

Pensord Technical Data

Mailing Information



In order for Pensord to sort your address data files accurately and, achieve the highest level of discount from the Royal Mail, you are asked to supply the data in the following format:

FIELD 1 = REFERENCE

FIELD 2 = NAME

FIELD 3 = ADDRESS LINE 1

FIELD 4 = ADDRESS LINE 2

FIELD 5 = ADDRESS LINE 3

FIELD 6 = POST TOWN

FIELD 7 = COUNTY

FIELD 8 = POST CODE

FIELD 9 = COUNTRY

* The **POSTCODE** must be in a dedicated field of its own.

* The **COUNTRY** must be in a dedicated field of its own.

* It is recommended that the first field of the address data contains a **'HEADER'** field stating what that field contains.

* There should be no commas or inverted commas included in the address data.

When deciding on the format of the address data it should be remembered that there are 8 print heads on the Domino address printer – each print head prints one line – the first line is taken up by the Royal Mail selection code leaving 7 lines for the address.

When supplying your mailing data it is good practice to declare the address fields you have used within your data and to state your preferred (printed) address lay-down. On addresses with more than 7 fields some lines will have to be combined to ensure all the address detail prints, if you have a preference on how you wish the address to print please state this when supplying the file.

EXAMPLE:

Sample of spreadsheet or Database File – first line is the 'HEADER' field

Reference	Name	Address 1	Address 2	Address 3	Post Town	County	Post Code	Country
XY12345	John Doe	Director	Any Co	9 Any Street	Newtown	Gwent	NP12 2DB	UK
XY12346	Jane Doe	Design Eng	Any Co	2 Any Road	Any town	Wiltshire	SA10 3RR	UK
XY12478	Jack Doe	Car Sales	This Co	4 That Road	Madrid	South	MD1468	SPAIN

Data Layout

Field	Data
1	XY12345
2	John Doe
3	Director
4	Any Co
5	Any Street
6	Newtown
7	Gwent
8	NP12 2DB
9	UK
10	Selection Code

Physical Printed Address Layout sample

60414 (Royal Mail Selection Code)	
John Doe	XY12345
Director	
Any Co	
Any Street	
Newtown	
Gwent	
NP12 2DB	UK

In this sample 4 fields have been combined in order to condense the address to 7 lines.

Fields 1 + 2 - Reference and name
Fields 9+10 – Postcode and Country

The first line of the address is taken up by the Royal Mail selection code. This is added to the mailing data by the address software when processed

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- Address data files should be supplied saved in 'CSV (comma delimited) (*.CSV) format
- Multiple Address data files should be supplied in separate files not as separate worksheets within the same file.

When supplying your mailing data it is good practice to always declare information on the mailing company to be used and the level of service the UK and overseas mail is to be posted out on.

- Mail service (UK)– Presstream 1 or 2 – Mailsort 1,2 or 3 - Standard Tariff 1st class or 2nd class.
- Mail service (Overseas) First Class (AIR) or Surface.
- Mail carrier (UK) Royal Mail – TNT – One Post - ETC.
- Mail carrier (Overseas) Royal Mail or consolidator.

Customer supplied pre-sorted address data:

Customers supplying their data pre sorted must supply the following:

1. Pre-sorted address data file.
2. Pre-sorted 'Bag Label' file.
3. Presstream / Mailsort report.
4. Presstream / Mailsort Line listing report.

Customers processing their own data for Presstream / Mailsort must take the following into account to ensure the address data is processed as the correct mail piece format in order to comply with size based pricing rules:

1. Product Size – Height + Length + thickness.
2. Product weight – Including all inserts, carrier sheet and polywrap.

Using the correct size and weight for the mail piece will also ensure that the correct amount of bag labels are produced during the mail processing.

Size based pricing formats are as follows:

1. **Letter Format** – (Maximum weight 100g)
 - (Maximum size = 165mm wide x 240mm long x 5mm thick)
2. **Large Letter Format** – (Maximum weight 750g)
 - (Maximum size = 250mm wide x 353mm long x 25mm thick)
3. **Packet Format** – (Maximum weight 1kg)
 - (Maximum size = 250mm wide x 353mm long x **over** 25mm thick)
4. **A3 Packet Format** – (Maximum weight 750g)
 - (Maximum size = 297mm wide x 420mm long x 25mm thick)

Note:

•To comply with volume levels on Presstream 1+2 or Mailsort 1+2 mailings there must be a minimum of 1,000 FULLY post coded UK items, lesser volume mailings will be processed as standard tariff mailings and so fail to attract any Presstream or Mailsort discounts.

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Mailing – Size based pricing weight bands



Product format - Weight bands -Pricing criteria

Size band

LETTER

maximum size
165mm wide x
240mm long x
5mm thick

0g 100g Set price within this size / weight band

There is a maximum of just 100g in this format.

