Manager	select...		

Mail Specification

Collection date *		Hand Over date to RM *	
Job Reference *		Purchase Order *	
Item Weight (g) *		Admail (Yes/No) *	select...
Green Post Mailing *	select...	E2E sortation (Yes/No) *	select...
(Please note - Royal Mail accreditiation is required)		Item Format *	select...
		Mailing Type *	select...
Processing Depot *	select...	Mail Piece *	select...
Sortation Level *	select...	DataSort file name	
FTP ID/Login * (if applicable)		File/FTP Password * (if applicable)	

Whistl : Internal use only

Data Sort

Data Sorted (Date)		Data Returned (Date)	
Labels Printed (Date)			
Labels Dispatched (Date)		Dispatch Note No.	

Output Details

Whistl File Name		Manifest Ok	select...

Comments

IMPORTANT! Please Read

Please ensure that all data is correct before the file(s) goes to print

2. Customer to provide data file in CSV format only, if data is supplied in a different format, there may be a charge for conversion

3. Customer to email data file and Pro-forma to Whistl to the following email: bureau.requests@whistl.co.uk or alternatively data files can be uploaded via a secure FTP site

The following service levels will apply:

Data Only – 24 hrs from the date of submission (excludes weekends and Bank holidays)

Labels Only – 48 hrs from the date of submission, if submitted before noon (excludes weekends and Bank holidays)

Data and Labels – 72 hours from the date of submission, if submitted before noon (excludes weekends and Bank holidays)

4. Data files will be returned to the customer (this will include: .tnt file, Production Line Listing, Computer Planning Report and .SEC file). The sorted data files will be returned via email or via secure FTP transfer, depending on the size of the file (see below for FTP server login):

Host Name: 193.132.127.221
Username: bureau service
Password: B8a3A0.9423425

Where there is an urgent requirement, please speak directly with your Whistl Account Manager to confirm an alternative timescale – this may be chargeable and will be advised at the time of ordering.

NB: Pricing information for this service is available via your Whistl Account Manager.

Appendix L:
adMail

Service Overview

The recession is having an adverse impact on advertising revenues and there is a requirement to develop innovation in the Direct Mail market segment. By reducing prices for Direct Mail we aim to demonstrate to customers our commitment to delivering value for money and to provide continued support to the existing Direct Mail market.

AdMail is for addressed Direct Mail (DM) letter and large letter mailing items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage, contribute to or support a cause.

Each adMail daily posting must comprise at least 4,000 mailing items per service per day.

All mailing items to qualify as adMail must:

- Be addressed Direct Mail letter or large letter format mailing items;
- Meet the requirements of the adMail schedule including data specification, service standard, indicia and seed mailing items

For full specification details, please refer to either your Whistl Account Manager or the adMail user guide.

Appendix M:
Premier Zonal Option

1.0 Introduction
Customers who wish to post using Whistl's Premier Zonal service are required to meet certain additional presentation requirements. The following sections provide the detail of those requirements.

2.0 What is a Zone?
Royal Mail has analysed the c.11000 postcode sectors in the United Kingdom and has allocated each of these to a zone according to criteria as per the table below:

Zone	Definition DPD=Delivery Point Density and BD=Business Density
A (Urban)	(BD > 10% and DPD > 500) or DPD > 1000
B (Suburban)	DPD <1000>100
C (Rural)	DPD <100
D (London)	M25 Where the relevant 3 digit Standard Selection Code (SSC) is defined as "having more than 50% of their postal delivery volumes going to an area within the M25 boundary"

3.0 Zonal Whistl Sort Database
For existing customers, you will already have a copy of the relevant Whistl Sort Database software. This software will now contain a zonal option for customers to choose to sort their mail into zones. The Whistl Sort Database will be updated to reflect the different zones and any changes to this database will be updated periodically and communicated to the customer.

It is the customer's responsibility to ensure that they implement these changes and that the current version of the national and/or zonal Whistl Sort Database is used.

For new customers wishing to post using the Premier Zonal service, they will be given the relevant version of the Whistl Sort Database software at the time of implementation.

4.0 Mail Presentation
Individual Mail pieces
It is a requirement that all mailing items being posting using the Premier Zonal service, carry the relevant zonal indicator relevant to the postcode sector of the corresponding address.

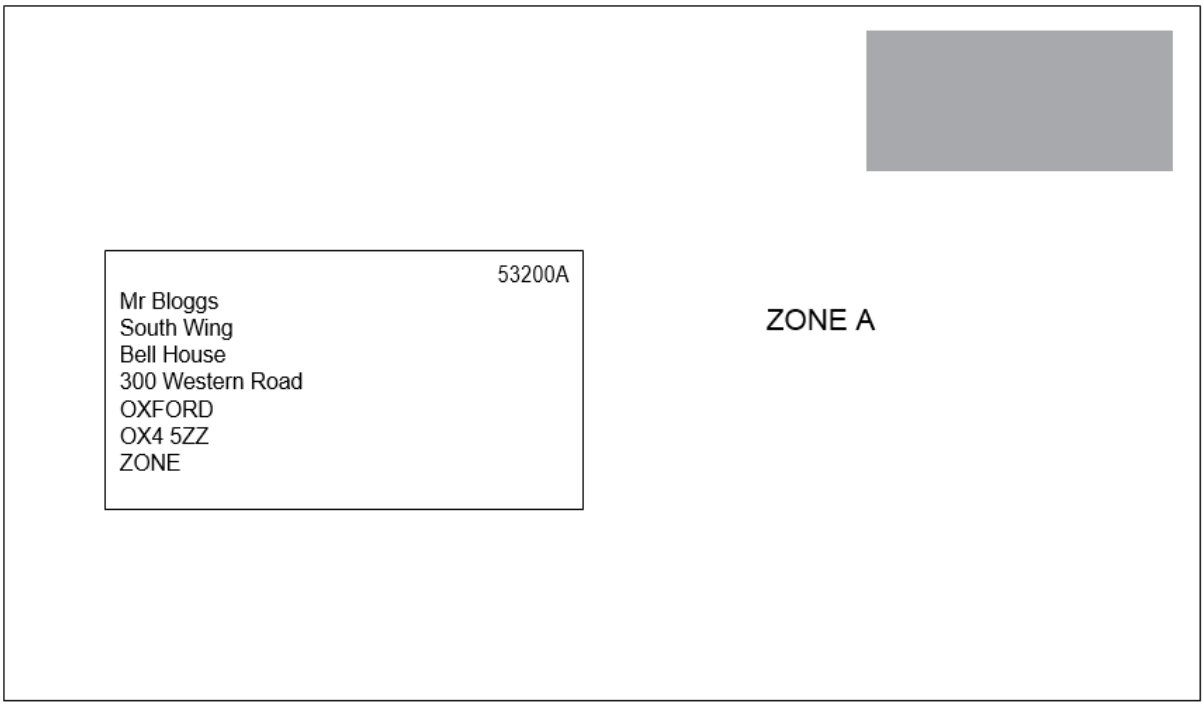
There are two options relating to the position of the zonal indicator: -

- Positioned within the top right-hand area of the address window immediately following the SSC (zone A, B, C, D or Z for items without a zone) e.g. 53200 A

Or

- Be positioned on the outer envelope and be preceded by the word "Zone" and be a minimum font size of 10 (e.g. Zone A)

Both options will need to be positioned outside of any Clear Zones, see below examples:



NB: to facilitate this, Whistl has developed a new version of the Whistl Sort Database, which contains the zonal indicator.

5.0 Bundles

Mail should be bundled as per section **6.4** of this guide.

6.0 Bag/Tray Labels

All mail presented using the Premier Zonal Service must have the word **'zonal'** clearly visible and legible on the bag/tray label.

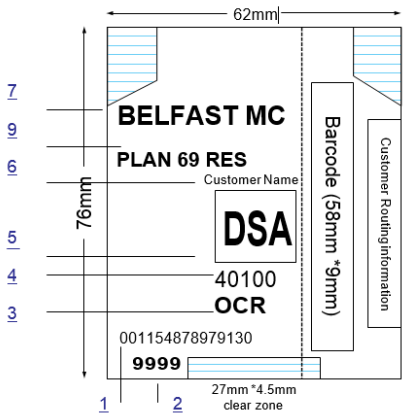
Bag Labels

This is what a Premier Zonal bag label looks like:

NB: for the defined field information, please refer to section **7.0** of this guide.

Tray Labels

This is what a Premier Zonal tray label looks like:



Appendix N:
Business Mail Contents Guidance and Permitted Items

Business Mail Large Letter™ content guidance list and Royal Mail Business Mail Large Letter™ Permitted Items.

Business Mail Large Letter: content guidance list

The list of mailing examples below is indicative and for guidance only. Each request to post Business Mail Large Letter Mailing Items must be considered individually on its own merits to determine whether it can be considered to qualify. Royal Mail can update this document, so please visit the wholesale website for the most up to date version.

This list is not absolute or exhaustive and it is to be used as a guide only.

Example of eligible Business Mail Large Letter items

Example of eligible Business Mail Large Letter items		BMLL?	Reason
1	A catalogue, brochure, magazine, newsletter, bulletin, pamphlet	Yes	The contents have no intrinsic or resale value
2	A financial statement/bill/invoice	Yes	The contents have no intrinsic or resale value
3	Insurance documentation	Yes	The contents have no intrinsic or resale value
4	Any form of questionnaire	Yes	The contents have no intrinsic or resale value
5	A company sending out a membership card to a subscribed customer	Yes	The contents have no intrinsic or resale value
6	Any other of general business correspondence from e.g. • change to T&Cs • change to T&Cs • change of company details • legal documents • annual reports • shareholder updates • advertising and promotions • personal reminder letters	Yes	The contents have no intrinsic or resale value

Example of ineligible Business Mail Large Letter items		BMLL?	Reason
1	A company/charity sending any item to fulfil an order or request made by a customer	No	The content has intrinsic or resale value
2	A company sending any item as part of a service or maintenance contract e.g. warranty replacements, service contracts	No	The content has intrinsic or resale value
3	A company/charity sending a gift or sample of its products or services	No	The content has intrinsic or resale value. NB. Items sent for advertising purposes may be sent via Royal Mail's Advertising Mail service
4	A company sending any form of collectables	No	The content has intrinsic or resale value
5	Any form of mail sent in padded envelopes	No	Padded envelopes are ineligible for Business Mail Large Letter
6	Any form of mail sent in cardboard packaging	No	Cardboard packaging is ineligible for Business Mail Large Letter
7	Any form of mail sent in stiff or inflexible packaging e.g. stiff plastic or card	No	Stiff or inflexible packaging is ineligible for Business Mail Large Letter
8	A company sending business mail to an address overseas	No	Ineligible due to overseas address

Permitted Item	Detailed description
Tickets	Non-transferable tickets that are being sent through the post in fulfilment of an order
Vouchers	Non-transferable vouchers that are being sent through the post in fulfilment of an order
Magazines/Newspapers	A publisher sending newspapers/ magazines (including magazines that have been ordered/paid for by the customer)

Appendix O:
Using Mailmark

1.0 Services and Formats available with the Mailmark Option

The Mailmark Option can be used with the following sortation, formats and service options provided that the Mailing Items meet the machine-readable requirements set out in this appendix:

Sortation level: Access 70
Format: Letter; Large Letter.

Additional options:
Advertising Mail; Business Mail Large Letter.

2.0 Accreditation (Quality Assurance Process)

The Mailmark Option offers the benefit of being able to assess the performance of your Mailing Items. There is, therefore, no need for an upfront accreditation check of your Mailing Item design or address, Postcode and Delivery Point Suffix (DPS) accuracy.

You need to be able to create and apply Mailmark barcodes and you must be able to upload eManifests into eMHS.

3.0 Address Quality

The performance of your mailing consignment is optimised when each Mailing Item is:

- Well designed;
- Every Mailmark Mailing Item has a full and accurate address and Postcode;
- The address and Postcode on the Mailing Item is consistent with the Postcode and the DPS contained within the Mailmark barcode on the Mailing Item and the corresponding item record in the eManifest; and
- The address, Postcode and DPS elements correctly match the record held in PAF®

Our sorting machines use PAF® as one source of data to successfully sort and sequence your Mailing Items without manual or other intervention.

If poor Mailing Item design or poor address and Postcode accuracy means that your Mailing Items require manual handling or other intervention then a Surcharge will be payable or appropriate pricing adjustments will be made to the affected Mailing Items.

If address and postcode accuracy drops below 90% when compared to PAF® you may see an invoice adjustment to cover the costs of us conveying poorly addressed Mailing Items.

4.0 Addressing Standards

4.1 Address Content

A Delivery Address must be present on every Mailing Item (on the same side as the Indicium) and must contain at least:

1. The addressee name;
2. The geographic address which consists of:
   - One premise element (e.g. house number, house or building name, organisation) (e.g. 34, Bell House, Royal Mail);
   - One thoroughfare element (e.g. The Mews, Western Road); and
   - One locality information element (e.g. dependent locality, post town) (e.g. Hedge End, OXFORD). Where there is both a locality and a post town in the corresponding PAF® record it is recommended that both are included; and

3. The Postcode

If there is no thoroughfare element contained in the PAF® this need not be included. The Delivery Address may optionally contain an additional single line immediately above the addressee name to contain your Mailer Defined Information (MDI) – for example, a reference number, or SSC. Mailer defined information*

Optional e.g.	ZW4367	
Addressee element	Name	D Faydherbe
	Title	Operations Director
Premise elements	Organisation	Royal Mail
	Sub-building	South Wing
	Building name	Bell House
	Building number	B 25 Bell Complex
Thoroughfare elements	Dependent thoroughfare	The Mews
	Thoroughfare	300 Western Road
Locality elements	Double dependent locality	Otterley
	Dependent locality	Hedge End
Post Town		OXFORD
Postcode	Postcode	OX4 5ZZ

* see Address structure and layout for details on MDI

To optimise the performance of your Mailmark Mailing we recommend that every Mailing Item has an address set out in a manner that makes it machine-readable. We recommend that:

- No element is wrapped over two or more lines;
- Where two elements appear on the same line (e.g. premise and thoroughfare elements (e.g. 300 Western Road) they are only separated by 1 or 2 character spaces;
- No two elements are separated by punctuation;
- No two words are more than 5mm apart;
- There are no blank lines;
- All lines in the Delivery Address are left justified;
- The Post Town is on a line of its own;
- The Postcode is the last element of the Delivery Address and is on a line of its own;
- The County is not included; and
- The Country is not included

The recommended layout for the last two lines of a Delivery Address is set out below:

Post Town
POSTCODE

The following layouts are not recommended but are acceptable as long as there is no other text on the front of the Mailing Item or insert that looks like an address:

Post Town County
POSTCODE

County
POSTCODE

Post Town
County POSTCODE

Thoroughfare or Locality element
Post Town POSTCODE

Premise elements
You must include at least one of these 4 elements, so that a single delivery point is defined. You don't have to include all the premise elements, even if they are included in PAF® but building numbers must be applied on the same line as the Dependent thoroughfare or thoroughfare information.

Organisation	Royal Mail
Sub-building	South Wing
Building name	Bell House
Building number	B 25 Bell Complex

Thoroughfare elements
PAF® will give one of 3 possible combinations but please note that:

4. The dependent thoroughfare descriptor (i.e. Avenue, Road, Street, Lane, etc.) must be applied on the same line as the dependent thoroughfare information (e.g. Acacia);

5. The thoroughfare descriptor must be applied on the same line as the thoroughfare information (e.g. Western):
   - No thoroughfare: no need to include anything in this part of the address;
   - A thoroughfare but not a dependent thoroughfare: include the thoroughfare; and
   - Both a dependent thoroughfare and a thoroughfare: include the former. If space allows you can also include the thoroughfare, though it's not compulsory; and
6. Building numbers must be applied on the same line as the dependant thoroughfare or thoroughfare information.

Dependent thoroughfare 1 Acacia Avenue
Thoroughfare Western Road

Locality elements
You must include at least one locality element. You don't have to include them all, even if they are included in PAF®.

To optimise the performance of your Mailmark Mailing Item we recommend that every entire Delivery Address is printed in Title Case with the exception of:

- The Post Town which must be printed in Title Case or UPPERCASE e.g. Milton Keynes, ROSS-ON-WYE; and
- The Postcode must always be printed in UPPER CASE.
  Double dependent locality Otterley
  Dependent locality Hedge End
  Post Town OXFORD
  Postcode OX4 5ZZ

Every Mailmark Mailing Item has a full and accurate address and Postcode. In order to be full and accurate the Postcode must be able to generate an address from PAF® which can be matched to the minimum requirements above (at least one premise element, one thoroughfare element and one locality element).

The Postcode must always appear in UPPER CASE letters and numerals on the last line of the Delivery Address.

We recommend that there must be one or two character spaces between the two parts of the Postcode. Typically, the first part (i.e. OX4) is the outward code and this identifies a post town or a district within a post town, the second (i.e. 5ZZ) is the inward code which represents the street information.

Post Town OXFORD
Postcode OX4 5ZZ

6.0 Addressing structure and layout

The Delivery Address Block is comprised of 3 elements:

1. Mailer defined information (MDI) – this is an optional line of reference information printed as part of the Delivery Address Block;
2. Addressee name;
3. Geographical address and Postcode.

Figure 1: Address Block

There must only be one Delivery Address Block on each Mailing Item and it must be on the same side as the Indicium.

7.0 Fonts

There are a variety of fonts you can use, though to optimise the performance of your Mailmark Mailing Item we recommend you use one from the 'preferred fonts' list wherever possible.

We also recommend that:

- You regularly check the quality of your print output for clarity;
- You do not use any serif, handwritten, italic, script, bold or underlined fonts or the computer zero symbol;
- The font is of the same size, type, colour and in the case of Large Letters, larger than that used in any Return Address information; and
- Non-proportionally spaced fonts are preferred.

