

Intelligent Mail Package Barcode (IMpb™) Impacts on Market Dominant Products

**Juliaann Hess
Manager
Shipping Information Systems
&
Rachel Devadas
Classification Specialist**

August 12, 2014

[CLICK HERE TO VIEW WEBINAR PRESENTATION](#)

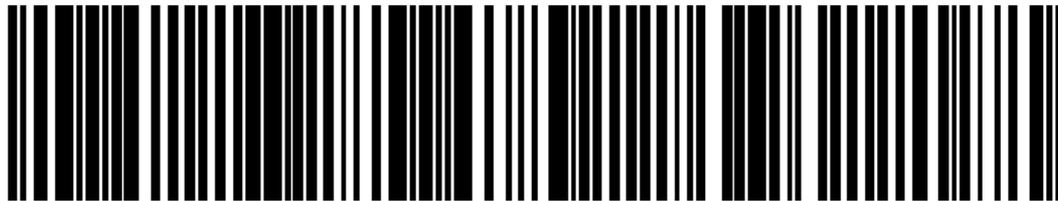
- IMpb and Electronic Documentation History & Overview
- Implementation Requirements
- Market Dominant Products
- Resources
- Questions/Comments

- Unique IMpb tracking or Extra Services barcode
- Shipping Services File Version 1.6 or higher, populated correctly with required fields
 - Version 1.7 or 2.0 preferred
- Destination delivery address and/or Delivery Point Validated (DPV) 11-Digit ZIP Code
 - Destination ZIP+4 Code acceptable until January 25, 2015
- Legacy tracking barcode and Shipping Services File formats acceptable until January 25, 2015

What is it?

The Intelligent Mail Package Barcode (IMpb) is the next generation tracking barcode and the critical bridge between physical packages and digital information required to enable world class service and tracking for our package products.

USPS TRACKING #



9211 7900 0065 8976 0000 59

Critical to 100% Package Visibility!!

What does it do for you?

Supports 100% Package Visibility and World Class Service and Tracking

- A unique tracking barcode on every package
- Scans at key touch points, full end-to-end tracking
- Tracking built in for major shipping products

- First-Class Package Services
- Priority Mail
- Parcel Select, including Parcel Select Light Weight
- Standard Post
- Returns



- Rich digital information improves service and the customer experience

- Access to the best prices for package products
- End-to-End tracking information at no additional charge for Competitive Products
- Proactively manage expectations – you and your customers know when to expect your packages to arrive
- Access to Priority Mail baked-in insurance up to:
 - \$50 for Retail and Commercial Base Pricing
 - \$100 for Commercial Plus customers
- Required for new products, services and features

