

Guide

PREMIUMADDRESS

Manual



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About this manual

PREMIUMADDRESS is an innovative service from Deutsche Post. To make it even easier for you to use PREMIUMADDRESS we have written this manual. It covers all important topics and answers questions you may have.



Tip: When you read this manual as a PDF file on your PC you can use the internal links in this document to quickly jump forward or back.

Learn the basics about PREMIUMADDRESS in chapter 1. Explore the different product options in chapter 2 and be guided step-by-step through the individual elements and functions in chapter 3. You'll find data fields and code tables for correctly interpreting address information in chapter 7.

Customer service

Should you have any questions that are not answered in this manual, please contact our customer service:

Product assistance

Telephone: 0228-4222 112*

* Mon. – Fri. from 8:00 a.m. – 6:00 p.m., Sat. from 8:00 a.m. – 2:00 p.m.,
except on national holidays in Germany

Technical assistance:

E-mail: serviceteam@premiumadress.de

[premiumadress.de](https://www.premiumadress.de)

1. Introduction

Digital maintenance of address data

In Germany, there are nearly 10 million changes of address every year. With PREMIUMADDRESS you can update your address data reliably and digitally with every mailout. And reduce your number of incorrectly addressed items – and the associated costs – effectively.

PREMIUMADDRESS items are marked with a “P” and a data matrix code. This is a two-dimensional imprint that contains important information for managing your address data such as return addresses and customer or billing process numbers. In the event that an item cannot be delivered, the information is scanned and cross-checked with address databases, after which you receive the up-to-date address information.

In addition, with PREMIUMADDRESS you decide what is to be done with mail items that cannot be delivered: Are they to be forwarded, returned or destroyed?

With a total of seven PREMIUMADDRESS product options to choose from, you can put together a PREMIUMADDRESS package that perfectly matches your needs. Additional practical applications are available to increase transparency and convenience in your address data management operations even further.

The PREMIUMADDRESS process at a glance*



Preparation for dispatch

Your items are marked with a “P” for PREMIUMADDRESS and a data matrix code that contains all relevant information. In the event that an item is not deliverable, this information indicates what action is to be taken.

Deliverability check

The local mail carrier verifies deliverability.

Data recording

Your data matrix code and the address field are scanned. This step records the information they contain and links it to the reason the item cannot be delivered.

Data cross-check

Your digitized address data is cross-checked against the redirection and deceased persons databases. Optional cross-check against the undeliverable mail items database is also possible, as is the commissioning of an address search.

Data transfer

The data is made available in the form of a download or via SFTP after the delivery attempt.

* A PREMIUMADDRESS contract must be concluded before PREMIUMADDRESS can be used.

2. Product options

Use PREMIUMADRESS on a flexible basis

Select one of **seven PREMIUMADRESS product options** for managing your mailouts and keeping your address data up to date. Use PREMIUMADRESS according to your needs.

Based on the type of item you are sending, such as MAIL or DIALOGPOST, you choose one or several product options which allow you to specify:

Address information:

Which electronic information do you want?

Action to be taken:

What should be done with your items?



Tip: Non-delivery notifications and information on deceased persons are free of charge for MAIL items with the product options PREMIUMADRESS Basis and PREMIUMADRESS Report.



Note: The column with the pictogram in the heading shows you at a glance the address information you receive in electronic form for the respective product option.


Optional database confirmation and automatic address search

For the PREMIUMADRESS product options Basis, Report, Plus and Fokus you can additionally book a cross-check of any undeliverable items with Deutsche Post. In this case the information on the undeliverable item is verified by a cross-check with the address database.

With the help of the address search service, PREMIUMADRESS can automatically update addresses for which no active redirection request is in place. The comprehensive search is based on data from numerous relocation and address databases. For further information, please see **page 14**.

2.1 Product options for MAIL and DIALOGPOST with wrapping or in card form


1. PREMIUMADDRESS Basis

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order	✓		✓	
Undeliverable because the recipient could not be found / delivery was refused / item was not collected	✓			✓
Undeliverable because the recipient is deceased	✓			✓

With **PREMIUMADDRESS Basis** you receive all available address information electronically. If the recipient has moved and has requested mail redirection, the item is redirected, and if the item cannot be delivered, it is destroyed. This option can also be used for wrap-

per-packed newspapers (STREIFBANDZEITUNG). Optionally, a database confirmation or an address search can be conducted in the case of non-delivery.

2. PREMIUMADDRESS Report


Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order			✓	
Undeliverable because the recipient could not be found / delivery was refused / item was not collected	✓			✓
Undeliverable because the recipient is deceased	✓*			✓

* Delivered as address property 10 (recipient / company could not be found at the specified address).

With **PREMIUMADDRESS Report** you receive only information regarding non-delivery. This option can also be used for wrapper-packed newspapers (STREIFBANDZEITUNG).

Optionally, a database confirmation or an address search can be conducted in the case of non-delivery.