Fonts or Typefaces with the following characteristics are recommended:

- **Size** – Height: 2mm min; 7mm max. Width: 7mm max;
- **Dimension** – minimum ratio of lower case height (b) to upper case height (a) of between 2:3 and 3:4. A ratio of width (c) to height (a) of approximately 2:3;

- **Consistency** – each line of the address should be of the same typeface and size;
- **Quality** – characters should be complete, clear, uniform and of high resolution, with individual stroke thickness of between 8% and 16% of the height of the character;
- **Material** – the material on which the Delivery Address is printed should be at least 35% in the red region (600nm) when measured by a spectral reflectometer, and should be white, cream, buff or other light or pastel shade that has a minimum reflectance difference of at least 30%;
- **Contrast** – there should be a contrast between the characters and the background on which they are printed of at least 50% (55% if it is to be read through a window). Please note that positive contrast or inverse printing (Delivery Address Block lighter than the background) is not permitted;
- **Character spacing** – there should be a fixed pitch of between 10 and 12 characters per inch (or between 10 and 12-point size), with clear vertical gaps of at least 0.25mm between the extremities of adjacent characters;
- If you are using proportionally spaced text, you should keep spacing of at least +0.75, as this significantly improves the rate at which addresses can be read; and
- **Line spacing** – you should have uniform spacing between all lines of the address of at least 1mm - 4mm and there are no blank lines.

8.0 Punctuation

To optimise the performance of your Mailmark Mailing Item we recommend that:

- Punctuation and non-alpha numeric symbols are only used in the Delivery Address where it appears in the corresponding PAF® record. For full details on allowable punctuation within a PAF® record please see PAF® Digest, available from www.royalmail.com or ask your Access Account Manager;
- Punctuation is only used in the addressee's name, addressee title, department name or in the MDI within the Delivery Address Block; and
- Punctuation is not used to separate address elements or components within an address element.

Alternatively, you may remove all punctuation from the address, even if it is contained in the corresponding PAF® record.

9.0 Delivery Address Block recommendations

The Delivery Address Block is defined by having an imaginary rectangle drawn around the outer extremities of the address including the addressee name and, where included, the MDI.

9.1 Letter Format Mailing Items

To optimise the performance of your Mailmark Mailing item we recommend that the Delivery Address Block: is beneath and to the left of the Indicium which must always appear in the top right-hand corner of the Mailing Item whether it is landscape or portrait;

- Is at least 15mm from the short edges of the Mailing Item;
- Is at least 18mm from the long edge of the Mailing Item furthest away from the Indicium;
- Is at least 40mm from the long edge nearest the Indicium if there is something else on the Mailing Item which looks like an address;
- When positioned near the top, the Postcode is at least 50mm from the long edge of the Mailing Item nearest to the Indicium; and
- Has edges that each are parallel with one of the four edges of the Mailing Item (i.e. it should not be skewed (i.e. squashed or stretched in any direction to form a parallelogram that does not have four 90 degree vertices) or rotated (i.e. it retains four 90 degree corners but no longer has edges that are parallel with the edges of the Mailing Item)

9.2 Large Letter Format Mailing Items

To optimise the performance of your Mailmark Mailing Item we recommend that the Delivery Address Block:

- Is beneath and to the left of the Indicium which must always appear in the top right-hand corner of the Mailing Item whether it is landscape or portrait;
- Is at least 40mm from the top edge of the Mailing Item; and
- Is at least 15mm from the left and right edges of the Mailing Item

Please note that we do recommend no more than 20mm of excess poly around the Large Letter Mailing Item.

9.3 MDIs included on Letter and Large Letter format mailing items

For Letter and Large Letter formats where you have chosen to have an MDI we recommend that it:

- Is in a single line which has no more than 64 characters;
- Is above the addressee name;
- Is left-justified and aligned with the rest of the elements in the Delivery Address Block;
- Maintains the same line spacing as the rest of the Delivery Address Block; and
- Uses typeface as opposed to pictures or non- typeface graphics.
- It is a requirement that you do not include any type of barcode as an MDI above the addressee name. (The 2D Mailmark barcodes have space within them for customer use which could be used for mailer defined type information).

Please note that a Mailmark barcode can appear adjacent to a Delivery Address Block.

10.0 Delivery Address Block Clear Zone

Recommendations to optimise the performance of your Mailmark Mailing Item:

- No other text/information that could be construed as a Delivery Address should be included on the front of the Mailing Item. This includes any areas of an insert which may appear in the window of the Mailing Item arising from insert movement; and
- With the exception of the Mailmark barcode (see next point) that there should be a clear zone of 5mm or more to be around the extremities of the full Delivery Address Block. By ‘clear’, we mean clear of print, patterning, graphics or any text including when the Mailing Item is tapped in turn on each of the four sides.

We anticipate that the most likely position for a Mailmark barcode will be adjacent to the Delivery Address Block.

A Mailmark barcode may encroach on the 5mm clear zone which is recommended around the Delivery Address Block but there must always (and, for clarity, this is a requirement, not a recommendation) be a clear zone of:

- At least 2mm between the Delivery Address Block and a Royal Mail 4-State Mailmark barcode (see Figure 3); or
- At least 4 times the size of the modules in the Mailmark barcode between the Delivery Address Block and a 2D data matrix Mailmark barcode. A 2D data matrix is made up of modules and these can vary in size from 0.5mm and 0.7mm. The clear zone must, therefore, be at least 2mm when printed at 0.5mm and at least 2.8mm when printed at 0.7mm.

If a Mailmark barcode is placed adjacent to the Delivery Address Block, then the imaginary rectangle drawn around the outer extremities of the Mailmark barcode and the Delivery Address Block forms the 'Delivery Address and Mailmark Block'.

The following diagrams show the 2mm clear zone required between a Royal Mail 4-state Mailmark barcode and the Delivery Address Block (not to scale):

Please note that:

- The same principle applies to the gap between a 2D data matrix Mailmark barcode and the Delivery Address Block.
- It is mandatory that the Mailmark barcode and clear zone remains visible at all times.

Labels

The left, right, top and bottom edges of the Delivery Address Block or Delivery Address and Mailmark Block must be at least 2mm away from the edge of any label, and can only be this close if there is a total of 5mm clear area between the left, right, top and bottom edges of the Delivery Address Block and any print, graphics or patterning on the envelope or any other surrounding material.

Please note:

- There is a requirement for there always to be a gap of at least 4 times module size between a 2D data matrix Mailmark barcode and the edge of any label and there must always be a gap of 2mm between a Royal Mail 4-state Mailmark barcode and the edge of any label.

Inserts

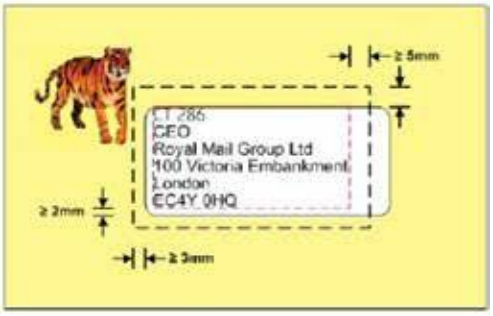
- Where the Delivery Address Block or Delivery Address and Mailmark Block is on an insert within a window or viewed through polymer, the Delivery Address Block or Delivery Address and Mailmark Block (with the exception of the MDI (if present), addressee name and title and Organisation name) must be fully visible, with the left, right and bottom edges of the Delivery Address Block or Delivery Address and Mailmark Block (with the exception of the MDI, if present, Addressee's name and title, and Organisation name) at least 2mm away from the window edge (4 times module size between a 2D Mailmark and the edge of a window);
- If the Mailmark barcode appears directly below the Delivery Address Block no clear zone is required within the window above the Delivery Address and Mailmark Block. In this situation some or all of the MDI (if present), the addressee's name and title, and the Organisation name may tap out of the window (to the top or to the right) as long as they are capable of being tapped back in;
- There remains the recommendation of a 5mm clear zone around the top, bottom, left and right edges of the Delivery Address Block or Delivery Address and Mailmark Block, which is free from text, graphics or patterning. Therefore, the clear zone recommendations that are not met within the window can be met through the provision of further clear zones on the envelope;
- Please note that the window edge itself is not considered an infringement of the 5mm Address Block clear zone but it is considered an infringement on the Mailmark barcode clear zone; and

- No part of the Delivery Address Block (aside from the MDI, if present, addressee's name and title, and Organisation name) taps out of the window on a paper envelope or the 'clear' window area on a polymer envelope or polywrapped item.

During design, printing and enclosing, you should take into account the various tolerances associated with these processes to ensure that each Mailing Item within your mailing consignment meets these recommendations.

The recommendations and requirements set out in this section apply at all times, including after the Mailing Item is tapped on any of its four edges to induce maximum insert movement.

For clarification, please see illustration below, which shows a Delivery Address Block with the 2mm and 5mm clear zones represented in a window (not to scale):



Please note:

- Whilst the window edge within the 5mm zone should be clear of print, graphics or patterning it can be any colour as long as it is clear solid and meets the print contrast ratio recommendations.

Mailmark barcodes may also be positioned above, below, to the left or to the right of the Delivery Address Block and may also be positioned (window size permitting) vertically. It is recommended that they are always parallel with one edge of the Delivery Address Block and with one edge of the Mailing Item.

11.0 Return Address

It is a requirement that each Mailing Item includes a return address on the outside of the Mailing Item in a manner that we can machine read it and the address must be preceded with the words 'Return Address' on its own on the first line (in the position normally taken by the addressee name in a Delivery Address).

We recommend that the return address:

- Is entirely within 40mm of the top of the Mailing Item (preferably on the back face of the Mailing Item);
- Is entirely at least 75mm from the right-hand edge if on the front of the Mailing Item;
- Includes all the elements of the geographic address laid out below the 'Return Address' line of text and adheres to the layout recommended for a Delivery Address;
- Is, if on the front of the Mailing Item, made up of font that is smaller in size than the font that is used in the Delivery Address;
- Is one of the non-proportional fonts detailed in the font list that is recommended for the Delivery Address

We recommend that the Postcode of the return address is encoded into the Mailmark barcode (if the Mailmark barcode that you have chosen has that data field).

Please note: For mail pieces that are classified as large letters because they are thicker than 5mm, we will only be able to process returned items if the return address is placed on the reverse of the mail piece within 40mm of the top.

12.0 Mailmark Letter Format specifications

12.1 Letter dimension requirements

Letter format Mailing Items must be rectangular (portrait or landscape) or square, and each Mailing Item must have four straight edges and four right-angled (90°) corners. The Letter dimension requirements are set out in the table below. These dimensions apply to the finished Mailing Item.

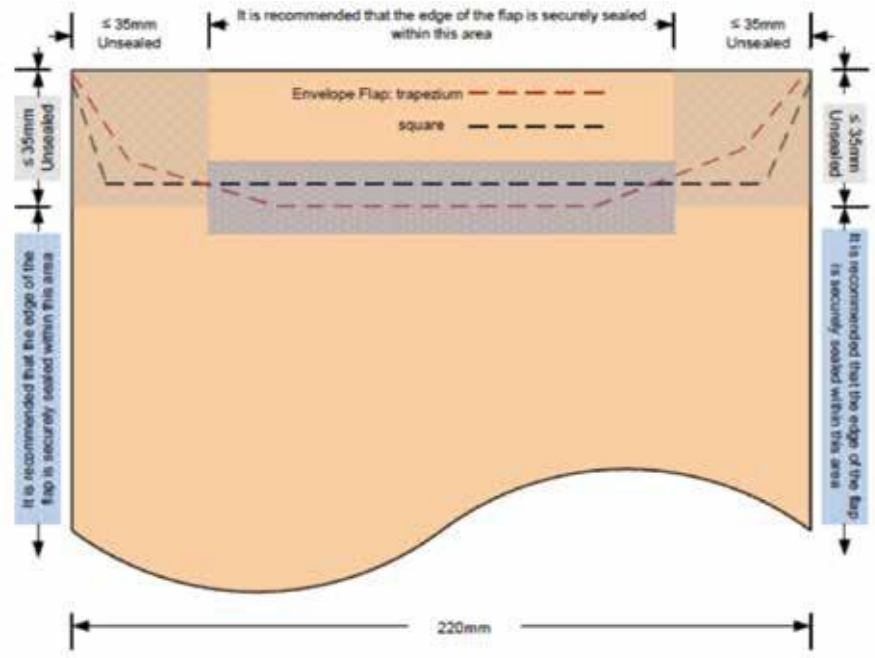
Format	Size	Weight	Thickness	Shape
Letter	Rectangle: Max 165mm x 240mm Min 110mm x 140mm	Max 100g	Max 5mm Min 0.25mm	Each corner to be 90°. Portrait, landscape or square
	Square: Max 165mm x 165mm Min 140mm x 140mm			

12.2 Flaps and sealing

It is recommended that the opening flaps are gummed and sealed as far along the edge as possible and that the remaining three edges are fully and totally sealed. The sealing recommendations vary depending on whether the Mailing Items are presented in bags or trays.

12.2.1 Sealing tolerances – Trayed Mail

For DL and C5 sized Letters with rectangular or trapezium-shaped opening flaps presented in trays only, there is a recommended tolerance of up to 35mm from the left and right edges and 35mm from the top edge where the flaps do not have to be gummed or sealed.



12.2.2 Sealing tolerances – bagged mail

For all other Letter Mailing Items, there is a recommended tolerance of up to 25mm from the right and left edges and 35mm from the top edge where the flaps do not have to be gummed or sealed.

12.2.3 Sealing Advice

The objective is that the sealed side seams cannot easily be lifted. This is achieved if the glue is close enough to the edge.

The envelope will have a fold and an opening flap. It is recommended that it is sealed continuously and securely on the remaining sides which are not the closing flap i.e. the glue used to seal the sides must be in the form of a continuous seal and placed in such a position that the two elements of unglued paper cannot be easily lifted, separated, folded or torn.

12.3 Inserts

Mailing items must not have contents that burst out of and cause damage to the Mailing Item or that move to such a degree that the Mailing Item buckles as it passes through our machines. It is therefore recommended that the largest paper insert movement is restricted as follows:

- For Letters up to 2mm thick, no more than 30mm within the Mailing Item; and,
- For Letters over 2mm and up to 5mm thick, no more than 20mm within the Mailing Item

It is recommended that the paper used for the insert has opacity of at least 85% (BS ISO 2471) to prevent any character on the reverse side showing through affecting the read of the Delivery Address or Mailmark barcode.

It is a requirement that the Mailing Items do not include any metal items that are larger than a standard paperclip or staple as our machines will reject these Mailing Items automatically.

12.4 Material

Material requirements

- Envelopes must be made out of paper only;
- You cannot use polythene, plastic or transparent materials or envelopes with apertures; and
- If you wish to apply a Mailmark barcode to Letter format Mailing Items that are polywrapped, you can do so provided that you present, declare and pay for the items as Large Letters.

Material recommendations

It is recommended that:

- Opacity – the paper used for the envelope and the paper which the address is printed on is more than 85% opaque to prevent any character on the reverse side showing through (BS ISO 2471 paper and board);
- Porosity – the paper has porosity of <700 ml/ minute;
- Absorbency – the paper has absorbency of 15- 35gsm of water in one minute; and
- Density – the paper has a density no less than 70g per square metre (gsm). Postcards are recommended to be made of paper with a density no less than 200gsm and should be at least 0.25mm thick.

12.5 Perforations

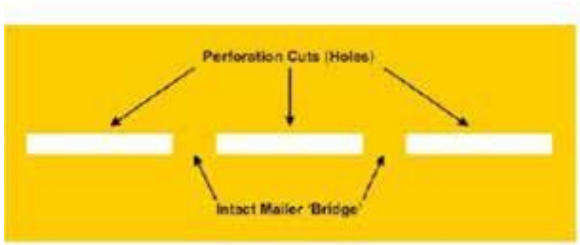
It is recommended that the Mailing Items have perforations or tear-off strips that meet the specifications detailed below in order to ensure they can be processed efficiently and without any damage being caused.

You have the option of using either ‘roulette’ or ‘zip Strip’ perforations, or designing a ‘pressure seal’ envelope which effectively has double roulette perforations on the reverse.

12.5.1 Roulette Perforations

It is recommended that:

- The perforations be die-cut into the Mailing Item, the cut being the hole, and the bridge being the paper that is left intact and subsequently torn when the Mailing Item is opened;

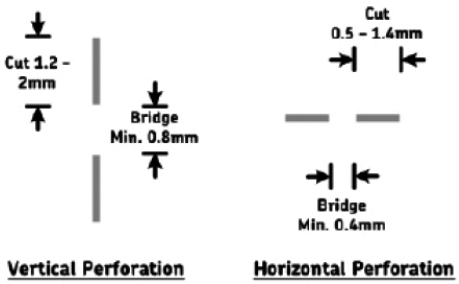


- The paper weight for the Mailing Items be≥100gsm;
- The perforations be located to both ‘short’ sides of the Mailing Item, and one of the long sides of the Mailing Item, i.e. only 3 sides should be perforated;
- The perforations are inset from the edge of the Mailing Item by 12 ± 1mm;
- The cut of the short side perforations are set at 1.3 – 2mm and with a bridge of 0.8mm. Each cut should be of uniform size and each bridge should be of uniform size;
- The cut of the long side perforation is set at 0.5 – 1.4mm and with a bridge of 0.4mm. Each cut should be of uniform size and each bridge should be of uniform size;
- The cuts are rectangular in shape and have a width of0.1mm;
- The short side perforations extend from each edge of the envelope;
- The long side perforation does not extend beyond the short side perforations;
- The Indicium is not printed over the perforations. This effectively reduces the area available for your Indicium as follows:
  - In landscape orientation where the Indicium is adjacent to both ‘long’ edge and ‘short’ edge perforations, the Indicium should be inset and be 12 ± 1mm on 2 sides. This limits the area available for your Indicium to a maximum of 64mm by 29mm;

- In landscape orientation where the Indicium is adjacent to just the 'short' edge perforation, the Indicium is recommended to be inset on 1 side by 12 ± 1mm. This limits the area available for your Indicium to a maximum of 64mm by 40mm;
- In portrait orientation where the Indicium is adjacent to just the 'short' edge perforation, the Indicium is recommended to be inset on 1 side by 12 ± 1mm. This limits the area available for your Indicium to a maximum of 75mm by 29mm;
- In portrait orientation where the Indicium is adjacent to both 'long' edge and 'short' edge perforations, the Indicium is recommended to be inset and be 12 ± 1mm on 2 sides. This limits the area available for your Indicium to a maximum of 64mm by 29mm;

- No other colour is visible through the perforations in the Tag and Route Clear Zones;
- The perforated edges are securely sealed all round from the perforation to the letter edges;
- The glue does not run out onto the outside of or produce protruding mounds on the Mailing Item;
- The glue is fully cured before you handover your mailing to us; and
- The tensile strength of the glue is recommended to be ≥0.4N and fibre tear must be exhibited on separation.