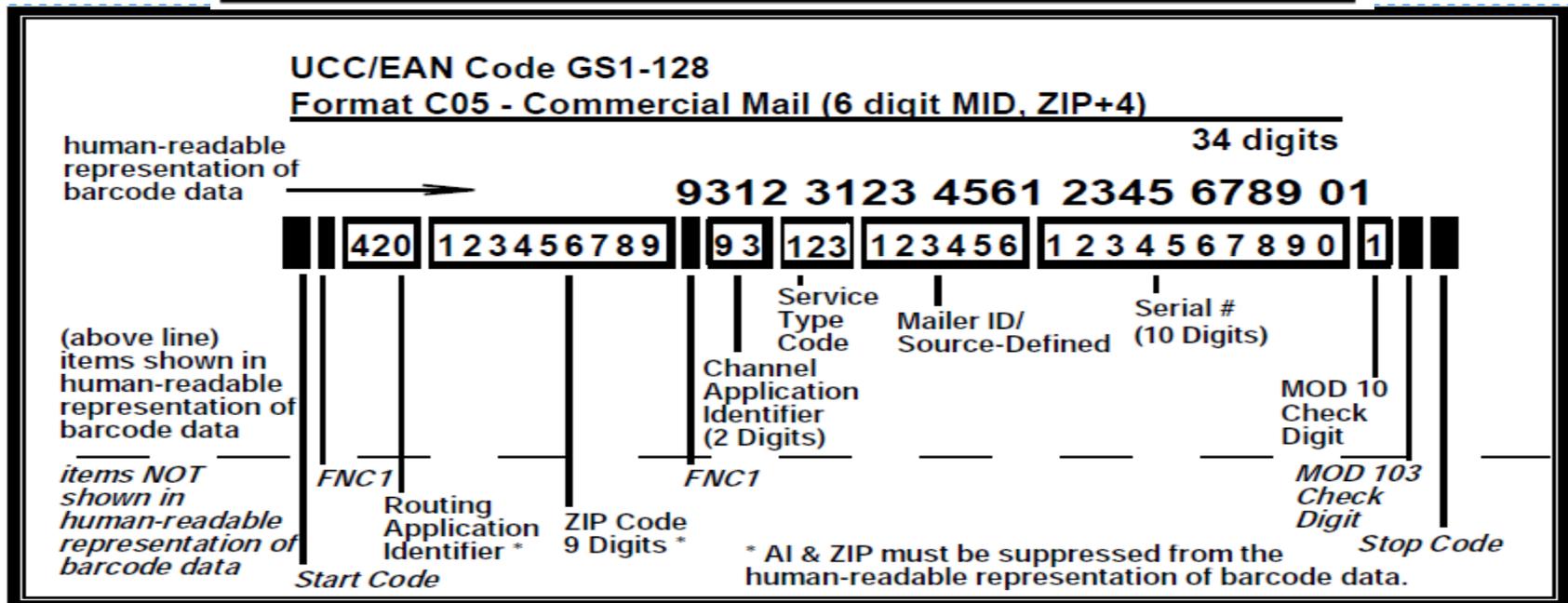
- 3-digit service type codes identify product class and extra service combination
- Eliminates multiple barcodes on a package
- Supports 6-digit or 9-digit numeric Mailer IDs
- Destination routing information in the barcode facilitates automated sorting
- Channel-specific Application Identifiers (AI)
- Supports nesting packages to containers for greater visibility

What's represented in the barcode?

