

Roberts Printing provides you an outstanding one-stop shop for all your general and customized mailing needs.

Roberts Printing puts some of the most advanced mail service technology to work for you. Our mailing professionals successfully provide a comprehensive range of services from ink jetting, mail sorting and delivery to unique customization of mail pieces using variable data including PURLs® (personalized URLs) for enhanced customization and tracking using the Internet.

Our experienced staff will work with you from the onset of your project to help ensure your finished product will meet all the necessary United States Postal Service guidelines and avoid unwanted surprises when it's time to mail.

We can help determine correct weight, caliper, uniformity, flexibility, aspect ratio, and more. We also ensure your address block is placed properly, readable by USPS machinery and all guidelines are met.

As an added layer of insurance, we also process your data through the National Change of Address service (NCOA), per the updated USPS requirements. We understand these complexities and stand ready to help you through the process.

Take advantage of the expertise of Roberts Printing to rest assured that your project will be handled by professionals you can count on to deliver success!

## INTELLIGENT MAIL BARCODES

The Intelligent Mail Barcode is the next generation of mailing services used to track letters and flats through a new barcode technology. One of the main benefits of using the Intelligent Mail Barcode is it gives mailers end-to-end visibility into the mailstream, which will create actionable information for all your marketing campaigns. Simply by using the Intelligent Mail Barcode, you will improve the quality of your mail list and maximize efficient mail delivery. In order to achieve its goal of end to end visibility, the Postal Service has incorporated 3 enhanced services. Ask your Roberts Account Manager for further details.

## NCOA (National Change of Address)

The minimum frequency for the USPS "Move Update Compliance" (NCOA) is 185 days to 95 days prior to mailing and will be required for all Standard and First Class Presort mailings. Roberts takes the extra step to process your data through the software to automatically update records of those individuals or businesses who have filed a change of address with the USPS within the last 18 months.

Standard mail mailings in "non-compliance" of the move update will be charged \$.07/ piece in addition to standard mail postage.

## HOW IS THE POSTAGE PAID?

The most cost effective method for mailing services is to have the permit imprinted or preprinted on your mailer. The actual postage cost itself will be determined on the address data that is in your file and the class of postage you are mailing.

Postage money is always due in advance of the mail date and you will receive written notice of the approximate postage due. Checks must be made payable to the **US Postmaster** and be delivered to our offices one day prior to mailing if using a permit imprint or metering. If live stamps are required payment may be needed earlier in order to purchase stamps as necessary. If getting a check processed is lengthy in your company, we can estimate the postage based on a certain quantity mailing. Any adjustments would be made to your invoice provided you have net 30 terms in good standing.

## PRODUCTION

- Automated Machine Inserting
- Variable Data Personalization
- Automated Tabbings
- Inkjet Addressing
- Inkjet Numbering
- Product Barcoding
- Laser Printing for Personalization
- Pressure Sensitive Labeling
- Metering & Live Stamping
- Hand Assembly
- Delivery to USPS Bulk Mail Centers
- Drop Shipment Analysis

## DATA SERVICES

- Mailing List Research & Procurement
- CASS Certification & Delivery Point Validation
- List Maintenance Including Merging, Purging, & De-Duping Files
- Move Update Compliance (NCOA Processing)
- Intelligent Mail Barcodes