Perforation sizes



12.5.2 Pressure Seal Envelopes

A pressure seal envelope is a single sheet of paper which has been folded either two or three times to make a DL or C5 size Mailing Item. The short sides need to be sealed and are opened by means of a standard perforation. One long side has to be a fold, the other will be sealed and have effectively a 'double' perforation to allow the item to be fully opened.

It is recommended that:

- The short sides have perforations through all layers of the Letter (there will be 3 layers of paper for DL or 2 layers of paper for C5 size Mailing Items); and
- The long side has a roulette perforation that does not go through to the front of the Mailing Item. The Mailing Item is opened by removing the short edge perforated strips first and then tearing back the tear-off strip on the reverse.

Design and general requirements for pressure seal envelopes:

- The Mailing Item is produced from a single sheet of paper;
- Inserts are not permitted;
- DL design must be > 100gsm (3 ply);
- C5 design must be > 150gsm (2 ply);
- Landscape or portrait are permitted;
- Mailing Items must not be square;
- Perforations to be on both short sides;
- The roulette tear strip must be on the back of the Letter; and
- The longest edge from the Indicium must be a fold (bottom edge for landscape, left side for portrait).

Perforated strip (short edges)

It is recommended that:

- The Roulette Perforation specification is followed
- The cut of the perforated strip perforations is set at 1.3mm – 2mm and with a bridge of ≥0.8mm; and
- The cuts are rectangular in shape and have a width of≤ 0.1mm

Perforated strip (long edge on reverse)

It is recommended that:

- Only one roulette tear strip is on each Letter;
- Is the strip be die-cut into the Letter;

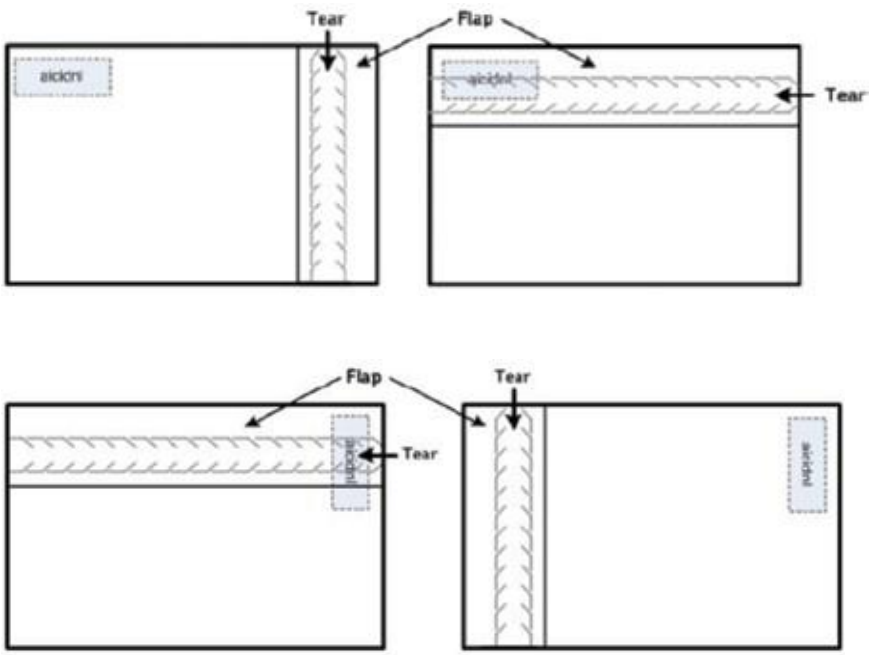
- Is the strip be placed on the back of the Letter (i.e. the side which does not have the Delivery Address and Indicium) and should run parallel to the long edge;
- Is the strip be >10mm from the long edge of the Letter and should be >10mmwide;
- The cut is set at <3.3mm and with a bridge of >0.6mm;
- Each cut is of uniform size;
- Each bridge is of uniform size;
- The cuts are rectangular in shape and have a width of <0.1mm;
- If the 'long' perforation extends into the 'short' side perforations, it is securely sealed i.e. the strips are totally sealed along their length;
- The edge between the tear strip and the edge of the Letter is securely sealed along its entire length;
- Sealing adhesive is < 80 microns thick;
- The glue does not run outside of or produce protruding mounds on the Mailing Item;
- The glue is fully cured before you handover your mailing to us, and the tensile strength of the glue is ≥0.4N and fibre tear should be exhibited upon separation

12.5.3 Zip Tie Perforations

Recommendations:

- The Mailing Items may be presented in both landscape and portrait orientation;
- The zip tie should be die-cut into the Mailing Item;
- The paper weight for the Mailing Item should be ≥150gsm;
- The zip tie should always be placed on the back of the Mailing Items;
- The zip tie may be positioned either horizontally or vertically, but the 'tear' direction of the tie is dependent upon the orientation of the Mailing Item. The below illustrates the back of the landscape and portrait-oriented Mailing Items, the orientation, and 'Tear' directional requirements (the relative position of the Indicium on the front of the Mailing Item being illustrated)

Perforation positioning and tear direction



It is recommended that:

- The zip tie is located on a flap that is ≤ 40mm wide, as illustrated in **Figure 11** and
- The zip tie is positioned ≥ 9mm from the edge of the flap, as illustrated in **Figure 11**

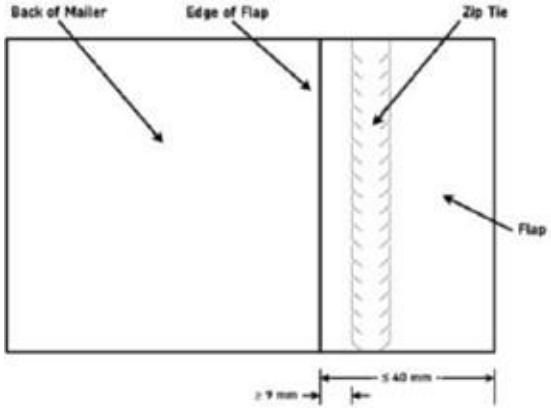


Figure 11 Perforation positioning

The dimensional for the cut of the zip tie is provided in **Figure 12**.

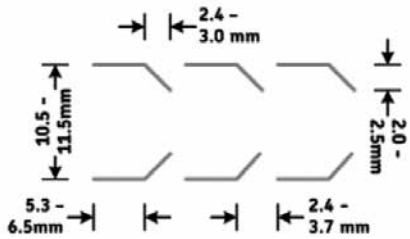


Figure 12 Zip tie dimensions

It is recommended that:

- All cuts and bridges are of uniform size;
- The cuts are rectangular in shape and have a width of ≤ 0.1mm;
- The glue used to seal the flap does not run out onto the outside of or produce protruding mounds on the Mailing Item;
- The glue is fully cured before you handover your mailing to us; and
- The tensile strength of the glue must be ≥ 0.4N and fibre tear should be exhibited on separation

12.6 Flexibility

It is recommended that Mailing Items are flexible enough to be capable of being processed in our sorting machines without damage to the machine, the Mailing Item, or other Mailing Items. Each Mailing Item should, therefore, be capable of being transported around a pulley with a radius of 140mm with a maximum force of 26 Newtons. Items that are too stiff will not be able to meet this recommendation, as illustrated in **Figure 13**.

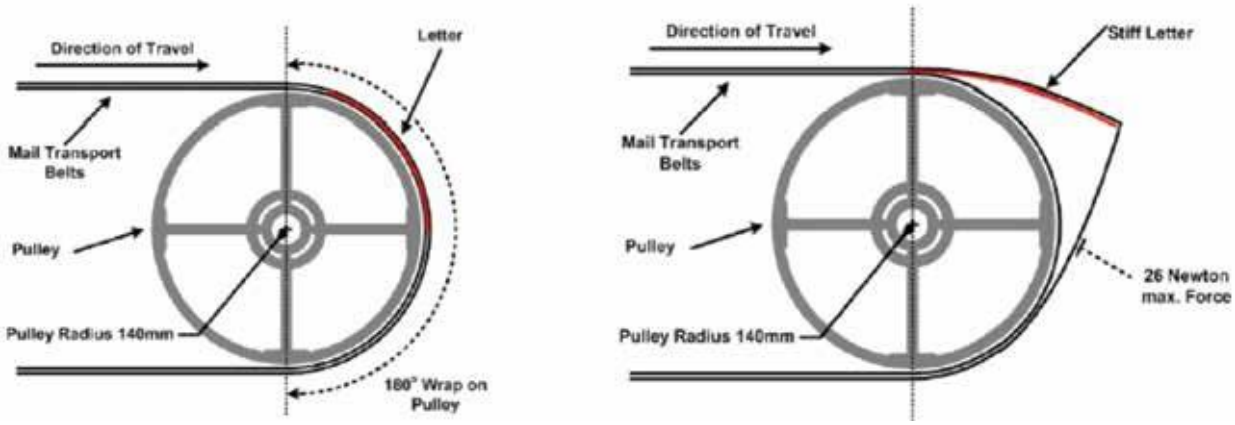


Figure 13 Flexibility

12.7 Window Envelopes – General

It is recommended that:

- **Gloss** – the maximum gloss value of the window material is 150 when measured at 60º in accordance with ASTM 2457 'Standard Test Method for Specular Gloss of Plastic Films';
- **Haze** – the window haze should not exceed 75% in accordance with ASTM D1003 'Standard Test Method for Haze of Plastic Films;'
- **Strength** – the window is robust enough not to become deformed. It should be fixed to the envelope evenly across the surface area it is in contact with; and
- **Location** – it is recommended that only one window (two at maximum) appears on the front of the Mailing Item and that the window(s) do(es) not take up more than 50% of the surface area.

12.7.1 Windows on the reverse

For Letter format Mailing Items only, a maximum of one window is permitted on each face i.e. one on the front and one on the back.

Window dimensions:

- Front window dimensions: the shape must be rectangular, <174mm long and <45mm high; and
- Back window dimensions: the shape must be circular, <48mm diameter

Window position:

If a window is on the back face of the Mailing Item the perimeter of the window must be 31mm ± 2mm from the bottom of the envelope and centred along the long edge.

12.8 Clear Zones

Clear zones are the areas on your Mailing Items that you must leave free of any text or markings. They are used by our machines to identify the Delivery Address Block, Delivery Address and Mailmark Block and Mailmark barcode and enable us to print and read tag and route codes.

You are recommended to leave a clear zone on each Mailing Item where we can apply a unique tag code. For landscape Mailing Items this area starts 60mm from the bottom edge up to 10mm high, stretching 100mm from the right-hand edge. Portrait Mailing Items should be rotated to be landscape with the Indicium in the top left-hand corner and the tag code clear zone is as set out for landscape Mailing Items.

We also recommend that you leave a clear zone that starts from the bottom edge up to 18mm high, stretching to 130mm from the right edge.

13.0 Mailmark Large Letter Requirements

The recommendations and requirements set out in this sections 13 are additional to the recommendations and requirements already set out in sections 1 – 11 and section 14 but are specific to Large Letter format Mailing Items. You should prepare your Mailmark Large Letter format Mailing Items in line with sections 1 – 12 and section 14.

Getting started with the Large Letter format

In addition to Mailing Items with dimensions that fall within the Large Letter size criteria, any Letter format Mailing Items that are Polywrapped must also be presented, declared and paid for as Large Letters.

13.1 Large letter dimensions

Format	Size	Weight	Thickness	Shape
Large Letter	Rectangle: Max 245mm x 345mm Min 162mm x 229mm	Max 750gms Min 10gms	Max 5mm Min 1mm	Each corner to be 90°. Portrait, landscape or square
	Square: Max 245mm x 245mm Min 229mm x 229mm			

13.2 Position of Logos or Advertising

To reduce any potential for address interpretation errors, any logo or advertising slogan printed on the Mailing Item are not recommended to look like an address, geographical location, country or a Royal Mail bag or bundle label, and they must not be printed in the Delivery Address Block, over the Mailmark barcode, in any clear zones

around either the Delivery Address Block and/or the Mailmark barcode, or in the Indicium area, see **Figure 14**. Slogans where the company name contains the words 'Return', 'Address' and 'Undelivered' are not recommended.

Please note: You must maintain a clear zone of at least 2mm around the indicium

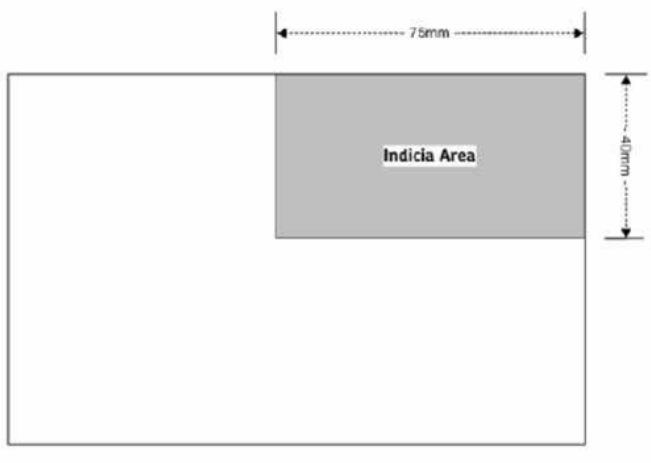


Figure 14 Logo positioning

13.4 Inserts

It is recommended that:

- For any insert other than the paper contents, they are fixed in position so they don't move around during processing. You can use glue or self-adhesive tabs to fix any inserts;
- Inserts, other than paper that are placed in an envelope, are fixed in position and attached to the insert, so that they cannot move around during the processing of the Mailing Item. The inserts may include small metal objects such as keys, coins, and badges; and
- If you do choose to have any inserts, where you have 'step changes' in the thickness of the Mailing Item, the spatial distortion (i.e. variation in the thickness of the contents – see **figure 15**) should not be more than 50% of the thickness of the Mailing Item up to a maximum of 10mm, and the address should be on the 'flat side of any Mailing Item. It cannot be placed on any irregular or convex-shaped sides.

Figure 15 Spatial distortion

Paper envelopes

For paper envelopes, depending on the thickness of your Mailing Item, to prevent damage to your Mailing Item and other Mailing Items there are limitations on how much 'empty' envelope you are recommended to have i.e. the thicker the item, the less 'empty' envelope you are recommended to have (see **Figure 16**).

The following applies to the movement of the largest paper insert:

- If your Mailing Item is ≤ 2mm thick there is no restriction on the lateral movement of the largest paper insert up to the maximum envelope size of 345mm; and
- For any Mailing Item which has a thickness of >2mm then the lateral movement of the largest insert within the Mailing Item is recommended to be ≤ 20mm or less

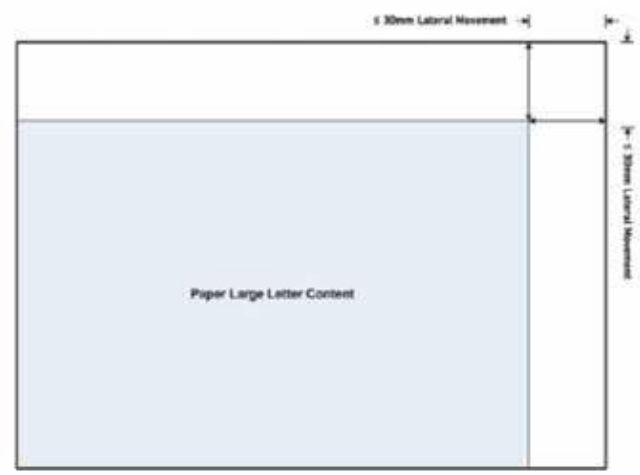


Figure 16 Insert movement paper

Polymer Envelopes

For polymer envelopes or polywrapped Mailing Items, where the polymer is transparent only the largest insert must be visible to the front of the Large Letter and the lateral movement is recommended to be <20mm (see **figure 17**). There is no requirement for the content to be referenced to the bottom left corner, but you should ensure that there is no more than 20mm along the long edges and no more than 20mm along the short edges.

Please note:
For polymer envelopes or polywrapped Mailing Items you will need to allow for any lateral movement when defining the Delivery Address Block location. The assumption must be made that the poly may fold during processing and, should this happen we still need a defined clear area from the edge to ensure the Delivery Address Block can be read.