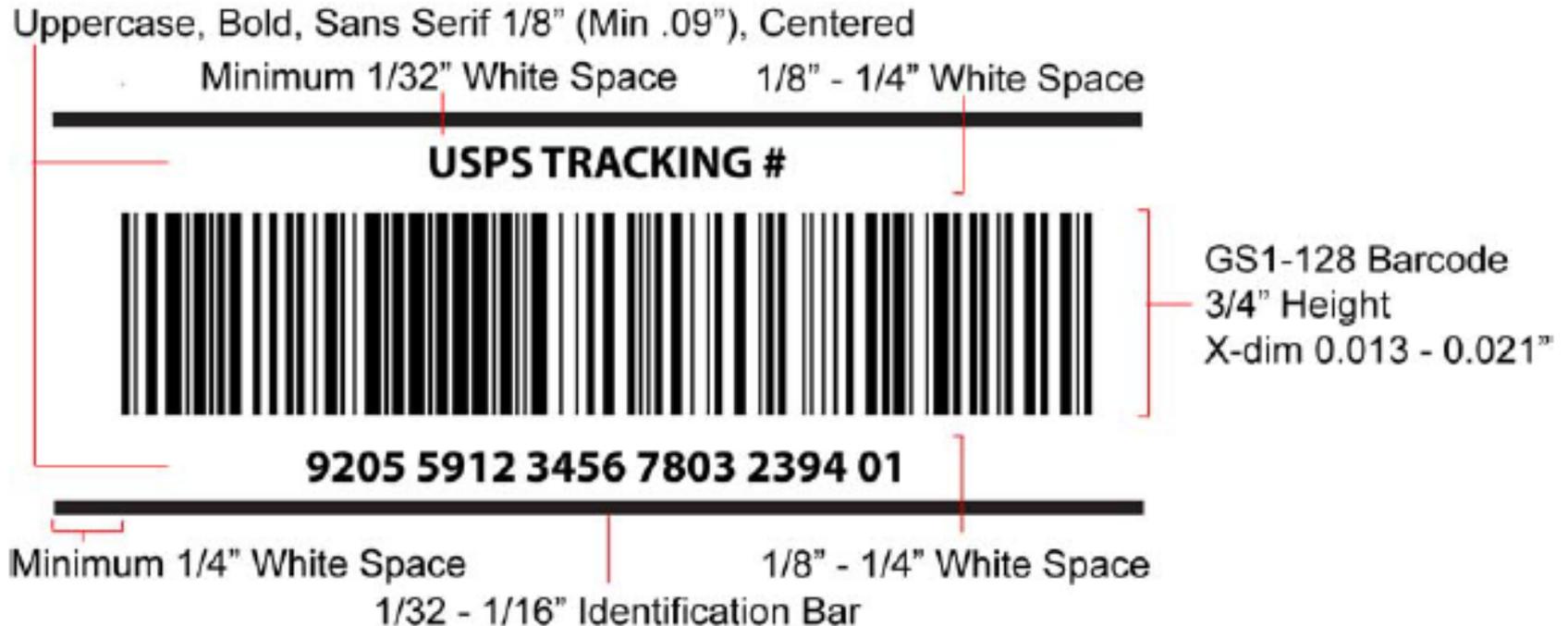
USPS TRACKING #



9312 3123 4561 2345 6789 01



**Note: Barcode is an art image only and is not to spec or scale.*



Shorter, 1/2" barcode height allowed for smaller packages with approval

**Note: Barcode is an art image only and is not to spec or scale.*

New Standards to Enhance Package Visibility

- **aka IMpb 2.0**
- **Final Rule published December 18, 2013**
- **Implementation Date – January 27, 2014**
- **Extended IMpb requirements to all Commercial Parcels and items with trackable Extra Services**
 - **Competitive Products January 27, 2014**
 - **Transition periods for customers shipping:**
 - Market Dominant Parcels until September 7, 2014
 - Merchandise Return Service until September 7, 2014
 - IMpb use with Certified Mail or Registered Mail until January 25, 2015
 - Business Reply Mail Parcels – *work in progress*
- **Destination Delivery Address and/or Delivery Point Validated 11-digit ZIP Code required in the electronic file January 25, 2015**

New Standards to Enhance Package Visibility – Good news....

- Presort and destination entry discounts no longer tied to IMpb compliance

- Meter customers retain Commercial Base pricing until January 25, 2015
 - However, unique IMpb, Label 400 – USPS Tracking, or special IMpb required for all parcels

