

---

HOMOLOGATION PROCESS AND  
PROCEDURE  
FOR POSTATARGET PRODUCTS

EDIZIONE OTTOBRE 2010

## 1 PURPOSE OF THE HOMOLOGATION OF POSTATARGET PRODUCTS

The Homologation Process is aimed at verifying the compliance of mailings with standards defined by Poste Italiane for the products of Postatarget range: Basic, Card, Catalog Meccanizzabile, Magazine Meccanizzabile, Gold Resi Mittenti, Gold Posta Report, Gold Monitoring.

The homologation procedure is applied to the **product lines** and it is mandatory for all clients that wish to send machinable items, that is items that can be processed on automated sorting facilities, **in amounts of over 5000 items a year**, in order to benefit from favorable prices granted for such items.

The procedure is also mandatory, regardless of annual mailed quantities for:

- Postatarget “Gold” products (with the following services: Posta Report, Resi Mittente and Monitoring),
- Postatarget mailings containing gadgets (data storage devices, plastic cards, heat-sealed bags).
- Products for which the VAS Posta Report is requested.

More specifically:

- **Product line** refers to: a set of items, belonging to the same product type, with the **same packaging characteristics, same dimensions** (length, height, thickness, weight – the last two dimensions can vary as long as they are included between the minimum and maximum dimensions detailed in each product technical sheet), **stiffness** (it can vary only in compliance with values set out in the technical sheets), **same content (paper content /non paper content, for instance: data storage devices, plastic cards, heat-sealed bags), same address composition** (the font can vary only in compliance with Poste Italiane standards, as set out in the product sheets under Printing Specifications), **the same quality level and accuracy of the information in the address block, same clear zones.**
- The homologation procedure ensures that homologated products to be posted by clients meet the requirements laid out in the Technical sheets of Postatarget Products.

## 2 PROCEDURE OF HOMOLOGATION OF POSTATARGET PRODUCTS

Postatarget product range consists of a number of services for the delivery of advertising, promotional, personalized and addressed communications (for instance: addressed mailings, catalogs, cards and folded items, with the possibility to insert gadgets or product samples) to reach a specific target audience on the Italian territory.

The content of machinable items, subject of this procedure, must be made of paper. **Subject to prior agreement with Product homologation Centre** of Poste Italiane, it is allowed to insert in Postatarget items any other object (**data storage devices, plastic cards, heat-sealed bags**), provided that requirements set out in the Technical sheets are met. It is forbidden to mail metal objects, liquids or glass articles (except if differently specified in the technical sheets).

There are three types of homologation process: **Type A, Type B and Type C.**

## **2.1 PRODUCT HOMOLOGATION PROCEDURES**

### **HOMOLOGATION OF TYPE A:**

it is the simplified procedure that requires **no physical test on** the machines. It is performed by the territorial offices of the Product Homologation Centre for clients who have **no special agreements** with Poste Italiane and that mail the following products: PTBasic, PTCard, PtCatalog meccanizzabile (M Format), generated from product lines whose annual total volumes are between 5001 and 50000 items with paper content and:

- Without Posta Report value added service
- With no gadgets: data storage devices, plastic cards, heat-sealed bags
- With no 2D code Data Matrix.

To request the Homologation of type A clients with no special agreements must present at the **Territorial Homologation Centres** (Centro Omologazione Territoriale, hereafter COT):

- The **OP form** to apply for **Homologation of Type A (modello OP –Tipo A)**, duly filled in and signed;
- A **product image** (a file, preferably in **JPG format**, of the final item reporting the address) to verify compliance with Postatarget standards defined by Poste Italiane. The dimensions, colours and altogether composition of the items will be analyzed, along with the location of information blocks on the envelope (logo, recipient's address, sender's logo, clear zones, etc.), address composition and fonts, any additional elements for the VAS requested (Resi Mittente, Posta Service).

