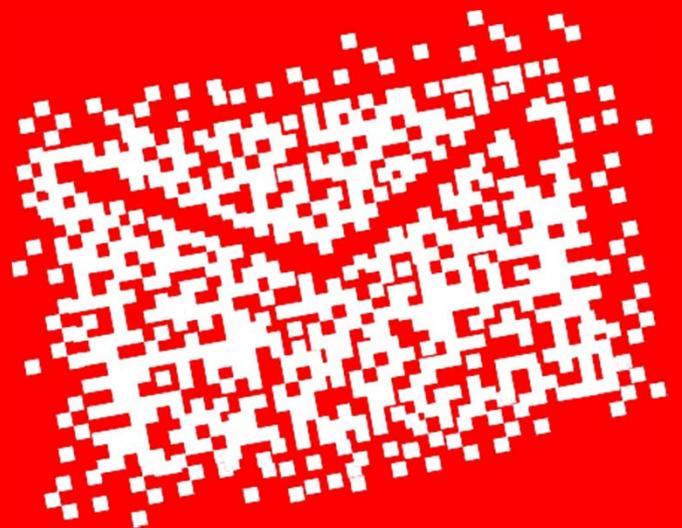


User Guide

Business Mail



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Business Mail is the perfect solution for your general business correspondence, transactional mail, bills statements or invoices

Introduction

Dear customer

Thank you for considering Royal Mail Business Mail 1st Class® and Business Mail

We have compiled this product guide to help you get started.

We define Business Mail as general correspondence and items of a personalised nature for transactional, contractual or relationship purposes.

If you are not sure at this stage whether your mailing fits the definition you can contact us on 020 7371 6957, or by email at helpline@royalmailtechnical.com

Your Business Mail options at a glance:

Options	Choices
Delivery Speed	1 st Class (Business Mail 1 st Class only) 2 nd Class (Business Mail only) Economy + Economy deferred (Business Mail only)
Format	Letter Large letter
Machine-readable	not Machine-readable Account or Machine-readable Advanced
Sorting	No sortation Low Sort High Sort
Containers	bags trays segregated bundles

In order to receive prices for machine-readability you have the following options:
 Letters must have a Royal Mail Mailmark® barcode or machine-readable Account or Advanced specifications, OCR, or meet our Barcode, specifications including minimum volume entry levels
 Large letters must meet our Royal Mail Mailmark® barcode or machine-readable Account or Advanced specifications OCR or barcode specifications



Entry Criteria

All items, to qualify for Business Mail 1st Class and Business Mail, must:

- Be correctly addressed and postcoded

- Be letter or large letter format

- When sorted, be correctly presented as per the Low Sort or High Sort options

There are some additional restrictions applying only to large letter items. Large letters must not:

- Be goods fulfilment items (unless they are Permitted Items of the kinds described at <http://www.royalmail.com/general-correspondence/uk-delivery/business-mail>;
- or use prohibited packaging padded envelopes, cardboard and other stiff or inflexible packaging)

There are a range of options applicable to both Business Mail 1st Class and Business Mail for you to choose from, enabling you to select what is most appropriate for your needs:

No Sortation

Volume requirements

Volumes are per class, per day and per site

Product Option	Format	Volume
1 st Class and 2 nd Class with no additional options	letter large letter	no minimum volume no minimum volume
Not machine-readable	letter large letter	no minimum volume no minimum volume
Machine-readable*	letter large letter	minimum 500 minimum 250
Account or Machine-readable Advanced*	letter large letter	no minimum volume minimum 500 letter items or 250 large letter items per sales order to obtain a discount

* Free collections only apply to Machine-readable and Machine-readable Advanced options with a minimum of 500 letters or 250 large letters.

