



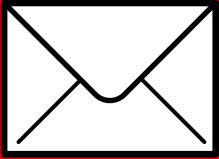
Cleanmail[®] and Cleanmail Plus[™]

**Machine readable mail
to cut your costs**

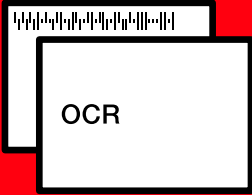


Royal Mail

with us it's personal[™]



Send what we call 'letters'



Address them using an OCR font or a barcode



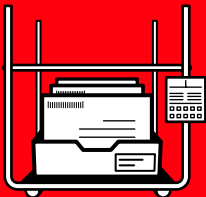
Add Printed Postage Impression or frank each item



Put the letters in trays



Label the trays



Put the trays into labelled cages



Fill out a posting docket and we'll collect your mailing

it's simple

Cleanmail® cuts mailing costs on business letters.

All you have to do is make sure the addresses on your letters are up-to-date and can be read by our machines. We'll do the rest.

When your letters are machine-readable they can be sorted automatically which takes less time and costs less money. We'll pass the savings on to you.

Cleanmail's great for sending smaller numbers of letters (at least 1000 items). You can send any item we define as a letter:

- 100g or less
- 165 x 240mm (C5+) or smaller
- 90 x 140mm or bigger
- 5mm thick or less

And, we'll help you to prepare your mail to speed the whole process along.



choose what's right for you

Cleanmail has two delivery speeds and two address formats

Two delivery speeds

There are two Cleanmail speeds to suit your deadline or your budget:

Cleanmail 1

For mail to be delivered one working day after posting.

Cleanmail 2

For mail to be delivered within three working days after the day of posting.

Two address formats

Whichever delivery option you choose, the savings you make with Cleanmail can soon add up. How much you save depends on which address format you choose:

Optical Character Recognition (OCR) fonts

With OCR, you need to print the addresses on your mail using given styles or recommended typefaces so that our sorting machines can read them.

Customer Barcoding (CBC)

With CBC, the Postcode and delivery point information are added to the address in the form of a barcode, which you apply to each item before passing your mail to us. This lets us sort your mail automatically.

Save more with Cleanmail Plus

Your address labels need to be 90% accurate to qualify for Cleanmail.

If they're over 95% accurate, you'll qualify for an additional Cleanmail Plus discount.

To calculate Cleanmail or Cleanmail Plus prices for OCR or CBC addresses, check the rate card in the back of this guide or visit www.royalmail.com/cleanmail

here to help

We give you equipment and dedicated support

Your own account manager

We'll make sure that Cleanmail is introduced into your business as seamlessly as possible, via the Royal Mail Sales Centre or your own account manager. He or she will also be on hand to make sure you receive the highest standards of service and operational support, whenever you need it.

Your own equipment

We'll give you all the equipment you need to run Cleanmail:

- trays to put your letters in
- cages to transport your trays
- posting cheques to record your mailings

Your own guidelines

We'll also give you guidelines to help you get your address labelling right:

- check your address accuracy against our Postcode Address File® (PAF®)
- use OCR
- apply CBC

fit for business

Cleanmail's ideal if you don't want to sort your mail – just address it using OCR or CBC

When is a postal item a letter?

Remember that a letter is defined as any item that is:

- 100g or less
- 165 x 240mm (C5+) or smaller
- 90 x 140mm or bigger
- 5mm thick or less

If your item is thicker than 5mm, larger than C5, or contains inserts that aren't a uniform size, your mail can't be machine processed. (But, you could use our Mailsort or Walksort services instead.)

How many letters?

Mailings need to consist of at least 1000 letters per day, per class, per site.

What level of address accuracy?

You need to make sure that at least 90% of your mail matches our Postcode Address File (PAF). If your address accuracy reaches 95%, you'll qualify for further savings with Cleanmail Plus.

What else?

You need to undergo a one-off Quality Assurance process before a Cleanmail contract can be issued.

This is to test your ability to prepare letters to our technical specifications. We measure read rates and address accuracy. On both counts, you must score at least 90% to qualify for Cleanmail and 95% for Cleanmail Plus.

For more information on what you need for this process, contact your account manager, or call your local Royal Mail Sales Centre on 08457 950 950.

To help you keep high standards in your mail presentation and continue to benefit from lower Cleanmail rates, we'll continue to carry out regular checks with you.



your Cleanmail® checklist

make sure you've got everything ready to prepare your mailing

Cleanmail 1 or Cleanmail 2?

Your choice will depend on whether you want your mail delivered one working day or within three working days after the day of posting.

At least 90% address accuracy

Our Postcode Address File will help you to achieve this. For full details, turn to page 9.

OCR or CBC?

If you choose to apply an OCR font, you need to keep certain parts of the envelope free of text and artwork, so that we can print and recover route codes as your mail is machine sorted.

Help designing your items and meeting OCR specifications is given on page 12.

With CBC you have freer artistic licence. For more information designing your items and meeting CBC specifications, see page 18.

Trays for mailings

Always present your Cleanmail letters in trays – which we'll provide for you – along with the correct labels. For details, see page 26.

Complete a posting cheque

Each posting must have a cheque. You'll also need to provide a daily cheque for postings spread over more than one day. Remember:

- you must send a correctly completed cheque with each mailing; incomplete or missing cheques may delay your mail
- spoiled cheques should be marked 'spoiled' and sent with the correctly completed one/s.

See page 27 for help filling out your posting cheques.

