

KNOWLEDGE IS POWER

# K.I.P. CLIPS

EFFECTIVE SERVICE COMMITTEE

## Sweet Smell of Change

Heightened concerns about security and safety in recent years have meant that most mailings containing cosmetics must be sent by surface transportation — until now. The Postal Service has revised mailing standards in the Domestic Mail Manual to allow shippers to send beauty aids by air.

Shippers have to obtain a U.S. Department of Transportation (DOT) Special Permit 9275, and the parcels have to be packed according to safety control measures. Mailers who qualify may now use First-Class Mail, Priority Mail or Parcel Select service for their goods. Parcels sent with the permit must have a label on the address side of the package that reads "USPS Approved DOT – SP 9275."

"Shippers of beauty aids are delighted to have these options for timely delivery of their products," said USPS Manager of Mailing Standards Sharon Daniel.

Cambridge, MA-based beauty products giant Crabtree & Evelyn also is enthusiastic about the change. "We knew we could achieve results that other businesses could benefit from by joining as partners with the USPS team," said Donna Young, the company's U.S. distribution director.



ISSUE 4

## Blue's Clues



### NAVIGATING THE BLUE PAGE

#### TOTAL RETURN

Shipping needs passed the point of no return? Not any more. USPS has launched its new returns@ease webpage to offer companies a selection of easy-to-use returns services — giving businesses a convenient tool to help their customers return products. Available on usps.com, the returns@ease webpage contains links to all the returns solutions available through the Postal Service. Businesses can now compare Parcel Return Services and Merchandise Return Service. They also can check out online label generating options through Click-N-Ship and Shipping Assistant, all in one convenient location.

T.O.T.S Tools Of the Trade

## Getting it Right

### Charging Correct Postage for First-Class Mail Square Greeting Cards

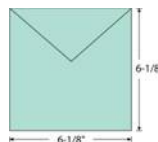
Greeting cards are available in various shapes and weights and the popular "musical" cards add music to further personalize the greeting card experience. Many of these greeting cards are square. Letter-size square greeting cards are subject to the 17¢ nonmachinable surcharge in addition to the applicable First-Class Mail postage. Often, the envelopes for these cards are appropriately marked, "extra postage required." Some square greeting cards exceed letter-size standards (maximum 6-1/8" height) and are classified and priced as large envelopes (flats) not parcels.

We find that some of these greeting cards with the correct postage affixed are received at their destinations incorrectly

marked "postage due" and marked up at the package (parcel) rate. These greeting cards should not be marked "postage due" when the correct postage is affixed.

Remember, to be classified and priced as a parcel, a mailpiece must be over 1/4" thick, if rigid, or over 3/4" thick, if flexible.

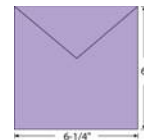
#### Square Greeting Cards



Example 1: A slightly flexible greeting card that measures 6-1/8" long x 6-1/8" high x 1/4" thick and weighs 1.5 ounces.

Although it falls within letter-size standards, it does not meet the aspect ratio criterion (it is square and therefore has an aspect ratio of less than 1.3), so the mailpiece is classified as a nonmachinable letter and pays the 2-

ounce letter rate — 58¢ plus the 17¢ nonmachinable surcharge, for a total of 75¢.



Example 2: A uniformly thick, slightly flexible musical greeting card that measures 6-1/4" long x 6-1/4" high x 1/4" thick and weighs 2 ounces. It exceeds the maximum letter height of 6-1/8", but it meets the rectangular, uniform thickness, and flexibility criteria for a large envelope, so the mailpiece is classified as a large envelope and pays the 2-ounce large envelope rate — 97¢.

Editor, Debi Chapman-Hermann  
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