Figure 17 Insert movement polymer

13.5 Material – Construction

13.5.1 Paper Envelopes

It is recommended that:

- The envelope paper weight is no less than 70gsm;
- The paper weight for single piece (folded and sealed) Mailing Items is no less than 100gsm;
- The paper weight for Large Letter sized postcards is no less than 200gsm; and
- The Mailing Items do not have perforations

13.5.2 Polymer Envelopes and Polywrap

- Polymer envelopes must be made of polymer film e.g. polyethene; and
- Materials produced from polymer fibres that are randomly distributed and non-directional (laid as a web) and bonded together by heat and pressure are not acceptable e.g. Tyvek

13.5.3 Material – general recommendations and requirements

- Absorbency – (paper based envelopes) 15–35g of water in 1 minute (BS EN 20535 - Paper and board. Determination of water absorptiveness);
- Glue – Any adhesives used in the production of envelopes are recommended not to leak onto the open surface of the envelope and produce protruding mounds and is recommended to be fully cured when the mail is presented to Royal Mail. It is a requirement that Mailing Items are not stuck together as we may not be able to read items that are and your address will appear incomplete. When polymer envelopes are used, the glue is recommended to be stronger than the polymer and is recommended not to produce protruding mounds on the mail item;
- Opacity – ≥85 % (BS ISO 2471 – Paper and board. Determination of opacity (paper backing));
- Porosity – <700 ml/minute (BS 6538-2 – Air permeance of paper and board);

Rigidity/Stiffness – The acceptable rigidity / stiffness are recommended to be ≥8N.mm. There is no upper limit on Mailing Item stiffness. This can be measured as follows (see **figure 18**):

- A single large letter should be placed on a flat surface with the shortest edge of the large letter overhanging a straight edge of a flat surface by a horizontal distance of 100mm;
- The leading edge of the large letter is then released and allowed to bend down under its own weight; and
- If the leading edge drops to 40mm or more, then the stiffness is less than 8N.mm and the large letter on machine-readable

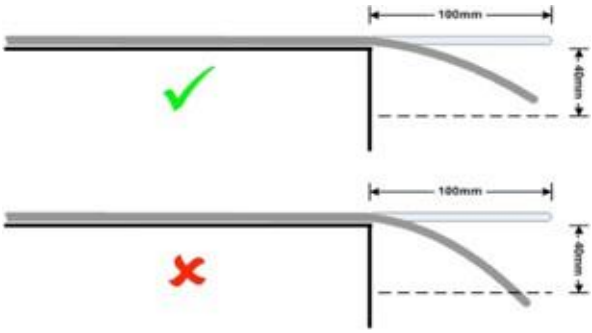


Figure 18 Rigidity

Separation – The Mailing Items must not be stuck together and it is recommended that they are capable of separating to allow them to be effectively processed. When placed on a slope of 65º to the horizontal, the Mailing Items are recommended to be capable of separating, by sliding one from another, under the force of gravity (see **figure 19**)

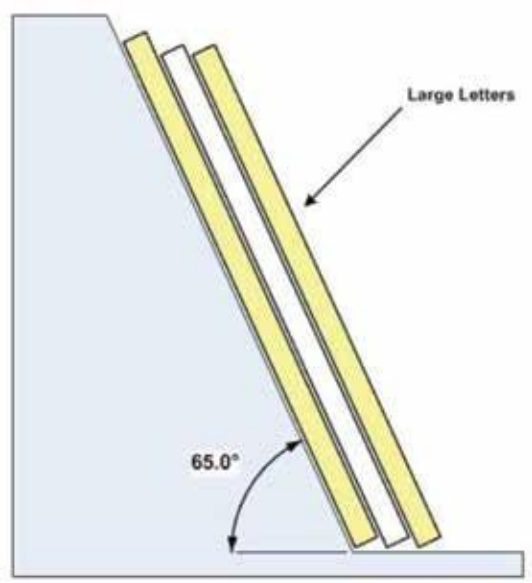


Figure 19 Separation

Shape – Mailing items are required to be rectangular or square within the permitted dimensions and can be laid out in landscape or portrait format. We do require you to ensure that the four sides are all straight lines and intersected by a 90º angled corner.

13.5.4 Polywrap outer

- The film is required to be intact, undamaged and must not be punctured or torn apart from perforations (although perforations are not recommended)
- The film must be > 15 µm (15 microns) thick when measured at any point on the large letter other than the seal;
- It is recommended that any Mailmark barcode printed on the film must adhere to the film and must not break up or wear during processing;
- It is recommended that any text printed on the film adheres to the film and must not break up or wear during processing;
- Only be a single layer of film must cover the Delivery Address Block and Mailmark barcode; and
- It is recommended that the film is sufficiently strong enough to tolerate handling without tearing or splitting at the seals

13.5.5 Print contrast recommendations

- Print Contrast Ratio for addresses printed on envelopes should be ≥50 %;
- Print Contrast Ratio for addresses printed on window inserts should be ≥55 %;
- Minimum Reflective Difference should be ≥30 %; and
- Minimum Background Reflectance should be ≥35 %

13.5.6 Print contrast recommendations

Inverse printing i.e. negative contrast is not permitted (i.e. Address Block lighter than background).

13.6 Flaps and sealing

This section is divided into paper and polymer/polywrap recommendations and requirements as they are different.

Paper envelopes

- It is recommended that the paper envelopes are sealed securely on the back, front and edges;
- A tolerance of 35mm x 25mm is permitted on the opening flap. Regardless of whether the opening flap is placed on the front or reverse of the Mailing Item (the front being where the Delivery Address Block and the Indicium are located), it is recommended to be sealed to within 35mm from the fold of the envelope and 25mm from the envelope side.

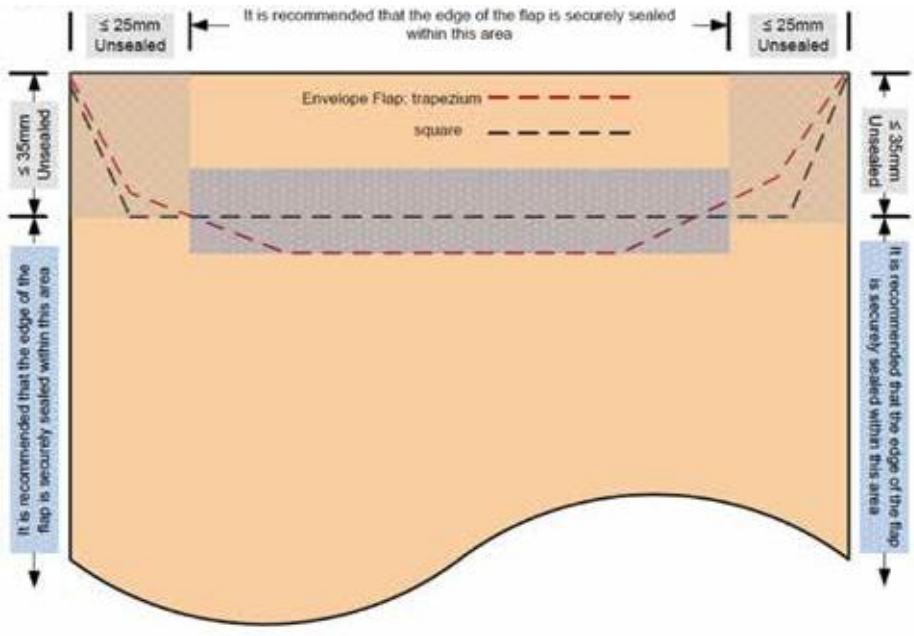


Figure 20 Sealing tolerances paper

Polymer envelopes

It is recommended that:

- Polymer envelopes are sealed along all the edges and have the opening flap on the back; and
- The opening flap is sealed to within a minimum of 25mm from the fold of the envelope flap and 25mm from the sides of the envelope (see **figure 21**)

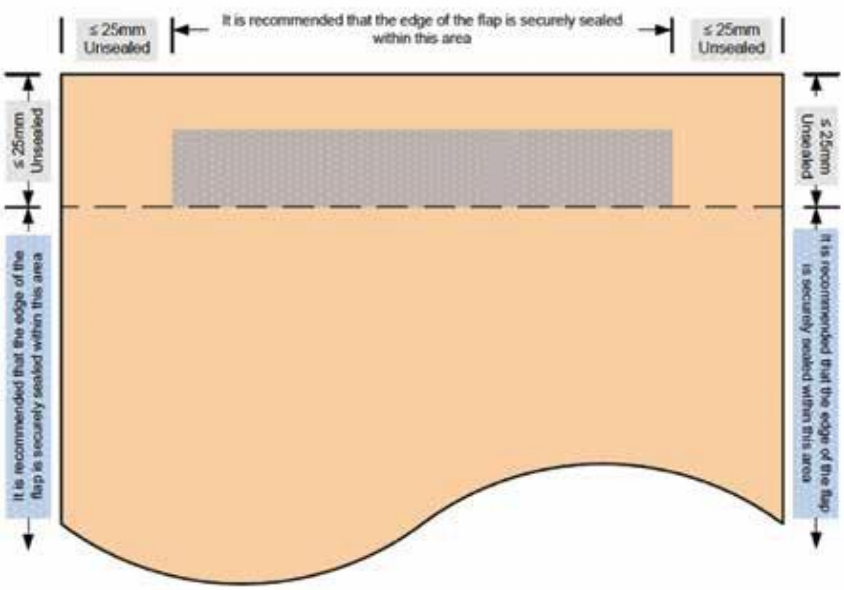


Figure 21 Sealing tolerances polymer

Poly wrapped Mailing Items

Mailing items which are poly wrapped must be securely sealed on the front, back and side edges.

The recommendations for any seal which runs along the length, or width, of the item are as follows:

- This seal should be sealed at each end along the full length of the seal;
- The free edge of the seal should be less than 30mm deep;

- The preferred location for the seal is the back of the Large Letter; and
- Due to the recommendations for the seal when placed on the front, it cannot be across the width of the Mailing Item (but if on the reverse it can)

If you have chosen not to have the seal on the reverse and have placed it on the front then please ensure you also meet the following requirement:

- The seal must not be over the Delivery Address Block or over the Mailmark barcode: and
- The seal must be towards the bottom of the Large Letter and be no more than 90mm from the bottom edge (see **figure 22**)

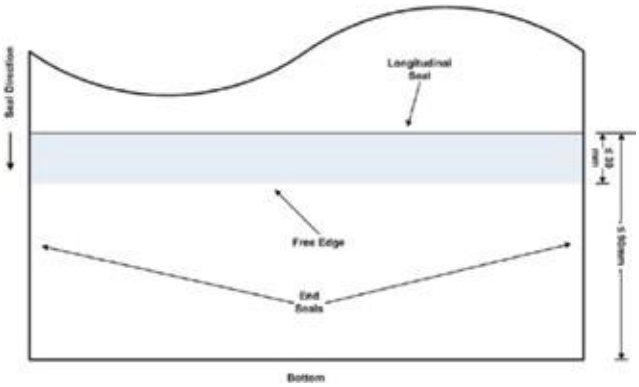


Figure 22 Sealing poly

13.7 Windows (paper envelopes)

Although you are only permitted one window on your Mailing Item, you do have the option of using this window for either the Delivery Address Block or for advertising information. You do need to ensure that the window is not an open space i.e. there must be a transparent film covering the aperture and that it is square or rectangular (circular windows are not permitted).

As we do not wish to limit your options when it comes to designing or purchasing window envelopes, we do not have any specific requirements for the strength of the window but we do recommend that when we do receive the Mailing Items from you: the window film is not flimsy i.e. should be sufficient strength and quality that it is not visibly creased or crumpled;

- It is flat and securely and evenly sealed to the inside of the envelope, with corners of the aperture that are curved rather than straight as this will help prevent damage occurring when the Mailing Items are going through the final machine sortation stage;
- It does not take up more than 25% of the surface area on the side where it is found;
- The window area where it is used for an address should fall within the Delivery Address Block area
- Gloss – (window and poly film): The gloss value should be ≤ 150 (American standards of testing and materials (ASTM) 2457 Measured at 60 degrees); and
- Haze – (window and poly film): The haze value should be ≤ 75 % (ASTM D1003-00 Procedure A (Hazemeter)

13.8 Delivery Address Block and the Mailmark barcode

When printing the Delivery Address the recommended maximum characters per line of the Address Block is 64 and please ensure that the content of one address line is not wrapped onto a second line i.e. Team Valley Trading Estate must be printed on the same line and not spread over two.

We recommend that you use one of the fonts and sizes detailed in **section 7** of this **Appendix N** and ensure that each line of the address has characters which are the same font and point size and that the spacing between the words is less than 5mm.

For paper and poly, trayed and untrayed which also includes C5 (162mm x 229mm) format because of the smaller area, due to the Indicium and return address area, permitted for the Delivery Address Block.

The Delivery Address Block and the Mailmark barcode cannot be located in the following areas.

On paper envelopes:

- The Indicium area (40mm from the top of the envelope x 75mm from the right);
- The return address area (40mm down from the top and no less than 75mm from the right);
- The ‘Tag Code Zone’ (referenced on the longest edge of the Large Letter, 33mm up from the bottom right corner and covering an area 30mm high and 110mm long);

- The ‘Route Code Zone’ (referenced that starts from the bottom edge up to 18mm high, stretching to 130mm in from the right-hand edge of your mail piece);
- A ‘frame’ around the Mailing Item (15mm around the perimeter i.e. the bottom, left and right edges); and over the edge of the envelope flap

On polymer envelopes or polywrapped items:

- The Indicium area (40mm from the top of the envelope x 75mm from the right);
- The return address area (40mm down from the top and no less than 75mm from the right);
- The ‘Tag Code Zone’ (referenced on the longest edge of the Large Letter, 33mm up from the bottom right corner and covering an area 30mm high and 110mm long – this must include the lateral movement i.e. the excess poly of which 20mm is the maximum permitted);
- The ‘Route Code Zone’ (referenced that starts from the bottom edge up to 18mm high, stretching to 130mm in from the right-hand edge of your mail piece long – this must include the lateral movement
- i.e. the excess poly of which 20mm is the maximum permitted);
- A ‘frame’ around the perimeter of the Mailing Item (up to 35mm i.e. a mandatory 15mm and the remaining clear area is the excess poly of which 20mm is the maximum permitted, therefore, if for example, your Mailing Item only had 10mm excess polywrap then you would be expected to leave 25mm clear); and
- Over the edge of the envelope flap

Label and Tag code application areas

To allow us to give you as creative a specification as possible we have removed any mandatory requirements specific to areas where our Tag codes or labels and Tag codes will be affixed. The information within this **Appendix N** will allow you to make an informed decision when it comes to designing your pack design.

When you present the Mailing Items in trays, there will be fewer areas where the Mailmark barcode or label with a Mailmark barcode could be applied. This is because the Mailing Items will then only be presented to the machine in one of two ways. However, when mail is bagged it has to then be tipped and trayed at the receiving office and this increases the likelihood of the Tag code or label and Tag code being applied to any one of four areas.

In general, if you have a plain paper outer envelope then a Tag code will be sprayed directly onto the Mailing Item and if you have a very creative Mailing Item or if it is polywrapped or in a poly envelope then a label will be applied and a Tag code sprayed onto the label.

Please note:

- These defined areas relate to how the Mailing Item is presented to the machines, so there may be instances where a label could be applied a little higher or slightly more towards the left than indicated. This applies to polywrapped Mailing Items specifically and is purely because the excess poly around the insert may fold; and
- ‘The bottom edge’ of a Mailing Item is always the longest edge on which the Mailing Item will be fed through and presented to the machine. Mailing items are always processed in ‘landscape format’, trayed square Mailing Items are processed with the Delivery Address Block and Indicium uppermost with the Indicium to the top right.

Trayed

Trayed Mailing Items are presented to the machines according to the orientation of the Delivery Address Block and Indicium as follows:

- Landscape Mailing Items the address will be upright and the Indicium in the top right-hand corner; and
- Portrait Mailing Items will be rotated to lie on one of the longest edges so that the Indicium is vertical in the top left-hand corner and the address in a vertical position

Paper envelope, polymer envelope and polywrap items

When you tray your Mailing Items, because the orientation of the Mailing Item within the tray affects how it is fed through the machine there will be one possible area where we will apply a label if necessary and spray a ‘tag code’ mark – you must include the ‘excess poly’ to the area below (i.e. add a maximum of 20mm to the right and 20mm to the bottom):

- Starts from the right-hand edge and 33mm from the bottom edge; and
- The code application area is 110mm long and 30mm high

Unbagged, bagged or in ALPS

When the Mailing Items are in bags or ALPS, then the Mailing Items are presented in landscape orientation. They are only put to the machine along one of their longest edges, therefore, Tag code marks could be applied in one of two areas for Mailing Items ≥C5 (162mm x 229mm), or one of four areas for Mailing Items≤C5.

Paper envelope, polymer envelope and polywrap items
When you do not present your Mailing Items in trays, because the orientation of the Mailing Item is not pre-defined there will be two possible areas where we will apply a label if necessary and spray a 'tag code' mark - you must include the 'excess poly' to the area below (i.e. add a maximum of 20mm to each edge):

- Starts in from the bottom right-hand edge and 33mm up from the bottom edge, is 110mm long and 30mm high; and
- Starts from the top left-hand edge and 33mm down from the top-left edge, and is 110mm long and 30mm deep

Please note:
For polymer envelopes or polywrapped Mailing Items you will need to allow for any lateral movement when defining the Delivery Address Block location. The assumption must be made that the poly may fold during processing and, should this happen we still need a defined clear area from the edge to ensure the Delivery Address can be read.

14.0 Mailmark barcode specification

Please note that all specifications set out in this section are requirements unless stated otherwise. A Mailmark barcodes can be either a:

- 2D data matrix barcode; or
- 4-state barcode

2D data matrix Mailmark barcodes
There are three types of 2D data matrix barcodes:

- Type 7
- Type 9
- Type 29

2D data matrix barcodes vary in size and shape and they contain different quantities of spare space. 2D data matrix barcodes are made up of black & white square modules. Each module must be printed with a minimum size of 0.5mm x 0.5mm and a maximum size of 0.7mm x 0.7mm. Modules must always be square so it is not acceptable to print with a module size of 0.5mm x 0.6mm or 0.7mm.

