



QUALITY PRINTING COMPANY *It's what we do!*

A monthly e-Gram from Quality Printing

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If A Tree Falls...

Does it make a difference? We think it does. That's why Quality Printing has announced its Earthtone Printing initiative. We're proud to be one of the first sheet-fed printers in Central Indiana to achieve FSC certification.

We're happy to be able to expand upon the responsible printing practices important to so many of you.

earthtone

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SW-COC-002841

The FSC trademark identifies products from well-managed forests
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New USPS Rules Turn Mail Upside Down

As of March 29, 2009, the United States Postal Service (USPS) might ask you to turn your mail upside down or backwards. That is, they want you to put the address label for "flats" on the top of the mail. What is the top you might ask? It depends.

- If you mail periodicals without an envelope, turn the piece so that the final fold or bound edge is on the right side. This usually puts your piece either upside down or so you are facing the back cover. With the bound edge on the right, the top is now anywhere in the top half of the piece.
- If you mail periodicals in an envelope or polybag, the top is either of the shorter sides.

These new rules apply to all package services, periodicals and standard mail "flats" that you plan to mail using automation, presorted or carrier route rates.

Why the rules change?

The USPS is introducing new automated systems for sorting flat mail as part of its Flat Sequencing Strategy. This equipment sorts the mail in sequence for mail carriers, which should reduce the amount of time they need to spend on sorting. In order to work in these sorters, periodical addresses need to be machine-readable.

What else changes?

- The labels must be in the top, and they must be sideways or readable from the top edge. The address labels cannot be upside-down with respect to the top edge.
- If the piece is small, the address label can extend below halfway as long as it is no further than one inch from the "top" edge.
- The address type must be at least 8-point type (.08 inches high)
- If the address is using an 11-digit Postnet or Intelligent Mail barcode, the address may be in 6-point type (.065 inches high) if it is all capital letters.
- The address should be in a sans serif font, and the USPS prefers all capital letters.

What happens if I don't follow the rules?

The USPS may charge you additional postage or have you correct your mail.

Where can I find out more about these rules?

The USPS has a Web site about these rules and the Flat Sequencing Strategy at <http://ribbs.usps.gov/index.cfm?page=flat>.