

**Machine-readable franking marks**

# **Section 8: Premiumadress**

Design, options and contents

**Released**

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# Section 8: Premiumadress

## 8.1. Introduction/background

This document refers only to the design of a data matrix for the PREMIUMADDRESS service, when the item is additionally franked by a different type of franking, which relates to the charge for the item. The franking mark described here does not represent any franking value and serves only to transfer the data of PREMIUMADDRESS. Franking types with a value may therefore be Dialogpost with franking wave, sender machine franking, cancelling by sender, Plusbrief or business post of Deutsche Post (Postsache). For Dialogpost, this layout is seen as a reduced franking mark and it may also be used without franking wave if desired.

Thus these franking types will also benefit from the advantages of so-called machine-readable data matrix codes. The use of the data matrix code is a condition for using the PREMIUMADDRESS service. This matrix code also offers customers the opportunity to improve and optimize production processes, e.g. quality assurance, control of supplements. It may also be used for Dialogpost items that are not PREMIUMADDRESS items.

## 8.2. The validity of the *PREMIUMADDRESS* data matrix code

The Premiumadress data matrix code applies, according to the status of the specification, until the appearance of a successor version of the Premiumadress data matrix code. The internal working title is Machine-readable franking marks Section 8 Premiumadress (MLFVM 8).

## 8.3. Demarcation from the arrangements for the “machine processing of letter mail items”

All existing arrangements for the “machine processing of letter mail items” retain their validity and are contained in the brochure on mail items suitable for automated processing.

For example, inserting other barcodes used by the customer in the address is also covered here. Inserting additional barcodes must be avoided as a matter of principle. If a barcode used by a customer is printed as an exceptional case, then care must be taken that its design and dimensions are not similar to those of Deutsche Post AG.

#### **8.4. Certification of items corresponding to this specification**

Deutsche Post AG offers certification for quality assurance purposes. Samples are required (S/KBf-compact letter: 100 items, card format: 250 items, G/MBf-Maxibrief letter and press: 10 items) and evaluated as follows:

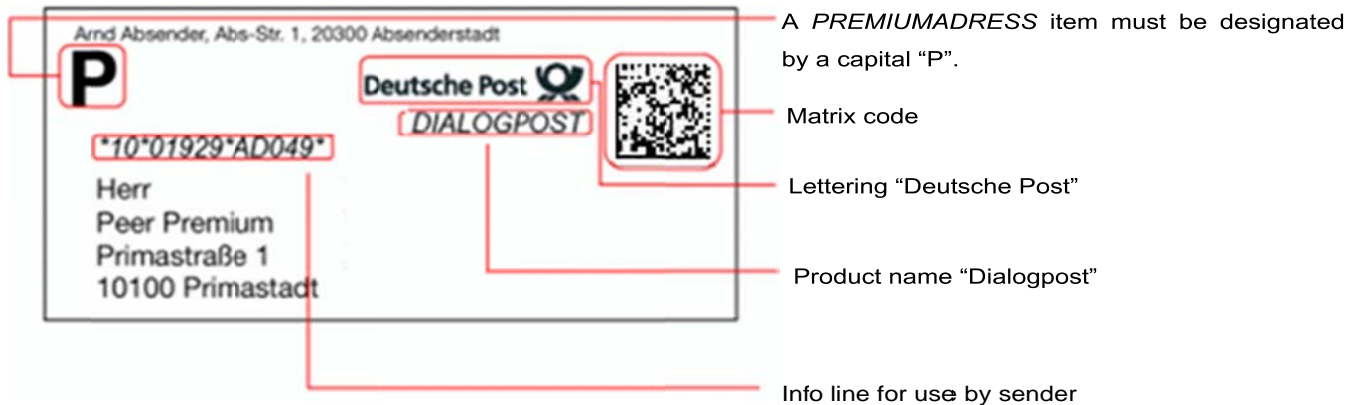
1. Correct content of the data matrix code (field population and parameterization)
2. Alignment and legibility of the elements on the address page:
  - a. correct dimensions and legibility of the address
  - b. correct dimensions and legibility of the data matrix code
  - c. compliance with the required spacing

Senders interested in certification may contact the sales representative at Deutsche Post.