3. PREMIUMADDRESS Plus

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order	✓		✓	
Undeliverable because the recipient could not be found / delivery was refused / item was not collected	✓	✓		
Undeliverable because the recipient is deceased	✓	✓		

With the **PREMIUMADDRESS Plus** option, all available address information is sent to you electronically. In addition, items that cannot be delivered are sent back to you. This option can also be used for wrapper-packed news-

papers or merchandise shipment. As an option, a database confirmation or an address search can be performed if an item cannot be delivered.


4. PREMIUMADDRESS Fokus

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order	✓	✓		
Undeliverable because the recipient could not be found / delivery was refused / item was not collected	✓	✓		
Undeliverable because the recipient is deceased	✓	✓		

With the **PREMIUMADDRESS Fokus** option, all available address information is sent to you electronically. Your items are returned if the recipient has moved and has requested mail redirection or if the item is undeliverable.

This option can also be used for wrapper-packed newspapers or merchandise shipment. As an option, a database confirmation or an address search can be performed if an item cannot be delivered.


5. PREMIUMADDRESS Hybrid

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order	✓		✓	
Undeliverable because the recipient could not be found / delivery was refused / item was not collected		✓		
Undeliverable because the recipient is deceased		✓		

When you choose the **PREMIUMADDRESS Hybrid** option you receive relocation addresses / information in electronic form. If the recipient has moved and has requested mail redirection, the item is redirected, and if

the item cannot be delivered, it is returned. This option can also be used for wrapper-packed newspapers or merchandise shipment.


6. PREMIUMADDRESS Retoure

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order			✓	
Undeliverable because the recipient could not be found / delivery was refused / item was not collected		✓		
Undeliverable because the recipient is deceased		✓		

With **PREMIUMADDRESS Retoure** you do not receive any electronic address information. If the recipient has moved and has requested mail redirection, the item is

redirected, and if the item cannot be delivered, it is returned. This option can also be used for wrapper-packed newspapers or merchandise shipment.

7. PREMIUMADDRESS Retoure Extra

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order		✓		
Undeliverable because the recipient could not be found / delivery was refused / item was not collected		✓		
Undeliverable because the recipient is deceased		✓		

With **PREMIUMADDRESS Retoure Extra** you do not receive any electronic address information. Your items are returned if the recipient has moved, died or is temporarily absent and has requested mail redirection


or if the item is undeliverable. This option can also be used for wrapper-packed newspapers or merchandise shipment.

Important

Please note that you must use a PREMIUMADDRESS option with included return if your DIALOGPOST or Mail item has an insert which is not made of paper. Items with sachets cannot be sent with PREMIUMADDRESS.

2.2 Product options for DIALOGPOST without wrapping and for Pressepost


1. PREMIUMADDRESS Basis

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order	✓			✓
Undeliverable because the recipient could not be found / delivery was refused / item was not collected	✓			✓
Undeliverable because the recipient is deceased	✓			✓

With the **PREMIUMADDRESS Basis** option, you receive all available address information electronically. Undeliverable items are destroyed.

Optionally, a database confirmation or an address search can be conducted in the case of non-delivery.

2. PREMIUMADDRESS Report

Address information		Action to be taken		
		Return	Redirect	Destroy
Relocation address / information in case of move with redirection order	✓			✓
Undeliverable because the recipient could not be found/delivery was refused/item was not collected	✓			✓
Undeliverable because the recipient is deceased	✓**			✓

* Delivered as address property 25 (recipient moved; no request for new address)

** Delivered as address property 10 (recipient / company could not be found at the specified address)

With the **PREMIUMADDRESS Report** option, you receive non-delivery information. If the recipient has moved and has requested mail redirection, you additionally receive the notification "Recipient moved; no request for new

address." As an option, a database confirmation or an address search can be performed if an item cannot be delivered.

2.3 Overview of product options

Types of item for each product option

Type of item	Product options						
	Basis ¹	Report ¹	Plus	Fokus	Hybrid	Retoure	Retoure Extra
MAIL	✓	✓	✓	✓	✓	✓	✓
- Merchandise shipment			✓	✓	✓	✓	✓
- Wrapper-packed newspaper	✓	✓	✓	✓	✓	✓	✓
DIALOGPOST with wrapping or in card form	✓	✓	✓	✓	✓	✓	✓
DIALOGPOST without wrapping	✓	✓					
Pressepost	✓	✓					

¹ **Not possible** for Mail items and DIALOGPOST with wrapping and inserts not made of paper

Address information and action to be taken for each product option

Address information	Product options						
	Basis	Report	Plus	Fokus	Hybrid	Retoure	Retoure Extra
New address or information (recipient has moved and requested mail redirection)	✓	2	✓	✓	✓		
Undeliverable because the recipient could not be found / delivery was refused / item was not collected	✓	✓	✓	✓			
Undeliverable because the recipient is deceased	✓	1	✓	✓			
Optional: Undeliverable with database confirmation	✓	✓	✓	✓			
Optional: New address via the address search service	✓	✓	✓	✓			
Action to be taken							
Redirect with a valid redirection order (for MAIL, DIALOGPOST with wrapping)	✓	✓	✓		✓	✓	
Return when undeliverable			✓	✓	✓	✓	✓
Return if the recipient has moved and requested mail redirection				✓			3
Destroy if the item is undeliverable	✓	✓					
Destroy if the recipient has moved and requested mail redirection (for DIALOGPOST without wrapping and Pressepost)	✓	✓					

¹ Delivered as address property 10

² For DIALOGPOST without wrapping and Pressepost delivered as address property 25

³ Return also in case of death and temporary absence with request for mail redirection.