**Please note that postal operators (PPOs) must present the above documentation at the central structures of the Product Homologation Centre and not at the COTs.**

Once the OP form and the Jpg/pdf image have been verified, in case of positive results the homologation centre shall issue the homologation within 4 workdays after the reception of the request (3 days as of July 2008). Such **homologation** will be **valid for one year** as of the date of issue and may be renewed at the end of such period.

In case of negative results, Poste shall inform the client of the anomalies identified and provide indications on how to resolve them and submit an updated sample image for verification.

*This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.*

After receipt of the homologation code, the client shall prepare and post the homologated mailing at Poste Italiane's post offices. **The mailing must be accompanied with a copy of the communication and of the image of the product received by the homologation centre.**

#### **HOMOLOGATION OF TYPE B:**

it is the simplified procedure, performed by the Product Homologation Centre (Centro Omologazione Prodotto, hereafter **COP**), that requires **no physical test on the machines**. It is dedicated to clients **with or without special agreements** and it is used for all Postatarget products generated from product lines whose annual total volumes (amount of annual postatarget products mailings of a client) are between 50.001 and 500.000 of items with paper content only.

- with no gadgets: data storage devices, plastic cards, heat-sealed bags
- without Posta Report value added service
- with no 2D Data Matrix code

To request the **Homologation of Type B**, clients with or without special agreements must present at the **central offices of the COP**:

- The **OP form** to apply for **Homologation of Type B (Modello OP - Tipo B/C)**, duly filled in and signed;
- A **product image** (a file, preferably in **JPG format**, of the final item reporting the address) to verify compliance with Postatarget standards. During this phase item dimensions, colours and location of the information blocks on the envelope (logo, recipient's address, sender's logo, clear zones, etc) will be analyzed, along with address composition, fonts and any additional elements required for the VAS requested (Resi Mittente, Posta Service).

If the analysis yields positive results, the central offices of the COP shall issue the **homologation** and the **homologation number** within 4 workdays after the reception of request (3 days as of July 2008). Both of which shall be **valid for one year** as of the date of issue and may be renewed at the end of such period.

In case of negative results, Poste shall inform the client of the anomalies identified and provide indications on how to address them and submit an updated sample image for verification.

After receipt of the homologation, the client shall have to print the homologation number on each homologated item of Postatarget and correctly prepare the products and post them at Poste Italiane post offices.

#### **HOMOLOGATION OF TYPE C:**

*This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved."*

It is the standard procedure that requires a **physical test on the machines**, performed by the central structure of the COP for clients **with or without special agreements**. It can be used for all Postatarget products generated from product lines whose annual total volumes are higher than 500 000 items or, independently of the annual volumes mailed, for Postatarget products:

- With Posta Report value added service
- Containing gadgets: data storage devices, plastic cards, heat-sealed bags
- Reporting the 2D Data Matrix code

To request the **Homologation of TYPE C**, all clients (with or without special agreements) must present at the **central structure of the COP**

- The **OP form** to apply for **Homologation of Type C (Modello OP - Tipo B/C)**; duly filled in and signed
- A **product image** (a file, **preferably in JPG format**, of the final item reporting the address) to verify compliance with Postatarget standards. During this phase item dimensions, colours and location of the information blocks on the envelope (logo, recipient's address, sender's logo, clear zones, etc) will be analyzed, along with address composition, fonts and any additional elements required for the VAS requested (see the document on homologation of Posta Report service).
- A sample of the items for the test on the machines, that the client shall send after receipt of the communication of the positive results of the preliminary analysis from the COP.

At the end of the process, if the tests of machinability of the sample is positive (the test will detect a machinability of the product of  $\geq 95\%$  for P (piccolo) format and  $\geq 85\%$  for M Format (medio) for CRA modality– finalization to postmen), the COP shall issue, within 7 workdays from receipt of the request (as of July 2008 within 5 workdays), **the homologation and the homologation code**, which shall be **valid for one year** as of the date of issue and may be renewed after that period.

Once received the homologation, the client shall print the homologation number on the product and shall prepare it and post it at the COPs.