**The quality of the printed data matrix code should be “Grade A”, following the quality parameters specified in the ISO/IEC 15415 standard. In the case of deviations from this, Deutsche Post must be allowed to perform a practical test to check whether the minimum quality requirements are met.**

## 8.5. Design and text elements

The franking mark consists of the following parts:



- **Premiumaddress IDENTIFIER**

A Premiumaddress item must be designated by a capital P (Arial; font height 5.9 mm). For non-Premiumaddress items, the P must not be used.

- **Data matrix code**

In the 8-bit binary mode (BASE 256), size 22x22 or 26x26 modules (28 or 42 bytes) with a module strength of 0.423 mm. ECC 200 is intended as the error correction level.

- **Deutsche Post logo**

The identifying features consist of the letters Deutsche Post and the post horn. The entire logo must be incorporated as a graphic, including the lettering. This is why no font type is defined for the lettering. The graphic is available as an eps file from the Premiumaddress service team

- **Sender line**

The name of the sender must be printed using Arial or Helvetica (normally 6 pt) and should normally not be in bold and/or italics. However, other fonts are also possible. The sender line can be extended by a maximum of 3 mm to the left of the address lines. However, we recommend that it should be aligned with the address lines.

- **Extra line**

If the item is a Dialogpost item, it will be designated as "Dialogpost".

- **Info line**

In the final line, within the addition and mark zone for postal marks, additional details necessary for processing may be provided. These must then be placed between the special character "\*". The characters may also be used as field separators. Additional details which are possible are in particular the identification of routing region bundles for Dialogpost and if required, customer-specific

numbering (e.g. for subsequent manual processing). Blank fields are indicated with the limiting “\*”, e.g. \*\*123456789\*. The line must end at least 3 mm before the left edge of the data matrix code. The base line is identical with the bottom edge of the data matrix code.

- **Address lines**

The permitted fonts are restricted to Arial, Helvetica, Frutiger and Courier, when all six address lines are used with a standard window. The font size must be at least 9 pt here. You must ensure a correspondingly large interlinear space. If normally only 5 or fewer address lines are to be shown, the font size and the interlinear space may be appropriately enlarged. Then other machine-readable fonts may also be permitted, as per the brochure on mail items suitable for automated processing.

- **Address field**

For subdividing the address field, DIN 5008:2005 is crucial. The 3 lines specified there for the additional and marking zones must be used for marking for Dialogpost franking and for illustrating the data matrix code. In line with the norm, there remain 6 lines for the actual address in the standard window (90 x 45 mm), which, if necessary, must be filled in from line 1 of the address zone from the top to the bottom without leaving any gaps or blank lines.

For the intended address field, (address lines 1-6; 21.17 mm in height) already certified fonts may also be used. Here it is important that all the components (address, Dialogpost line...) must remain visible in the legible area (net window).

In the case of non-standard windows (larger than 90 x 45 mm), labels and direct printing, there may be the possibility of greater choice in font types and sizes and the number of the address lines.

All these individual characteristics are part of MLFMV 8 *PREMIUMADDRESS*.

It is a matter of principle that all the elements which must be machine-readable are set out in the readable area under any circumstances (even if the item moves in the envelope). This includes especially the matrix code and all address lines. The legible area is also limited to 3 mm by a quiet zone round its outside.

For Dialogpost, this layout applies as a reduced franking mark and can also be used without the franking wave on the envelope or address label if desired. The franking zone must always be kept free, i.e., no other impressions must be applied there.

## 8.6. Dimensions diagram

Printers with a resolution of 240 dpi or 300 dpi and their multiples as whole numbers, e.g. 480 dpi or 600 dpi are supported. The dimension details of the text elements correspond to those of the 240 dpi printer.

Differing resolutions must be checked in the certification process.

