WASHINGTON
PrintWorks
The Washington State Department of Printing Newsletter

Volume 4, Issue 5 May/June 2004

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Digital Print Operators Mary Hanson and Arthur Doctor are back in the swing of production just one day after Copy Center 15 was moved to a new location in the new Department of Health building at Town Center One in Tumwater.

Copy Center 15 moves to new location in Tumwater

Department of Printing (PRT) Copy Center 15 moved across the street to a new, more convenient location on May 12, 2004.

The center was originally located in the Department of Health (DOH) building at Point Plaza East in downtown Tumwater. The move to the new DOH building in Town Center One at 101 Israel Road SE was made to allow DOH to relocate employees efficiently, and to provide easier access to Copy Center 15 for PRT customers from other buildings in the area.

You'll find the same fast, high-quality service at the new location, with the following additional benefits:

- Easier access with an entry directly from the parking lot.
- Convenient central location in downtown Tumwater.
- Natural lighting to assist in viewing paper colors and proofs.

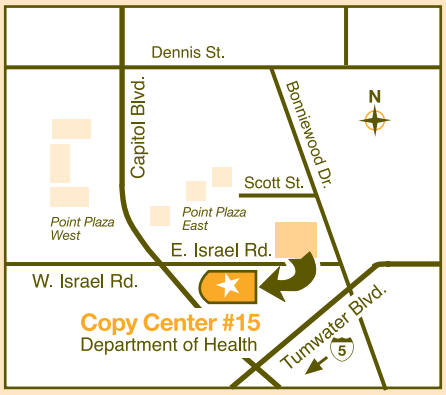
Only the physical location of Copy Center 15 has changed. The center's telephone number, e-mail address, mail stop and operating hours remain the same. This means you may continue to order from Copy Center 15 in person, by e-mail or by campus mail as you have in the past.

Department of Health employees also have the option of placing an order at Copy Center 15 simply by inserting their A24 Copy Center Request and job files in an envelope, addressing it to Mail Stop 47115, and dropping it off at the mail room on their floor. The job will be delivered to the copy center the next time mail is distributed throughout the DOH buildings.

The map below includes complete contact information for the new Copy Center 15 location. Additional information about PRT copy centers is available in the "Copy Centers" section of the Department of Printing Web site at www.prt.wa.gov.

The Department of Printing plans to hold an open house at the new Copy Center 15 location soon. More information about the open house will be posted on the PRT Web site as it becomes available. Please contact Copy Center Manager Bob Samuelson at 360-280-7159 if you would like more information about the Copy Center 15 move.

Copy Center 15 Contact Information



Address:
Department of Health building
Town Center 1
101 Israel Road SE, Room 165
Tumwater, Washington 98501

Staff:
Arthur Doctor, Mary Hanson

Mail Stop: 7115

Phone: 360-586-5934

E-mail: cc15@prt.wa.gov

Hours: 7:30 a.m. to 4:00 p.m.

Got promotional items?

The Department of Printing is the place to turn when you need pens, t-shirts, mugs and other promotional items.

We will be happy to work with you from the very start to find the item that best meets your needs and budget constraints. We even offer graphic design services to create just the right impression.

When you are ready to order, simply submit an A21 Printing Requisition and leave the rest to us. We'll take care of the bid process and keep you informed at every step. Our print expertise and buying power ensure you'll receive the best quality and price available.

If you would like more information about ordering promotional items from the Department of Printing, please contact your customer service representative or Oliver Hurd at 360-570-5037 or oliver@prt.wa.gov.

WASHINGTON PrintWorks

is a bi-monthly publication of the Washington State Department of Printing. The newsletter is designed to inform our customers and other interested parties about the latest products, services and personnel changes at the Department of Printing, as well as process improvements and technology trends in public sector printing and mailing.