2.4 Prices

Charges apply to the address information delivered to the customer. The charge depends on the type and number of address details provided. Prices for Premiadress services in combination with Dialogpost with / without wrapping or Mail can be found in the current price list:

[deutschepost.de/premiadress](https://www.deutschepost.de/premiadress).

Prices for POSTVERTIEBSSTÜCK (preferred periodicals) and PRESSESENDUNG (standard periodicals / Pressepost) can be found in the Press Distribution price list:

[pressedistribution.de](https://www.pressedistribution.de)

Good to know

PREMIUMADDRESS is not an address service. It offers and provides information about undeliverable and / or incorrectly addressed items. You can use this information to update your customer database. Digital records are generated at the time of the delivery attempt, on the basis of the data matrix code, the recipient's address and the non-delivery note added by the mail carrier. These digital records can be downloaded from the PREMIUMADDRESS online service as fully prepared files for each product option.

PREMIUMADDRESS services

- Notification of current status on the delivery date
- The mail carrier performs a cross-check locally at the exact time of the delivery attempt:
 - an incorrect address is corrected and the item is placed in the mailbox = delivered
 - in the event that an item is not deliverable, the next steps depend on the chosen product option

No PREMIUMADDRESS services

- Delivery if the address is ambiguous
- Searching for the same surnames, for example in an apartment building
- Cross-checking of mailbox and doorbell labels
(the recipient is responsible for doorbell and mailbox labels!)

3. PREMIUMADDRESS ID

Managing mailouts

A PREMIUMADDRESS ID 1 is automatically generated upon signing a contract for PREMIUMADDRESS services. Using PREMIUMADDRESS IDs you can selectively manage your mailouts and process returns as these IDs contain information regarding the return address, the data recipient and billing data. Many contractual partners use just one PREMIUMADDRESS ID. However, if you mail items regularly and want to manage them individually, you can create additional PREMIUMADDRESS IDs – up to 999 – using our online

service. PREMIUMADDRESS IDs are stored in the data matrix code. PREMIUMADDRESS IDs must be created using the online service prior to dispatch. If the data matrix code on your mail items contains an ID that was not created using the online service, the address information is automatically assigned to the PREMIUMADDRESS ID 1.

With PREMIUMADDRESS IDs you can:

Specify the return address*

Returned items can be sent to different addresses, regardless of the sender details listed in plain text.

Designate data recipients

Specify the persons who are to receive corrected address data. You can indicate different recipients for each individual mailout.

Manage the billing process

Select billing process numbers and attribute them to different bank accounts, for example. If you need further billing process numbers, please contact your personal customer advisor at Deutsche Post.

Receive non-delivery information with database confirmation

Select non-delivery information with database confirmation as an additional service. If an item cannot be delivered, the address is checked against the postal reference file and other databases at Deutsche Post Direkt and confirmed, as applicable.

Search for addresses

Increase your update rate with an address search. Undeliverable addresses that cannot be updated by means of a redirection order can be searched for by Deutsche Post in additional relocation and address databases, often resulting in a deliverable address. A supplementary agreement is required for this additional service. Please contact us. Contact information can be found on **page 3**.

Information on how to create and manage PREMIUMADDRESS IDs can be found in [chapter 6.1](#) and in the [how-to video for the online service at premiumaddress.de](#)

* The return address must be a correct German postal address. This also applies to senders in foreign countries.

Examples of additional PREMIUMADDRESS IDs

Contract	PREMIUMADDRESS ID	Details
PREMIUMADDRESS contract Customer 5099999999 Customer contractual partner: Heinz Customer, Test AG, Hamburg	PREMIUMADDRESS ID 1 Billing process 5099999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1HH2 Return address: Test AG, Burchardstrasse 99, 20095 Hamburg Data recipient: Heinz Kunde Non-delivery information with database confirmation: No	When the contract is concluded, PREMIUMADDRESS ID 1 is generated automatically together with at least one billing process number.
	PREMIUMADDRESS ID 2 Billing process 5099999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1DCA Return address: Test AG, Lindwurmstr.99, 80337 München Data recipient: Heinz Kunde Non-delivery information with database confirmation: No	Example of a different return address for item returns
	PREMIUMADDRESS ID 3 Billing process 5099999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1HH2 Return address: Test AG, Burchardstrasse 99, 20095 Hamburg Data recipient: Walter Sparbier Non-delivery information with database confirmation: No	Example of a different data recipient . The ID owners are authorized only for the respective PREMIUMADDRESS ID.
	PREMIUMADDRESS ID 4 Billing process 5099999992802: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1BSP Return address: Test AG, Burchardstrasse 99, 20095 Hamburg Data recipient: Heinz Kunde Non-delivery information with database confirmation: No	Example of other billing data
	PREMIUMADDRESS ID 5 Billing process 5099999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1BSP Return address: Test AG, Burchardstrasse 99, 20095 Hamburg Customer ID owner: Heinz Kunde Non-delivery information with database confirmation: Yes	Example of the supplementary service non-delivery information with database confirmation

4. Preparation for dispatch

Preparing and producing items

4.1 Data matrix code

PREMIUMADDRESS items always have a data matrix code and a “P”. The data matrix code is an advanced form of the barcode that allows users to display and process more complex data.