Arrange a collection

You'll need to give us notice of your mailing. This gives us time to plan collections and supply bags, cages, documents and labels for you.

how to prepare your mailing

Before you use Cleanmail, you need to know how to address your letters. The guidelines here will give you the full technical specifications.

Remember you have the choice of whether to address with an OCR font or a barcode. There are different guidelines for each.

There are also some things to remember when putting your letters into trays and cages and when completing a posting cheque.

It'll only take a few minutes to read the guidelines and it'll ensure you get the most out of Cleanmail.

address your letters accurately

Ensuring your records are accurate is essential for Cleanmail

People move all the time, which means your address records need to be regularly updated. Maintaining an accurate customer database has lots of benefits:

- improved perception of your company and your mailings by the recipient
- enhanced ability to target mailings using demographic profiling tools
- lower production and postage costs through elimination of duplicate records and undeliverable letters.

How to manage your address data

Royal Mail's 'ListCleaner™' will help you to manage your address list data and help your data to work as hard as possible. Information on ListCleaner™ can be found by looking up www.royalmail.com/listcleaner.

Please note that other address products are available.

Keeping address data clean is an ongoing process, not a one-off activity.

The best way to maintain the accuracy of your addresses is to link your customer database to Royal Mail's Postcode Address File (PAF) with one of the large number of available products and services based on PAF.

PAF contains 27 million UK addresses, including 1.7 million business addresses and 1.7 million Postcodes, which are constantly updated to maintain their accuracy.

Managing Address Data products and services (derived from PAF) are available in a variety of formats. Choose the format that fits your business needs:

- as integrated solutions from our Data Solution Providers (independent licensed companies who use PAF to develop and sell a range of address management products and tools)
- as raw electronic data, which you can process to suit your IT applications
- on a CD-ROM with search, sort, export and print software options
- in paper-based formats, including the Postal Address Book (a single regional source of correct addressing and general postal service information).

Return address

Putting a return address on every letter you mail always makes good business sense. It means we can return undeliverable letters swiftly to you – reducing wastage, cutting costs and improving targeting for future mailings.

If you're paying for your service by applying a Printed Postage Impression (PPI) and would like us to return your undeliverable mail, it's now essential for you to include a return address.

the elements of an address

Always include a premise element, a thoroughfare element, a locality element and the Postcode

1 Premise elements

After the addressee, always include at least one of the four listed elements, so that a single delivery point is defined. For CBC mail this must correspond to the accurate Delivery Point Suffix (DPS) if there is one in the barcode.

2 Thoroughfare elements

There are three possible things for you to do depending on what thoroughfare elements PAF includes:

- no thoroughfare in PAF means you don't have to include anything in this part of the address
- a thoroughfare but not a dependent thoroughfare in PAF means you include the thoroughfare
- both a dependent thoroughfare and a thoroughfare in PAF mean you include the former. (If space allows you can also include the thoroughfare, though it's not compulsory.)

- 1 | **Addressee**
J Smith
Organisation
Royal Mail
Sub-building
South Wing
Building name
Bell House
Building number
B-25 Bell Complex
- 2 | **Dependent thoroughfare**
The Mews
Thoroughfare
300 Western Road
- 3 | **Double dependent locality**
Otterley
Dependent locality
Hedge End
Post town
OXFORD
- 4 | **Postcode**
OX4 5ZZ

3 Locality elements

Always include at least one locality element. Print the post town in capital letters (upper case) – for example BIRMINGHAM – on a single line on its own and the rest of the address either in capital letters, or a mix of capital and non-capital letters.

Always ensure the post town and Postcode are on separate lines.

4 Postcode

Always include the full and accurate Postcode. The Postcode must be able to generate an address from PAF which matches the minimum requirements (at least one premise element, one thoroughfare element and one locality element).

Where possible please ensure that each address element is on a separate line, with the Postcode, in capitals, included as the last line of the address. The county, whilst not required, may be included as the penultimate line of the address.

The phrases "England"; "Great Britain" or "United Kingdom" are not required as the last line of the address and should be avoided.

The postcode may be preceded by a County on the last line of address, provided that there are no more than one or two character spaces between both elements.

The Post town may be followed by a County on the penultimate line of the address, provided that the space between post town and county is no more than two character spaces and that the Postcode is on the last line of the address.

The post town and the 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 of one or two character spaces.

Any other text which could be construed as an address must be avoided.

Please do not underline or punctuate the postcode.

Always put two character spaces between the two parts of the Postcode. The first part (ie OX4) is the outward code, the second (ie 5ZZ) is the inward code.

OCR or CBC?

Once you know your address database is up-to-date, you can go on to design your letters using the guidelines that follow.

OCR font guidelines begin on page 12 and the CBC guidelines on page 18.

addressing with an OCR font

Everything you need to know about how to create OCR-addressed letters for Cleanmail

How OCR works

OCR lets you print your addresses in a typeface our sorting machines can read. It breaks each line down into separate characters or words and looks for vertical white paths between them.

When using OCR make sure your letters agree with these technical specifications.

Size, weight and format

Each letter must:

- not weigh more than 100g
- be no smaller than 90mm x 140mm, and no larger than 165mm x 240mm
- be oblong or square
- not be printed in a 'portrait' format.
- Square items should be no smaller than 140mm and 140mm, and not larger than 165mm x 165mm.

Thickness

Letters must be between 0.25mm and 5mm thick.

Paper weight

Envelopes must be 70gsm minimum.

Postcards must be 200gsm minimum with a minimum thickness of 0.25mm.