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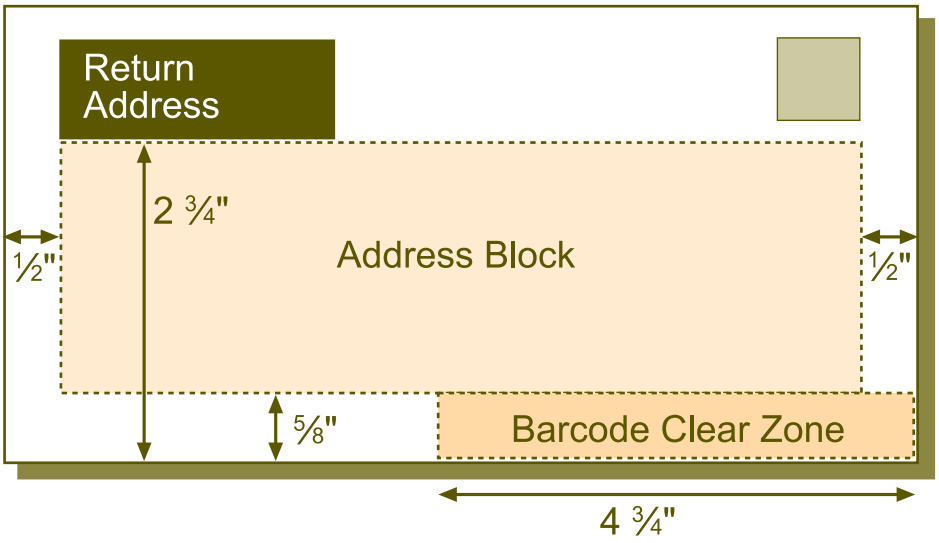
Stricter enforcement by US Postal Service makes careful mail piece design essential

In the past few months, the United States Postal Service (USPS) has begun to strictly enforce its standards for mail piece design. This increased enforcement has resulted in delays and additional expense for mailings that fail to meet USPS standards. In some cases, the tougher policy has resulted in entire mailings being rejected by the post office.

To avoid these potential challenges in your next mailing, we recommend you involve your Department of Printing Customer Service Representative (CSR) from the very beginning of your mailing project. Your CSR will arrange for you to meet with our Mail Department experts in USPS regulations to discuss your needs and find the best mail piece design. That way, you will eliminate potential mail design issues before your job is printed and ensure your mailings are processed smoothly and cost-effectively from beginning to end.

The following are a few mail design tips to help you get started as you prepare a mailing project. Your customer service representative and our graphic design staff will be happy to provide additional assistance to ensure you create the best design to fit your needs.



The diagram above shows the United States Postal Service standards for placement of address information on a mailing panel. Note that the bottom of the return address should be at least 2¾" from the bottom of the mail piece so the automated readers at the post office will scan the recipients address correctly.

Return address

We receive a surprising number of print and mail orders that include outdated return address information borrowed from a previous job. If the outdated return address isn't caught during the proofing process, this can result in misdirected return mail. That's why it is a good idea to double-check the return address information you furnish with your printing order before submitting it.

Also make sure the return address is placed at least ½" from the left edge of the mailer so the bottom line fits within the top one-third of the height of the mail piece. If possible, keep the bottom of the return address at least 2¾" from the bottom edge of the mail piece to allow the post office equipment to scan your mail piece correctly.

If the return address is placed too low, the automatic readers at the post office will record your return address instead of the mailing address as it scans the mail panel from left to right. This means your entire mailing may be delivered right back to your office.

Indicia (Mail Permit)

The indicia, or mail permit, tells the post office what class of mail to use and which account to charge for the postage. When placing your print and mail order, please check to make sure the mail permit you are using contains the correct mail class (First Class, Presort Standard, etc.) and permit number.

If you would like, we will place a Department of Printing mailing permit on the piece and charge the postage as a separate line item on your invoice. Simply specify on your printing requisition which mail class you want to use, and leave space for the indicia on your envelope or mailer copy. If you are unsure which mail permit you should use, contact your customer service representative.