- Exceptions requests entertained, submit to VP of Sales

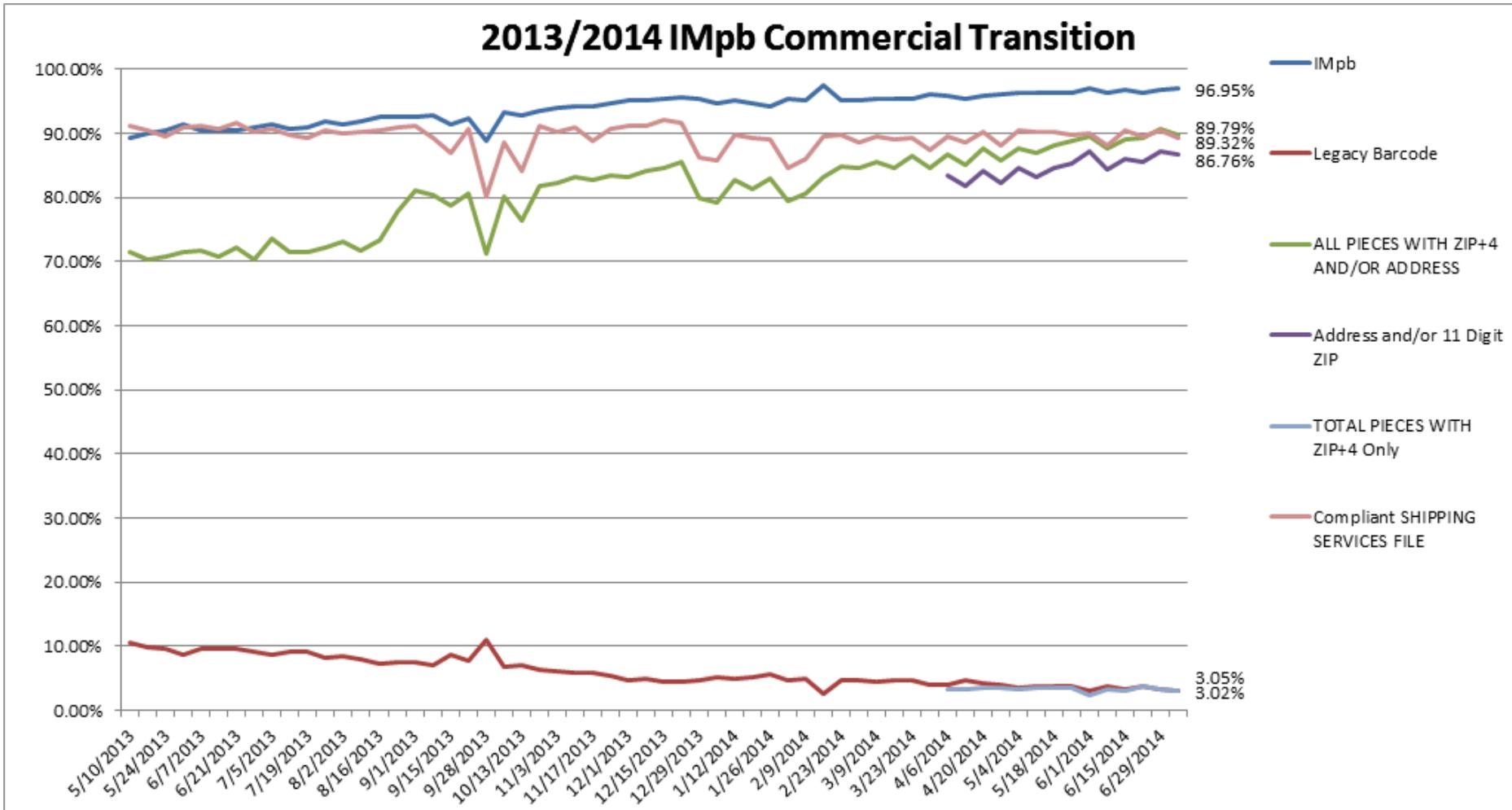
Market Dominant Products

- First-Class Mail
- Standard Mail
- Bound Printed Matter (BPM)
- Media Mail
- Library Mail
- Periodicals

Adoption Metrics for Market Dominant Products May 1-31, 2014

<i>Class of Mail</i>	<i>% IMpb</i>	<i>% Address or ZIP+4</i>	<i>% Compliant SSF</i>
<i>PS LightWeight</i>	98.48%	88.85%	97.36%
<i>First-Class Mail</i>	94.01%	92.75%	89.15%
<i>Parcel Select</i>	97.94%	95.05%	98.09%
<i>Priority Mail</i>	99.44%	96.33%	97.38%
<i>Bound Printed Matter</i>	98.50%	67.80%	80.66%
<i>Unspecified</i>	41.19%	0.20%	0.07%
<i>Media Mail</i>	99.50%	91.84%	89.74%
<i>Standard Mail Marketing</i>	99.08%	74.83%	90.59%
<i>Priority Mail Express</i>	66.69%	80.61%	66.04%
<i>Standard Mail</i>	99.95%	34.85%	34.70%
<i>Standard Post</i>	96.99%	90.54%	90.15%
<i>Critical Mail</i>	100.00%	92.29%	97.70%
<i>Library Mail</i>	98.17%	90.12%	90.22%
Total	96.43%	89.33%	92.56%

* Barcoded Volume Only
Source: Product Tracking & Reporting



* Barcoded Volume Only
Source: Product Tracking & Reporting

- Expected expansion of non-compliance fee to include Market Dominant products
- Dependent on rule making process and PRC approval
- Mailers will be given an opportunity to comment

