

Mailmark poly wrap Large Letters

Promoting adoption of Mailmark poly wrap
Large Letters

Nov 2017



Content

Further to the initial testing of Mailmark poly wrap items, we have decided to carry out more testing to stress test the results.

This presentation summarises the testing process and is structured as follows:

- Results of the summer testing and why we need to carry out more testing
- Extension of testing and suspension of adjustment charges in specific cases
- How to apply for testing and the testing process
- Summary of Mailmark non compliance adjustment charges during test period
- How to apply

Mailmark poly wrap Large Letters - results from July-September testing

- Over the summer we worked with mail producers and customers to promote the use of Mailmark services when posting poly wrap large letters by allowing customers to test their mail.
- A number of customers used the test facility.
- Results from testing show that where mail items are handed over to specification there are no issues with machine processing. We have identified some common issues that are impacting read rates:
 1. Barcode quality - barcodes are smudged or bleeding of the print;
 2. Barcode content and structure – do not meet the required specification;
 3. Opacity - being able to see text either through the poly wrap or paper that the barcode is printed on making it difficult to read barcode ; and
 4. Mail piece design - the poly wrap seal is placed over the barcode. The additional poly wrap means that the image is blurred.
- However because the number of mailings we tested was small (24), engineering were unable to draw any statistically valid conclusions.
- Hence we have decided to carry out tests for longer.



Extended testing to March 2018 and suspension of certain adjustment charges in specific cases

- We are pleased to announce that we will extend testing until the end of March 2018.
- Some mail producers have requested us to provide a greater level of detail to help identify the root cause of failures. To provide this detail the mail producer we need mail producers to provide a sample item each time a mailing is sent
 - If posting over multiple days, we only need one sample
- We will not charge certain adjustment charges on test mailings in specific cases:
 1. Where IRP are unable to identify a clear specification failure, IRP will not charge “not machine processed” adjustment charges.
 2. Where we identify clear failures to specification, IRP will charge “not machine processed” adjustment charges e.g. if the Mailmark barcode is over the poly wrap seem we will charge the adjustment charge.

Mailmark poly wrap test process

Stage 1 Test prior to sending live mailings

This test is to check the design of the mail piece and that the barcode structure and its content meet requirements:

- Mail Producer sends test items to Mailmark QA test team ([link to form](#))
- QA team test tests mail piece and sends mail producer test results
 - If the item meets specification, the QA test team will confirm acceptance onto test and provide mail producer with a copy of their test log. ([link to form](#))
 - If the item does not meet specification, the QA team will inform the mail producer and the relevant customer team will contact the mail producer to discuss how they may participate in the test.

Stage 2: Testing live mailings

- When a mailing is handed over the mail producer must send a sample item to Swindon and the QA team (full details contained in test log); and email copy of their completed test log to irp@royalmail.com
- Royal Mail engineering will complete a number of tests on the live sample item and update log
- IRP will investigate the read rate and record any issues identified.

Stage 3: After the testing is completed

- Royal Mail will provide full details of the test mailing results to the mail producer within 6 days of each mailing being posted
- If we identify poor read rates, we will discuss possible additional testing with the mail producer to start in January 2018



Summary of Mailmark non compliance adjustments during the test period

Adjustment charges	Test period charging
Missorts – items presented at the wrong Mail Centre	Charged
Machine readability related errors including:	
Not machine processed	Not charged if not a clear failure
Postcode accuracy	Charged
Delivery Point Suffix (DPS) accuracy	Charged
eManifest ID is missing / incorrect in the Bag Manifest	Charged
Un-manifested volumes	Charged
Duplicates manifested or seen	Charged
Incorrect SCID used	Charged
Item ID mismatch	Charged

How to apply

- The testing starts with immediate effect and runs to the end of March 2018
- Mail producers and end customers can submit applications for testing to the Royal Mail Mailmark Quality Team (mailmarkqa@royalmail.com)