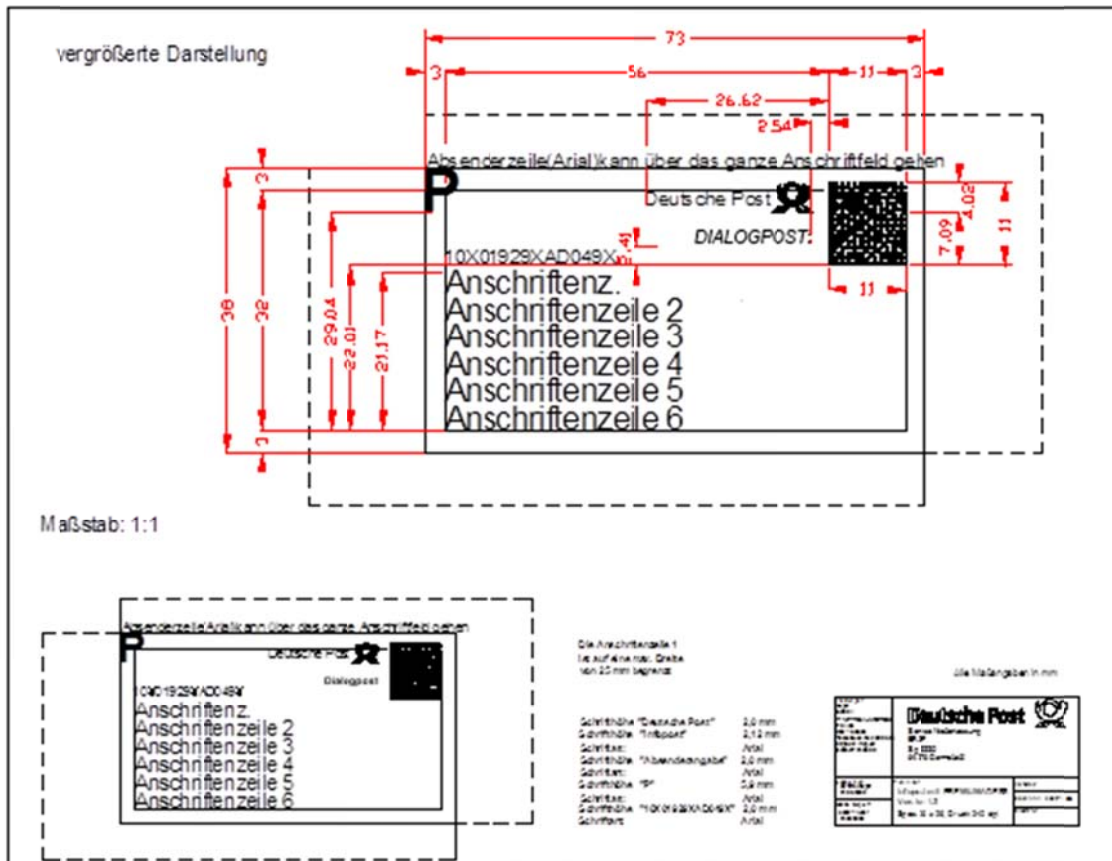
Irrespective of the resolution, the data matrix must be given a module width of 0.423 mm.

The overall positioning of the address, including the postal details is given for A4 mail in a C5/C6 envelope. The address window and the entire dimensions remain precisely the same for other envelopes and paper formats. Only the positioning of the entire window changes so that the abovementioned principles for legibility in the window are maintained as far as possible, even though the mail document has been moved around. The font for the address must not be reduced under any circumstances.

The entire address is set out in such a way that the left edge of an A4 letter with text and folds, whether in form A or B, is at least 22 mm from the left edge of the page.