The data matrix code is printed in an 8-bit binary mode (BASE 256) with at least 240 dpi. Depending on the printer, data may have to be converted into

Note

Print quality is crucial. When a data matrix code cannot be read, the item is handled like a normal item – in other words, PREMIUMADDRESS services are not provided. Your customer advisor will be glad to help you with any questions you may have on this matter.

Content of the data matrix code

The data matrix code contains all key information necessary for managing your mailout as well as details about the address information you wish to receive:

- **Sender's customer number**
Unique identification as a PREMIUMADDRESS customer; in the case of Pressesendung items [standard periodicals], the newspaper reference number [German abbreviation: ZKZ] is incorporated into the customer number.
- **PREMIUMADDRESS ID**
Item properties that can be individually determined such as return or billing address. Please see chapter 3 PREMIUMADDRESS ID for further information.
- **Customer-specific data**
You can include further information in the data matrix code. Recipient customer numbers are particularly useful for correctly matching up address information that has been provided.
- **Product ID**
Deutsche Post details all products and product combinations in a product list. With the help of product keys, each PREMIUMADDRESS product option and each postal product can be uniquely identified.

Example:
An item with product key 9191 > DIALOGPOST Standard is mailed using PREMIUMADDRESS Basis. A current list of PREMIUMADDRESS product keys is available at premiumadress.de under > Downloads > Technical details.
- **Recipient's address**
The data matrix code for Pressepost items additionally contains the recipient's address, but without a title such as Mrs, Mr or Doctor..

4.2 Item labeling and types of franking

Items can be labeled as PREMIUMADDRESS in a variety of ways, depending on the type of franking used. Please consult the [table on page 20](#) to find out how

your items should be labeled. This table provides you with a quick overview of all options.

a) Item labeling that is integrated directly into the franking

IT FRANKING

When you use IT FRANKING, PREMIUMADDRESS is simply added to the data matrix code that is already being used.



Example of how PREMIUMADDRESS labeling is integrated into IT FRANKING

Further information on IT FRANKING is available online at:

deutschepost.de/dv-freimachung

E-mail: dv-freimachung@deutschepost.de

Important

The data matrix code is a key element of IT FRANKING. As only one customer number (EKP) can be used here, it is essential that, when using PREMIUMADDRESS, the holder of the Premiумaddress contract and the debtor for the IT FRANKING participation – i.e. the party liable for payment – are the same person.

FRANKIT

FRANKIT machines generate data matrix codes which can incorporate PREMIUMADDRESS. Alternatively, you can use our PREMIUMADDRESS Label service together with your FRANKIT machine.

PREMIUMADDRESS can also provide you corrected address information for FRANKIT items when you specify the recipient customer numbers.

For more information, please refer to 4.3 (Customer numbers for PREMIUMADDRESS Label and FRANKIT items). To utilise the full range of services, FRANKIT can also be used in combination with the PREMIUMADDRESS endorsement. In this case, the FRANKIT data matrix code must not contain any information on PREMIUMADDRESS.

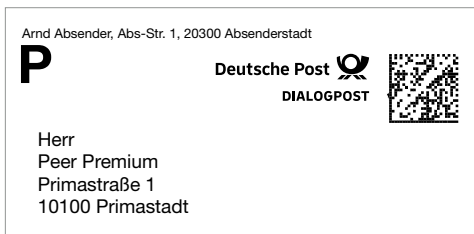


Example of how PREMIUMADDRESS labeling is integrated into FRANKIT

b) Item labeling in addition to franking

PREMIUMADDRESS impression

This impression can be used in combination with the following types of franking: DIALOGPOST with Internetmarke, FRANKIT, PLUSBRIEF, Postal Stamp and FRANKIERSERVICE.



Example of a PREMIUMADDRESS impression

Detailed information on the PREMIUMADDRESS impression is available at premiumaddress.de under > **Downloads** > **Technical details**.



Tip: Using DIALOGPOST MANAGER you can print the data matrix code for DIALOGPOST and MAIL items during the franking and mail merge process without having to adjust your software.