- ❑ IMpb Compliance thresholds, only applicable to competitive at this time
- ❑ IMpb non-compliance fee 20 cents



IMpb Compliance Thresholds	Jan 2014	Sept 2014	Jan 2015
Unique trackable barcode IMpb or Legacy	98%	99%	99% IMpb Only
Destination delivery address, 11-Digit DPV ZIP Code or ZIP + 4 Code in file	93%	95%	98% Destination Delivery Address or 11-Digit DPV Only
Shipping Services file v1.6 or higher, including required data elements	90%	95%	97%

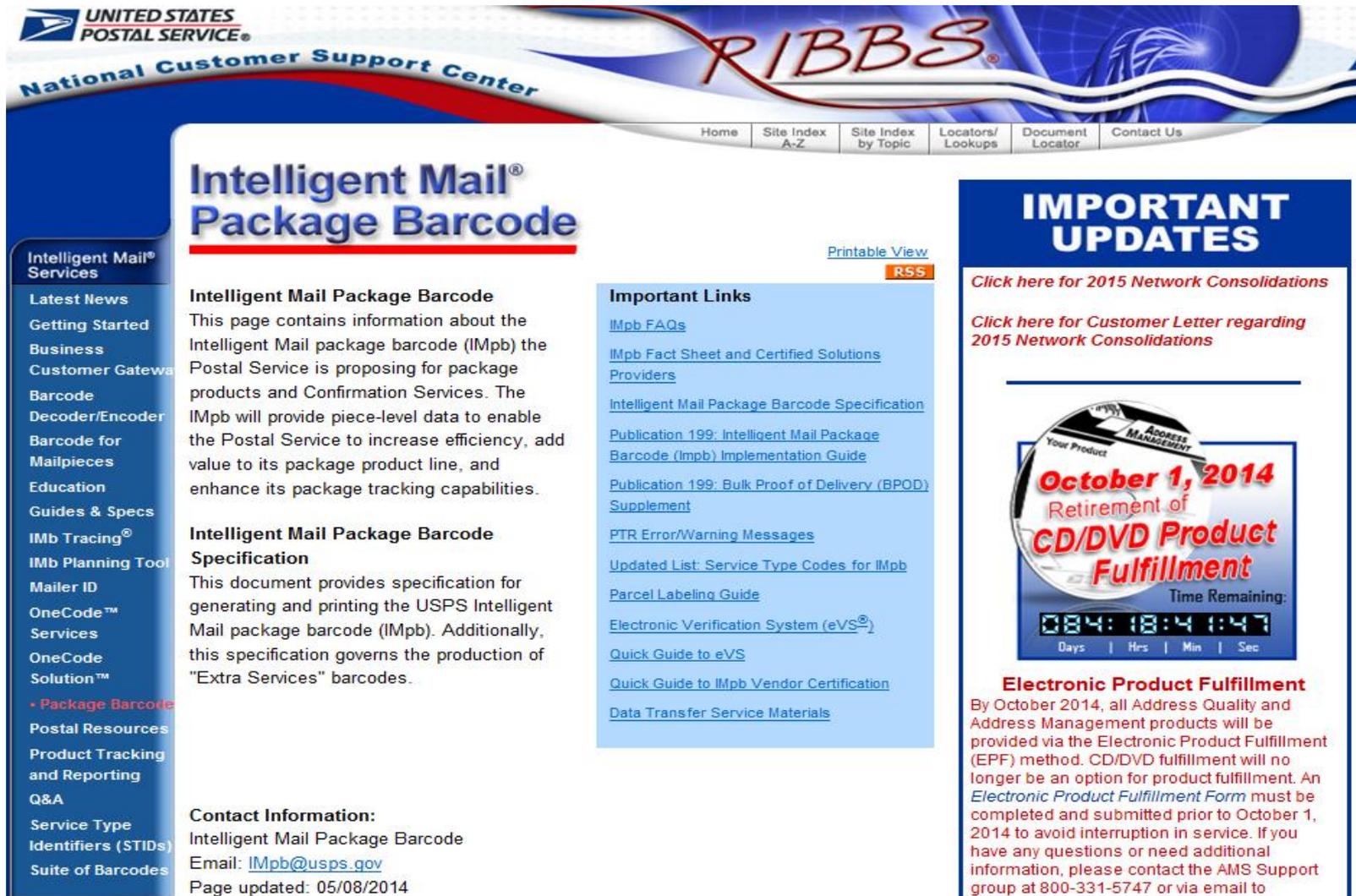
Alternate Ways to Meet Requirements

- **Bound Printed Matter (BPM) Parcels may use Mail.dat in lieu of SSF**
- **Standard Mail Parcels**
 - Standard Mail Marketing Parcels and Non-Profit Standard Mail parcels will require a unique IMpb or a unique IMb
 - Includes product samples
 - Excludes Regular and Non-Profit Standard Mail product samples with simplified address or Detached Address Labels (DALs)
 - Standard Mail parcels using unique an IMb may use either Mail.dat or Mail.XML in lieu of the SSF
 - Standard Mail parcels presorted and containerized to 5-digit level may use an IMb
 - IMbs must remain unique for 45 days

BRM Parcels

- USPS plans to publish a proposed rule requiring parcels using BRM to include an IMpb
- Expected publication within the next few weeks
- Expected implementation in January 2015
- Mailers will be given an opportunity to comment

<https://ribbs.usps.gov/index.cfm?page=intellmailpackage>
Or email IMpb@usps.gov



UNITED STATES POSTAL SERVICE®
National Customer Support Center

Home | Site Index A-Z | Site Index by Topic | Locators/ Lookups | Document Locator | Contact Us

Intelligent Mail® Package Barcode

[Printable View](#) [RSS](#)