Clients who have requested the VAS Posta Report must print the related ID barcode on every item. Such code is unique, not reusable and shall be included in the interval dedicated to the product line/campaign for which the homologation was issued (see Posta Report Technical Sheet).

## **2.2 POST HOMOLOGATION CHECKING AND REVOCATION OF THE HOMOLOGATIONS OF TYPE A, TYPE B, TYPE C**

During acceptance and processing phases, Poste Italiane will randomly check and monitor the homologated products in order to verify compliance with the requirements laid out in technical sheets and with the characteristics declared by the client at the request of homologation. It will also verify if products can actually be processed on sorting lines (that is, they do not cause

*This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.*

clogs or processing waste) and ensure that their percentage of automatic address recognition (through the use of OCR systems) is equal to or higher than 90% for P Format (piccolo) and 80% for M Format (medio) during sorting at the Delivery Centres and distribution to Postmen.

In case any anomalies are identified during production, the Product Homologation Centre shall inform the client for their resolution. After 30 days from the first communication to the client, if these anomalies have not been addressed, Poste Italiane revoke the homologation issued for the products; the client who wants to continue benefiting from favorable conditions, must restart the request process for the homologation of future mailings, including the submission of new samples to COP.

### **2.3 PHYSICAL SAMPLING PROCEDURE AND PRODUCTION LOT RELEVANT FOR HOMOLOGATION OF TYPE C**

Physical samples, which must be sent immediately after the COP communicates the positive results of the preliminary analysis of the OP Form, product image, must meet the following requirements:

- a. At least 100 **closed** items,
- b. Samples must be prepared in the exact same way as the items that will be mailed. More specifically: envelopes or folded items samples must be **closed** on all sides; cellophane wrapped items must be prepared with heat-shrinking cellophane (only clients with special agreements can use non heat shrinking cellophane within the limits of their contract)
- c. The front of the items (address block/logo side) must correspond exactly to the final lay out of the mailings, in terms of dimensions, colour, clear zones, sender's and recipient's address blocks, as well as with regard to all the elements required for the value added services requested (e.g. items with Posta Report service: barcode block and box with reasons for non delivery)
- d. The address block must be composed with the sample addresses provided by the COP (address, Zip code, destination).
- e. The barcode block (for Posta Report VAS) must be personalized with trial numbers provided from the COP
- f. Sample items and their content must have the exact same physical characteristics (dimensions, weight, paper, grammage, thickness, stiffness) as the items that shall be mailed, while they do not have to bear the personalized graphic images, except from those at the front, as detailed in c).
- g. For the renewal of Postatarget products with the Posta Report VAS ensuring the same quality standards as the previously homologated product, new numbers shall be assigned for the personalization of the barcodes and the identification of the new mailings.
- h. Upon the client's request, sample items shall be returned by the COP to the address indicated in the specific space provided on the OP form (Mod. OP. B/C).

### **2.4 RENEWAL OF EXPIRING HOMOLOGATIONS OF TYPES A, B AND C**

The client that wishes to renew the expiring homologation for the same product line must present the following documentation at least 15 days before the expiry date:

- To renew Homologations of Type A: an OP form to request the homologation of the product (**Modello OP – Tipo A**) at the COTs (COPs for PPOs, see para 2.1), accompanied with the declaration that, for the following mailings, the product line will ensure the same characteristics as those of the previously homologated line.
- To renew Homologations of Type B/C: an OP form to request the homologation of the product (**Modello OP – B/C**) at the central structures of COP, accompanied with the declaration that for the following mailings the product line will ensure the same characteristics as those of the previously homologated line.
- To renew Homologations of Type A and of Type B/C: an image of the product (**a file preferably in jpg format**) for the verification of the lay-out

### **QUOTED DOCUMENTS**

Postatarget Products Technical Specifications  
Scheda Tecnica codice commerciale 2D per la Postatarget  
Specifica Tecnica Servizio Posta Report  
Processo e Procedura Omologazione Posta Report  
Procedura Gestione Test Finalizzazione/Meccanizzabilità