More information about dialogpostmanager.de

Service hotline: 0228-182 23500*

PREMIUMADDRESS Label

PREMIUMADDRESS Label is a particularly simple and convenient application that allows you to generate your data matrix code online. PREMIUMADDRESS Label is particularly suited to small mail volumes where there is no need for customer-specific information in the data matrix code and you do not require the full flexibility of PREMIUMADDRESS. When you prepare your items for dispatch, our online service under > **P Label** (see chapter 6.4) is an easy way to create your PREMIUMADDRESS label, which can then be incorporated into your print layout.



Example of a PREMIUMADDRESS label



Tip: We recommend using the PREMIUMADDRESS impression because it allows you to print recipient-specific information in the data matrix code which can be read out accurately and made available as part of the data record. When you use the PREMIUMADDRESS Label service we offer the option of printing recipient-specific data in plain text.

For more information, please see [4.3 \(Customer numbers for PREMIUMADDRESS Label and FRANKIT items\)](#).

Important!

When using PREMIUMADDRESS and DIALOGPOST with Internetmarke, it is **essential** to place the franking with the data matrix code in the franking zone and the PREMIUMADDRESS data matrix code (label, impression) in the address field/window.

c) Item labeling for the dispatch of press products

Pressepost label / Pressepost label Track&Match

The data matrix code “Pressepost label” (FA 25) or “Pressepost label Track&Match” (FA 48) should be used for Pressepost with PREMIUMADRESS. In addition to the PREMIUMADRESS information the data matrix code contains press-specific information such as issue number, newspaper reference number (ZKZ) and the recipient’s full address (possibly shortened for FA 48). The data matrix code “Pressepost label Track&Match” (FA 48) also contains information about the consecutive item number and the AM order number for Track&Match.

Detailed information about the specification is available at [premiaddress.de](https://www.premiaddress.de) under > **Downloads** > **Technical details**.



Example of a PREMIUMADRESS impression that is integrated into a Pressepost label



Tip: Use MANAGER PRESSE DISTRIBUTION to print the data matrix code “Pressepost label Track&Match” (FA 48) together with the recipient’s address.

Further information

[manager-presse-distribution.de](https://www.manager-presse-distribution.de)

E-mail: managerpressedistribution@deutschepost.de

Important

The use of titles such as Mrs, Mr or Doctor in the data matrix code FA 25 and FA 48 is not possible!

Overview of item labeling and types of franking

Types of franking	PREMIUMADDRESS label			
	Integrated into the franking	PREMIUMADDRESS impression (page 18)	PREMIUMADDRESS LABEL (page 18)	Pressepost label / Pressepost label Track & Match (page 19)
Postage stamp		✓	✓	
IT franking	✓			
Franking service		✓	✓	
FRANKIT	✓	✓	✓	
PLUSBRIEF		✓	✓	
Internetmarke*		✓	✓	
Media				✓

* Only in combination with DIALOGPOST



Tip: If you want to read the information stored in the data matrix code yourself, you can use a hand scanner that is suitable for reading two-dimensional barcodes. Various models from manufacturers such as Data-logic, Honeywell or Zebra are available on the market.

We can also provide you with the Matrixcode Checker software for PC. You can use it to display and review the content of the data matrix code in a structured way.

The Matrixcode Checker program can be downloaded free of charge at: [premiumaddress.de](https://www.premiumaddress.de) > **Downloads > Shipping preparation and data matrix code**

Similar products are also available from other providers.

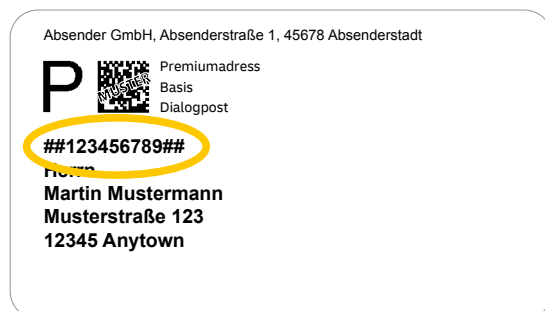
Important

If an item is labeled as PREMIUMADDRESS, sender's instruction in plain text "Do not redirect" cannot appear on the item.

4.3. Customer numbers for PREMIUMADDRESS Label and FRANKIT items

When using the PREMIUMADDRESS Label service and FRANKIT, your items are not franked at the same time they are addressed. For this reason it is not possible to store recipient-specific information in the data matrix code. You can however print a reference number in plain text together with the recipient's address. Deutsche Post records this number and sends it to you.

The structure of the customer number has been standardized to ensure consistent capture quality.



Example of the address zone on an item using PREMIUMADDRESS Label and the recipient's customer number

Structure of the customer number printed on the label

- The following set of characters may be used for customer numbers: the numbers "0" to "9", the separator characters "_", "/", "-", and the capital letters "A" to "Z".
- Customer numbers are 2 to 12 characters long.
- The character sequence "##" is used as a delimiter for customer numbers.
- The font and font size are the same as for the address.

Position of the customer number printed on the label

The following rules apply for customer numbers in plain text:

- The customer number is located in the first line of the address.
- The maximum width of the customer number is bounded on the left-hand side by the left flush margin of the recipient's address.
- The width of the customer number may not exceed 120 mm.
- In the case of window envelopes, the maximum width of the customer number is bounded on the right-hand side by a margin of 5 mm to the right edge of the window.
- Only parts of the address may appear below the customer number. This area must otherwise be left blank.