Delivery speed choices

1st Class (Business Mail 1st Class only): we aim to deliver on the next working day after posting

2nd Class (Business Mail only): we aim to deliver within three working days after the day of posting

Format and weight

Product Option	Format	Weight
1 st Class and 2 nd Class with no additional options	letter (up to 240mm x 165mm x 5mm) large letter (up to 353mm x 250mm x 25mm)	max 100g max 750g
Not machine-readable	letter (up to 240mm x 165mm x 5mm) large letter (up to 353mm x 250mm x 25mm)	max 100g max 750g
Machine-readable	letter (up to 240mm x 165mm x 5mm) large letter (up to 345mm x 245mm x 10mm)	max 100g max 750g
Account or Machine-readable Advanced	letter (no smaller than 145mm x 110mm x 0.25mm), up to 240mm x 165mm x 5mm large letter (up to 353mm x 250mm x 25mm)*	max 100g max 750g

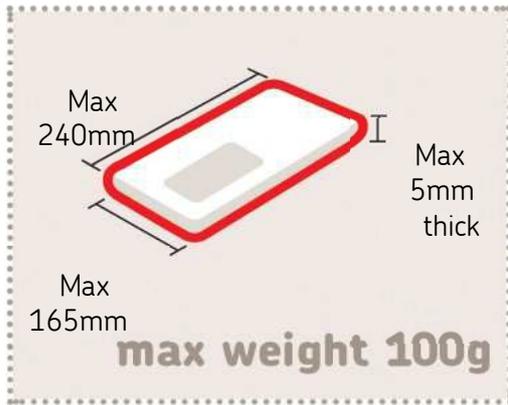
* To achieve discounts large letters should be 345mm x 245mm x 10mm.

Advanced large letters are initially only available for customers posting on an account with Royal Mail.

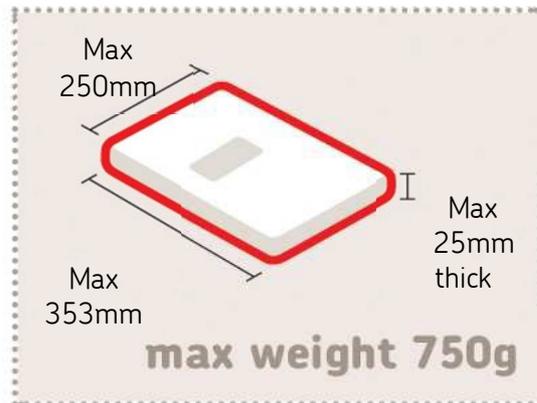


Format Options – Business Mail

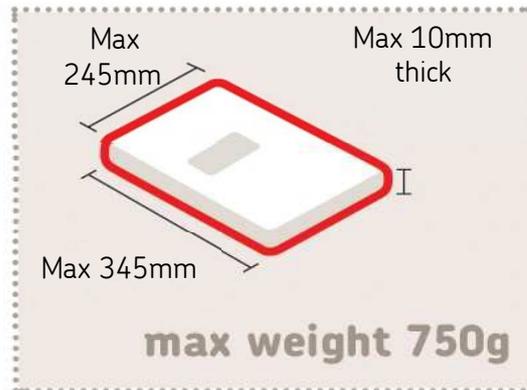
Letter



Large Letter



Large letter – machine readable



High Sort – Polywrapped items

For our non-machine-readable High Sort product options, the size definitions for length and width for letters and large letters, will exclude outer covers or wrappers provided that these are flimsy and easily folded. i.e. the outer covers will not count towards the total dimensions of the mailpiece for pricing purposes.

Unsorted Options;

1st Class and 2nd Class with no additional options

There are no restrictions other than minimum mail piece dimensions in terms of design, volume and addressing standards for this product.

Non machine-readable

There are no restrictions other than minimum mail piece dimensions in terms of design, volume and addressing standards for this product.

Machine-readable

Royal Mail Mailmark® – this is an option for letters and large letters and offers Batch level reporting. This requires a Mailmark barcode to be applied to each item. There are fewer design and presentation constraints with the Mailmark barcode than there are with OCR. The Mailmark barcode is unique to the mail piece and contains data (e.g. sender, recipient postcode, mail piece characteristics) encoded within it. There are two types of Mailmark barcode:

1. a 2D data matrix Mailmark barcode
2. a 4-state Mailmark barcode

Account – this requires a printed postage impression that contains a barcode. Full details can be found in the Account User Guide.

Advanced – this requires a licence number and licence barcode or a printed postage impression that contains a barcode. Full details can be found in the following section of this user guide.