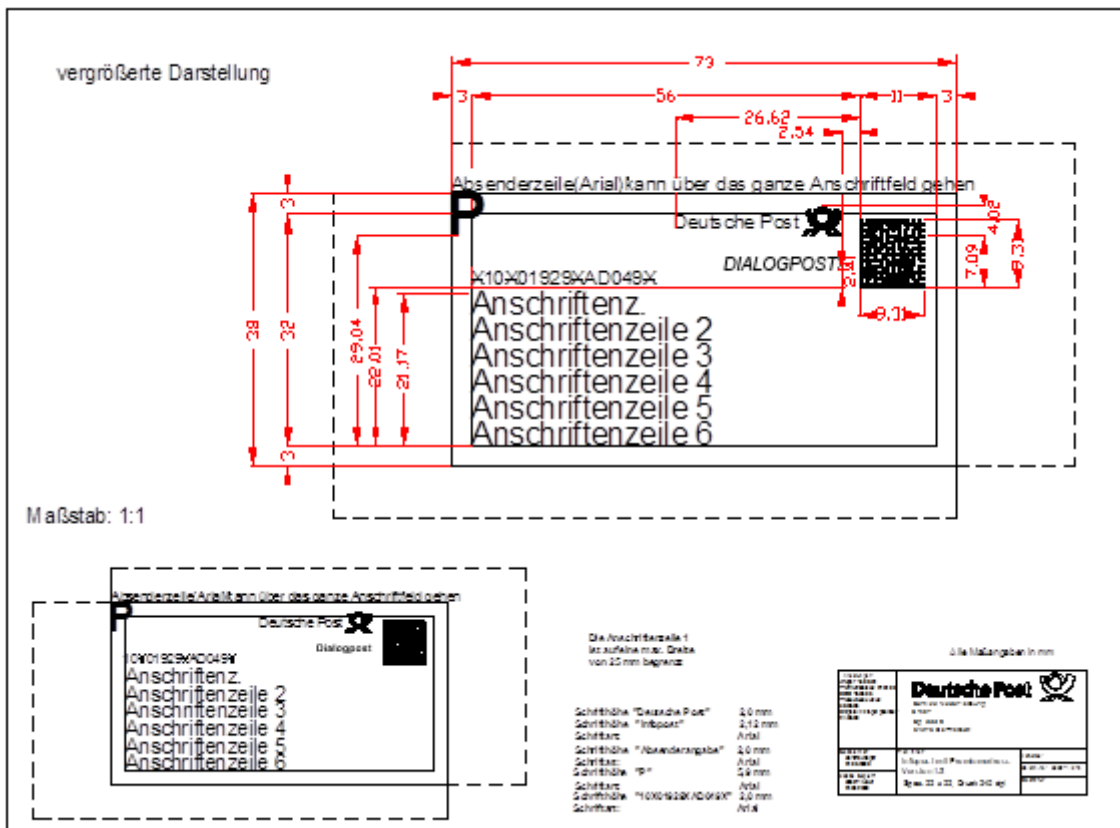
The lower edge of the sixth line must be 17.5 mm from the upper folding edge, even if it has not been printed, irrespective of whether the letter has been folded in form A or form B. The bottom line of the address is therefore set at a fixed distance from the upper folding edge.

8.6.1. Layout of address windows with a 26x26 data matrix code (reduced)





### 8.6.2. Layout of address windows with a 22x22 data matrix code (reduced)



### 8.6.3. Tolerances

Tolerances are possible with the above-mentioned dimensions.

The post horn, “Deutsche Post” lettering, the “P” and the franking mark may each be 0.15 mm larger or smaller and the DMC may be 0.5 mm larger or smaller than indicated in the dimensions diagrams.

The spaces between the individual features may each be 0.5 mm larger or smaller than indicated in the dimensions diagrams.

Differing tolerances must be checked in the certification process.

### 8.7. Contents of the data matrix code

A matrix code of the data matrix type in 8-bit binary mode is used (BASE 256). ECC 200 is intended as the error correction level. The symbol size of the matrix code (number of lines and columns) for the standard option is 22 x 22 modules (L\*W = 9.31 mm \* 9.31 mm), and for the larger option it is 26 x 26 modules (L\*W = 11.0 mm \* 11.0 mm).

For Premiumaddress, the larger option is recommended.