Tip: FRANKIT can also be used in conjunction with the PREMIUMADDRESS note. This data matrix code offers the option of storing a recipient customer number. This saves you having to print the customer number in plain text on the consignment.

5. Data transfer

Use up-to-date address data

With PREMIUMADDRESS you have continuously updated digital address data at your disposal. You can choose to receive them in one of two ways: download or SFTP.

A data record is created for each undeliverable or incorrect item. This record is comprised of various data fields. Please see [chapter 7](#) for detailed information regarding the data fields and the code tables.

Since the original address on the item is ascertained on an automated or manual basis using scanned images, deviations from the original are possible. It is therefore recommended to include recipient-specific information in the data matrix code to ensure that the address information can be reliably matched up.



Tip: We notify you by e-mail when new address data is available. As a result, you always have up-to-date information. You can activate this function through the online service under **Einstellungen [Settings]** and **> Kontaktdaten ändern [Change contact details]**.

5.1 Methods used to transfer data

Download

Download your address information online at premiuadress.de under the menu item **Adress-informationen [Address information]**. Since you are a contractual partner, your log-in details were sent to you by e-mail after you signed the contract.

The data remains available for download for three months. It is deleted 14 days after the initial download.

Please see [chapter 6 \(Online service\)](#) for detailed information regarding our online service.

SFTP protocol

Deutsche Post makes your data available in a directory where it can be retrieved via SFTP. When SFTP is used, data is available for at least seven days and is deleted after 14 days at the latest.

At the time you sign the contract you can decide whether you want additional encryption of the address data (PGP).

In your PREMIUMADRESS online service, go to the menu item **> Kunde: [Customer:]** under **> Kundendaten [Customer data]** in the **Übersicht [Overview]** at any time to check if you have selected both PGP encryption and SFTP. **You can also define the data format (5.2) for each PREMIUMADRESS ID yourself >Edit premium address ID.**

For additional PGP encryption please note the following:

- Install suitable PGP software with the Open PGP standard on your PC. It is available as a free download from various sources including: **gnupg.org**
- Using this software, generate a key pair and send the public key in file form to the following address:
it-csp@deutschepost.de

After setting up your SFTP account you will receive your access data for the SFTP server and a link to the self service portal.

There you can

- change the password,
- reset the password, unlock a locked account and
- upload the SSH key.

Properties of the SFTP interface

Compression:	Usually compressed
Filename extension of compressed file:	.zip
Filename extension and format unpacked:	.xml / .csv / .txt / .xls / .xlsx / .pdf / .json
Encryption:	Optionally PGP based on the key provided by the customer
File naming convention:	<p>Sender + customer number + PREMIUMADDRESS ID + serial number + transmission code + encryption code + filename extension</p> <p>Sender: PreAdr Customer number: 10 digits as specified in the contract with Deutsche Post PREMIUMADDRESS ID: 3-digit PREMIUMADDRESS ID with leading zeros</p> <p>Serial number: consecutive ascending number of the data handover (8 digits with leading zeros)</p> <p>Transmission code (1 character): F: SFTP procedure</p> <p>Encryption code (1 character): P: PGP encryption U: Unencrypted</p>
Example of encrypted file name:	PreAdr50123456780010000002FP.zip
Example of unencrypted file name:	PreAdr50123456780010000001FU.zip
Login:	Username and password
Cycle:	Made available by Deutsche Post on a daily basis (Monday through Sunday) when there is address data

XML format

XSDs (schema definitions) are used for specification. They describe the hierarchy of the elements. XML files comply with the W3C recommendation. The ISO character set for Western European languages (ISO-8859-1) is used.

In accordance with the XML specification, elements such as markup characters (&, <, >, “”, \), umlauts (in German) and special characters are assigned an entity name (for example, “&” becomes “&”).

The XSD-Schema can be downloaded at [premiuadress.de > Downloads > Data transfer](#)