Important note:
No information (confidential or otherwise classified) should be placed in the spare space within the 2D data matrix Mailmark barcode that could or would place anyone in danger of breaching their or our data protection obligations.

4-state Mailmark barcodes
There are two types of 4-state barcodes:

- Barcode L (long). Length up to 89mm. No spare space
- Barcode C (consolidated). Length up to 76.2mm. No spare space

14.1 Background Reflectance (BR) and Reflective Difference (RD)

Royal Mail 4-state Mailmark barcode only
In order to provide sufficient reflectance from the Mailing Item material that allows sufficient light to be reflected back, a BR value of a minimum of 35% is required. Mailing items not meeting this requirement will appear as a block of dark grey or even black, making it impossible to identify the Mailmark barcode on the Mailing Item.

In order to provide sufficient contrast between the Mailing Item material and the printed Mailmark barcode, the RD between the Mailing Item background and the BR must be a minimum of 30%. Mailing items not meeting this requirement will appear as black making it extremely difficult to distinguish the Mailmark barcode from the Mailing Item material.

14.2 2D data matrix Mailmark barcode

A 2D data matrix Mailmark barcode is a specified format of a Data Matrix type ECC200 code complying with the international standard ISO/IEC 16022 whose data content matches a configurable set of characters for the first 6 characters of the data.

The supported formats from ISO/IEC 16022 and the data content are, as specified within the separate document - Mailmark Barcode Definition Document. 2D data matrix Mailmark barcodes must be printed according to the international standard.

14.3 Characteristics of 2D Mailmark barcode

- A 2D data matrix Mailmark barcode is a Data Matrix type ECC200 code complying with the international standard ISO/IEC 16022. Version of ISO specification is ISO/IEC 16022:2006;

- A 2D Mailmark can be any of the following formats of Data Matrix type ECC200 as defined in ISO/IEC 16022:
  - 24x24 modules (Also known as Format 7);
  - 32x32 modules (Also known as Format 9); and
  - 16x48 modules (Also known as Format 29);
- 2D data matrix Mailmark barcodes must have a module size in the range of 0.50 – 0.70mm;
- The 2D data matrix Mailmark barcode must not appear within 15mm of the short edges of the Mailing Item, within 18mm of the long edge furthest from the Indicium (for landscape items this is the bottom edge) or in an area that must be kept clear of text or graphics as set out elsewhere in this appendix;
- The 2D data matrix Mailmark barcode must be printed on a background that is of consistent contrast by design, with a positive contrast for the symbol (dark on a light background). Note: Certain recycled paper does give an inconsistent background, but this is acceptable so long as the print quality criteria are achieved. Note the codes are always positive contrast.
- There must always be a clear zone of at least 4 times the module size around any 2D Mailmark barcode. For example if printed with a 0.5mm module size the clear zone must be at least 2mm. With a 0.7mm module size the clear zone must be at least 2.8mm;
- The 2D data matrix Mailmark barcode can be orientated vertically or horizontally but are required to have edges that are parallel with the edges of the Mailing Item;
- The 2D data matrix Mailmark barcode is differentiated from other Data Matrix symbols that may be present on the Mailing Item by a defined string of 6 characters in the first part of the data within the code. All systems that are required to read and extract data from the 2D data matrix Mailmark barcode shall have a configurable file that can contain up to 100 different 6 character strings to identify a 2D data matrix Mailmark barcode type from other Data Matrix codes. The configurable file shall, for each of the 2D data matrix Mailmark barcode types defined by the 6 character string:
  - Assign the precedence of each 2D Mailmark barcode string where more than one 2D Mailmark barcode exists on a Mailing Item; and
  - Set the threshold limit for the minimum amount of unused error correction by the ECC algorithm that is allowed before rejecting the code read.
  - The representation of the 6 character string within the configuration file shall comprise of characters A

- Z, 0 – 9, or Space. No wild cards will be used; the 2D data matrix Mailmark barcode is differentiated from other Data Matrix symbols by a defined string of 6 characters in the first part of the data within the code. Each of the Royal Mail products that use the 2D data matrix Mailmark barcode has the following data strings in the first part of the data content:
  - UPU identifier – 1 Characters (J);
  - Royal Mail identifier assigned by the UPU – 3 Characters (e.g. GBA, or GB<SPACE>);
  - Information (Product) type ID – 1 Character; and
  - Information type ID version number – 1 Character;

  - Each attribute within any 2D data matrix Mailmark barcode is of a fixed and defined length. This is to ensure that any individual attribute can be located by specifying the start character of the attribute with reference to the start of the character string;
  - The information within the 2D data matrix Mailmark barcode shall comply with the C40 encodation scheme (Character set) as described within ISO 16022. All data that is within the code shall comply with the C40 Basic Character set (Uppercase Alphas, Numerals and SPACE only);
  - The data within the barcode will not comply with optional message structures that are referenced from ISO 16022, such as ISO 15434 or 15418. The data will be a single continuous string of data with no header, footer or data identifiers included;
  - For 2D data matrix Mailmark barcode, the information contained in the barcode is not sensitive as much of it can be found within human-readable information on the Mailing Item and the 2D data matrix Mailmark Supply Chain ID is not relevant to any other Royal Mail or customer account information. Therefore, there is no requirement for encryption;
  - All of the attributes must start at a defined point in the data string, so any missing or optional attributes must be filled with the SPACE character unless otherwise stated in the barcode definition. The one exception to this rule is the customer data space that is available in some codes. Any unused data space shall not be filled with space characters as this maximises the amount of error correction employed in the 2D data matrix Mailmark barcode; and

- Where space characters have been inserted into the code for the purposes of padding out the code as outlined above, these padding characters will not be included in the data fields after the parsing of the barcode information following barcode reading.

14.4 Royal Mail 4-state Mailmark barcode

4-state Mailmark barcodes are made up of encoded content, and the bars within the 4-state Mailmark barcode do not combine to represent alphanumeric characters.
The encoded content will be output as a string of text that consists of 4 characters:

1. D for Descender bar;
2. A for Ascender bar;
3. F for Full bar; and
4. T for Track bar.

The DAFT text strings when presented in the Royal Mail 4-state font form the Royal Mail 4-state Mailmark barcode. All systems that are required to read and extract data from Barcode C and L Mailmark shall have a configurable file that can contain up to 100 different 2 character strings to identify different data fields within the code. The configurable file shall for each of the Barcode C/L Mailmark defined by the 2 character string:

- Assign the precedence of each Barcode C/L Mailmark string where more than one Barcode C/L Mailmark exists on a Mailing Item;
- Set the threshold limit for the amount of error correction by the ECC algorithm that is allowed before rejecting the code read;

The representation of the 2 character string within the configuration file shall comprise of characters 0-9 only. No wild cards will be used.

14.5 Optical specification for all Royal Mail 4-state barcode Mailmark

The Mailmark barcode must be printed so that it contrasts with the background, typically black bars on a white background, and the print quality shall be consistent throughout the code.

The optical characteristics of the printed Mailmark barcode characters can vary substantially, depending on the varied print processes used to produce them, and the quality of the substrate onto which they are printed. Please make sure that the reflectance and print quality characteristics are maintained within acceptable limits, to ensure the reading process is reliable.

14.6 Print Contrast Ratio (PCR) for all Royal Mail 4-state Mailmark barcodes

The PCR is an indication of how well the printed Mailmark barcode on the Mailing Item stands out from the background. For Mailmark barcode mail this must be a minimum of 40%. Positive Contrast or Inverse Printing (Barcode lighter than the Background) is not permitted.

14.7 Symbology, dimensions and tolerances measurement for the Royal Mail 4-state Mailmark barcode

When Mailmark barcodes are magnified, their edges may not always be clearly defined, making accurate measurement more difficult. In order to ensure that measurements are within required specifications, it is necessary to define the edges between each light and dark element of the Barcode. The edge of a bar is defined as: *"the position where the apparent reflectance is exactly halfway between the minimum and maximum reflectance values of the adjacent bar and space, when viewed using a circular sample aperture of less than 0.6X, where X is defined as the nominal width of the bars in the code"*

Dimensions for a Royal Mail 4-state Mailmark barcode
Barcode C contains approximately 66 bars
Barcode L contains approximately 78 bars

The Royal Mail 4-state Mailmark barcode has been developed for use with most common printing systems. However, as many of these systems might not be able to match ideal requirements, we have also incorporated systems that read imperfect Royal Mail 4-state Mailmark barcodes to the extent those practical algorithms will allow. The dimensions shown below represent the maximum tolerances that are required when using the Royal Mail 4-state Mailmark barcodes.
Dimension recommendations:

- Bar width is set at 0.54mm (with width tolerance of +/-0.05mm);
- The Ascender and Descender height is set at 1.9mm;
- The track bar is 1.4 times module size high (with height tolerances of+/- 0.1mm); and
- The pitch is 21.2 (+/- 0.2) bars per inch (25.4mm)

Dimension requirements:

- 4-state Mailmark barcode edges must be sharp and clearly defined to help eliminate misreading. For clarification, to ensure that this form of code can be read:
  - The width requirements apply throughout the whole bar i.e. no part of the bar can be less than 0.38mm wide or greater than 0.64 times module size wide; and
  - The print quality must be consistent throughout the code and there must be no gaps between the printed dots within a bar;
- There must be between 20 and 24 bars per 25.4mm which must be equally spaced; and
- The 4-state Mailmark barcode must be a continuous string of characters and must not include gaps or space characters.

Vertical alignment

The track element of the bars must be symmetrical about the centre line of the code +/- 10% of the height of the centre line.

14.8 Clear Zone for all Mailmark barcodes

The Clear Zone is the area where the Mailmark barcode is placed in addition to a square or rectangular border of at least 2mm for Royal Mail 4-state Mailmark barcodes on all sides and at least 4 times module size for 2D data matrix Mailmark barcodes on all sides. It consists of a background with constant reflectance, to comply with the optical specification in this appendix for Royal Mail 4-state Mailmark barcode and in the ISO specification for 2D data matrix Mailmark barcode.

It is required that no other text, graphic, picture, window edge, flap, perforations etc. appear in the area taken up by the Mailmark barcode and associated 2mm or at least 4 times module size clear zone. The minimum module size is 0.5mm x 0.5mm; in which case the required clear zone is 2mm. The maximum module size is 0.7mm x 0.7mm; in which case the required clear zone is 2.8mm.

It is a requirement that you do not place a border or lines around the Mailmark barcode or the associated clear zone.

14.9 Location for all Mailmark barcodes Location requirements:

We require that you place the Mailmark barcode and associated Clear Zone:

- On the same side of the envelope as the Indicium and Delivery Address Block beneath the Indicium;
- Is at least 15mm from the short edges of the Mailing Item;
- Is at least 15mm from the long edge furthest away from the Indicium (i.e. the bottom edge of a landscape Mailing Item);
- does not infringe on any other Clear Zone set out in this Appendix or other literature (e.g. the clear zone that is required around the Indicium and the route and tag clear zones); and
- Has opposite edges that each are parallel with one another (i.e. it should not be skewed (i.e. squashed or stretched in any direction to form a parallelogram that does not have four 90° vertices)

Location recommendations:

We recommend that the four edges of the Mailmark barcode and the clear zone remain parallel with the four edges of the Mailing Item.

14.10 eManifest

The eManifest is an electronic record of your Mailmark Mailing Items posted against a non-transferrable SCID on each day. The data within the eManifest, together with the machine processing data validated against it, is used for reporting.

EManifest requirements and procedure:

- An eManifest is a requirement for both 4-state barcode Mailmark Mailings Items and 2D data matrix Mailmark Mailings Items and is in addition to a Manifest;
- An eManifest is created via the eMHS and populated with item-level data through a software solution or by the Mail Producer's IT systems. It is required for any Mailmark Mailing Item recorded against a SCID;
- One eManifest is required per SCID per day. It is important that you include all Mailing Item data in the eManifest. If you don't we will see those items as we process them and may invoice the Bill Payer for them;
- Once the eManifest is created, Mailmark Mailings Items are uploaded to each eManifest via the eMHS by the Mail Producer in one or more Batches;
- When a Batch is completed it is closed by being submitted, and once all Batches are submitted the eManifest must be confirmed; and
- Each eManifest will have a unique eManifest ID. This eManifest ID and Supply Chain ID (SCID) must be included in the relevant fields on the Manifest.

Please note:

It is possible to split Batches and submit more than one batch to make use of reporting by batch, providing the total volume in all batches meets the minimum requirement of 4,000 items. You must then submit your eManifest in line with the following:

- An eManifest is created via the eMHS and must be confirmed within 2 calendar days from the time of creation;
- The eManifest can be confirmed up to two days prior to the mail handover date;
- The deadline for confirming Network Access Item eManifests is configured to 23:30 on the handover date specified in the eManifest. At this time, any remaining open Item eManifests will be automatically confirmed and closed to further Batch submissions

The deadline for confirming Consolidator Item eManifests is configured to 4:30 am on the handover date specified in the eManifest. At this time, any remaining open Item eManifests will be automatically confirmed and closed to further Batch submissions.

Handing over Mailing Items

Mailing Items should be handed over on the day the eManifest is confirmed. Please note that if Mailing Items are handed over five (5) or more working days after the eManifest is confirmed the Bill Payer may be invoiced twice.

Failure to create an eManifest:

If an eManifest is not created we may process your mail and apply error charges. Please note that without an eManifest we cannot provide reporting.

Mandatory fields within an eManifest: The following information is required:
Header:

1. Supply Chain ID (SCID)
2. Mail Originator
3. Date (the date of the eManifest confirmation and the handover date)
4. eManifest status (open, finalised, test)

Appendix P:
Pollsort

1. Introduction

Poll cards are uniquely used by local councils to notify constituents of elections. You may post poll cards under the Access Letters Contract using one of the manual services and pay the applicable manual price. Or you may choose to post poll cards using one of the services detailed in this appendix which will enable you to take advantage of price savings on the manual services.

This appendix contains detailed specification requirements for sending poll cards using one of the following services:

1. Royal Mail Mailmark®: we detail an enhanced Mailmark specification for sending of poll cards in **section 3**;
2. Royal Mail Poll Sort: we have a delivery aim of 3 Working Days for this service. See **section 4** for specification details.

You can find prices for both these services on the website - www.royalmailwholesale.com/pricing

2. Poll card dimensions

We require poll cards to meet the following specified dimensions:

Format	Container	Service	Size	Weight	Thickness	Shape
Letter	Tray only	Mailmark	210mm x 150mm	Max: 20g	Min: 0.25mm	Rectangle Each corner 90° Landscape.
		Poll Sort	Max: 240mm x 165mm	Max: 20g	Min: 0.25mm	Rectangle Each corner 90° Landscape.

3. Royal Mail Mailmark®: Poll cards

Unless otherwise specified in this section 3, the requirements set out in **Appendix N**. Mailmark apply to poll cards posted using Mailmark services. The requirements set out in this section 3 are mandatory for poll cards posted under Mailmark. If they contradict any of the Mailmark specification requirements, as set out in **Appendix N**, the poll card requirements set out in this section 3 take precedence.

3.1 Mailmark Accreditation (QA Process)

Customers wishing to send poll cards using the Mailmark service must send examples of the poll cards to be accredited by us before they post them. In our Quality Assurance process, we check the poll cards for the following:

- The physical design passes our mail processing test
- The Mailmark barcode can be read by our machines
- The address accuracy and positioning
- The DPS allocation and accuracy

You must complete a "Mailmark Poll Card Quality Assurance" application form and send it with 200 fully addressed sample poll cards to the address detailed on the application form. Applications will be processed within 10 days. You can find the form at www.royalmailwholesale.com/accreditation-process/

3.2 Poll Card Physical Design

The physical design requirements for poll cards are illustrated in **Figure 23 & 24.** The poll card must be produced from a sheet of paper that is cut, folded twice and adhered on all sides. This shall provide a rectangular finished mailpiece in landscape orientation that has 2/3 Ply thickness (the 3 Ply being at the bottom of the mailer):-

- External dimensions 210mm x 150mm (a manufacturing tolerance of ± 2mm is permitted)
- Paper Weight 120 - 150 gsm
- Paper thickness - ≥ 0.18mm

- Finish Matt or Silk
- The bottom of the finished mailpiece must have a 3-Ply paper thickness that is 65mm deep, whilst the top must have a 2-Ply thickness that is 85mm high
- A permanent and continuous adhesive seal of 15mm width is required on 3 sides of the mailpiece.

Two physical design options are available:

1. The 3 ply paper must be cut finished so all three layers form a single bottom edge i.e. the edge consists of 3 layers of paper and 2 layers of adhesive. The finished cut edge must look as if it is a single edge.
2. The paper must be folded such that the first fold creates an internal flap that is 66mm deep (a manufacturing tolerance of plus or minus 2mm is permitted). The second fold must form another flap that covers the internal flap and ends 1mm short of the bottom (reference) edge.

In addition:-

- The adhesive must go to the edge of the mailpiece.
- The adhesive must be ≤ 80 microns thick.
- The glue must not seep onto the outside of the mailpiece, and must not produce protruding mounds on the mailpiece.
- The glue must not be brittle or designed to be easily broken.
- The peak peel adhesion strength of the glue must be ≥ 0.4N.
- The cure time for the glue must be sufficient to ensure that it has fully cured prior to posting.
- The mailpiece must be flat and not curled when presented to Royal Mail.