Flexibility

Letters must be flexible enough to bend into an 'S' along their longest edge. Don't enclose inflexible objects such as coins, keys and thick card coupons.

Material

Don't use polythene, plastic or transparent letters, or 'aperture' envelopes (i.e. window envelopes with no plastic film). 'Normal' paper is best.

Sealing

Seal each letter well, taking care to avoid too much gum. Don't use metal clips or staples and seal letters on all sides.

If the mail item incorporates tear off strips, these must not appear on the right hand or bottom edges (with the mail item viewed with the indicia in the top right hand corner). Low force perforated strips must not be used at all.

Window envelopes

If you intend your address to be read through a window:

- the window should not infringe any of the clear zones on the mailpiece (see OCR Mailpiece Guide on page 15)
- the window position must be at least 15mm from the left hand edge of the envelope, and at least 18mm from its bottom edge
- the maximum gloss value of the window material should be 150 when measured at 60° in accordance with ASTM 2457 Standard test method for specular gloss of plastic films

- the window haze should not exceed 75% in accordance with ASTM D1003 Standard test method for haze of plastic films
- the address must always be fully visible – make sure the letter can't move around inside the envelope.

Designing OCR letters

Make sure your address database is up-to-date before you go on to design your letters.

Colour and logos

Always follow the guidelines below.

Paper colour

If your Cleanmail letters are to be delivered in envelopes, the most suitable colours for your envelopes are white, cream or buff. Other colours are possible, as long as they are light or pastel shades which contrast by at least 50% in tone with the address.

Never use red or dark coloured envelopes, as it makes it difficult for our machines to read the address or codes.

Printing and print contrast

The address must be darker than the paper. For example don't print the address in white ink on dark paper.

Never use red or dark colour ink for printing logos, designs or text behind the address, as our machines cannot read against it.

Background

Printing or embossing of security backgrounds, if essential, should be faint, of uniform consistency and on the inside of the envelope. The contrast factor must not be greater than 10%.

Advertising, logos and other devices

These can go on the envelope as long as they don't fall into any of the clear zones. Also, they must not look like an address or a barcode.

Address

All lines of the address must be ranged left (left justified).

The extremities of the address block must be at least 5mm away from the edge of the label or window.

Excessively skewed addresses can't be read. OCR only tolerates a maximum skew of plus or minus five degrees from the horizontal.

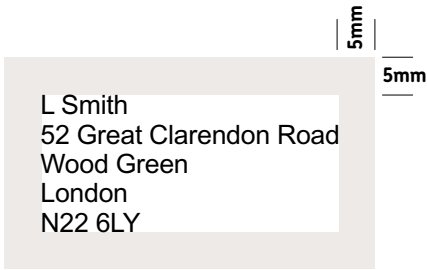
Avoid punctuation where possible (i.e. don't put commas or full stops at the end of lines).

addressing with an OCR font

continued

Address block

The address block is an imaginary box which surrounds the address (including the addressee's name). There must be a 5mm clear zone around this block:

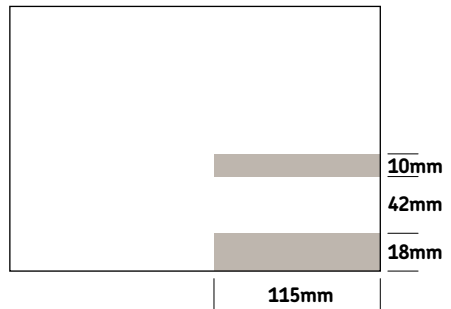


If you want a reference number or code near the address, print it in one of two ways: either, within the address block as the top line of the address (ranged left to form part of the address), or, outside the 5mm clear zone:



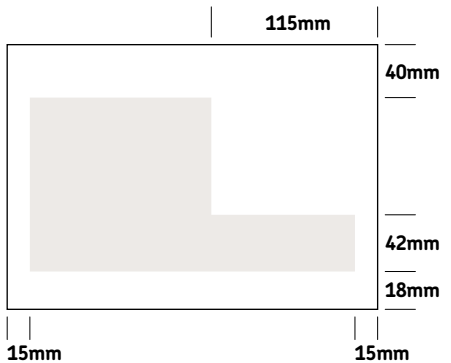
Clear zones

OCR items need two clear zones: these are for our sorting machines to print and read codes on letters and to locate the address. These zones must be left clear:



Address zone

You can place the address block anywhere within the 'address zone' as long as it is 5mm from any of your design elements:



The clear zones and address zone fit together like this:



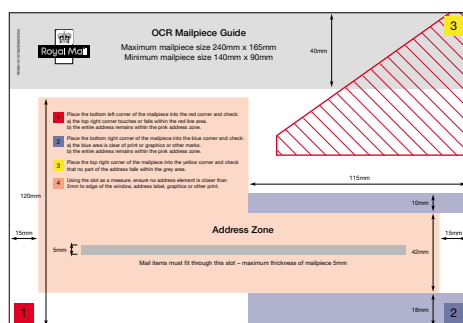
OCR Mailpiece Guide

Please note that these Mailpiece Guides are currently being re-designed to include square items. This page will be updated in due course and we will be communicating when the new templates are available. In the meantime please ignore point 1a detailed on the template shown below.

You must check your clear zones and address block with an OCR Mailpiece Guide (see below). This is a clear plastic template we've designed to help you make sure your mail complies with Cleanmail specifications.

Can we check it for you?