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<PreAdr-Kunde>
  <Envelope Sender="PreAdr" Receiver="Kunde" CreationDate="2005-08-30"
  CreationTime="12:12:44" Version="1.0"/>
  <Message>
    <Pos>
      <UebgID>20041206121234162</UebgID>
      <Fehlercodes>21</Fehlercodes>
      <PreAdrID>1</PreAdrID>
      <ProdVar>1</ProdVar>
      <VersProd>14</VersProd>
      <ProdID>9201</ProdID>
      <FrkArt>8</FrkArt>
      <FrkDat>2004-11-02</FrkDat>
      <EinlAbrNr>1</EinlAbrNr>
      <SdgNr>4615</SdgNr>
      <SdgS>30</SdgS>
      <AdrMerk>31</AdrMerk>
      <AbrProdNrAdress>1413</AbrProdNrAdress>
      <AbrKontrakt>5099999992802</AbrKontrakt>
      <Kd_Na1>Stefan</Kd_Na1>
      <Kd_Na2>Toll</Kd_Na2>
      <Kd_Str>Am Otenberg</Kd_Str>
      <Kd_HNr>219</Kd_HNr>
      <Kd_PLZ>53757</Kd_PLZ>
      <Kd_Ort>St Augustin</Kd_Ort>
      <E_Na1>Sigrid</E_Na1>
      <E_Ort>Sankt Augustin</E_Ort>
    </Pos>
  </Message>
</PreAdr-Kunde>
```

Example:

The XML file contains only data fields (tags) that are not empty. For this reason, the example does not contain all the tags that are defined in the XML schema.

JSON Format

Just as there is an XSD schema for the XML format, there is also a schema for the JSON format: the JSON schema. The JSON schema is a standard used to:

- define the structure of JSON data,
- specify the data types (string, number, object, etc.),
- indicate the required fields, and
- add any restrictions (e.g. min/max values, regex patterns, etc.)

The JSON schema is the direct equivalent of the XSD schema – it serves the same purpose for the JSON format as the XSD schema does for the XML format.

