

Do you use Business Reply Mail?

Does your envelope or label still have the Postnet barcode?

If so, your envelope needs to be updated to the Intelligent Mail barcode (IMb)!

From POSTNET™...



...To IMb™



Are you aware the process for obtaining United States Postal Services (USPS) envelope barcodes and artwork has changed? How do you go about updating your envelope or label bar code and artwork?

It's a fairly easy process!

- Contact Brenda in Central Mail at 651-296-6801 to let her know you need updated envelope or label artwork.
- Send her 10 of your current envelopes.
- Central Mail will request new artwork from USPS on your behalf, and will return it to you.

What do I do with the new artwork?

- After you receive your new envelope or label artwork, send it to your printer.
- Have your printer provide 10 samples, cut to size, or on the actual envelope stock they will use.
- Send the 10 samples to Central Mail.

Then what happens?

- Central Mail will forward the samples to USPS for review and approval.
- We will also include an application for Qualified Business Reply Mail (QBRM) postage rates, which makes significant cost savings possible!
- When approved, print, print, print!

While the process has changed, following it as outlined above will provide you and the State of Minnesota with postage savings! It's a win-win for all.