If you're not certain that your design is acceptable, send us a sample to check in advance. We'll advise you of any issues, and suggest ways of redesigning it.



addressing with an OCR font

continued

Composing addresses with OCR

You need to pay scrupulous attention to typefaces and printing when composing addresses with OCR.

In order for OCR to work 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 letter to be rejected with us having to revert to manual sorting (which can create delay and affect your discount level).

Choosing a typeface

There are a variety of fonts you can use, though we recommend using one from the list below wherever possible. We also recommend you regularly check the quality of your print output for clarity.

Recommended OCR fonts and sizes

Arial 10–12pt, Avant Garde 11–15pt, Century Schoolbook 10–11pt, Courier 10–15pt, Franklin Gothic 11–15pt, Geneva 10–12pt, Helvetica 12–15pt, News Gothic 10–12pt, Univers 10–15pt, Verdana 10–12pt.

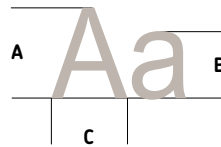
Typefaces with the following characteristics are also suitable:

Size

Height: 2mm min, 7mm max; width: 7mm max.

Proportion

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

Keep each line of the address 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

Maintain 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

Keep a fixed pitch of 10–12 characters per inch (or between 15 and 8pt), with clear vertical gaps of at least 0.25mm between adjacent characters. If you're using proportionally spaced text, keep spacing of at least +0.75, as this will significantly improve the rate at which addresses can be read.

Line spacing

Allow uniform spacing between all lines of the address, of at least 1mm (5pt).

Points to remember

OCR machines can read anything up to 32 characters per line (including spaces).

OCR cannot recognise computer zero (0) and ampersand (&). Script type or italic typefaces also cannot be read.

Avoiding the pitfalls

Below are some typical problems which can prevent your mail from being processed by an OCR machine.

Characters with incorrect proportions

Characters distorted from their original intended shapes or using extreme scale:

stretched or **condensed**

large or **small**

Characters with poor outlines

Characters that are fuzzy or blurred as well as characters with strokes which are incomplete, broken or smeared.

Low quality characters

Characters which are poorly printed or defined, either because they have been

printed by low quality or low resolution dot matrix printers, or because the printer needs maintenance:

**Close character spacing**

Characters which touch adjacent characters, whether on the same line or those from above or below.

ManorRoad or Manor Road
EALING

Unevenly spaced text

Characters or words which have too much space between them (more than four character widths or 10mm in size).

M a n o r R o a d

Extreme typeface styles

Italic, inclined, graphic, pseudo-script or handwriting imitations. Typefaces with excessive serifs which touch or overlap adjacent characters or serifs.

Script or handwriting

Serifs

Generally, sans-serif fonts are preferable to serif fonts:

Sans serif Serif

addressing with CBC

Everything you need to know about how to create CBC-addressed letters for Cleanmail

How CBC works

CBC means printing a barcode on your letter, as well as the address and Postcode. The barcode gives our machines the exact information they need to sort your letter for delivery.

When using CBC always make sure your letters agree with the technical specifications listed below.

Size and weight

Each letter must:

- not weigh more than 100g
- be no smaller than 90mm x 140mm, and not larger than 165mm x 240mm.
- Square items should be no smaller than 140mm and 140mm, and not larger than 165mm x 165mm.

Thickness

Letters must be between 0.25mm and 5mm thick.

Paper weight

Envelopes must be 70gsm minimum.

Postcards must be 200gsm minimum with a minimum thickness of 0.25mm.

Flexibility

Letters must be flexible enough to bend into an 'S' along their longest edge. Don't enclose inflexible objects such as coins, keys and thick card coupons.

Material

Don't use polythene, plastic or transparent letters, or aperture envelopes (i.e. window envelopes with no plastic film). 'Normal' paper is best.

Sealing

Seal each letter well, taking care to avoid too much gum. Don't use metal clips or staples and seal letters on all sides.

If the mail item incorporates tear off strips, these must not appear on the right hand or bottom edges (with the mail item viewed with the indicia in the top right hand corner). Low force perforated strips must not be used at all.

Window envelopes

If you intend your address to be read through a window:

- the window should not infringe any of the clear zones on the mailpiece (see the CBC Mailpiece Guide on page 20).
- the window position must be at least 15mm from the left edge of the envelope, and at least 18mm from its bottom edge.
- the maximum gloss value of the window material should be 150 when measured at 60° in accordance with ASTM 2457 Standard test method for specular gloss of plastic films.
- the window haze should not exceed 75% in accordance with ASTM D1003 Standard test method for haze of plastic films.

- the letter inside the envelope must fit securely, and not move around. For CBC letters the barcode must always be fully visible, with at least a 2mm clear zone around it, and straight, never rotating more than five degrees compared to the edge of the envelope. The address must always be fully visible.

Barcode design

If you need to print a separate barcode for your own use on the front of the envelope, ensure that this does not affect our ability to read the Royal Mail barcode. Contact your Royal Mail account manager for advice on positioning.

Designing your CBC letters

Make sure your address database is up-to-date before you go on to design your letters.

Colour and logos

One of the benefits of using CBC is that it gives you creative flexibility in mailpiece design. You are free to use a wide range of colours and fonts.

Paper colour

Never use a red or dark coloured background, as our machines can't read barcodes printed on them.

Printing

Ensure the barcode is darker than the paper. For example, don't print the barcode in white ink on dark paper.

Background

Printing or embossing of security backgrounds, if essential, should be faint, of uniform consistency and on the inside of the envelope. The contrast factor must not be greater than 10%.

