ROYAL MAIL MAILMARK®:

CREATING SUPPLY CHAINS

This document explains how to create supply chains and includes details of our exception policies when it is not practical to name the true mail originator in a supply chain.

Contents

PART A: WHAT IS A SUPPLY CHAIN AND HOW TO CREATE IT

A Mailmark supply chain is made up of four participants:

- **Mail Originator –** is the participant for whom the mail is being produced and delivered;
- **Mail Producer –** is the participant responsible for producing (including printing and enclosing) the Mailmark barcoded mailing items within a bulk mail consignment;
- **Carrier –** is the participant that provides the transportation and handover of consignments to Royal Mail;
- **Bill Payer –** is the participant that pays Royal Mail for the consignment against which an eManifest has been uploaded.

How to create a supply chain

1. Check with each of your participants that they are registered to use Royal Mail Mailmark®. A participant can register on line at www.royalmail.com/mailmark. For details on how to register, see Annex A.

2. Ask each participant of your supply chain for their participant ID. If they are not registered, they must register and obtain a participant ID with us at www.royalmail.com/mailmark. For details on how to obtain a participant ID, see Annex B of this document.

3. Once you know the participant IDs of each participant in the supply chain, you apply for a unique supply chain ID from Royal Mail using the request form below.

Royal Mail Mailmark
SCID Request Form 0

IMPORTANT NOTE: For each supply chain you create, we will assign to it a unique supply chain identifier (SCID) that you must use each time you generate an eManifest for the same supply chain. The unique SCID identifies who is responsible for the mailing items and who will pay for the items. We urge you to take extreme care when submitting an eManifest to select the correct SCID. We consider misuse of SCIDs to be a serious breach of the Mailmark terms and conditions.

You can use your SCID to check the performance of your Mailmark mailing
Subject to the "Bill Payer's" permission, each participant in a supply chain has access to "Mailmark Reporting" which tells you the date on which the mailing items were processed by Royal Mail and which items, if any, failed to meet the specification and the reasons for such failure. To view the performance of your Mailmark mailing, log on to http://www.royalmail.com click "Access Mailmark" and then follow the "Go to reports". The performance data is available on Mailmark Reporting for up to 90 days after the day of handover to Royal Mail.

PART B: EXCEPTIONS TO SCID SET UP

Due to certain practical production issues that make it difficult to name the true mail originator participant in a supply chain, you may create a supply chain, by exception, whereby one of the other three participants may be named as the mail originator in place of the true mail originator. We detail below these exceptions:

The mail originator posts less than 200,000 mailing items a year
If the end customer posts less than 200,000 mailing items a year, they do not need to be named as the mail originator participant in the supply chain. For clarity, the mail originator is the end customer that has commissioned the mailing - the participant for whom the mail is produced and delivered.

The mail producer posts less than 3 million mailing items a year
This is a mail producer that either has multiple customers which individually post less than 200,000 mailing items a year and/or post more than 200,000 items a year but their combined total volume does not exceed 3 million mailing items.

The supplier is consolidating hybrid mail (electronic data consolidation)
A user in a business creates a letter via a print supplier's digital platform for it to be printed and posted with other customers' items ("hybrid mail"). E.g. supplier receives data and pack design digitally, prints and envelopes items alongside other customers' items and posts all items as one mailing. If you request a SCID for such use, we will ask you to confirm that the mailings you submit using the unique SCID will be for hybrid mail only.

The supplier is collecting pre-printed mail and consolidating it (physical mail consolidation)
The supplier is collecting pre-printed mail from many different customers, consolidating it for sortation as one mailing and applying a Mailmark consolidated barcode to the items.

The mail originator is posting less than 4000 items on a given day
Regardless of whether the end customer posts more than 200,000 mailing items a year, if on any given day, the end customer posts less than 4000 items, that day's items may be printed with a Mailmark consolidated barcode and consolidated with other end customers' mailing items to comprise one mailing.

INTERIM EXCEPTION The mail producer consolidates low filled trays of Business Mail
We recognise that for some producers of business mail the current requirement to not mix SCIDs in trays could result in an increase in trays which would add cost for all the supply chain. Whilst we are working on a solution to enable you to mix SCIDs in trays, we will allow you to apply an exception SCID to such mailings. Please contact us if you meet these circumstances.

IMPORTANT NOTE: Any customer on a Royal Mail incentive must use SCIDs in which they are specifically named as the mail originator participant. This means that should such a customer post any volume using an exception SCID, that volume would not be eligible for the Royal Mail incentive.