Please see the following table for information on nomenclature:  
 Hexadecimal values with high commas are included, e.g. '3F'. For better legibility, these values are represented in pairs separated by a space, e.g. '00 37'.

Byte Length Meaning Data contents Comments  
 No.

Byte No.	Length	Meaning	Data contents	Comments
f1, f2, f3	3	Postal company (ASCII DEA)	'44 45 41' (Hex)	Deutsche Post

Byte Length Meaning Data contents Comments  
 No.

Byte No.	Length	Meaning	Data contents	Comments
f4	1	Franking type and version	'08' (Hex)	PREMIUMADDRESS, Version 1.0

Byte Length Meaning Data contents Comments  
 No.

Byte No.	Length	Meaning	Data contents	Comments
f5	1	Version products/prices	'XX'	The version of the product and price list must be mentioned here. Example: Version No. 24 corresponds to hexadecimal value '18'.  The most current version can be found online at <a href="http://www.premiumadress.de">www.premiumadress.de</a> .

Byte Length Meaning Data contents Comments  
 No.

Byte No.	Length	Meaning	Data contents	Comments
f6 to f10	5	Customer number of the <i>PREMIUMADDRESS</i> contract partner.	'XX XX XX XX XX'	Example: EKP no. 5111111111 (decimal) equals '01 30 A5 5D C7' (hexadecimal). The customer is notified by Deutsche Post.

Byte No.    Length    Meaning    Data contents    Comments

f11, f12	2	Charge or franking value	'XX XX'  in the format EEEEC (decimal)	Decimal presentation of the franking value in euros (E=places before decimal point and C=places after decimal point). Example: EUR 0.55: decimal: 00055; hexadecimal: '00 37'  When franked with a stamp, sender franking machine, as Plusbrief and as business post of Deutsche Post (Postsache), this must be entered as '00 00'
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Byte No.    Length    Meaning    Data contents    Comments

f13, f14	2	Date of posting or data processing date	'XX XX'  in the format DDYY (decimal)	If at the time of optimization the actual date of posting is not known, the date of data processing should be used. Date format: Decimal representation of the date as DDYY whereby "DDD" represents the relevant day of the year (up to 365 or 366) and "YY" is the last two digits representing the year. (Example: July 24, 2003, i.e. 205th day in 2003; decimal: 20503; hexadecimal: '50 17')
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Byte Length Meaning Data contents Comments  
 No.

Byte No.	Length	Meaning	Data contents	Comments
f15, f16	2	Product identifier code	'XX XX'	<p>Representation in hexadecimal form            The up-to-date description of the product identifier code is contained in the product and price list. The current product and price list is available on request.</p> <p><i>Example of product identifier code:</i>            '00 5A' Dialogpost/Katalog Standard (dec. 90)            '23 E7' Dialogpost/Katalog Standard Premiumadress Basis (dec. 9191)            Representation in hexadecimal form.</p> <p><i>The most current description of the product identifier codes is available on request, or at <a href="http://www.premiumadress.de">www.premiumadress.de</a>.</i></p>

Byte Length Meaning Data contents Comments  
 No.

Byte No.	Length	Meaning	Data contents	Comments
f17, f18, f19	3	Serial item number	'XX XX XX'	<p>Hexadecimal representation of the decimal item number (max. 16,777,215 items).            When AM order numbers are used, for every AM order number beginning with 1.            Otherwise for every posting or data processing date, beginning with 1.</p>

Byte Length Meaning Data contents Comments  
No.

Byte No.	Length	Meaning	Data contents	Comments
f20 to f23	4	AM order number	'XX XX XX XX'	<p>Hexadecimal representation of the decimal AM order number. Should alphanumeric AM order numbers be used, only the numerical part must be coded.</p> <p>If AM order numbers are not used, '00 00 00 00' must be entered in this field.</p> <p>Please note that theoretical size limitation for numerical numbers from: (FF FF FF FF Hex) = 4294967295</p> <p><b>From the 14-digit AM order number, the lower 9 digits are used here (decimal to 999 999 999 – Hex 3B 9A C9 FF).</b></p>

Byte Length Meaning Data contents Comments  
No.