Poll Card Cut Edge:

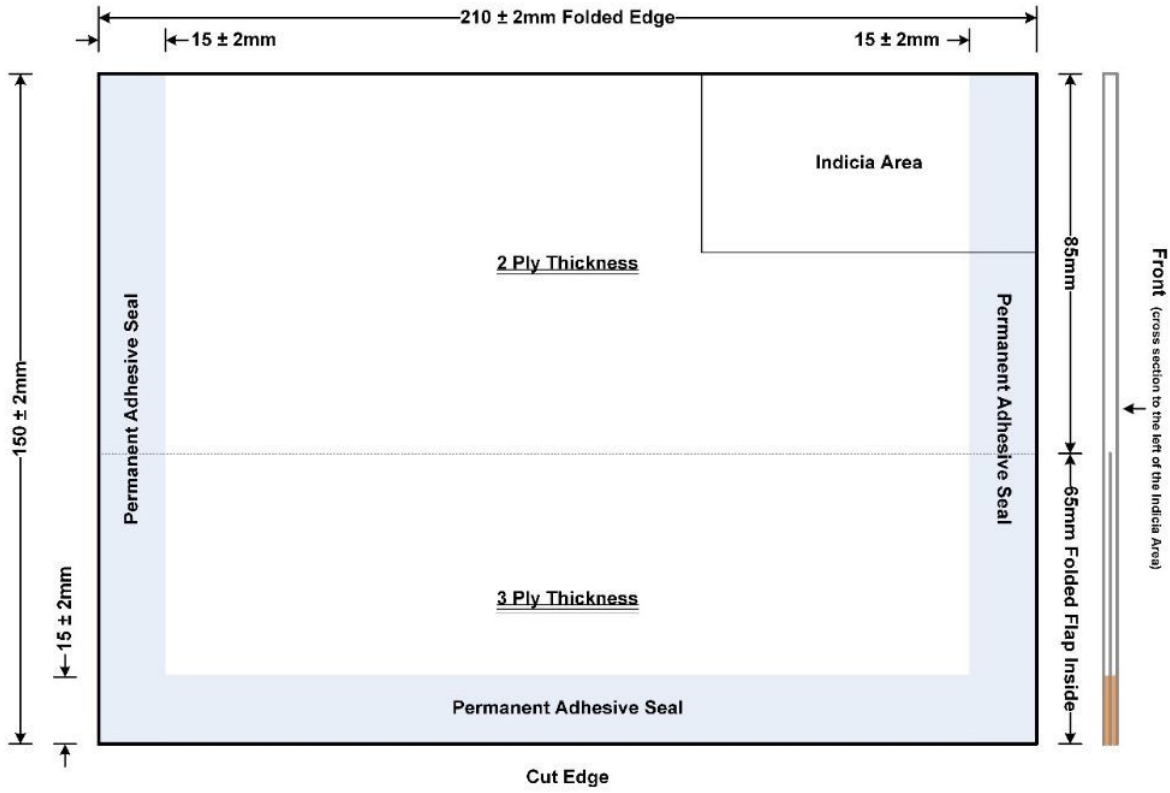


Figure 23: Generic Physical Poll Card - Design Option 1

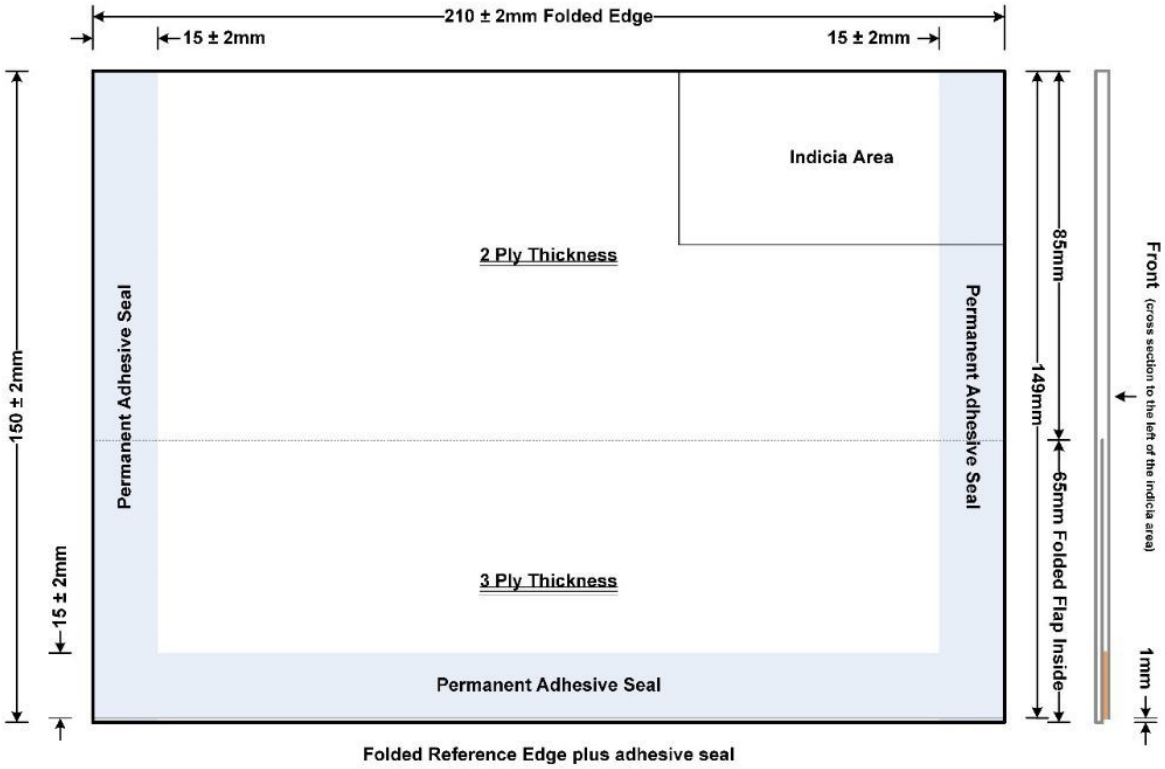


Figure 24: Generic Physical Poll Card - Design Option 2

3.3 Mailmark Poll Card - General layout

The Indicia and Delivery Address Block must be printed on the front of the poll card together with either the Polling Station address or Return Address. You may use one of two design variants to enable some flexibility in the placement of the voting information:-

- Option 1 the Polling Station address is on the front and the Return Address is on the back.
- Option 2 the Return Address is on the front and the Polling Station address is on the back.

The positioning and content of the poll card and voting information boxes are shown in **Figures 25 and 26** below. The red text in the figures indicates the variable text fields. The black text areas are fixed text.

Figures 25 and 26 also illustrate the specific requirements as described below.

3.4 Polling Station / Return Address

The top left corner on the front face of the two ply section of the poll card provides a field for either:-

- Option 1 - the Polling Station address prefixed by the words 'Your Polling Station will be'.
- Option 2 - the Return Address prefixed by the words 'Return Address'.

Standard Mailmark requirements regarding Return Address punctuation, text formatting, printing and background, and clear zones apply to the Polling Station / Return Address.

The Polling Station / Return Address must be printed in Letter Gothic 12pt font.

3.5 Indicia

The Indicia and its required clear zone must be located in the 75mm x 40mm ± 2mm Indicia area in the top right corner on the front face of the two ply section of the poll card.

3.6 Poll Card Box

A variable 'Poll Card Box' must be included in the top left quadrant of the front face of the poll card. The box defines the election type and the purpose of the card in 3 lines of text.

- This should be 103mm long, 30mm high, be inset by 2mm from the left edge, and must not extend into the area 40mm from the top edge.
- The content of the box may be modified, but the text must be printed center justified, and must not be shaped like a Delivery Address Block. The fonts to be used are:-
    - Line 1 (variable text) Arial Black 14pt Title Case;
    - Line 2 (Poll Card) Arial Black 22pt Capitals;

- Line 3 (Voting Details) Arial Black 14pt Normal case.

3.7 Polling Day / Information Box

A variable 'Candidate Information' or 'Polling Day Information Box' may be included in the top right quadrant of the front face of the poll card. The box defines the election type and the purpose of the card in 3 or 4 lines of text.

- This should be 103mm long,30mm high, be inset by 2mm from the right edge, and must not extend into the Indicia area. The content options are as follows :-
- Option 1 - Polling Day;
- Option 2 - Candidate Information.
- The content of the Poll Card and Candidate Information boxes may be modified, but must be printed center justified and must not be shaped like a Delivery Address Block. Arial Black 14pt Normal case font is to be used.
- A '?' symbol must be used instead of the word 'Call'.

3.8 Delivery Address Block

The Delivery Address Block must be printed on the front face of the poll card:

- Beneath the Poll Card and Candidate Information boxes;
- In an area 57mm high and 95mm long; and
- Be inset by 15mm from the left and right edges, and 18mm from the bottom edge.
- Voter registration references may be included as Mailer Defined Information above the Delivery Address.
- The standard Tag Codemark clear zone must be observed.
- The Delivery Address must meet the PAF compliance requirements for the product type.
- The Delivery Address Block must be printed in Letter Gothic 12pt font.

3.9 Mailmark Code

- Poll cards must bear the standard 2D Code formats or 4-State Barcode L.
- When using a 2D Code format, you must ensure that the Information Type ID value 'P' (Poll cards) is selected as specified within the Mailmark Barcode Definition Document.
- The Mailmark barcode must be printed on the front face of the poll card.

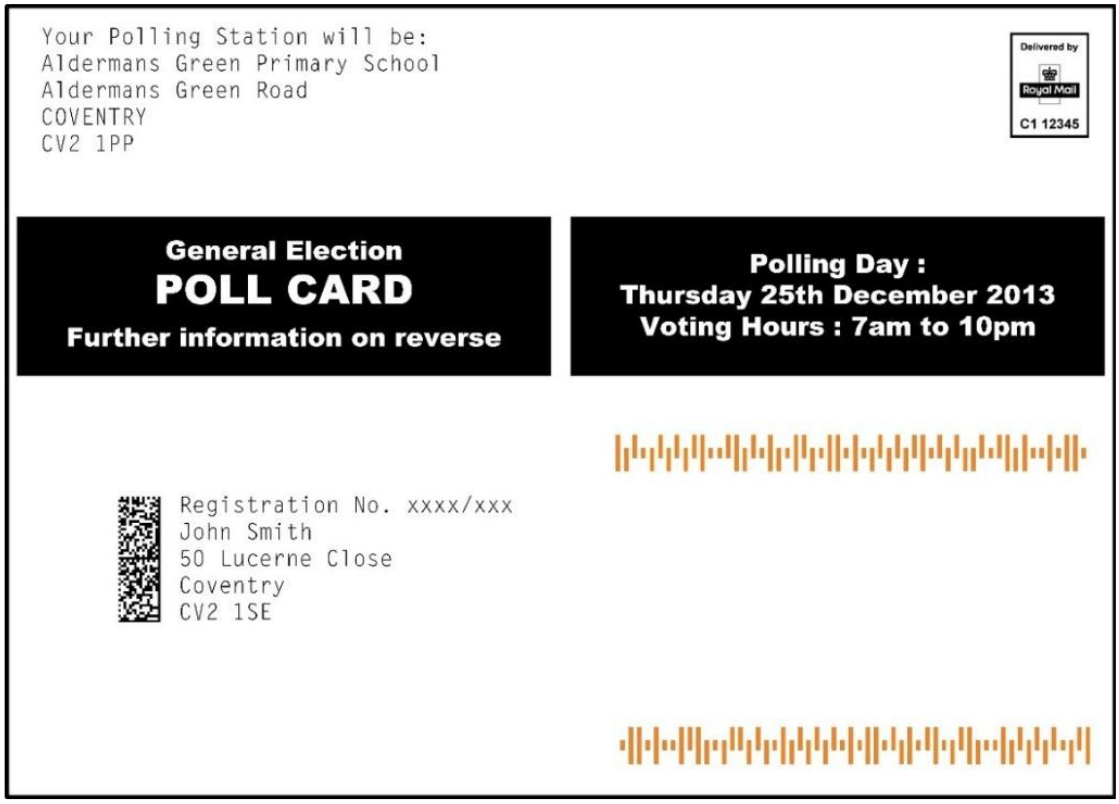


Figure 25: Mailmark Poll Card - Option 1 - Front Illustration with Dimensions (not to scale)

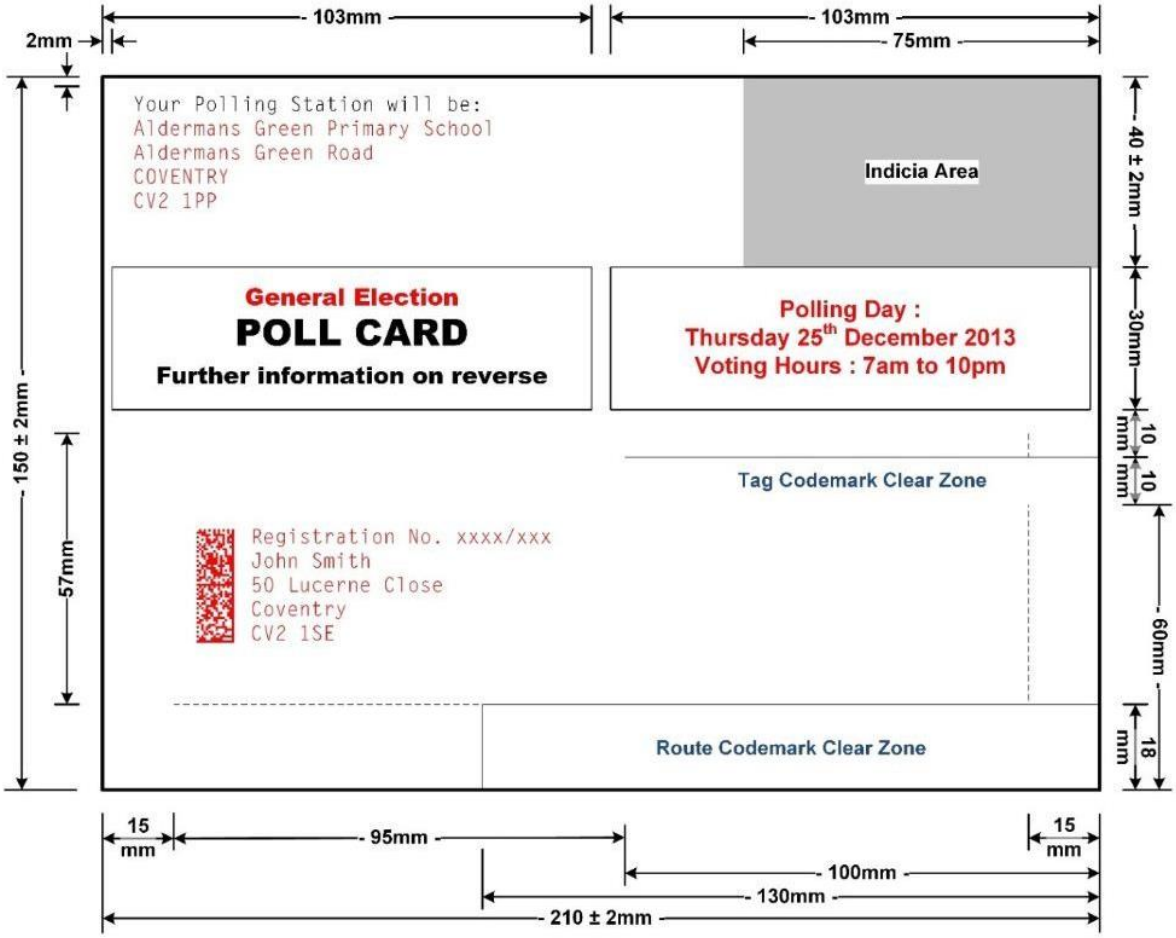


Figure 26 (above): Mailmark Poll Card – Option 1 – Back Illustration (not to scale)

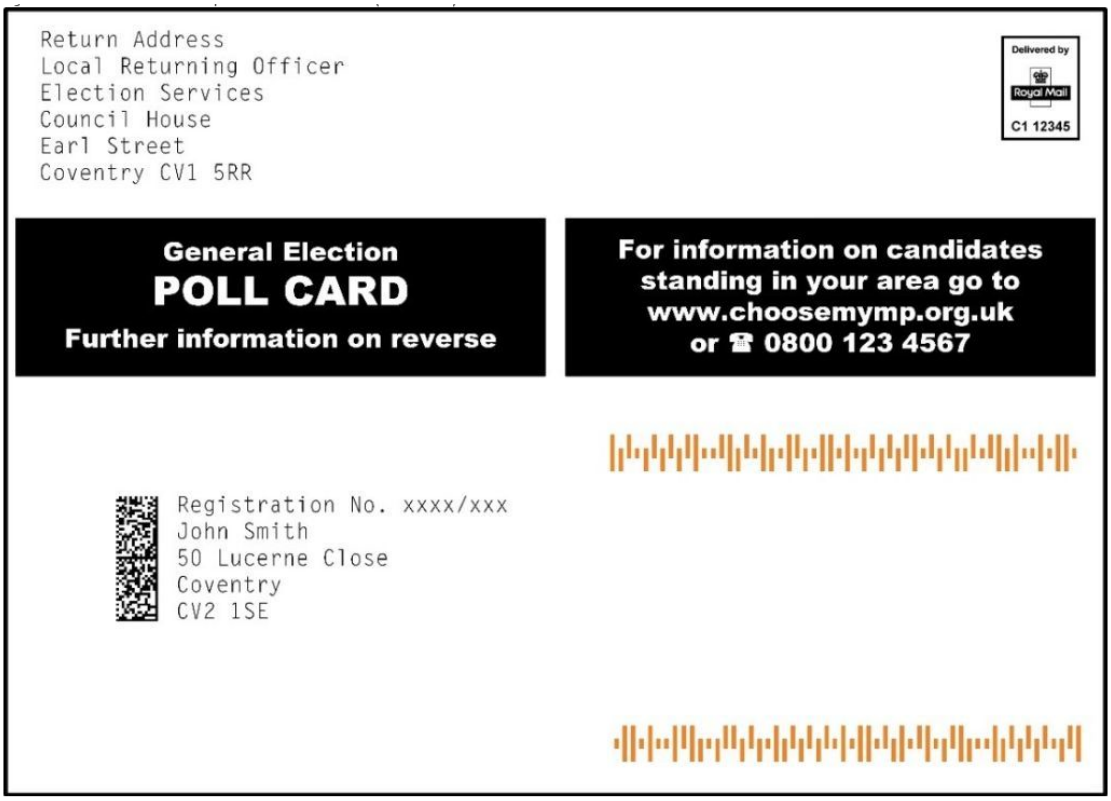


Figure 27: Mailmark Poll Card - Option 2 - Front Illustration with Dimensions (not to scale)