Intelligent Mail® Services

- Latest News
- Getting Started
- Business
- Customer Gateway
- Barcode
- Decoder/Encoder
- Barcode for Mailpieces
- Education
- Guides & Specs
- IMb Tracing®
- IMb Planning Tool
- Mailer ID
- OneCode™ Services
- OneCode Solution™
- Package Barcode**
- Postal Resources
- Product Tracking and Reporting
- Q&A
- Service Type Identifiers (STIDs)
- Suite of Barcodes

Intelligent Mail Package Barcode

This page contains information about the Intelligent Mail package barcode (IMpb) the Postal Service is proposing for package products and Confirmation Services. The IMpb will provide piece-level data to enable the Postal Service to increase efficiency, add value to its package product line, and enhance its package tracking capabilities.

Intelligent Mail Package Barcode Specification

This document provides specification for generating and printing the USPS Intelligent Mail package barcode (IMpb). Additionally, this specification governs the production of "Extra Services" barcodes.

Contact Information:
Intelligent Mail Package Barcode
Email: IMpb@usps.gov
Page updated: 05/08/2014

Important Links

- [IMpb FAQs](#)
- [IMpb Fact Sheet and Certified Solutions Providers](#)
- [Intelligent Mail Package Barcode Specification](#)
- [Publication 199: Intelligent Mail Package Barcode \(Impb\) Implementation Guide](#)
- [Publication 199: Bulk Proof of Delivery \(BPOD\) Supplement](#)
- [PTR Error/Warning Messages](#)
- [Updated List: Service Type Codes for IMpb Parcel Labeling Guide](#)
- [Electronic Verification System \(eVS®\)](#)
- [Quick Guide to eVS](#)
- [Quick Guide to IMpb Vendor Certification](#)
- [Data Transfer Service Materials](#)