The indicia should be placed in the upper right corner of the mail panel ½" from the right and no less than 2¾" from the bottom.

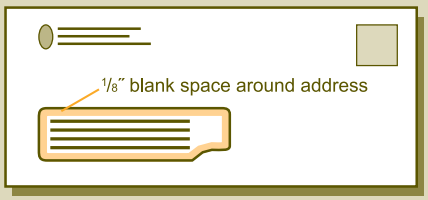
Mailing address

General rules

When designing a mail panel, leave a blank area at least 1½" high and 5" wide for the recipient's mailing address. Also be sure to leave margins around the address block ½" from the right and left edges and ⅝" from the bottom edge of the mail piece. The automated readers at the post office scan these areas for barcodes, and any text or graphics placed in here may result in inaccurate readings.

Self-mailers

If you are designing a self-mailer that will go in the mail without an envelope, place the address area parallel to the longest side of the mail piece so that the open side of the mailer is at the top and the final fold is at the bottom. This will make it possible for the post office to process your mailings automatically, making them eligible for significant postage discounts.



Make sure all the addresses in your mailing list fit inside the envelope window with at least ⅛" margin on all sides.

Window envelopes

It is especially important to place the address block carefully when designing mail that will be inserted into window envelopes.

Be sure to leave enough room so every address in your mailing will fit in the window with at least ⅛" margin from all edges. If part of an address in your mailing cannot be seen through the window or is closer than ⅛" from the edge of the window the post office will reject your mailing because their automated equipment will not be able to read it.

You can quickly check the acceptability of your window envelope mailings by performing a "tap test." Insert a sample of the mail piece printed with the longest, widest delivery address into the envelope and tap it against a hard surface. If the address moves too far to the left, right, top, or bottom when you tap the sample, you must adjust the document or envelope design so the address always fits.

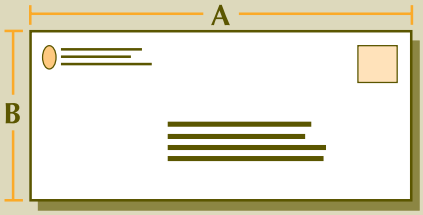
Please let us review samples of your window envelope mailings before you order envelopes or print your job. Since barcodes are added to the delivery addresses when the mailing is processed, the only way to be sure the addresses on the finished mailing meet all USPS standards is to process a test run. Simply provide a sample mailer and your address data, and we'll take care of the rest.

Size

Your mail piece must be the proper size and thickness in order to qualify for postage discounts given to mailers that can be processed automatically by post office equipment. The table below shows the minimum and maximum sizes for automated letters and postcards.

Aspect ratio

In addition to meeting post office size standards, your mail piece must be rectangular in order to travel through post office equipment without tumbling end over end. The post offices uses the "aspect ratio" of your mail piece to determine whether it is the right shape to qualify for postage discounts.



To see if your mail piece meets post office standards for rectangular shape, divide the length (A) by the height (B) to calculate the aspect ratio.

To find the aspect ratio of a mailer, divide the length of the mail piece by the height. The length is always measured on the side parallel to the mailing address, whether that side is the longest or not.

The resulting aspect ratio must be between 1.3 and 2.5 to meet post office standards. For example, a postcard that is 4¼" tall x 5½" wide has an aspect ratio of 1.29, or 5.5 divided by 4.25. Because the aspect ratio is less than 1.3, this postcard is not rectangular enough to meet post office machinability standards

Please see Mail Design on page 7.

United States Postal Service size standards

Mail Type	Minimum Size	Maximum Size	Minimum Thickness	Maximum Thickness
Letter	3½" x 5"	6⅛" x 11½"	.009"	¼"
Postcard	3½" x 5"	4¼" x 6"	.007"	¼"

Printing personnel

Kathy Paterson

Kathy Paterson

Customer Service Representative

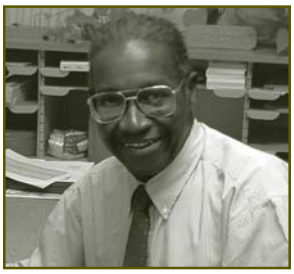
Kathy Paterson became our newest Customer Service Representative on April 26. Kathy has been with the Department of Printing since 2001, working in our Financial Services accounts payable section. Kathy brings a wealth of knowledge to her new customer service position, with ten years of experience in hotel and retail management in addition to her background working with PRT customers and vendors.