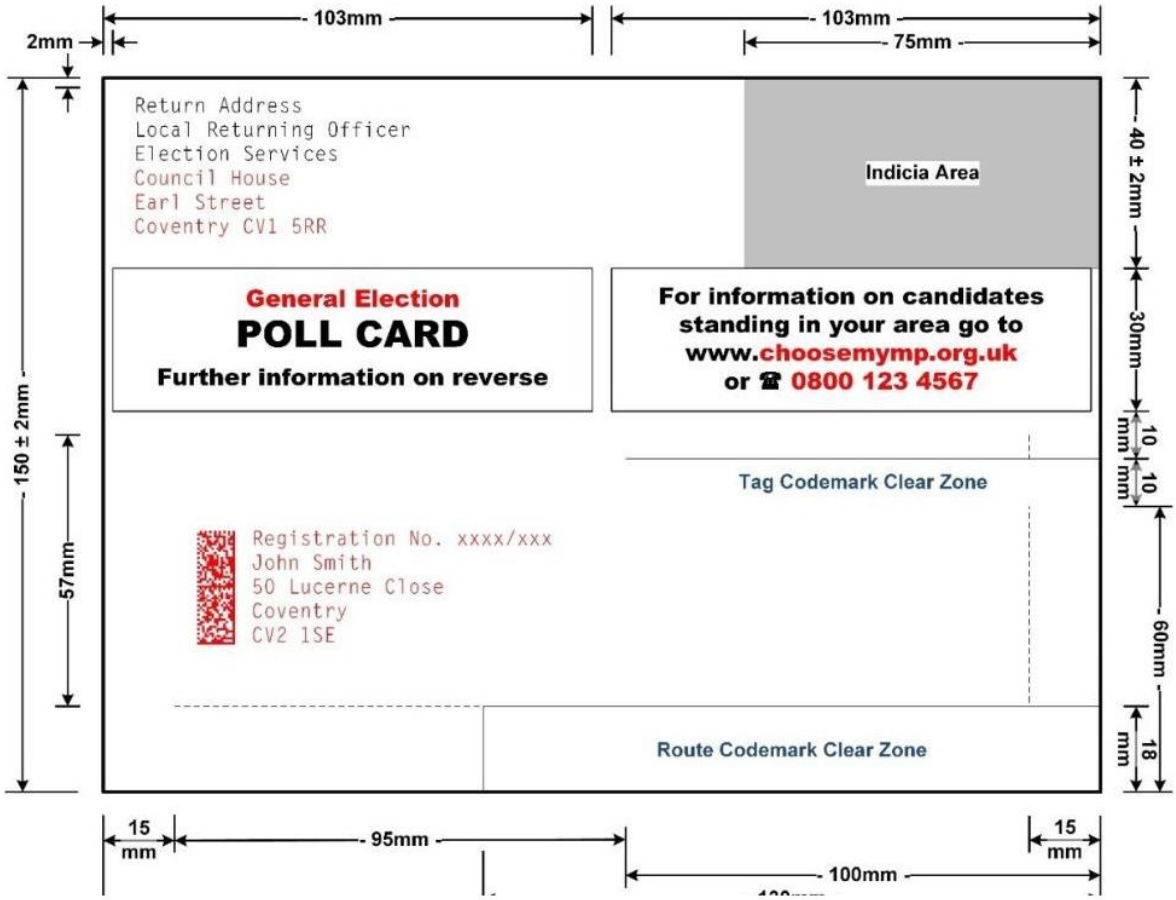


Figure 28: Mailmark Poll Card - Option 2 - Back Layout (Not to Scale)

3.10 Mailmark Poll Card - Back Designs

The back of the poll card provides the voting information with variable content being included for date, time, address, and content information that is not printed on the front of the poll card. There are two options for the back designs as illustrated below in **Figure 29 and 30**.

Unless stated otherwise, Arial font is to be used for the text. The content may be modified with the exception of the following where specific requirements for the address content are:-

- The Polling Station address must be prefixed with the words 'Your Polling Station will be:' and must be printed in Letter Gothic 12pt font.
- The Return Address must be prefixed with the words 'Return Address' and must be printed in Letter Gothic 12pt font.
- Any other text block must not be shaped like an Address Block.

Return Address
Local Returning Officer
Election Services
Coventry City Council
Council House
Earl Street
Coventry CV1 5RR

How to vote:
1. At a polling station, go to the desk and tell the staff your name and address. They will give you your ballot papers.
2. Go to one of the voting booths.
3. Read the instructions in the booth and mark your ballot papers.
4. Fold the ballot paper(s) and put them in the box(es).

If you need help, just ask the staff.

If you need help contact us

Helpline number: XXXXX XXXXXX
Email: xxxxxxx@xxxxxxx.gov.uk
www.xxxxxxxxxx.gov.uk

If you will be away or cannot go to the polling station on Thursday 25th December 2013 you can:

- Apply to vote by post. The deadline for completed applications is 5pm on Wednesday 10th December 2013. We will send out postal votes about 7-10 days before the election. If you are given a postal vote, you will not be able to vote in person at this election.

OR

- Apply to vote by proxy (this means someone else can vote on your behalf) the deadline for completed applications is 5pm on Wednesday 17th December 2013. If you appoint a proxy, you can vote if you wish, but only if your proxy has not already voted on your behalf, and has not got a postal vote for you.

If you have a medical emergency after 5pm on Wednesday 10th December 2013.
If you become ill and cannot go to the polling station, you can apply to vote by emergency proxy. This means that someone else can vote on your behalf. The deadline for completed applications is 5pm on Thursday 25th December 2013.
To find out how to apply, phone the helpline straight away.

For information on candidates standing in your area go to www.choosemymp.org.uk or ☎ 0800 123 4567

Figure 29: Mailmark Poll Card - Option 1 - Back Layout (Not to Scale)

Voting Information

Polling Day: **Thursday 25th December 2013**

Polling Hours: **7am to 10pm**

Your Polling Station will be:
Aldermans Green Primary School
Aldermans Green Road
COVENTRY
CV2 1PP

How to vote:
1. At a polling station, go to the desk and tell the staff your name and address. They will give you your ballot papers.
2. Go to one of the voting booths.
3. Read the instructions in the booth and mark your ballot papers.
4. Fold the ballot paper(s) and put them in the box(es).

If you need help, just ask the staff.

If you need help contact us

If you will be away or cannot go to the polling station on Thursday 25th December 2013 you can:

- Apply to vote by post. The deadline for completed applications is 5pm on Wednesday 10th December 2013. We will send out postal votes about 7-10 days before the election. If you are given a postal vote, you will not be able to vote in person at this election.

OR

- Apply to vote by proxy (this means someone else can vote on your behalf) the deadline for completed applications is 5pm on Wednesday 17th December 2013. If you appoint a proxy, you can vote if you wish, but only if your proxy has not already voted on your behalf, and has not got a postal vote for you.

If you have a medical emergency after 5pm on Wednesday 10th December 2013.
If you become ill and cannot go to the polling station, you can apply to vote by emergency proxy. This means that someone else can vote on your behalf. The deadline for completed applications is 5pm on Thursday 25th December 2013.
To find out how to apply, phone the helpline straight away.

Helpline number: XXXXX XXXXXX
Email: xxxxxxx@xxxxxxx.gov.uk
www.xxxxxxxxxx.gov.uk

Figure 30: Mailmark Poll Card - Option 2 - Back Layout (Not to Scale)

3.11 Mailmark Postal Voting Poll Card

The design requirements for the Mailmark Postal Voting Poll Card are mandatory. The requirements are summarised and illustrated below in **Figures 31-33**. The design requirements are based on the Mailmark Poll Card Option 1. The Indicia and Delivery Address Block must be printed on the front of the poll card together with the Return Address.

The red text in **Figures 32 and 33** indicates the variable text fields. The black text areas are fixed text.

Figure 31: Mailmark Postal Voting Poll Card - Front Illustration (Not to Scale)

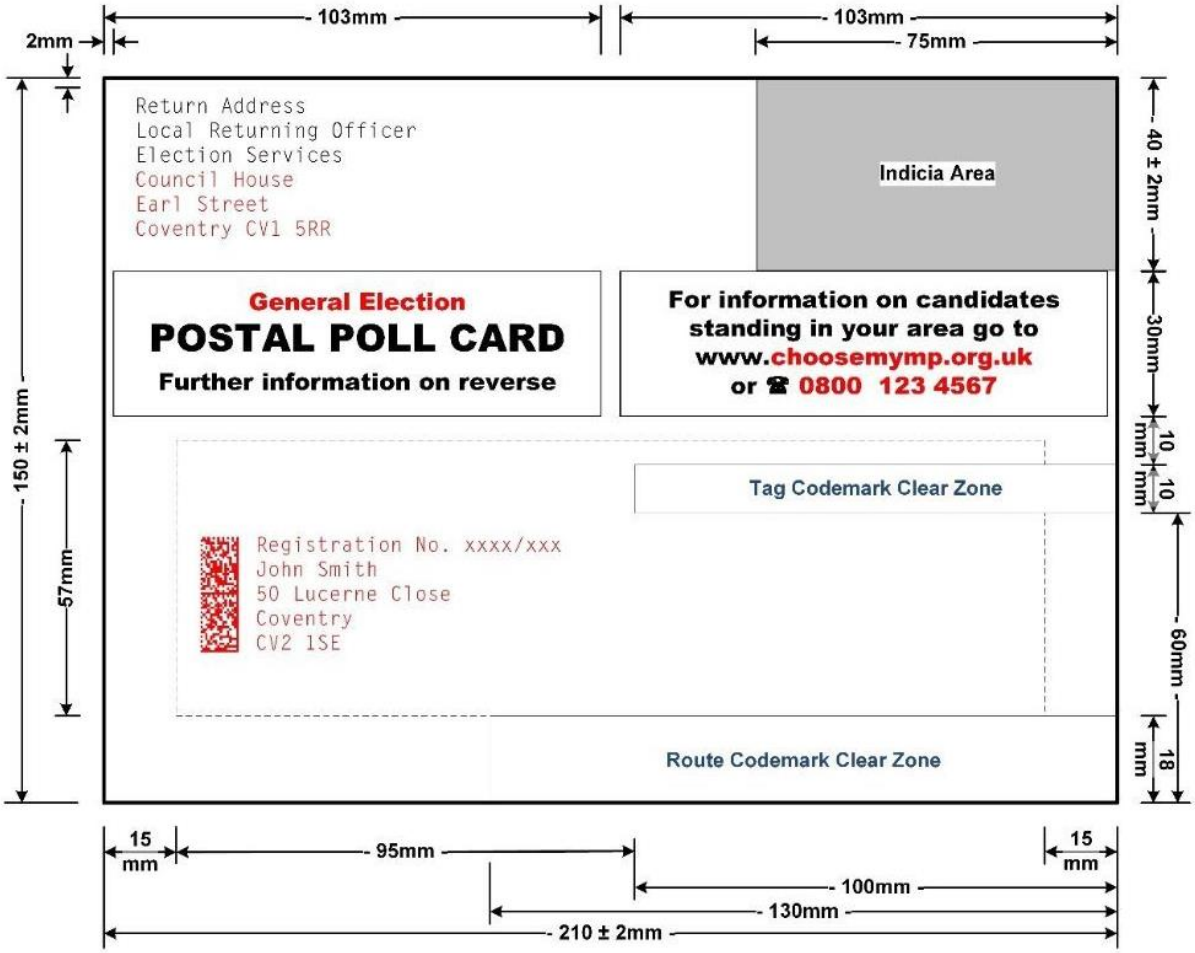
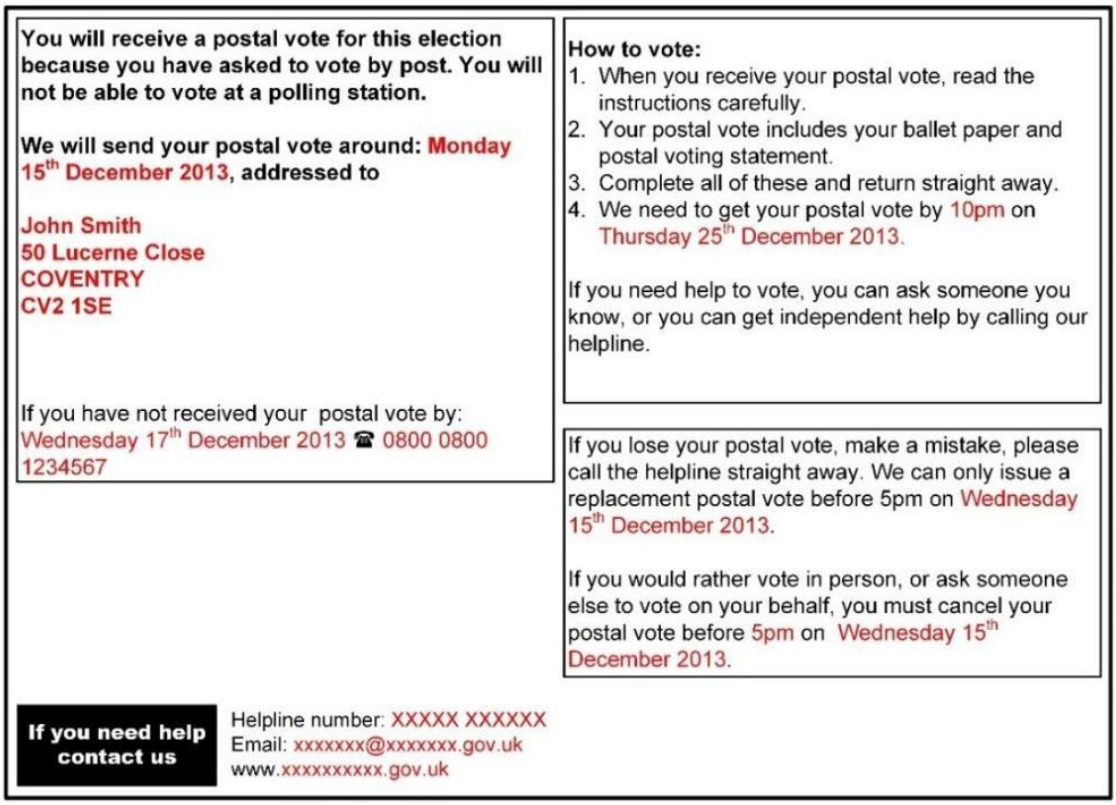


Figure 32: Mailmark Postal Voting Poll Card - Front Illustration with Dimensions (Not to Scale)



You will receive a postal vote for this election because you have asked to vote by post. You will not be able to vote at a polling station.

We will send your postal vote around: Monday 15th December 2013, addressed to

John Smith
50 Lucerne Close
COVENTRY
CV2 1SE

If you have not received your postal vote by:
Wednesday 17th December 2013 ☎ 0800 0800 1234567

How to vote:

1. When you receive your postal vote, read the instructions carefully.
2. Your postal vote includes your ballet paper and postal voting statement.
3. Complete all of these and return straight away.
4. We need to get your postal vote by 10pm on Thursday 25th December 2013.

If you need help to vote, you can ask someone you know, or you can get independent help by calling our helpline.

If you lose your postal vote, make a mistake, please call the helpline straight away. We can only issue a replacement postal vote before 5pm on Wednesday 15th December 2013.

If you would rather vote in person, or ask someone else to vote on your behalf, you must cancel your postal vote before 5pm on Wednesday 15th December 2013.

If you need help contact us

Helpline number: XXXXX XXXXXX
Email: xxxxxxx@xxxxxxx.gov.uk
www.xxxxxxxxxx.gov.uk

Figure 33: Mailmark Postal Voting Poll Card - Back Illustration (Not to Scale)

4. Royal Mail Poll Sort

Royal Mail Poll Sort is a manual service for the posting of poll cards only ("Poll Sort"). We aim to deliver within 3 working days. Unless otherwise stated in this section 4, the standard presentation requirements for Letters apply, as specified in the Contract and the User Guide. The requirements set out in this section 4 are mandatory for poll cards posted under Poll Sort. If they contradict any of the specification requirements as set out elsewhere in the Contract and the User Guide, the poll card requirements set out in this section 4 take precedence.

4.1 Sortation

Under Poll Sort, you must sort poll cards to approximately 70,000 selections using the specified Election Sort Selection File as contained within the Access Selection Files. You must use the current version of the Access Selection Files (**see Appendix C**).

