



18 May 2018

Royal Mail Wholesale

4th Floor
185 Farringdon Road
London
EC1A 1AA

Mailmark poly-wrap large letter testing

Dear Customer,

We are working closely with customers to improve the barcode read rate performance of Mailmark poly-wrapped large letters. To continue the progress made in resolving this issue we are extending the period of testing poly-wrapped large letters until 30 June 2019.

The testing results so far

Over the past year we have worked with mail producers to help them understand the causes of poor barcode readings, testing 221 mailings between October 2017 and May 2018. Clear results are emerging from the testing as follows:

- Laser printing performs better than inkjet printing with recent mailings demonstrating a barcode read rate of 91% for laser printing compared to 74% when using inkjet printing;
- Performance using ink jet is improving with the most recent test mailing in April achieving a barcode read rate of 94%;
- 1C mailing items are sometimes processed manually to ensure they achieve the required quality of service. This results in lower barcode read rates.

How to participate in the testing

If you would like us to work with you to improve on the performance of your Mailmark poly-wrapped large letters, you simply need to participate in the next testing period which runs from now until 30 June 2019. To enable Royal Mail to monitor the test results more effectively and provide you with specific feedback on your individual mailings, participating customers must do the following:

1. **Register with us** – customers can register to participate in the testing by simply emailing the Mailmark Quality Team at mailmarkqa@royalmail.com and providing their Mailmark participant ID. Customers mailing 1C poly-wrapped large letter items do not need to register but they must identify poly-wrapped large letter items on the eManifest and in the

barcode (see Annex A). If you are an Access Letters contract holder or a mail producer you may apply to register on behalf of your customers; and

2. **Identify poly-wrapped large letter items on the eManifest and in the barcode** – customers must include references in their eManifest and Mailmark barcode to indicate that they are mailing poly-wrapped large letters. Appendix A to this letter provides guidance on how to do this.


Subject to the items meeting the Mailmark specification, customers that meet both requirements above, will benefit from a 20% tolerance per eManifest before we apply non-machine processed charges to poly-wrap large letter items that are not be read by our machines. For example, if Royal Mail is unable to read the Mailmark barcode on 26% of the poly-wrap large letter items you submit, we will apply the non-machine processed charges to 6% of those items.

We will continue to apply any other non-compliance charges as applicable to all items, for example barcode infringes clear zone, incorrect barcode structure, missorts and unmanifested items, as per the Mailmark Adjustment Framework at <https://www.royalmailwholesale.com/royal-mail-mailmark/>.

We look forward to continuing working with you to improve the performance of your Mailmark poly-wrapped large letter mailings.

If you would like to discuss the opportunity to test Mailmark poly-wrapped large letters further please contact your Account Director.

Yours sincerely,



Luisa Fulci
Regulated Products Director
Consumer and Network Access

APPENDIX A – Applying a reference to the eManifest and barcode

Customers participating in the Mailmark polywrap large letter testing between May 2018 and June 2019 must include a reference identifier in their eManifest and Mailmark barcode to indicate that the items are poly-wrapped large letters or unwrapped large letters as follows:

In the eManifest:

- Upon creating an eManifest, add the following reference as applicable to the “Mail Information Type” field (Spare field 2):
 - ‘F’ when you use laser to apply the barcode;
 - ‘L’ when you use ink jet to apply the barcode;
 - ‘Q’ when the mailing is unwrapped.

In the barcode

- Upon creating the item barcode, add in the ‘Mail Information Type ID’ field the following reference as applicable:
 - ‘F’ when you use laser to apply the barcode;
 - ‘L’ when you use ink jet to apply the barcode;
 - ‘Q’ when the mailing is unwrapped.

If you are unsure how to do the above please ask your software provider for assistance.