LARGE LETTER

maximum size
250mm wide x
353mm long

0g 100g Set price within this size / weight band

101g 250g Set price within this size / weight band

251g 750g Price increases per gramme within this weight band (after 250g)

There is a maximum of 750g in this format.

A3 PACKET

maximum size
297mm wide x
470mm long x
up to 25mm
thick

0g 100g Set price within this size / weight band

101g 250g Set price within this size / weight band

251g 750g Price increases per gramme within this weight band (after 250g)

There is a maximum of 750g in this format.

PACKET

maximum size
250mm wide x
353mm long
over 25mm
thick

0g 100g Set price within this size / weight band

101g 250g Set price within this size / weight band

251g 1000g Price increases per gramme within this weight band

1001g 2000g Additional price increases per gramme in this size band (after 1000g)

There is a maximum of 2000g in this format.

Failure to process the address data or mail piece within the correct mail format will incur additional charges from Royal Mail

Postal services – options and timescales:

PRESSTREAM:

A 'Presstream' contract with Royal Mail is used for sending periodicals such as newsletters, journals and magazines which are published at least twice a year, it offers better discount rates than the equivalent Mailsort services. The entry requirements for Presstream are 1.000 large letter items, A3 packets or packets. (Letters are not accepted for Presstream)

Presstream offers a choice of two delivery service levels:

Presstream 1: Aims for a next day delivery service.

Presstream 2: Aims for delivery within three working days.

Acceptable formats for both Presstream 1 and Presstream 2 services are:

Large Letters -	up to 750g
A3 Packets -	up to 750g
Packets -	up to 2000g

MAILSORT:

A 'Mailsort' contract with Royal Mail is suitable for sending regular 'large volume' mailings and also less frequent 'large volume' mailings such as direct mail, catalogues and magazines. The entry requirements for Mailsort are 4.000 letter sized items, or 1.000 large letters, A3 packets or packets.

Mailsort offers a choice of three delivery service levels:

Mailsort 1: Aims for a next working day delivery service.

Mailsort 2: Aims for delivery within three working days.

Mailsort 3: Aims for delivery within seven working days.

In both cases (Presstream & Mailsort) the address data is sorted to postcode level, the sortation software sorts the mail into direct items, residue items and standard tariff items. Any non post coded or incorrectly post coded items will become standard tariff – there MUST be a minimum of 1,000 FULLY POST CODED items (directs or residues) to qualify for Presstream or Mailsort discounts. Any mailings which exceed 1,000 in quantity but do not achieve 1,000 fully post coded items will all mail as standard tariff items.

Standard Tariff offers a choice of two delivery service levels:

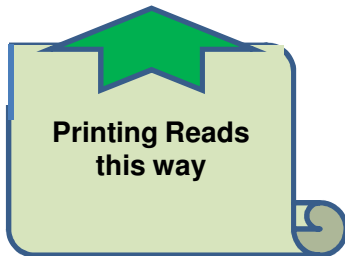
Standard Tariff 1: Delivery via the first class mail system - aims for a next day delivery service.

Standard Tariff 2: Delivery via the second class mail system - aims for delivery within three working days.

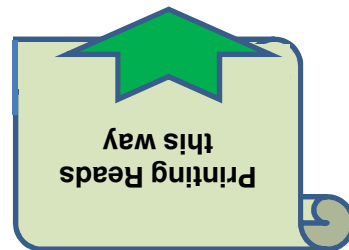
Polywrap Unwind codes:

Pensord can use unwind code 7 or 8 on their equipment – Unwind code 7 preferred

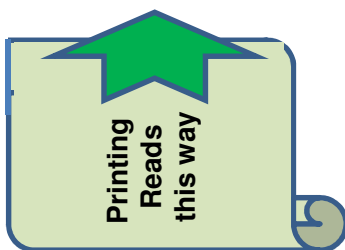
Unwind code 1



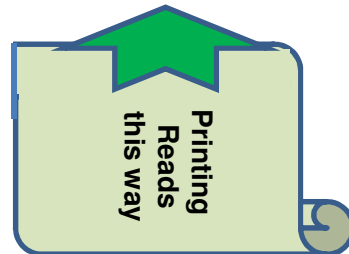
Unwind code 2



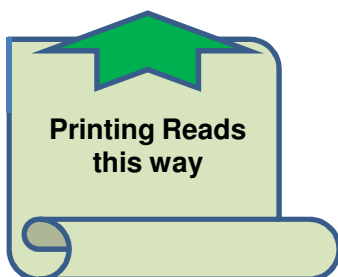
Unwind code 3



Unwind code 4



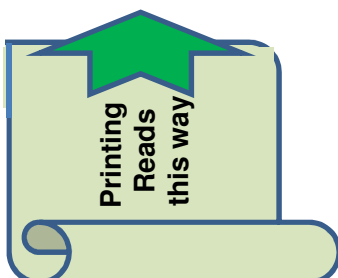
Unwind code 5



Unwind code 6



Unwind code 7



Unwind code 8