4.2 Forecasting

When presenting Poll Sort you must follow the KNP process as defined in **Appendix I: Key National Posting (KNP).**

4.3 Presentation

The following presentational requirements are mandatory for poll cards sent using the Poll Sort service:

- Maximum weight of each poll card is 20g;
- Minimum size of each poll card must be 140mm in length, 110mm in width and 0.2mm on thickness;
- Maximum size of each poll card must be 240mm in length, 165mm in width and 5mm thickness;
- Minimum paper weight of each poll card must be 170gsm;
- Each item must clearly show the Access indicia and the wording 'Delivered by Royal Mail'. This must be printed in the top right hand corner of the front face of the items in either 12 or 14 point font ;
- Items must be 100% fully addressed and post coded;
- Items in a bundle must be facing the same way and facing up;
- Items for a single delivery walk must be bundled separately, labelled according to walk name, and must not contain anything other than poll cards;
- Bundles must be banded using elastic or paper bands;
- Poll cards should be bundled (ideally in bundles of 100) but each bundle must not exceed that which can be held in one hand (approximately 15cm);
- Bundles with less than 10 items must be single banded;
- Poll cards must be handed over to RM in Trays only
- Each Tray may contain multiple walks;
- Trays must be clearly labelled detailing the Delivery Office name.

4.4 Labelling

Standard Manual **White** labelling requirements apply with the addition of the following:

- Use a bundle label that identifies an individual walk OR print the walk name on each item at least 5mm above the first line of the address block. If you are printing the walk name on each item you can also optionally print the words 'Royal Mail Walk Name' before the walk name;
- Tray Labels and York cards must clearly be identified as Poll Sort. Examples of labels are shown below in **Figures 34 to 37**.

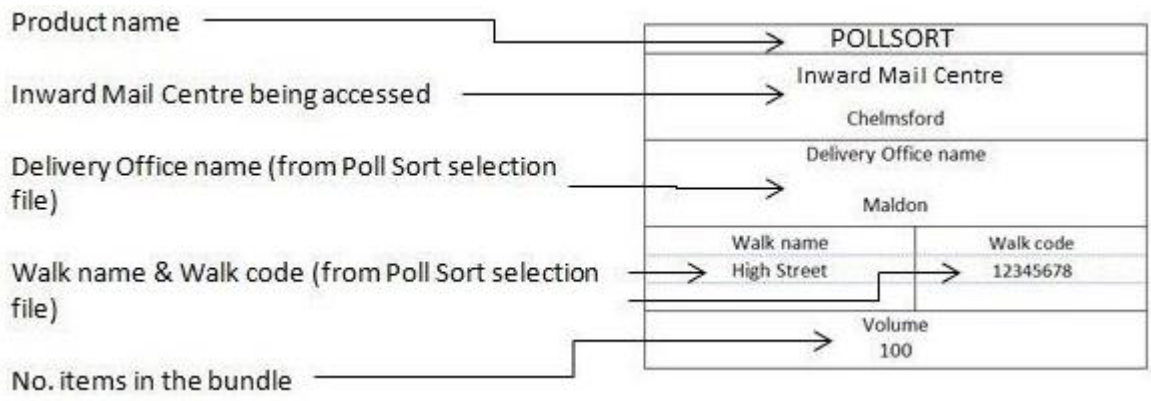


Figure 34: Bundle label

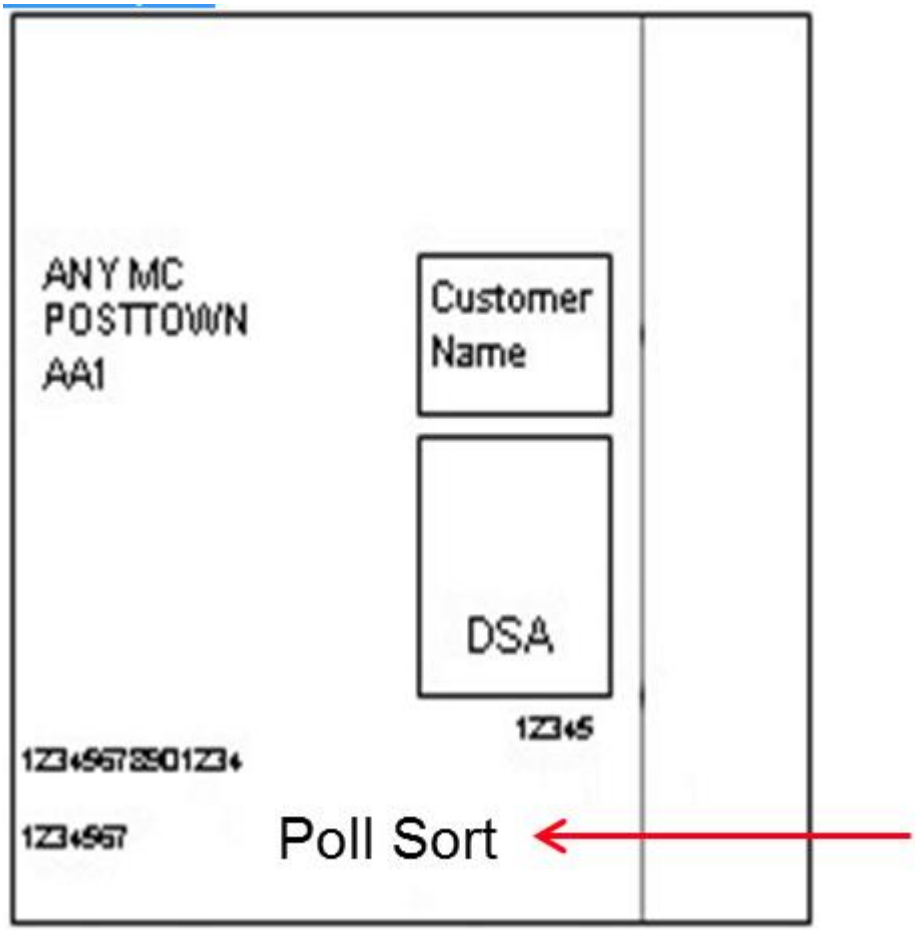


Figure 35: Tray Label

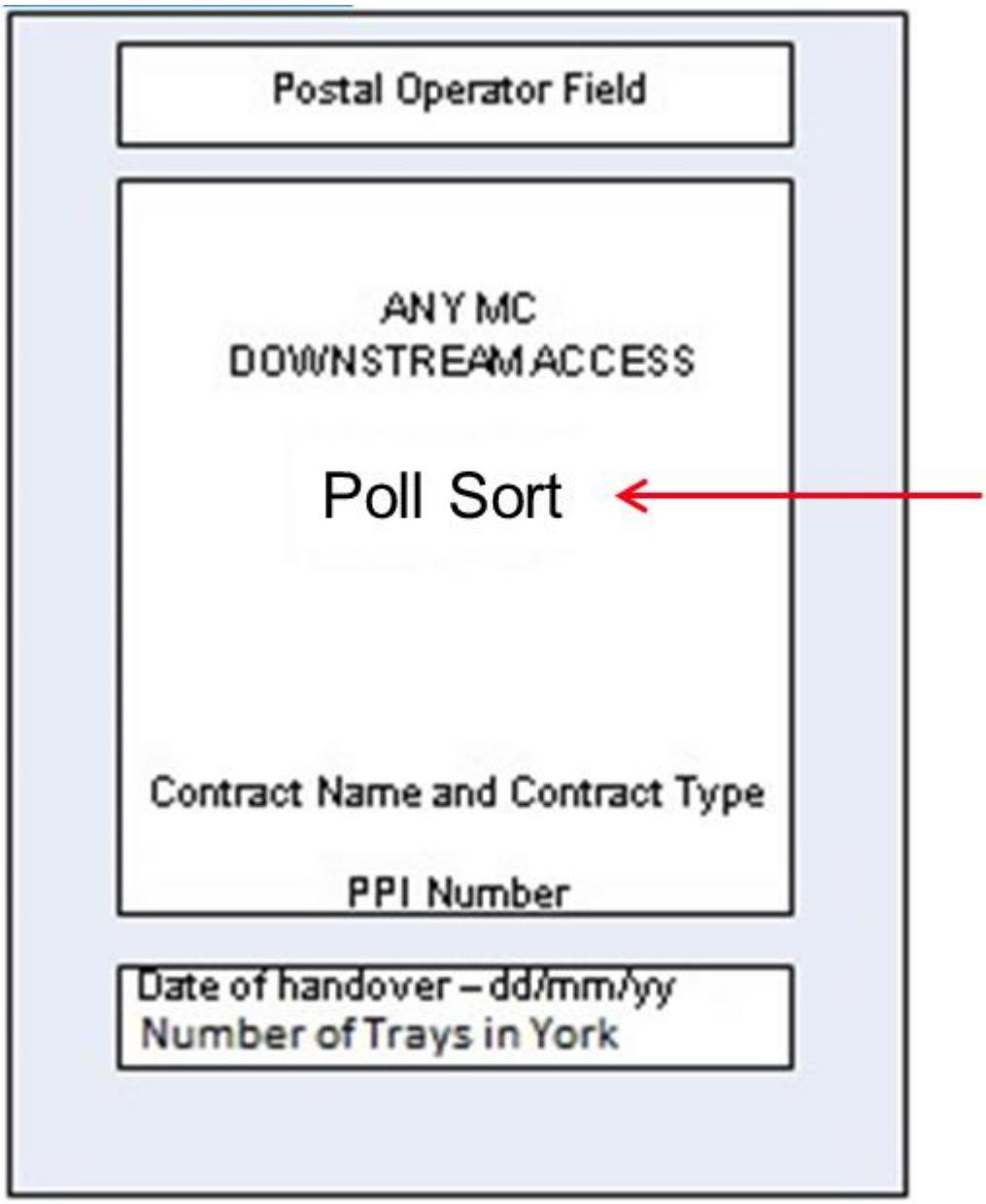


Figure 36: York card (standard)

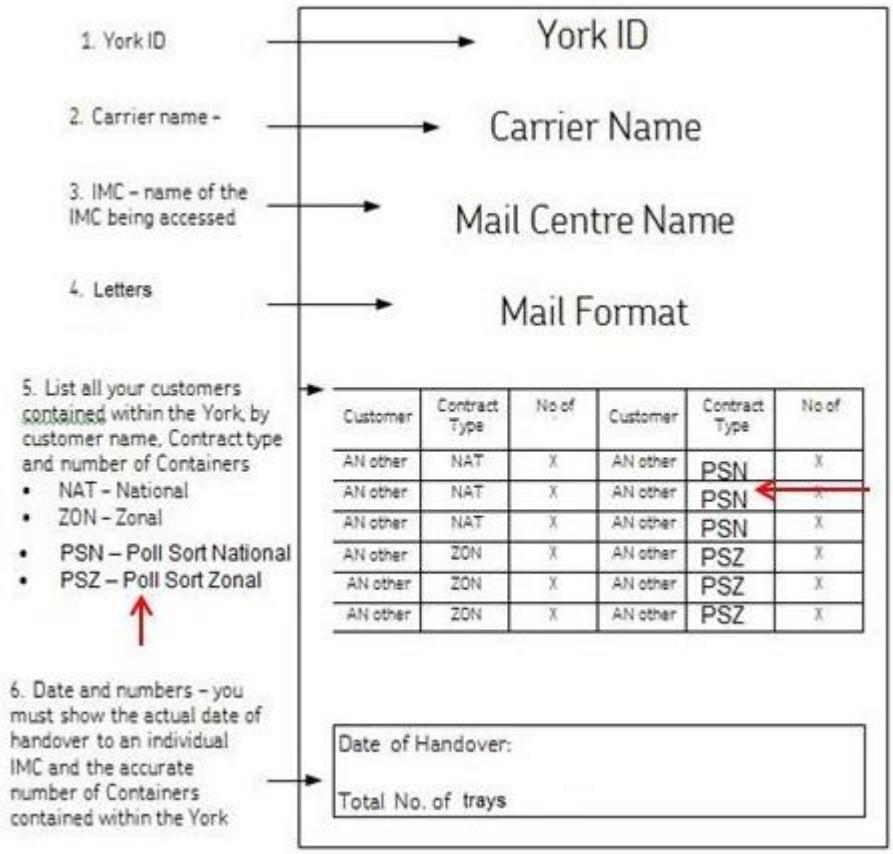


Figure 37: Segregation by Format York card

Appendix Q:
Mailmark Economy Service

1.0 Introduction

This specification contains the requirements that must be adhered to by customers when posting letters using the Mailmark Economy Service.

2.0 Services and Formats available with the Mailmark Economy Service

The Mailmark Economy service can be used with the following sortation, formats and Premier service options:

Sortation Level:	Access 70
Format:	Letter (including postcards, provided that postcards meet the requirements set out below)
Premier Service Options:	Advertising Mail Partially Addressed Mail Business Mail

All relevant specifications need to be met to ensure correct declaration of the right service.

3.0 Postcards

If sending postcards using the Mailmark Economy service, customers must ensure that they comply with the machineable postcard specification, refer to Royal Mail's 'Mailmark Letters Specification'.

4.0 Additional Mailmark Barcode and emanifest requirements

To use the Mailmark Economy Service you will need to change the Mailmark barcode and emanifest to denote the Economy service. A new class identifier 'E' will be added to the 2D and 4-state barcode formats and to the class section of the emanifest:

Class	
0	Null or Test
1	1c Retail
2	2c Retail
3	3c Retail
4	Premium Retail
5	Deferred Retail
6	Air
7	Surface
8	Premium DSA
9	Standard DSA
A	*Spare*
B	*Spare*
C	*Spare*
D	*Spare*
E	**DSA Economy**
F - Z	*Spare*

5.0 Sortation Software requirements

Please ensure that you use the latest version of Whistl Sort and Bag labelling software, if you use a 3rd party – the most up to date. tnt file and bag label specs can be found on the Whistl website.

6.0 Presentation requirements

Any container produced must be discreet to Economy mail only and you must make sure that you do not mix advertising and business mail together.
Each bag/tray should be labelled according to the standard bag/tray labelling requirements that are detailed within this User guide. The bag/tray labels are not required to state that the mail is Economy.

7.0 Container Labels

Each bag and/or tray you use to hand over Mailmark Economy Mail must be labelled in accordance with normal requirements as specified earlier in this customer guide. We do not require the bag and/or tray labels to indicate that the bag and/or trays contain Mailmark Economy Mail.

However, if you require the labels to indicate the bags and/or trays contain Mailmark Economy Mail for your own operational purposes, you can choose to make such an indication within the Customer Type Indicator box of the label, as long as you continue to meet all other labelling requirements.

Appendix R:
Manual Mailmark

1.0 Introduction 135

This specification is for any customer wanting to post their Ecommerce Large Letters or Packets using the Manual Mailmark service.

2.0 Eligibility135

The Manual Mailmark service can be used with the following sortation, formats and dimensions:

Sortation Level Options:	Access 70 Access 1400
Format Options:	Ecommerce Large Letters Packets
Dimensions:	**Large Letters** – Max 353mm x 250mm **Packets** – if rectangular, maximum of 610mm x 460mm x 460mm; if cylindrical, a maximum length of 900mm and the parcel length, when added to twice the diameter does not exceed 1040mm
Thickness:	Large Letters – max 25mm
Weight:	Large Letters – 0-750g Packets – 0-2kg

3.0 Mailmark Barcode135

To use the Manual Mailmark service, the barcode will need to meet the specification as per the Manual Mailmark Service Technical guide.

4.0 Whistl Sortation and Bag/Tray labelling software 135

Please ensure that you use the latest version of Whistl Sort and Bag labelling software, if you use a 3rd party – the most up to date .tnt file and bag label specs can be found on the Whistl website.

5.0 Presentation requirements 136

The choice of container is dependent upon format type and thickness:

Format	Bags	Trays	ALPs
Ecomm Large Letters less than 10mm thickness	Yes	Yes	No
Ecomm Large Letters more than 10mm thickness	Yes	No	Yes
Manual Mailmark Parcels	Yes	No	No

6.0 Container Labelling

Labelling requirements are as per the standards requirements, which can be found in section 7 of this guide.

Whistl Premier Customer Guide Version Control

Document history

Date	Version No.	Section Revised	Revision Summary
05/01/2017	4.0	8.0 Consumables For Mailings	Updated tray order lead times and requirement for explicit approval prior to the usage of trays
01/02/2017	4.1	9.1 .tnt Files (Posting Dockets)	Updated latest time of electronic receipt of .tnt files from 08:00 to 08:30 hours
01/02/2017	4.1	10.3 08:30 24hr Pre-advice	Updated latest time of electronic receipt of 24hr pre-advice from 08:00 to 08:30 hours
01/01/2018	5.0	Removal of CBC	Alignment with Royal Mail CBC removal
21/10/2019	All	All	Due to changes to our brand design, the changes made were for design purposes only.
03/03/2020	1.1	1.0 Overview 6.0 Sortation & Presentation 10.0 Despatching the Mailing Appendix I Appendix Q - Pollsort	• Addition of Royal Mail Magazine Subscription Mail • File upload changes including Forward Dated Mail (FDM) & Split Mailings • Addition of Pollsort
05/02/2021	V1.2	1.0 Overview 13.0 Data Protection 14.0 Mandatory Terms for PAM	• Changes to service standard, service summary and force majeure events • Revision of Data Protection wording to take account of end of Brexit Transition • Insertion of Mandatory Terms for PAM
25/02/2021	V1.3	14.0 Mandatory Terms for PAM	• Insertion of JICMAIL Levy and Data Opt-Out process
30/06/2021	V1.4	8.08.0 Consumables for Mailings 12.0 Procedures for Handling Non-Compliant Mailings & 11.0 Collection Processes Appendix R Appendix S 8.2 Consumable Lead Times	• Inserted order time guide • Timing amended throughout • Insertion of Appendix R: Mailmark Economy Service • Insertion of Appendix S: Manual Mailmark • new consumables times inserted
10/12/2021	V1.5	All	• Removal of greenPost and Responsible Mail
21/11/2022	V1.6	Last page	• HQ address change
26/2023	v1.7	13.0 Data Protection	• Updates throughout

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