OCR – this requires certain clear zones and areas to be left on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters. It does not offer reporting

Barcode – this option is for letters only and is recommended for more creative items as there are fewer design constraints than OCR. You are required to print a 4-state barcode (which, for clarity, is not a 4-state Mailmark barcode) on the item, which is an iteration of the recipient's postcode and premise number or name with some additional information. It does not offer reporting

For further details of Mailmark, OCR and Barcode machine readable options and specifications please refer to;

www.royalmailtechnical.com

Machine-readable Advanced

Machine readable Advanced is available through an account with Royal Mail or through a franking machine. Advanced items that are highly machineable are priced below items that are not highly machineable.

All letter or large letter items for Advanced posted on account should be posted as Advanced. The Advanced and Account products cannot be used with the same barcode or on the same account with Royal Mail.

Advanced customers posting on account

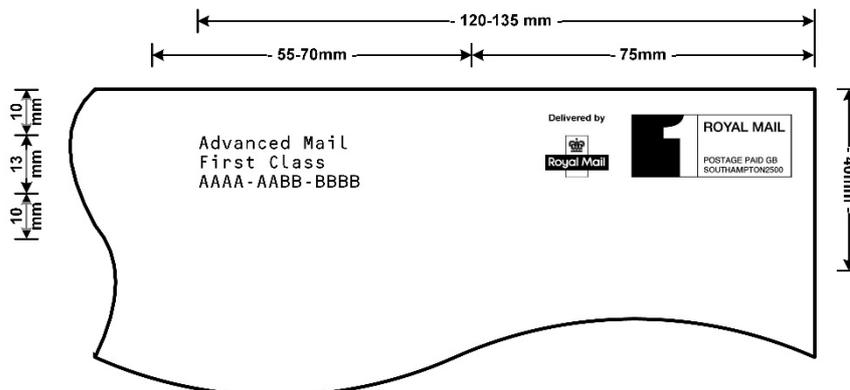
For items to attract the highly machineable unit price there must be at least 500 letter items per class, per sales order per day or 250 large letter items per class per sales order per day. The items must be produced in line with our specifications, the posting details must be accurately recorded on your on line business accounting sales orders and the items must be correctly presented and correctly access the Royal Mail network.

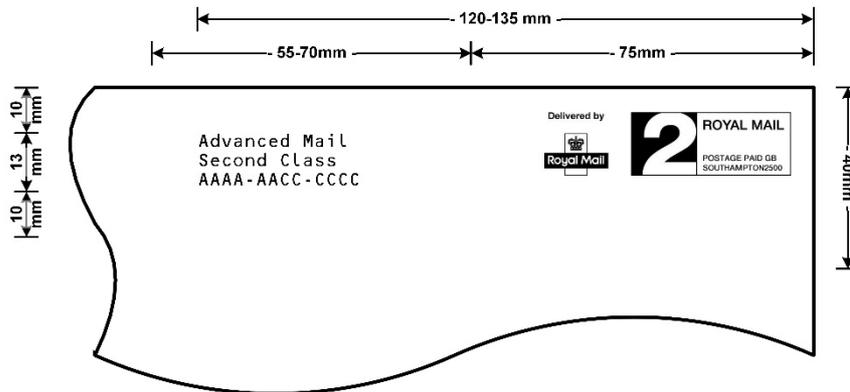
Advanced account mail pieces

You can post any number of letter or large letter items with Advanced. The barcodes you are supplied for the Advanced product must be used on all your unsorted letter and large letter postings.

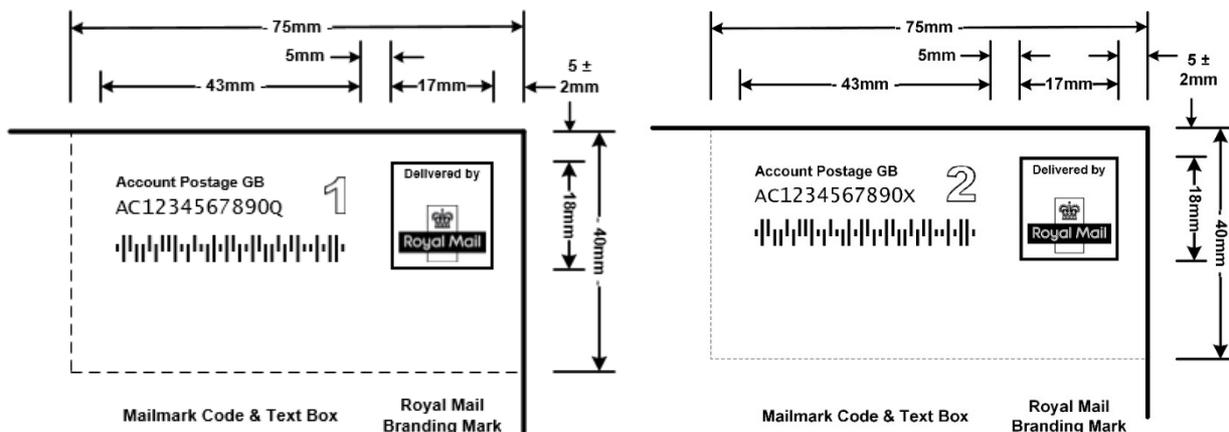
There are two options for Advanced items posted on account.