Mary Thomas

Mary Thomas

Fiscal Technician

On April 26, Mary Thomas was promoted to Fiscal Technician in our Financial Services Department. She has served as the front desk receptionist at the Department of Printing since November 2003. Mary's years of experience in business and customer service give her the skills to communicate effectively with customers and employees as she processes accounts payable and production area time sheets.



Jerry Robbins

Jerry Robbins

Customer Service Representative-Front Desk

Jerry Robbins joined our customer service team on April 26 when he was promoted to Customer Service Representative–Front Desk. Jerry has over 25 years of experience in serving customers and building client relationships through sales and account management positions in the private sector, and most recently worked in the Department of Printing Fulfillment Department.

Customer Service Representative accounts re-organized

As additional customer service employees join the Department of Printing, we have reassigned some accounts to different Customer Service Representatives (CSR) to better match customer needs. As a result, some of our customers will now be working with a new CSR.

The additional staff and changes to account assignments have been made as part of our continuing efforts to provide the best customer service possible. We expect the new organization to enable us to respond to your needs even faster than before.

The Customer Support section of the Department of Printing Web site contains an updated list of all our customers and their Customer Service Representatives. To find the name and contact information of your CSR, simply go to www.prt.wa.gov, click on Customer Support, and select "Find your CSR." If you like, you may even send your Customer Service Representative an e-mail from the site by clicking on your CSR's name.

If you don't see your agency on the CSR list, or have questions about the customer service account changes, please contact our Customer Service Manager, Lynn DeGallery, at 360-570-5077 or lynn@prt.wa.gov.

Focus on sustainable printing

Environmentally-friendly print design choices

In the past, printers had no other choice than to use potentially hazardous and polluting chemicals to produce high-quality finished items. Today, however, new technology and processes have made it possible for printers to preserve natural resources and prevent pollution without sacrificing quality or increasing production costs.

The choices you make when placing an order have a significant effect on how well we can use these print technologies to meet your sustainability goals. The design of the document plays an especially important part in determining the amount of energy and resources required to produce your job.

Design check list

You will make the most of energy and raw materials by using an efficient document design. The following are a few suggestions that will reduce waste and cut down on the amount of paper, ink and printing plates required to produce your document. What's more, many of these suggestions will save you money by reducing the amount of time and materials we need to finish your job.

- Adjust margins and font sizes and use two-sided printing to reduce the number of pages in your document.
- Design your documents with standard page sizes to reduce paper waste.
- Avoid using large areas of solid ink coverage, especially if they bleed off the edge of the paper. Besides using more ink, documents that include this type of design must be printed on oversized paper to allow room for trimming, which results in increased paper waste.
- Eliminate the need for envelopes by creating documents as self-mailers whenever possible.
- Update your mailing lists to eliminate duplicate records.
- Print addresses directly onto mail pieces instead of printing mailing labels.
- Avoid plastic laminates and other non-recyclable coatings.
- Try embossing instead of using plastic or metal foils, so your document will be easier to recycle after use.
- Use recyclable and re-usable bindings such as side-stitching, saddle-stitching, three-hole punching and plastic combs.
- Limit the use of glues and adhesives, and request water-soluble glues when they are necessary.

Be careful, however, that your focus on sustainability doesn't make the document difficult to read or use. Reducing the page count in your document won't cut down on waste if the whole document is thrown away because it is too hard to read.