Delivery Point Suffix (DPS)

A Postcode is not always enough to uniquely identify each delivery point in the UK (for example in shared buildings). Some Postcodes relate to only one delivery point, while others may cover up to 100. The average is 18.

For that reason, we've developed a Delivery Point Suffix (DPS). The DPS is a two character code (a number then a letter) which identifies each delivery point. The steps used to find the correct DPS for an address are explained on page 23.

Always include the DPS in the data converted into and printed as a barcode on all your CBC letters. All barcodes must include a DPS. This can be a default DPS (e.g. 9Z) or the accurate DPS for that address. Default DPSs are explained on page 23.

Never print or write the DPS on the letter except as part of the encoded barcode.

Barcode orientation

Always print the barcode parallel to the edge of the mailpiece.

addressing with CBC

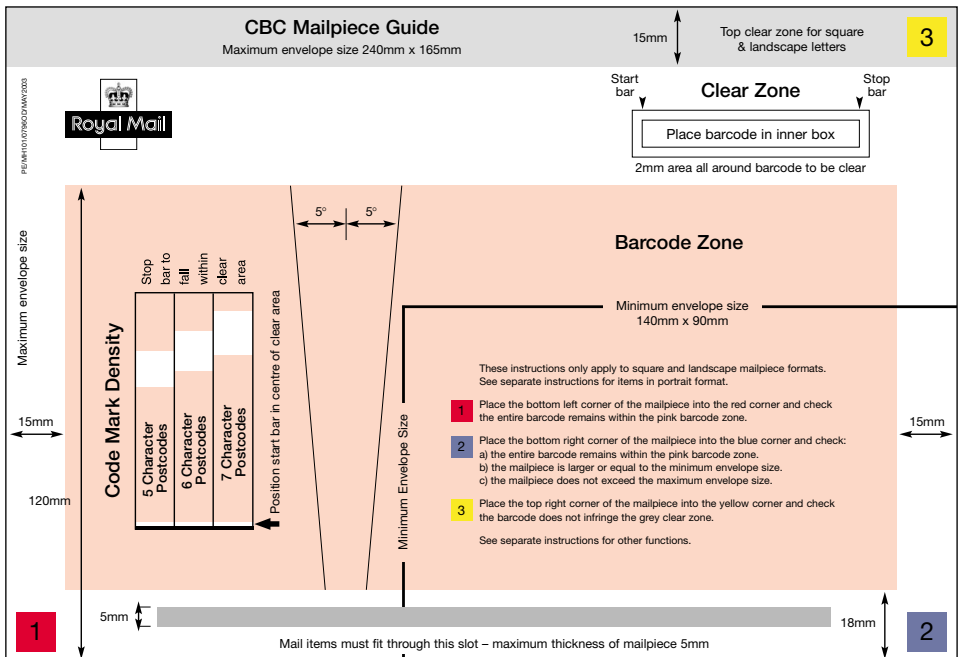
continued

CBC Mailpiece Guide

You must check the precise positioning of your barcode using a CBC Mailpiece Guide (see below). This is a clear plastic template we've designed to help you ensure your mail complies with Cleanmail specifications.

Elements of a barcode

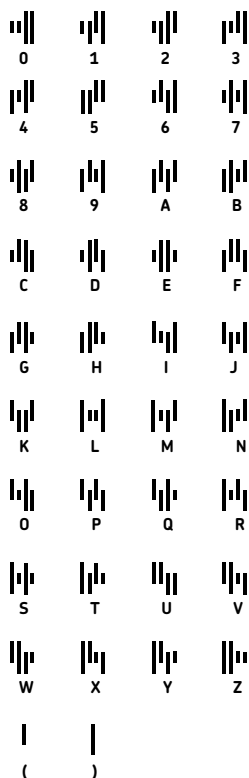
We've developed a unique barcoding system for our mail sorting machines. It is capable of containing large amounts of data, and can be produced by all types of printing systems.



Each barcode 'character' consists of four bars. Two of these have ascenders and two have descenders. There is also a track element in all bars.

There are 38 valid characters:

- numbers 0–9
- letters A–Z
- open and close brackets ().



A typical barcode

A complete barcode consists of:

- a start bar, positioned at the normal left end, next to the first significant data character
- a set of characters, each consisting of distinct bars and spaces, which give the Postcode (outward then inward code, see page 11)
- two characters (a number and a letter) which give the DPS, see page 23
- a checksum character to help us spot errors, see page 25
- a stop bar, at the normal right end of the complete code next to the checksum character.



Print these elements in barcode format on the front of your letter in addition to the normal address and Postcode.

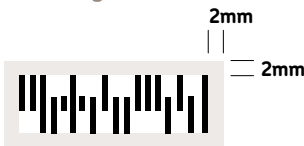
addressing with CBC

continued

Barcode zone

Always position your barcode within the 'barcode zone':

- between 18mm and 120mm from the bottom edge
- at least 15mm from the top, right and left edges.



Clear zones

These are areas that remain free of all markings. They are used by our machines to print and read codes on letters and locate the address. Do not print in any of these clear zones:

- a 2mm border around the barcode
- other zones whose position may change according to the shape and size of your letters.

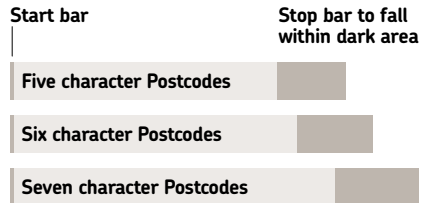
To get the clear zones right, you must use the CBC Mailpiece Guide (see page 20).

