

Direct Insight

Successful Direct Marketing Depends on Accurate Information Courtesy of Transcontinental Direct

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INTRODUCING *DIRECT INSIGHT* COMMUNICATIONS

The original use of the saying "knowledge is power" may not have been referring to the direct marketing industry, but it certainly could have been. At Transcontinental Direct, we understand how critical it is for you to keep informed on the ever-changing world of direct marketing and to clearly understand the capabilities of your resources. To assist you in your quest for information, Transcontinental Direct is proud to introduce our *Direct Insight* communications. *Direct Insight* communications are issued whenever important and useful information relating to direct marketing and/or Transcontinental Direct is identified. It is part of our continuing effort to be a resourceful partner.

Our experienced team of direct marketing professionals is dedicated to providing you with the knowledge and resources you need to launch successful direct marketing programs and gain a competitive advantage in the marketplace. If you have any questions or would like additional information on any topics discussed in our *Direct Insight* communications, please contact your Transcontinental Direct representative or e-mail us at: info@transcontinentaldirect.com.

USPS TESTING 4-STATE BARCODE

The United States Postal Service is currently testing a 4-state barcode designed to carry more information than current postal barcodes, up to three times more, and allow direct mailers to uniquely identify up to 1 billion pieces of mail in a stream. The new barcode will not replace existing barcodes but will offer the option of printing only one barcode for direct mailers using automation along with a Confirm service.

Utilizing only one barcode will also allow for more space on the envelope for personalization and marketing messages. The 4-state barcode is height-modulated and made up of four distinct, vertical bar types. With a total of 65 bars, three more than the PostNet barcode, the overall length is increased 1/8" - 5/32". It is important to note that envelope window width may need to increase to accommodate the increased barcode length, and self-mailer designs may need to be examined to ensure clearance requirements are maintained. The initial launch of the 4-state barcode is scheduled for September.



New 4-State Barcode

Source: USPS

Visit Transcontinental Direct at DM Days New York - Booth 801

Our postal experts will help you navigate your way through the postal system and our innovative postal optimization solutions.



www.transcontinentaldirect.com