1. The existing option where items have a licence number and licence barcode printed on them in addition to an address and a printed postage impression. The licence number contains three lines of text stating the name of the service, class and 12 alpha character licence number with the licence barcode printed beneath the licence number. The licence and licence barcode should be used with one stationery design for 1st class letter and large letter items and 1 design for 2nd class letter and large letter items for a single account at a single site. To assist the production of your mail pieces an artwork generator is available on our web site at the following address www.royalmail.com/licence. An image of the licence number and licence barcode and technical drawings are illustrated below.





- A new option where items have a barcode contained in the new printed postage impression and an address on the item. You must apply for this new type of barcode. The new 4 state barcode should be used with one stationery design for 1st class letter and large letter items and 1 design for 2nd class letter and large letter items for a single account at a single site. To assist the production of your mail pieces an artwork generator is available on our web site at the following address www.royalmail.com/artwork. The artwork generator provides EPS Vector files that provide the best quality mail pieces and support professional printing and J peg files. An image of the printed postage impression including a 4 state barcode and technical are illustrated below.



Posting Advanced items on account

Advanced 1st class letter items must be recorded on an on line business accounting sales order with the CLA product code and large letters with the UNJ product code. Advanced 2nd Class Letter items must be recorded on an on line business accounting sales order with the CLB product code and large letters with the UNJ product codes. The sales order must be confirmed before posting. The items must be presented in trays for collection by Royal Mail or delivered in trays or bags to an agreed Royal Mail acceptance point.

Advanced Account billing and adjustments

The details you record on your on line business accounting sales orders will be billed at the published rate card prices that may include volume related discounts. Additionally for postings made each week

(Monday to Saturday) you may be retrospectively billed an adjustment fee for any items that are not highly machinable determined by our automation. You may also be retrospectively billed for any volume variances between the weekly totals recorded on your sales orders and the volumes received by Royal Mail. Please see our rate cards for the published adjustment fees.

Any such adjustments will appear on your invoice (s) with the following descriptions:

Type of adjustment	Product type	Format	Class	Description on invoice
Items not highly machinable	Advanced	Letter	1st	Not highly machinable Letter 1C
Items not highly machinable	Advanced	Letter	2nd	Not highly machinable Letter 2C
Items not highly machinable	Advanced	Large Letter	1st	Not highly machinable Large letter 1C
Items not highly machinable	Advanced	Large Letter	2nd	Not highly machinable Large letter 2C
Items not declared on Sales Orders	Advanced & Account	Letter	1st	Letters undeclared 1C
Items not declared on Sales Orders	Advanced & Account	Letter	2nd	Letters undeclared 1C
Items not declared on Sales Orders	Advanced & Account	Large Letter	1 st	Large letters undeclared 1C
Items not declared on Sales Orders	Advanced & Account	Large Letter	2 nd	Large letters undeclared 1C
Items not declared on Sales Orders (International destinations)	Advanced & Account	Letter or Large Letter	NA	Intl Letters undeclared OLA/OLS Intl Large letters undeclared OLA/OLS

Franking customers

You can post any number of letter items with Advanced.

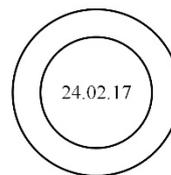
For items to attract the highly machineable unit price there must be at least 500 letter items per class per day per site. The items must be produced in line with our specifications, the correct postage price must be applied to the items and the items must be correctly presented and correctly access the Royal Mail network.