Barcode length and density

The barcode must be a continuous string of equally spaced characters, with no gaps or space characters. The length of the barcode varies according to the number of characters in the Postcode and their density (ie how tightly they're spaced).

Set the barcode density at between 20 and 24 bars per 25.4mm.

The minimum length is 35.31mm for a five character Postcode at 24 bars per inch (25.4mm). The maximum is 54.37mm for a seven character Postcode at 20 bars per inch (25.4mm). Barcode densities can vary only within these permissible limits:



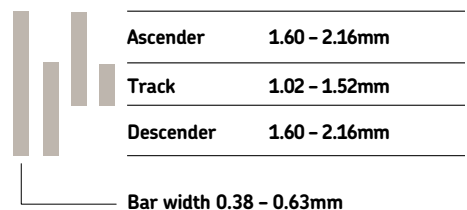
The CBC Mailpiece Guide will help you get this right.

Edges

Barcode edges must be sharp and clearly defined to help eliminate misreading.

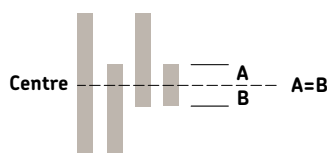
Size of bars

The range of permissible sizes is:



Vertical alignment

Keep the track element of the bars symmetrical to the centre line:



Skew

Keep each bar as perpendicular as possible to the edge of your letter and to other bars. The most you can skew each bar is five degrees in either direction.

Optical specification

Always print your barcode so it contrasts with the underlying colour – black bars on a white background are best.

Maintain at least 30% difference in reflectance between the bars and the background. Ensure print quality is consistent throughout the code.

Always take into account the print process you're using and the material onto which you're printing.

Checksum character

The checksum character is used as a means of error detection to ensure that the rest of the barcode is correct.

If you don't use proprietary software from PIF® (Postcode Information File®) or a Royal Mail approved co-supplier then

you'll need to work out the checksum character yourself. This involves using an algorithm, described on page 25.

Choosing a typeface

Royal Mail can supply you with a typeface for common software applications that produce barcodes. Or, we can provide a list of third parties who can carry out barcode printing on your behalf. To install the font onto a printer, you must buy the font from the printer supplier.

How to define the Delivery Point Suffix (DPS)

Every barcode needs a DPS to uniquely identify the delivery point within a Postcode. This can either be a default DPS you create yourself or the correct DPS for an address.

What is a DPS?

A DPS consists of a number then a letter. The number can be any from 1 to 9 but not 0. The letter can be any except C, I, K, M, O or V.

Creating a default DPS

Some addresses do not have a specific DPS. In such cases use a default DPS: either 9U, 9W, 9X, 9Y or 9Z – it's up to you. You can use the same default DPS for all addresses.

Finding out the correct DPS

There are four ways you can find out the DPS. These are listed overleaf.

addressing with CBC

continued

1 PAF direct from Royal Mail

The DPS is included with PAF in both Compressed Standard or Main file format. If you take the information in any other format, you need to access the DPS through the Postcode Information File (PIF) (see below).

2 PAF from a Value Added Reseller

You need to talk to your supplier to arrange access to the Postcode Information File data (see opposite).

3 Address information from a bureau

A bureau can hard code customer lists on an agency basis (in much the same way as you may already have your lists Postcoded). They can add the DPS to your lists at the same time.

Hard coded lists

Once a Postcode and DPS are allocated to an address, it is unlikely the address will change, although this may be necessary from time to time. It can therefore be beneficial to 'hard code' address lists with at least the DPS. This makes it easier to access the necessary barcode information for the addition of just two bytes per record (one Kbyte per 500 records).

The checksum character can also be hard coded, or allocated automatically at the time of printing through the use of a program.

4 Postcode Information File (PIF)

We offer a file that contains the Postcode, DPS and checksum character, plus an extra field – Delivery Point Data (DPD) – that uniquely identifies the address. The DPD is the house number or name. For flats, the relevant information from the Postcode Address File will appear.

Postcode	DPS	Checksum character	Delivery point data
S031 6XY	1A	S	1
S031 6XY	1B	T	Sea Breeze
S031 6XY	1D	V	3
S031 6XY	1E	W	Rose Cottage
S031 6XY	1F	X	5

Link this file either to PAF or to address lists which have a high level of Postcoding.

PIF size

The file sizes of the various elements in PIF are:

Delivery Point Information	50 bytes
Postcode	7 bytes
Delivery Point Suffix	2 bytes
Checksum character	1 byte
Total size per record	60 bytes

With 24.5 million records, the total size of the file is 1,495 Mbytes.

PIF format

PIF can be supplied on standard tape at 6250 bpi, ASCII or EBCDIC, with or without standard labels or IBM 3480 or IBM 3490E cartridges.

How to calculate the checksum character

The checksum character is used as a means of error detection to ensure that the rest of the barcode is correct.

Checksum characters can be produced automatically through the software available from co-suppliers. They're also available on the PIF.

You can also calculate the checksum character by following three simple steps. We'll use a Postcode of SN3 4RD and DPS of 1A as an example:

Step one

Use the table to find the row and column number for each character in the Postcode and DPS – for example the letter S is in row 5 and column 5 and the number four is in row 1 and column 5. Note that the sixth row/column is numbered 0 not 6.