IMPORTANT UPDATES

Click here for 2015 Network Consolidations

Click here for Customer Letter regarding 2015 Network Consolidations



October 1, 2014
Retirement of
CD/DVD Product Fulfillment

Time Remaining:
084:18:41:47
Days | Hrs | Min | Sec

Electronic Product Fulfillment

By October 2014, all Address Quality and Address Management products will be provided via the Electronic Product Fulfillment (EPF) method. CD/DVD fulfillment will no longer be an option for product fulfillment. An *Electronic Product Fulfillment Form* must be completed and submitted prior to October 1, 2014 to avoid interruption in service. If you have any questions or need additional information, please contact the AMS Support group at 800-331-5747 or via email to



Publication 199: Intelligent Mail Package Barcode

(IMpb) Implementation Guide for: Confirmation Services and Electronic Verification System (eVS) Mailers

United States Postal Service Document

© 2014 United States Postal Service





Intelligent Mail® Services

Address Quality Products

Business Mail Acceptance

Certifications

Industry Outreach

Major/Minor Release Schedule

MDA Support Center

Move Update

MTAC

Operations

Updates

The Electronic Verification System (eVS) enables parcel mailers to submit documentation and pay postage by transmitting electronic manifest files to the eVS database, which is part of the *PostalOne!* system. Because eVS integrates with other systems and business processes for data collection and performance measurement, eVS makes it easy for customers to prepare and induct parcel mailings, streamlining their internal business processes as well as those with the Postal Service.

Contact Information:
eVS
Phone: 877-264-9693
Email: eVS@usps.gov
Page updated: 03/04/2014

Important Links

[Quick Guide to eVS](#)

[eVS Publications & Instructions](#)

[eVS File Layouts](#)

[eVS Approved Product List](#)

[eVS Forms](#)

[IMpb Certified Solutions Providers](#)

[Printable View](#)

[RSS](#)



Parcel Labeling Guide

POSTAL SERVICE

39 CFR Part 111

New Standards To Enhance Package Visibility

AGENCY: Postal Service™.

ACTION: Final rule.

SUMMARY: The Postal Service is revising *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) to require the use of Intelligent Mail® package barcodes (IMpb) on all commercial parcels, and to require the transmission of supporting electronic documentation including piece-level address or ZIP+4® Code information. Included in these new requirements is a per-piece price adjustment for mailpieces not complying with the IMpb standards. The Postal Service is also adding DMM reference to a future requirement to use a complete destination delivery address or an 11-digit delivery point validated ZIP Code™ in the mailer's electronic documentation.

DATES: *Effective date:* January 26, 2014.
FOR FURTHER INFORMATION CONTACT: Juliaann Hess at 202-268-7663 or Rachel Devadas at 202-268-3881.

USPS2000508 - Barcode Package Intelligent Mail Specification 2011-12-29 Rev E.doc



Barcode, Package, Intelligent Mail®

SPECIFICATION

USPS2000508 CAGE CODE 27085

Approval Block	
PROJECT ENGINEER 12/29/2011	W. Barcheck
PROJECT MANAGER 12/29/2011	H. Patel
DEPT MANAGER 12/29/2011	S. Dearing
CM STAFF 12/29/2011	S. Ashby

UNITED STATES POSTAL SERVICE DOCUMENT

THIS DOCUMENT PREPARED IN ACCORDANCE WITH USPS STD-11

© 2011 United States Postal Service

<http://www.gpo.gov/fdsys/pkg/FR-2013-12-18/pdf/2013-30023.pdf>

Webinar Title	Webinar Date	Speakers
✓ IMpb Impacts on Returns	March 11, 2014	Juliaann Hess Kevin Gunther
✓ Transition of BRM Parcels to MRS	April 8, 2014	Juliaann Hess Richard Thornton
✓ Returns Containing Mailable Hazardous Materials	May 13, 2014	Juliaann Hess Kevin Gunther
✓ Scan Based Payment for Returns	June 10, 2014	Richard Thornton Kevin Gunther
✓ IMpb Overview	July 8, 2014	Juliaann Hess
✓ IMpb Impacts for Market Dominant Products	August 12, 2014	Juliaann Hess Rachel Devadas
IMpb Impacts on Extra Services	September 9, 2014	Juliaann Hess Karen Key
IMpb Compliance	October 14, 2014	Juliaann Hess Heather Dyer