

## **Penalties for Noncompliance With Intelligent Mail®**

The USPS has proposed stiff penalties for Standard mailings that don't comply with the new Move Update requirements going into effect November 23, 2008.

According to Business Mailers Review, the USPS will use the MERLIN verification system to check for Move Update compliance. If there are mail pieces that are deemed noncompliant, then the entire mailing is noncompliant. As a result, the mailer could be subject to a 7 cent per mail piece penalty for every mail piece across the mailing, not just on the undeliverable-as-addressed (UAA) pieces.

DMS is already offering the most updated services available to eliminate the potential for penalties and offer maximum postal discounts.

The USPS is committed to reducing UAA mail by 50% by 2010. The biggest cause of UAA mail is consumer moves. To help reduce UAA mail and the estimated \$2 billion it costs the USPS annually, the Postal Service™ has expanded the Move Update standard to:

- Include all Standard Mail® in addition to First-Class Mail®.
- Shorten the minimum frequency of change-of-address processing from 185 to 95 days prior to the date of mailing to be eligible for automation and presort discount rates.

Mailers need to be aware of the coming changes and make sure they adjust their processing schedules accordingly. It is especially important for mailers to consider the 95-day window as they begin planning their data processing and mailing schedules for the coming Holiday season.

Authorized methods for Standard Mail to qualify for Move Update standards include: NCOALink processing, FASTforward® processing (letter mail only), and Address Change of Service (ACS™).

For additional information on the new Move Update requirements and guidelines, Contact DMS today.