# ANNEX A: HOW TO REGISTER FOR ROYAL MAIL MAILMARK®

Have you registered as a business user on royalmail.com?

To use Mailmark and access the item level performance reports you must be a registered business user on royalmail.com. Your email address provides you access to Mailmark Reports.

Once you have registered, we can register you as a Mailmark Participant and include you as one of four participants in a "Supply Chain". Each participant may be part of more than one Supply Chain.

The 4 steps below show how to register as a business user on royalmail.com.

1. Type www.royalmail.com into your browser
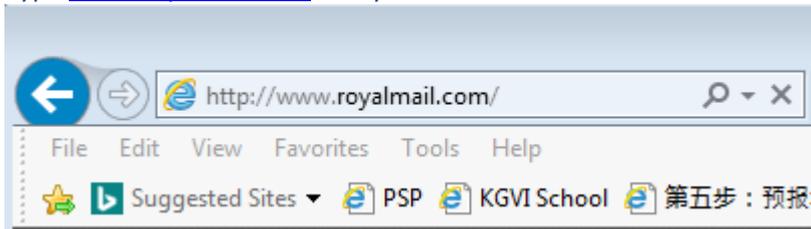
2. Select 'log in / register'
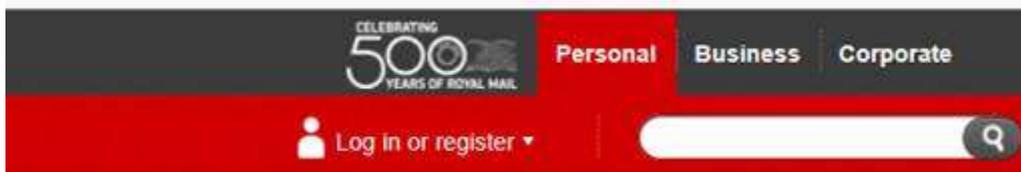
3. Select 'Register' – at the bottom of the box which has opened
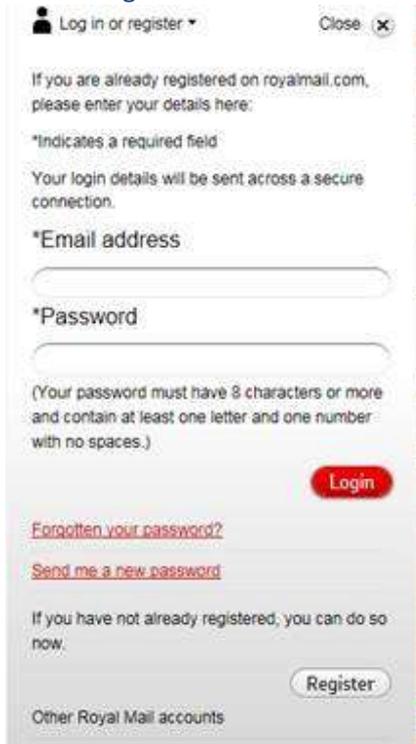
4. Select 'Business Use' and then continue

Register with royalmail.com

*Indicates a required field

Why do you typically visit royalmail.com?*
So that we can provide you with the best possible service, please tell us whether you use our website mainly for work (business) or home (personal) reasons.

○ Personal use

○ Business use

Continue

ANNEX B: HOW TO SET UP A MAILMARK PARTICIPANT ID

ACCESS (DSA) SET UP

 Use the form below and send to mailmark@royalmail.com

Mailmark Participant Set Up Details		
Company Name		
Company Address and Postcode		
Customer Contact Name		
Customer E-Mail Address *(The email address must link to a person registered as a business user on www.royalmail.com)*		
Customer Job Title		
What is your Royal Mail account number?	Retail account no. N/A	Wholesale account no. N/A

RETAIL SET-UP

a. If you are to be the "bill payer" within a supply chain, you will first need the Mailmark services adding to your Royal Mail OBA account. Ask your Royal Mail Account Manager to do this or email mailmark@royalmail.com with the following information:
the OBA account number that you will use for Mailmark services;
the barcode type (2D or 4State);
the name of the mail producer; and
your participant name.

Once we have added the Mailmark services to your account, we will email you confirmation of your participant name and ID number and your supply chain name and ID number.

b. For any other type of participant, complete the form below and email it to mailmark@royalmail.com

Participant ID
request form_retail 0

Once we have verified your details, we will email you your participant name and ID number.