

## USPS Intelligent Mail Package Barcode (IMpb)

**Effective January 25, 2015 what USPS items will require a USPS IMpb barcode?**

Parcels, packages, and Priority Mail® Express or Priority Mail® pieces of any shape, size, or price category, including flat-rate boxes and envelopes require an IMpb (barcode). In addition, the following mail classes require an IMpb:

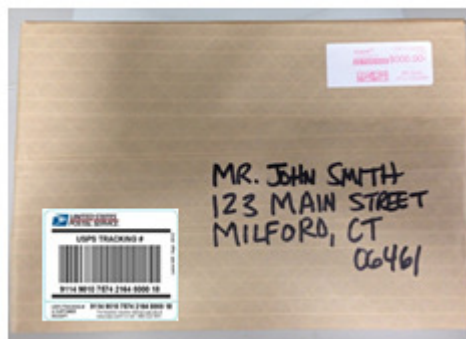
- First-Class Mail Package Services
- Parcel Select
- Parcel Select Lightweight
- Standard Mail
- Library Mail
- Media Mail
- Bound Printed Matter



**Effective January 25, 2015 there are 2 ways you can ship a USPS package and meet the new IMpb requirements.**

### **Option 1 – Use a pre-printed USPS 400 label that includes an IMpb barcode:**

In the image below, the IMpb is part of a pre-printed label. With a pre-printed label, you just peel and stick it on your item. With a pre-printed label, the characteristics of the mailing are not uploaded to the USPS. Addresses can be hand-written and used in conjunction with a postage meter strip tape for parcel shipments. The mailer can track: arrival and departure info, date and time of delivery and attempted delivery. In this case, the mailer does not qualify for Commercial Base Pricing and will pay retail rates. Finally, the package will not qualify for free insurance if it is being sent via Priority Mail or Priority Mail Express. The 400 label is available free from the USPS.



**Option 2– Create a shipping label that includes an IMpb:**

In the image below, the formatted IMpb is part of a shipping label. To create the shipping label, you need to first define the characteristics of the shipment. This is accomplished through Claritus online shipping software. You will enter in data such as: Delivery Address, Return Address, Class of Service, Extra Services, zip + 4. The shipping label will also include a unique mailer ID. These characteristics create the barcode. By creating an IMpb shipping label, a package qualifies for full benefits including use of Commercial Base Discounted Rates and automatic qualification of free insurance on Priority Mail® & Priority Mail® Express Items (up to \$50 and \$100 respectively).



**If you would like more information regarding the USPS IMpb package barcode please contact your Claritus Account Executive.**