Byte No.	Length	Meaning	Data contents	Comments
f24	1	Notification of postal data elements between bytes f25 and f42	'XX'	Since bytes f25 to f26 may be used flexibly for postal purposes and are also wholly or partially available for customer-specific data, it is indicated here what dimensions the postal data elements have (see below) in this area, and which type the postal data elements are.
			'00'	In the area of bytes f25 to f26, <b>no postal contents</b> are to be named. The entire area may be used only for customer-specific data not evaluated by Deutsche Post. The bytes are to be filled in as necessary.
			'01'	Bytes f25 to f26 are used for the <i>PREMIUMADDRESS</i> ID, see below. The following bytes f27 to f28 (f42) may be used for customer-specific data and if necessary must be filled

			<p>up. The product identifier coded as f15,f16 must refer to a <i>PREMIUMADDRESS</i> product, and the “P” must be printed in the layout.</p> <p>This customer-specific data of the matrix code is recorded as part of <i>PREMIUMADDRESS</i> and provided for the sender as additional information in the address dataset (e.g. customer number, recipient).</p>
		'02'	<p>Bytes f25 to f26 are used for the <i>PREMIUMADDRESS</i> ID, see below. The following bytes f27 to f28 (f42) may be used for data that is customer-specific not evaluated by the Deutsche Post and must be filled in as necessary. The product identifier coded as f15,f16 must refer to a <i>PREMIUMADDRESS</i> product, and the “P” must be printed in the layout.</p> <p>Please note: In this case Deutsche Post does not return the customer-specific data in the <i>PREMIUMADDRESS</i> address dataset.</p>

Byte No.	Length	Meaning	Data contents	Comments
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f25, f26	2	<i>PREMIUMADDRESS</i> ID	'XX XX'	Hexadecimal representation of the decimal <i>PREMIUMADDRESS</i> ID. It must be entered if the control element byte f24 is filled with the data contents "01" or "02". The <i>PREMIUMADDRESS</i> IDs are created by the customer online in the <i>PREMIUMADDRESS</i> system and assist with the subdivision of the address data which <i>PREMIUMADDRESS</i> supplies to the customer. If the customer does not create any additional IDs in the system and only uses one <i>PREMIUMADDRESS</i> ID, then it always is '00 01'.
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Byte No.	Length	Meaning	Data contents	Comments
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With <i>PREMIUMADDRESS</i> f27 to 28	2	Customer-specific information (in 22*22 matrix code size)	'XX XX XX XX'	Any content which is not evaluated by Deutsche Post e.g., to identify customers, departments, pallets etc.  When <i>PREMIUMADDRESS</i> is used, the customer-specific part begins from byte f27, since bytes f25 and f26 in this case are used for the <i>PREMIUMADDRESS</i> ID.
Without <i>PREMIUMADDRESS</i> f25 to f28	4			If no customer-specific information is to be placed in the matrix code, then in order to comply with the size of the matrix code, it may be necessary to fill it with blank information.

Byte No.	Length	Meaning	Data contents	Comments
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With <i>PREMIUMADDRESS</i>	16	Customer-specific information (in 26*26 matrix code)	'XX XX XX XX XX XX XX XX XX XX XX XX XX XX XX XX'	Any content which is not evaluated by Deutsche Post e.g., to identify customers, departments, pallets etc.
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f27 to f42  Without <i>PREMI- UMADR ESS</i> f25 to f42	18	size)	XX XX'	When <i>PREMIUMADDRESS</i> is used, the customer-specific part begins from byte f27, since bytes f25 and f26 in this case are used for the <i>PREMIUMADDRESS</i> ID.  If no customer-specific information is to be placed in the matrix code, then in order to comply with the size of the matrix code, it is necessary to fill it with blank information.
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At request we provide a pre validation free of charge so that you can be sure that the coding of your data matrix code is correct. Therefore please send us an e-mail to [Serviceteam@deutschepost.de](mailto:Serviceteam@deutschepost.de).