Royal Mail

User Guide for

Sustainable® Advertising Mail

April 2021

This a legally binding document forming part of the Agreement between you and Royal Mail

Royal Mail

Contents

Introduction

Dear customer

Thank you for considering Royal Mail Sustainable® Advertising Mail.

We have compiled this product guide to help you get started with using this product option

We define Sustainable Advertising Mail as: –

'Mailings that comprise a largely uniform message to all addresses, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of a cause'. Additionally you need to look closely at the two levels available in our Sustainable® Advertising Mail specification and at whether you are able to meet the standard required.

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 Sustainable Advertising Mail options at a glance:

Options	Choices
Delivery Speed	1st Class 2nd Class Economy + Economy deferred
Format	letter large letter
Sustainable Levels	Entry Intermediate
Sorting	Low Sort[i] High Sort[ii]
Containers	bags trays segregated bundles

When using Sustainable Advertising Mail, you will pay a lower price than you would with the standard Advertising Mail, Business Mail 1st Class or Business Mail products.

Entry Criteria

To qualify for Sustainable Advertising Mail, all mailings must:
- be ordered via On Line Business Account (OBA)[iii]
- be correctly addressed and postcoded
- contain 100% advertising items
- be letter or large letter format
- be sorted to the Royal Mail Selection Files which are available to download free from www.royalmailtechnical.com
- when sorted, be correctly presented as per the Low Sort or High Sort options
- meet the Entry Level, Intermediate Level and posting requirements below

We reserve the right to check any part of a Sustainable Advertising Mail posting and to undertake regular audits to ensure all items sent as Sustainable Advertising Mail comply with the requirements of Sustainable Advertising Mail.

Entry Level requirements

To comply with the Entry Level specification for Sustainable Advertising Mail, your posting must fulfil the requirements below.

Improving targeting

- Where data is not from a consent-based file[1] you must maintain a documented procedure for suppressing customer and prospect data against the Mail Preference Service (MPS), including MPS deceased. This must be in place and files checked thirty days or less before the item that uses the data is posted with Royal Mail. For mail produced overseas where the transit time to the UK is greater than thirty days, mailing files should be checked for recency thirty days or less before the items are despatched to Royal Mail and transit time to the UK should be no longer than ninety days
- You must keep and maintain an internal suppression file[2] to ensure that customers and prospects who request to opt out of your postings are properly logged. This data

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[1] defined as a data list where it can be proved that all customers and prospects have consented to receive direct marketing.

[2] defined as a list of names and associated personal details of individuals and organisations that have requested not to receive direct marketing communication.

must be checked thirty days or less before you post the item that uses the data. For mail produced overseas where the transit time to the UK is greater than thirty days, the data must be checked thirty days or less before the items are despatched to Royal Mail and transit time to the UK should be no longer than ninety days

- All items should and at least 90% of all items must be fully and accurately addressed and postcoded in accordance with Royal Mail's Postal Address File (PAF)®iv

Sustainable resources and materials

- All paper products used in your posting must contain recycled fibre from recovered waste paper and/or virgin fibre sourced under a certified chain of custody conforming to a certification scheme approved by the Defra funded Central Point of Expertise on Timber Procurement (CPET). Recycled wood fibre is that recovered from pre-consumer waste paper and post- consumer waste paper but excluding mill broke (i.e. waste paper generated during the production of paper). Virgin fibre is wood fibre that has not been used before.

  Currently five certification schemes have been approved as satisfying the UK Government's requirements for sustainable and legal timber:

  1. Forest Stewardship Council (FSC)
  2. Canadian Standards Association (CSA)
  3. Malaysian Timber Certification Council (MTCC)
  4. Programme for the Endorsement of Forest Certification (PEFC)
  5. Sustainable Forestry Initiative (SFI)

- All paper products in your posting must be produced using non-chlorinating bleaching methods. Chlorinating bleaching methods are those that use elemental chlorine. Non- chlorinating bleaching methods include Elemental Chlorine Free, Processed Chlorine Free and Total Chlorine Free including oxidizing and reductive bleaching

- All paper products used must be sourced from paper mills that operate an environmental management system conforming to BS EN ISO 14001 and/or the Eco- Management and Audit Scheme (EMAS)

  Most Western European paper mills conform to these standards and paper suppliers should be able to provide supporting documentation upon request

  ISO 14001 specifies the actual requirements for an environmental management system. It applies to those environmental aspects over which an organisation has control and over which it can be expected to have an influence. Further information regarding ISO 14001 can be found at www.bsigroup.co.uk/en/Assessment-and- Certification-services/Management-systems/Standards-and-Schemes/ISO- 14001