We're here to help

The Department of Printing is dedicated to providing the most environmentally responsible printing services possible. We'll be happy to help you design the most cost-effective, sustainable projects possible. Plus, we'll make sure your project is produced with recycled paper, soy/vegetable-based inks and non-toxic press solutions.

If you would like assistance creating effective, sustainable documents, please contact Star Bear in our Design Services Department at 360-570-5555 or star@prt.wa.gov.

Mail Design

Continued from page 5.

However, if just ⅛" is taken off the height of the card so it measures 4⅛" tall x 5½" wide, it qualifies for postage discounts because the aspect ratio is now 1.33.

If you must send out mail pieces that do not meet post office aspect ratio standards, the post office will add a "non-standard surcharge" to the postage rate because the mailing will require additional handling during processing.

Color

It is also important to make sure the color of your mailer doesn't interfere with address information. It is best to design your mail piece using paper and ink colors that will

Astrobrights colors tested for mailings

The post office recently tested all the popular Astrobrights brand fluorescent papers to determine which colors meet post office standards for color.

The following are the **only colors** of Astrobrights paper that have been approved by the USPS for mailings using imprinted addresses.

- Stardust White
- Galaxy Gold
- Terra Green
- Martian Green
- Sunburst Yellow
- Solar Yellow
- Lift-off Lemon

All other colors of Astrobrights paper may be used for mailings only if they are inserted into opaque white envelopes, or the addresses and barcode information are printed on white labels instead of directly on the mail piece.

How are we doing?

We'd love to hear what you think about *Washington PrintWorks*, so we have set up several ways for you to send us your comments, questions and requests.

1. Send us an e-mail at **kelley@prt.wa.gov**.
2. Use the Customer Comments page of our web site at **www.prt.wa.gov**.
3. Fill out the form at the right, place it in an envelope and send it by campus mail to **Mail Stop: 47100**, or mail it to:
   Department of Printing
   Attn: *Washington PrintWorks*
   PO Box 798
   Olympia WA 98507-0798

We hope to hear from you soon!

What I like best about the newsletter is:

What I don't like about the newsletter is:

I wish you would include an article about:

❏ I'd like to talk to a customer service representative about _____
Please call me at _____ or e-mail me at _____

❏ I want to subscribe to *Washington PrintWorks*.
Name: _____
❏ Please send me a printed copy at:
_____
_____
_____

❏ Please send me an e-mail when new issues are posted to the Internet.
My e-mail address is: _____

❏ Please remove me from your subscription list.
Name: _____

contrast with the imprinted address so the automatic readers at the post office can scan the information quickly and accurately.

White, cream or soft pastel colors are the best paper colors to use for mailers. Avoid using dark or fluorescent colors, strong printed backgrounds or speckled papers. Also be sure the paper you select is thick enough to prevent the print on the other side of the mailing panel from showing through.

By designing your mail piece so post office equipment can read the addresses easily, you avoid additional postage charges and ensure your mailing is processed smoothly.

Other considerations

In addition to size, thickness and color, mail pieces must meet other post office standards to qualify for the best postage rates.

To avoid post office surcharges, be sure the following characteristics do not apply to your mail piece.

- The item is polybagged, shrinkwrapped or enclosed in any plastic material.
- The mail piece has clasps, strings, buttons or similar closure devices.
- The envelope contains items such as pens, coins or keys that cause the thickness of the piece to be uneven.

Information and assistance

This has been a brief overview of a few of the most common mail design standards. Each mailing is different, and you may encounter additional issues as you prepare your mailing projects.

No matter what your needs, you can count on us to help you create just the right mail piece to reach your audience effectively—and meet all those confusing post office standards. When you contact us at the start of your project, our team of customer service, graphic design, and mailing experts will work with you every step of the way to design, print and mail your project quickly and cost-effectively.

If you would like more information about mail piece design and how to make the most of our address cleansing and mail processing services, please visit our Web site at www.prt.wa.gov or contact your customer service representative.

WASHINGTON STATE DEPARTMENT OF PRINTING

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