		Column:					
		1	2	3	4	5	0
Row:	1	0	1	2	3	4	5
	2	6	7	8	9	A	B
	3	C	D	E	F	G	H
	4	I	J	K	L	M	N
	5	O	P	Q	R	S	T
	0	U	V	W	X	Y	Z

Write the references down in a grid, (like that below) then add them up.

		Postcode:			DPS:		Total			
		S	N	3	4	R	D	1	A	
Row	5	4	1	1	5	3	1	2	=	22
Column	5	0	4	5	4	2	2	5	=	27

Step two

Divide the totals by six (it's always six, no matter how many characters are in the Postcode), and note the remainder. In our example:

Row: $22 \div 6 = 3$ remainder 4

Column: $27 \div 6 = 4$ remainder 3

Step three

Refer these remainder figures back to the table, finding the character where they intersect – this is the checksum character.

For our example, row 4 and column 3 gives the checksum character K.

Even if your 'left over' character is zero (ie $24 \div 6 = 4$ remainder 0), this still relates to a row or column on the grid.

prepare your mailing

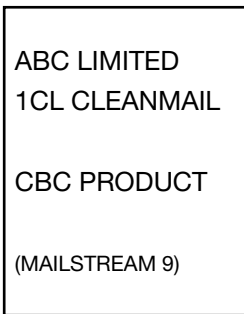
Always put your Cleanmail letters in labelled trays and store the trays in labelled cages

Get the trays right

We'll give you all the equipment. You just have to do a few simple things:

- separate your letters into Cleanmail 1, Cleanmail 2, Cleanmail Plus 1 and Cleanmail Plus 2
- separate your letters again into those using OCR and those using CBC
- put each of the eight different letter types into separately labelled trays
- make sure all letters are upside down and facing the front of the tray.

Tray labels looks like this:



- Company name
- Service/speed:
Cleanmail 1 or 2,
Cleanmail Plus 1 or 2
- Address method
(OCR or CBC)
- Mail Centre
information

Differing sizes

Cleanmail letters of differing sizes (eg C5 and DL) can be part of the same day's mailing but they must be the same delivery speed and use the same payment indicator.

York cages

Your local Mail Centre will give you York cages to transport and store your trays of Cleanmail.



York cage cards

Your account manager will give you tailored York cage cards containing details of the Cleanmail service you're using and your company name. These cards simply slot in the cages.

fill out a posting cheque

Always send us a correctly completed posting cheque for each Cleanmail mailing

You'll also need to provide a daily posting cheque for mailings spread over more than one day.

Value of accuracy

Always make sure your posting cheque is accurate – it will form the basis of our invoice to you.

If you spoil any cheques, mark them 'spoiled' and send them with the others in an envelope. Incomplete or missing cheques may delay your mail.

Help

For help and advice on completing your cheques, ask your account manager, your Royal Mail Sales Centre or visit www.royalmail.com/cleanmail

Electronic chequing

Our E-Pro system lets you complete and send cheques online. All you need is access to Internet Explorer 5.5.

E-Pro cheques give priced information as cheques are submitted, and additional reporting facilities are available online.

posting cheque

Send this copy with your mailing

Account holder
John Smith Associates Ltd
Smith House
75 High Street
Anytown
POST TOWN
PO57 CD3

Posted by / Mailing house
John Smith Associates Ltd
Smith House
75 High Street
Anytown
POST TOWN
PO57 CD3

Posting cheque number
N 09654968

Account number
041333042

1 Your mailing details

Mailing house code: PPI number: Date of posting:

Your reference: Cheque of of eg 1 of 2

2 Complete a new row for each different service, weight or size

Standard Tariff Letters, Packetpost™ and Cleanmail®											
		Packetpost		Class		Recorded		Size			
1	Contract code	<input type="checkbox"/> Standard Tariff	<input type="checkbox"/> Daily rate	<input type="checkbox"/> Packetsort	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
		<input type="checkbox"/> Special Delivery Next day	<input type="checkbox"/> Flat rate	<input type="checkbox"/> Flatsort*	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Large letter			RP code: <input type="text"/>	
2	Contract code	<input type="checkbox"/> Standard Tariff	<input type="checkbox"/> Daily rate	<input type="checkbox"/> Packetsort	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
		<input type="checkbox"/> Special Delivery Next day	<input type="checkbox"/> Flat rate	<input type="checkbox"/> Flatsort*	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Large letter			RP code: <input type="text"/>	
							<input type="checkbox"/> Packet			RP code: <input type="text"/>	
3	Contract code	<input type="checkbox"/> Standard Tariff	<input type="checkbox"/> Daily rate	<input type="checkbox"/> Packetsort	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
		<input type="checkbox"/> Special Delivery Next day	<input type="checkbox"/> Flat rate	<input type="checkbox"/> Flatsort*	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Large letter			RP code: <input type="text"/>	
							<input type="checkbox"/> Packet			RP code: <input type="text"/>	
4	Contract code	<input type="checkbox"/> Standard Tariff	<input type="checkbox"/> Daily rate	<input type="checkbox"/> Packetsort	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
		<input type="checkbox"/> Special Delivery Next day	<input type="checkbox"/> Flat rate	<input type="checkbox"/> Flatsort*	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Large letter			RP code: <input type="text"/>	
							<input type="checkbox"/> Packet			RP code: <input type="text"/>	
5	Contract code	<input type="checkbox"/> Standard Tariff	<input type="checkbox"/> Daily rate	<input type="checkbox"/> Packetsort	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
		<input type="checkbox"/> Special Delivery Next day	<input type="checkbox"/> Flat rate	<input type="checkbox"/> Flatsort*	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Large letter			RP code: <input type="text"/>	
							<input type="checkbox"/> Packet			RP code: <input type="text"/>	
6	Contract code	<input type="checkbox"/> Standard Tariff	<input type="checkbox"/> Daily rate	<input type="checkbox"/> Packetsort	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
		<input type="checkbox"/> Special Delivery Next day	<input type="checkbox"/> Flat rate	<input type="checkbox"/> Flatsort*	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Large letter			RP code: <input type="text"/>	
							<input type="checkbox"/> Packet			RP code: <input type="text"/>	
7	Contract code	<input type="checkbox"/> Standard Tariff	<input type="checkbox"/> Daily rate	<input type="checkbox"/> Packetsort	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
		<input type="checkbox"/> Special Delivery Next day	<input type="checkbox"/> Flat rate	<input type="checkbox"/> Flatsort*	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Large letter			RP code: <input type="text"/>	
							<input type="checkbox"/> Packet			RP code: <input type="text"/>	
8	Contract code	Cleanmail®		<input type="checkbox"/> OCR	<input type="checkbox"/> 1st	<input type="checkbox"/> 1	<input type="checkbox"/> Letter	Number of items	Weight per item		
				<input type="checkbox"/> CBC	<input type="checkbox"/> 2nd	<input type="checkbox"/> 2	<input type="checkbox"/> Packet			RP code: <input type="text"/>	