Franking mail pieces

There are 2 ways for a franking customer to access Advanced Mail via a franking machine.

- Existing Advanced process for franking machines with and without Mailmark capability. Franking machines print your 12 alpha character licence number, the published price (Control price including VAT and rounded) and your die number.

Advanced Mail
Second Class
AAAA - AABB - BBBB



- Franking customers with Mailmark capability can choose to use the future Advanced franking process. Franking machines print your Mailmark barcode, the published price (Advanced price including VAT and rounded) and your die number.



Posting Advanced franked items

The items should be presented in trays for collection by Royal Mail or delivered to an agreed Royal Mail acceptance point.

Franking billing and adjustments

1. Customers using the existing Advanced process with a 12 alpha character licence on their mail piece must record posting details on an online business accounting sales order and confirm the order. You will receive credits for the sum total of Advanced items qualifying for highly machineable prices plus any volume related discounts retrospectively once a month via a banker's cheque.
2. Customers using the future Advanced process with a Mailmark barcode on their mail piece have their account with their franking supplier adjusted for the net cost of the Advanced postings once a month. Items priced as highly machineable and any volume related discounts will be determined by the volume of items read by Royal Mails automation. There is no requirement to record posting details on an online business accounting sales order.

You may also be billed for any inland letter, large letter or International items that do not have the correct postage.

Please note the following requirements in relation to all machine-readable items:

The maximum size and weight for a machine-readable large letter is smaller than that for a non-machine-readable large letter due to sorting machinery and traying constraints



Sorted Options

Volume – per class, per site, per day

Letters – minimum 4,000 (unless combined with International Business Mail Letters Country Sort High Volume³ when the overall total must be a minimum of 4,000)

Large letters – minimum 1,000 (unless combined with International Business Mail Large Letters Country Sort High Volume when the overall total must be a minimum of 1,000).

Delivery speed choices

1st Class (Business Mail 1st Class only): we aim to deliver by the next working day after the day of posting

2nd Class: we aim to deliver 2nd Class sorted mail within two working days after day of posting

Economy: we aim to deliver within four working days after the day of posting

Economy deferred: we aim to deliver within four working days after a date stipulated by you

Format and weights

Product option	Format	Weight
Low Sort ⁱⁱⁱ	letter (up to 240mm x 165mm x 5mm) large letter (up to 345mm x 245mm x 10mm)	max 100g max 750g
High Sort ^{iv}	letter (up to 240mm x 165mm x 5mm) large letter (up to 353mm x 250mm x 25mm)	max 100g max 750g

³ For further details on the International High Volume service option please refer to www.royalmail.com/internationalbusinessmail

Low Sort options;

Low Sort with Mailmark - this option is for letters and large letters and offers Batch level reporting. This requires a Mailmark barcode to be applied to each item. There are fewer design and presentation constraints with the Mailmark barcode than there are with OCR. The Mailmark barcode is unique to the mail piece and contains data (e.g. sender, recipient postcode, mail piece characteristics) encoded within it. There are two types of Mailmark barcode:

1. a 2D data matrix Mailmark barcode
2. a 4-state Mailmark barcode

OCR - this requires clear zones and areas to be left on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters. It does not offer reporting

Barcode - this option is for letters only and is recommended for more creative items as there are fewer design constraints. You are required to print a 4-state Barcode (which, for clarity, is not a 4-state barcode Mailmark) on the item, which is an iteration of the recipient's postcode and premise number or name with some additional information. It does not offer reporting

Please note:

The maximum size and weight for a machine-readable large letter is smaller than that for a non-machine-readable large letter due to sorting machinery and tray constraints

You will find full details of minimum sizes in the 'Machine-readable letters and large letters' section of this user guide on www.royalmailtechnical.com

You are not required to undergo a separate accreditation process to send Low Sort large letter postings



Additional information on all products and specifications are available at;
www.royalmailtechnical.com Helpline: 020 7371 6957

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i Machine-Readable specifications can be found at; www.royalmailtechnical.com

ii For details on how to obtain an on line business account, please call 08457 950 950 or visit www.royalmail.com

iii Low Sort – Requires you to sort the mail to 85 selections before mailing

iv High Sort – requires you to sort the mail to 1596 selections before mailing