- EMAS is a voluntary initiative designed to improve companies' environmental performance. Its aim is to recognise and reward those organisations that go beyond minimum legal compliance and continuously improve their environmental performance. In addition, it is a requirement of the scheme that participating organisations regularly produce a public environmental statement that reports on their environmental performance. Further information regarding EMAS can be found at www.ems.iema.net/emas The printers, mailing houses or in-house mailing facilities you use to produce the posting must have:

  - A documented commitment to environmental management and a baseline for environmental performance
  - Identified appropriate environmental legislation and other environmental requirements (e.g. standards, codes of practice and/or guidance) and have controls in place to ensure compliance to them
  - Developed environmental objectives, targets and programmes

Any organisation that has or is working towards an ISO 9001 (quality) or ISO 14001 (environment) or Investors in People accreditation should already be aware of what is required regarding the above. Alternatively the above criteria can also be met by conforming to BS 8555; 2003, Phases 1, 2 and 3.

An example of the requirements above at a basic level would be:

- Writing an environmental policy statement
- Defining core processes and their interactions
- Formally documenting the processes e.g. in a flow chart
- Identifying the environmental impacts that are associated with each process (repeat for legislation)
- Recording what controls are in place to comply with legislation and minimise environmental impact including training, relevant paperwork etc
- Identifying key targets and objectives including how they will be measured, reviewed and communicated
- Undertaking document reviews – what was reviewed, results, actions taken etc.

Recyclability

- All paper elements of your posting, including window and padded envelopes, must be recyclable. This means all paper elements must be able to be captured and separated from a waste stream for conversion or reuse and be recovered by the majority of local authorities at household level

- You must not use any plastic envelopes (including polywrap) in the posting. Currently, standard polywrap cannot be recycled at household level (only a few local authorities will accept it). This includes biodegradable plastic and polywrap. Because there is not an easy way for households to recycle these items it is more likely to end up in general waste and landfill
- You must not use any laminate finishes in the posting[3]. This provision means that laminate finishes must not be used in any part of the posting, i.e. it is not just the outer elements of the posting but the contents as well
- The item must have less than 90% ink coverage[4]. This requirement refers to each individual component of the posting. It cannot be averaged across the posting, i.e. you cannot have one item with 100% ink coverage and another with no ink coverage to claim a 50% overall coverage
- All items must display a statement (for example 'Please recycle this item') and/or a logo (such as 'Recycle Now') on their outside to encourage the recipient to recycle it. examples of the 'Recycle Now' logos are shown below:

Further details of the 'Recycle Now' logo & how to obtain it can be obtained from www.partners.wrap.org.uk

Other campaigns to promote recycling include:

- 'Waste Aware Scotland' (www.wascot.org.uk)
- 'Waste Awareness Wales' (www.wasteawarenesswales.org.uk)
- 'Wake up to Waste in Northern Ireland' (www.wakeuptowaste.org)

If you are posting a Sustainable Advertising Mail with Low Sort option you must not position any recycling statements/logos in the specified Clear Zones for these product options.

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[3] Lamination is defined as the application of a polypropylene or acetate based film to a print item to provide protection and/or achieve a matt or a gloss finish. Lamination can render a product unrecyclable and the lamination process emits high levels of volatile organic compounds.

[4] Ink coverage is expressed as an average percentage of the sum of the percentage coverage of each individual ink used, for example: Cyan 20% + magenta 30% + yellow 60% + black 10% = 120/4 = 30% ink coverage. Several software tools exist for measuring total ink coverage such as APFill, PressPercent Pro, Phantasm and Ink coverage.

Intermediate Level requirements

To comply with the Intermediate Level specification for Sustainable Advertising Mail, your posting must fulfil both the Entry Level and the Intermediate Level requirements below.

Improving targeting

- All customer and prospect data used in your posting must be checked against one or more commercially available deceased and gone away suppression files (including business gone away suppression files) thirty days or less before you post the item that uses the data[5]
- Each item in the posting must clearly incorporate information regarding how the addressee can register to unsubscribe preference options relating to any or all of the sender's legal entity brands and/or products for a period of one year. This information should detail how the addressee can unsubscribe, exactly what they are unsubscribing from (e.g. the channel and brands) and how long it will last. There is no specific requirement regarding where this information should be added on the item.
- Where items have been returned from previous postings because the recipient is deceased, gone away or requesting opt-out, this must be recorded and the addressee removed from future mailing lists within three months of receipt.
- You must have a documented procedure for the above in the event of audit by us
- All items should and at least 95% of all items must be fully and accurately addressed and postcoded in accordance with Royal Mail's PAF®

Sustainable resources and materials

All printers, mailing houses or in-house mailing facilities used to produce your posting must have an environmental management system conforming to BS EN ISO 14001.

