Royal Mail

Appendix A
Addressing Mailing Items

✕ONEPOST™

Appendix A: Addressing Mailing Items

The Customer must make all reasonable attempts to ensure all Mailing Items include a full and accurate address and corresponding Postcode. The Customer must ensure that at least 90% of Mailing Items carry a full and accurate address and corresponding Postcode, which has been validated against the Royal Mail Postcode Address File (PAF®)

The Customer shall ensure where possible that its customers take into account changes to Postcodes and other address information over time and ensure that new records are accurate (e.g. quarterly updates). Cleaning address data should not be a one-off activity, but an on-going process.

The best way for a Customer to ensure it or its customers maintain the accuracy of its address files is for it to link its databases to PAF® by using one of the large number of available products and services based on PAF® which are available.

PAF® contains over 29 million UK addresses, including 1.4 million business names and 1.8 million UK Postcodes, which Royal Mail constantly updates to maintain its accuracy.

Where to go for more information
For more information or to order Managing Address Data products:
Call Royal Mail on 0845 606 6854
Visit the Royal Mail website at www.royalmail.com/amu
Order products via the Royal Mail website shop at www.royalmail.com/shop
Order products online from: address.management@royalmail.com

The Elements of an Address & Address Structure
To meet the required address standards the Customer must ensure that each address includes at least one premise element, one thoroughfare element, one locality element and the Postcode as a minimum. Other elements may be included. If there is no thoroughfare element contained in PAF® this need not be included.

Each element is described here.

PAF Format		Element	
Organisation	Royal Mail	1) Premise	
Sub Building			
Building Name	Wheatstone House		
Building Number			
Dependent Thoroughfare		2) Thoroughfare	
Thoroughfare	Wheatstone Road		
Double Dependent Locality		3) Locality	
Dependant Locality	Dorcan		
PostTown	SWINDON		
County		Not required	
Postcode	SN3 5XX	4) Postcode	

1. Premise Elements
All Mailing Items must include at least one of these four elements, so that a single delivery point is defined. You do not have to include all the premise elements (unless the premise elements used do

not sufficiently describe an address), even if they are included in PAF®, but building numbers must be applied on the same line as the Dependant Thoroughfare or Thoroughfare information.

2. Thoroughfare Elements
PAF® will give one of three possible combinations:
1) No thoroughfare: no need to include anything in this part of the address.
2) A thoroughfare but not a dependent thoroughfare: include the thoroughfare.
3) Both a dependent thoroughfare and a thoroughfare: include the former. If space allows you can also include the thoroughfare, though it's not compulsory.

3. Locality Elements
A Customer must include at least one locality element, it does not have to include them all, even if they are included in PAF®. The initial letter(s) of the post town must always be in capital letters, for example Milton Keynes. Alternatively the whole of the post town may be in capital letters, for example: BIRMINGHAM on a line on its own, as indeed can the whole of the Delivery Address.

4. Postcode
The address must contain the full and accurate Postcode. The Postcode must be able to generate an address from PAF® which can be matched to the minimum requirements above (at least one premise element, one thoroughfare element and one locality element). The Postcode must always appear in capital letters and, unless with the exception of examples 5a), 5b) and 5c) below, on its own as the last line of the address.

Do not include any punctuation or underline it. Please put one or two character spaces between the two parts of the Postcode. The first part (i.e. SN3) is the outward code, the second (i.e. 5XX) in the inward code.

5. Address Structure
Each address element must be on a separate line with the Postcode included as the last line of the address.

Royal Mail
Wheatstone House
Wheatstone Road
Dorcan
SWINDON
SN3 5XX

a) Where the address complies with PAF® and there is no other text or information on the face of the Mailing Item that could be construed as an address, then the following exceptions apply:

The Postcode may be preceded by a county on the last line of the address, provided that the space between the county and the Postcode is one or two characters.

Royal Mail
Wheatstone House
Wheatstone Road
Dorcan
SWINDON
Wiltshire SN3 5XX

b) The post town may be followed by a county on the penultimate line of the address, provided that the space between the post town and county is one or two characters and that the Postcode is on the last line of the address.

Royal Mail
Wheatstone House

Wheatstone Road
Dorcan
SWINDON Wiltshire
SN3 5XX

c) The post town and Postcode may be jointly on the last line of the address, provided that the post town precedes the Postcode and the space between the two elements is one or two characters.

Royal Mail
Wheatstone House
Wheatstone Road
Dorcan
SWINDON SN3 5XX

The County, although not required, may be included as the penultimate line of the address, with the exception of example b) illustrated above.

6. Zonal Addressing

Zonal Postings must include the zonal indicator. There are two options relating to the position of the zonal indicator (please see figure 35), positioned within the top right hand area of the address window immediately following the standard selection code (zone A,B,C,D or Z for items without a zone) e.g. 53200 A, or preceded by the word 'Zone' and be in a minimum font size of 10 point (e.g. Zone A).

Figure 35:Zonal indicator positioning
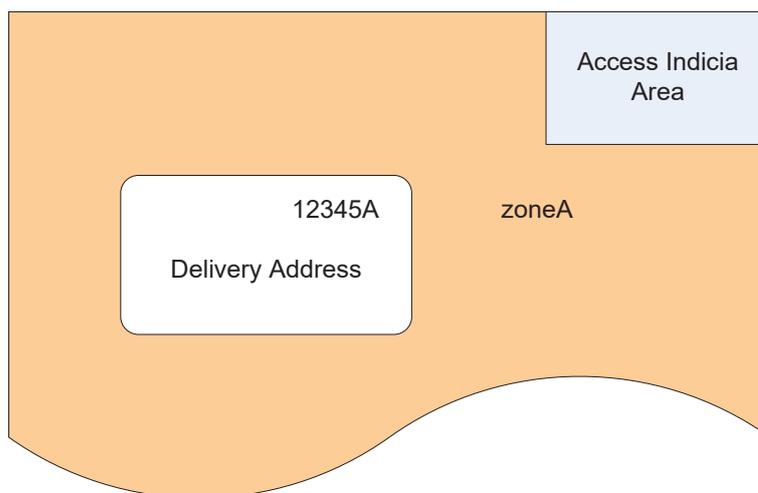
Please note: Both these options need to be positioned outside of any Clear Zones, please see Appendix D (OCR Large Letter), Appendix G (OCR Letter) or Appendix H (CBC) for Clear Zone specifications. A clear zone is defined as an area, which may be amended from time to time, which is free from print graphics or patterning,

The simplest way to ensure an address is correct is to check that the minimum address elements in the appropriate PAF® records are present.

7. General advice for print quality & finishing

Digital printing processes apply a pigment layer that adheres to the surface of the paper. The layer does not soak into the paper and is softer than standard inks.

Consequently, when used for mail, the pigment may rub off, transfer to adjacent surfaces (inserts and the envelope), crack, and become marked both during the manual and automated handling process.

The application of an ultra violet (UV) cured varnish has been found to reduce wear to digitally printed mail items. This provides a protective coating over the pigment. It should only be applied to the non-addressed side of the Letter as the characteristics of the varnish may make the mail unmachinable if applied to both sides(They may have 'window-like characteristics' that reduce mechanical handling capability, increase static cling, and compromise code mark printing)

The pressure exerted on the Letter during automated processing may cause colour offset on digitally printed items. Therefore, it is recommended that there should be no off-set of print or colour transfer when the items are exposed to a pressure of 3.43kPa (35g per cm2). This equates to a weight of 8.gkg spread over the surface of a DL envelope, and 13.5kg for C5 envelopes.

ONEPOST™

Save on the things you send.

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