* Only available until 5.4.06

4 Your contact details

Name:

Telephone including STD code:

Authorised by if different to above:

Signature:

Your notes:

Royal Mail use only

Accepted by: Date: Time:

Row: Number of items: Weight per item:

Row: Number of items: Weight per item:

Row: Number of items: Weight per item:

Revised total number of items: Checked by:

Date stamp:

Total number of items:

RP code:

v01 A00/00 P00/00

with us it's personal®

N 09654968

27

A to Z of posting cheque terms

1 **Authorised by**

A person in your organisation with the authority to sign a posting cheque.

2 **Cheque _ of _**

Large mailings may need more than one cheque. If so, we need to know how many cheques are accompanying your mailing, and in which order they appear.

3 **Contract code**

Your Royal Mail account may have several users, each identified by a unique code. Refer to your contract to check yours, or if in doubt, use 01. Please note: for Cleanmail Plus, use 99.

4 **Flatsort**

The Flatsort service will be withdrawn from April 2006. Customers should use the Packetsort product with the large letter format.

5 **Letter**

An item whose:

- maximum weight is 100g
- maximum height is 165mm
- maximum width is 240mm
- maximum thickness is 5mm.

6 **Large letter**

An item whose:

- maximum weight is 750g
- maximum height is 353mm
- maximum width is 250mm
- maximum thickness is 25mm.

7 **Mailing house code**

A unique code we issue to each mailing house for identification.

8 **Packet**

Any item that is not a letter, large letter or A3 packet and whose:

- maximum length is 610mm
- maximum height is 460mm
- maximum width is 460mm
- maximum length for rolled items is 900mm with the length plus twice the diameter not exceeding 1040mm.

9 **PPI and PPI Number**

Printed Postage Impression is a pre-printed alternative to stamps or franking to show postage has been paid. The PPI number is the unique PPI associated with your account.

10 **RP code**

This is for Royal Mail use only.

11 **Size**

You are not required to use this column until the service is introduced in April 2006.

12 **Your notes**

This space is for you to write down anything you may need to remember about your mailing. Royal Mail will respect its confidentiality.

13 **Your reference**

To help with your accounts, any reference given here will appear on your invoice from us, along with the cheque number.

arrange your collection

We'll come to collect your mailing free of charge, as long as you're on the UK mainland

Planning your mailing

Please don't leave it until the last minute to tell us about your mailing.

If you are posting continuously (daily) or regularly (at least once a week), you don't need to notify us of individual mailings. However, you should provide your local Accepting Office with a rolling forecast of the daily, weekly or monthly postings as appropriate.

(It's also a good idea to schedule regular planning meetings so both parties can identify the resources needed for the week or month ahead.)

If you're a less regular user of Cleanmail, you need to give at least two working days' notice of your intention to post.

This lets your Accepting Office plan collection, supply trays, cages, labels and so on.

Please remember

Any failure to give the defined period of notice or other required information entitles Royal Mail to refuse to accept or collect the posting on the date requested.

Another option

You don't have to rely on us to collect your mailing. By prior agreement, you can always deliver the posting yourself to the Accepting Office.

Latest collection times

Usually, Cleanmail mailings must be ready for collection from your premises by 6.00pm at the latest (unless otherwise specified by Royal Mail).

This can move to 6.30pm or 7.00pm depending on which postcode area you are posting into.

To find out which time is specific to you, please check with your account manager or the local Royal Mail Sales Centre.

more for your business

We're committed to developing solutions and improving performance for our business customers. Why not get in touch to find out how we can help you?

**To find out more visit our website
www.royalmail.com**

**For more specific details
www.royalmail.com/cleanmail**

**Call your local Royal Mail Sales Centre on
08457 950 950 (local rate)**

**If you are deaf or hard of hearing,
we offer a textphone service on
08457 640 640**

**Unhappy with how Royal Mail has dealt with your complaint?
If you feel we have not solved your problem, or you require free,
independent help or information, you can contact Postwatch,
the postal watchdog, on 08456 013 265, email info@postwatch.co.uk
or write to FREEPOST POSTWATCH.**

www.postwatch.co.uk

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