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5 Information regarding commercially available files is available through a number of sources including the DMA and Royal Mail. When buying these files, appropriate documentation such as the original order on the supplier, invoice from supplier and job details from internal data processing etc. should be retained in the event of an audit by us

Recyclability

- You must not use any ultraviolet varnish finishes in the posting. UV varnishes are mineral-oil based and contain solvents
- You must not use rubber-based adhesives. Envelope suppliers and manufacturers will be able to provide the specification of the adhesives used in their products

Posting requirements

- When you present your Sustainable Advertising Mail items to the Royal Mail distribution centre we will undertake our standard verification checks. Your Entry Level or Intermediate Level Sustainable Advertising Mail items will also be checked to ensure that they conform to the visual and other requirements of Sustainable Advertising Mail
- If your posting does not conform to any of the above elements, it may be sent as ordinary Advertising Mail, Business Mail 1st Class or Business Mail, in which case you will be required to pay the normal price as appropriate

Sorted Options

Delivery speed choices

- 1st Class: we aim to deliver on the next working day after the day of posting
- 2nd Class: we aim to deliver within two working days after the day of posting
- Economy: we aim to deliver within six working days after the day of posting
- Economy deferred: we aim to deliver within six working days after a date stipulated by yourself

Volume

- letters – minimum 4,000
- large letters – minimum 1,000

Format and weights

Product Option	Format	Weight
Low Sort	letter (up to 240mm x 165mm x5mm) large letter machine readable (up to 345mm x 245mm x 10mm)	max 100g max 750g
High Sort	letter (up to 240mm x 165mm x5mm) large letter non-machine readable (up to 353mm x 250mm x 25mm)	max 100g max 750g

Low Sort options;

- **Low Sort with Royal Mail Mailmark® option** - 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 Mailmark barcodes 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

- **Low Sort with 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

Please note the following requirements in relation to Low Sort items:

- The maximum size for a large letter is smaller than that of a High Sort option due to machinery and traying constraints
- You will find full details of minimum sizes in the 'Machine-readable letters and large letters' section of this user guide
- Full details of the technical requirements for using Mailmark barcodes are available in the ' Mailmark Machine-readable letters and large letters' section of this user guide.
- Full details of the technical requirements for OCR are available in the ' Machine-readable letters and large letters' section of the 'User Guide for Marketing, Publishing and General Correspondence Products' and must be referred to or your posting may be subject to surcharges, or be sent as an alternative product option e.g. High Sort Residue
- Although you may have chosen a High Sort option we may choose to process any letters or large letters through our sorting machines. This is to facilitate quality of service and improve efficiencies within our mail centres

Audit Before Posting

The elements of both the Entry Level and Intermediate Level Sustainable Advertising Mail specification which cannot be easily determined by inspection of an item will be subject to audit by us. Therefore before posting Sustainable Advertising Mail for the first time, you must agree to:

- Allow a compliance audit of your supply chain and mailing processes by us as required by the specifications of either Entry Level or Intermediate level Sustainable Mail
- Provide a sample of every posting pack that you send using Sustainable Advertising Mail. To enable this, you must send a sample item to the following address for each of your Sustainable Advertising Mail postings:

  Advertising Mail Content Control Team
  Royal Mail 1M39
  206 Whitechapel Road
  LONDON
  E1 1AA

We will retain each of the sample items received and use them for reference during the audit process.

If in advance of any posting you would like our audit team to check whether or not your items are likely to meet the requirements of Sustainable Advertising Mail, please contact your account manager.

Audit after Posting

After you have started sending Sustainable Advertising Mail, we will undertake regular audits to ensure all items sent as Sustainable Advertising Mail comply with the appropriate Sustainable Advertising Mail specification. We reserve the right to undertake these audits at any time and to a frequency determined by us.

- We will give you reasonable notice (not less than five working days) of any audit we intend to carry out. You must provide us with all reasonable assistance with any audit, including (but not limited to) promptly providing us with access to your premises, staff, records and processes
- If we wish to carry out an audit without attending your premises, you must provide us with reasonable co-operation by responding fully and promptly to any reasonable requests we make for information or documentation
- If, during or following an audit, we reasonably believe that you have not complied with
- and/or cannot comply fully with the Sustainable Advertising Mail terms & conditions, we will be entitled to:
  - suspend your rights to post Sustainable Advertising Mail until such time as we are satisfied of your ability to comply, and/or
  - terminate our Sustainable Advertising Mail agreement with you

Additional information on all aspects of mailings is available on;
www.royalmailtechnical.com   Helpline: 020 7371 6957

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[i] Low Sort – Requires you to sort the mail into 85 selections before mailing
[ii] High Sort – requires you to sort the mailing into 1596 selections before mailing
[iii] Online Business Account (OBA) - If you do not have a Royal Mail Account, and are interested in getting one set up, please contact us on 08457 950 950
[iv] PAF (Postal address File)- Royal Mail database contains the c27 million addresses within the UK