```
[
  {
    "UebgID": "20260223232538068735",
    "Fehlercodes": "21",
    "PreAdrID": "1",
    "ProdVar": "1",
    "VersProd": "14",
    "ProdID": "9201",
    "FrkArt": "8",
    "FrkDat": "2026-01-21",
    "EinlAbrNr": "1",
    "SdgNr": "4615",
    "Sdgs": "30",
    "AdrMerk": "31",
    "AbrProdNrAdress": "1413",
    "AbrKontrakt": "5099999992802",
    "Kd_Na1": "Stefan",
    "Kd_Na2": "Toll",
    "Kd_Str": "Am Ottenberg",
    "Kd_HNr": "219",
    "Kd_PLZ": "53757",
    "Kd_Ort": "St. Augustin",
    "E_Na1": "Sigrid",
    "E_Na2": "Toll",
    "E_Ort": "Sankt Augustin"
  }
]
```

Example:

The JSON file contains only those data fields that are ticked in the format definition and that are not empty. Consequently, the file does not contain all the fields that should be present according to the definition.

JSON files are generally encoded in UTF-8. This means that umlauts and special characters can be transferred without any problems. Characters such as &, <, > and / do not need to be escaped.

However, quotation marks and the backslash character must be escaped (e.g. \" or \\)

Both the property name and its value are enclosed in quotation marks – separated by a colon. Data entries always end with a comma.

You can find the JSON schema at [premiumadress.de > Downloads > Data transfer](#)

XLS and XLSX formats

With the XLS and XLSX formats you can open and use your address file directly in MS Excel. All Excel columns are formatted as text in order to avoid possible errors in postal codes and/or house numbers.

TXT format

The TXT format uses set field lengths. Fields are padded with spaces up to the required field length.. Each record is terminated with the bytes Hex 0A0D (CRLF). No field labels (headers) are displayed. Likewise, different record types and headers and footers are not defined.

PDF format

With the PDF (Portable Document Format) format it is possible to produce a clearly structured printout of your address information. To improve readability only the key data fields are shown in this format.

Important

The TXT format is rigid and has the longest record lengths. It should be used only when the CSV, XLS, XLSX, JSON or XML formats cannot be integrated into your system.

A data record consists of 1,587 characters. For this reason it is not possible to provide an illustrative example here.

6. Online service

As a contractual partner, you can use our online service at **premiumadress.de**. This service allows you to manage your PREMIUMADRESS account easily and at your convenience and to retrieve various types of information about your items. Optimized user guidance and extensive help functions support you every step of the way. Different functions are available based on whether you are logged in as a contractual partner, ID owner or invoice verifier.

The PREMIUMADRESS online service is supported by all common internet browsers. Websites are displayed best in Firefox – the PREMIUMADRESS application has been optimized for this browser.

We generally recommend using the latest browser and operating system versions to ensure the best possible performance and the full range of functions.

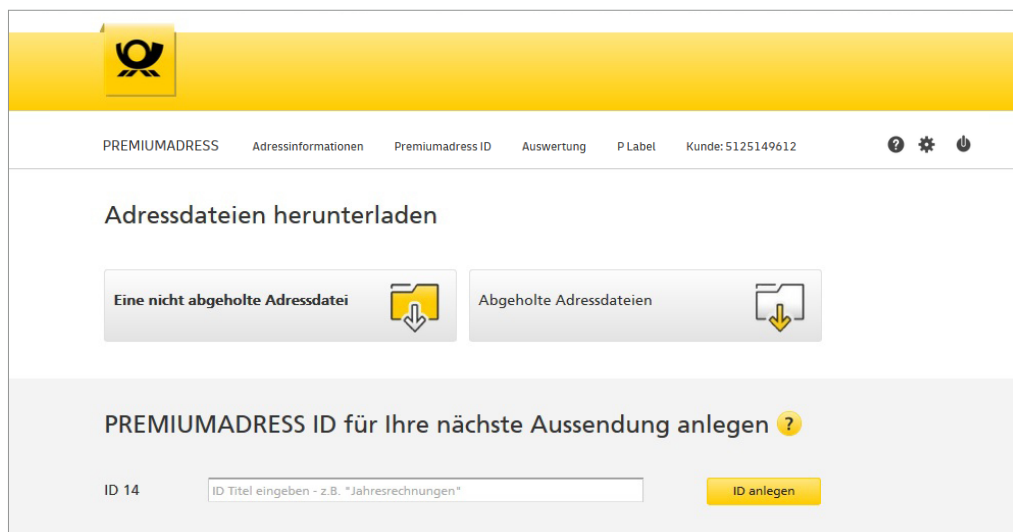
How do I use the online service?

Enter your username and password in the log-in field at **premiumadress.de**.

If you are a contractual party you will have received a username and password after you signed your contract; if you are an additional user you receive them after your user profile was created.

To find out more about creating new users, see [6.5 Settings](#).

After logging in, you will be directed to the online service's start page:



Start page

Here you have direct access to the three main functions **Adressdateien herunterladen [Download address files]**, **PREMIUMADRESS ID für Ihre nächste Aussendung anlegen [Create PREMIUMADRESS ID for your next mailout]** and **> P Label für die Erstellung des Datamatrixcodes [P Label to create the data matrix code]**.



Tip: The online service has search and filter functions in several places. You can search for words that have been written with different spellings or are incomplete by using asterisks with the search term. Example: *catalog*. You can select data in table columns quickly and easily using the dedicated filter function.

6.1 Address information

Download address information

You can download address files either directly through the start page or by clicking on the menu item **> Adressinformationen [Address information]** in the navigation bar.

PREMIUMADRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

Adressdateien zum Download

Suche

Bereitstellungszeitraum Letzten 3 Monate

Adressdateien Nicht abgeholte

Datensatz 1 bis 3 von 3 Ergebnissen

<input type="checkbox"/>	Premiumadress ID	Titel	Datensätze	Datei	Bereitgestellt	Erster Download
<input type="checkbox"/>	ID1	Weihnachtsaussendung	2	00000129	19.05.2015	
<input type="checkbox"/>	ID2	Händlermailing	1	00000005	19.05.2015	
<input type="checkbox"/>	ID3	Frühlingsmailing	1	00000001	12.05.2015	

[> Übersicht als csv-Datei](#)

[Adressdateien herunterladen](#)

Download address files

Here you select the PREMIUMADRESS ID of the address file you want to download. As a contractual party you have access to all IDs; restricted ID owners have access to those IDs that have been specifically assigned to them.

Using the filter function for the table columns you can select the files you want to work with from the files displayed.

You can then customize the address file:

Customize address file

You first select the desired file format (XLS, XLSX, CSV, XML, TXT, JSON or PDF) for your data from the dropdown menu. Then check the boxes for the fields you want to be displayed in the file. You can also overwrite the pre-set field designations. Your selections will apply to all subsequent file down-

loads. They can however be individually modified or standardized via the > **Einstellungen für alle Downloads [Settings for all downloads]** menu item for all downloads.



Tip: Specify in **Kontaktdaten ändern [Change contact details]** under **Einstellungen [Settings]** (see chapter 6.5) that you want to be notified by e-mail as soon as new data packages are available for download.

View address information

By clicking on the menu item > Adressinformationen [Address information] in the navigation bar you can also search for specific addresses and view address details with information regarding the respective person, item history, etc.

By clicking on > **Bild anzeigen [Display image]** here, you can also access the image of the respective item.

PREMIUMADRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

Adressen zur Ansicht

Suche

Bereitstellungszeitraum Letzten 3 Monate

Datensatz 1 bis 3 von 3 Ergebnissen

PREMIUMADRESS ID	Empfänger	Kundeninfo	Adressmerkmal	Bild
ID1	Manfred Herbst Premiumweg 22 23456 Premiumstadt	1122	Empfänger soll verstorben sein	> Bild
ID2	Ursula Winter Sonnenacker 53250 Bonn	3344	Mängel im Namen (Namensfehler, -Änderung)	> Bild
ID3	Berta Beispiel Beispielgasse 4 45678 Beispielstedt	5566	Empfänger / Firma unter der angegebenen Anschrift nicht zu ermitteln	> Bild

> Übersicht als csv-Datei

Address file search and address list

PREMIUMADDRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

Adressdetails

PREMIUMADDRESS ID: 1
 Datensatz-ID: 20150601155749909561
 Bereitstellungsdatum: 01.06.2015
 Erster Download: 09.06.2015

Empfänger	Status
Manfred Herbst Premiumweg 22 23456 Premiumstadt	Sendung wird vernichtet Empfänger soll verstorben sein

Bild anzeigen

> Zurück 1 2 3 →

Address details

You can enter one or more search terms (separated by spaces) in the search field. When search terms are entered, up to ten possible search results are displayed in a list and offered for direct selection. The longest possible selection period covers the last

three months. This data is held available for you in the system for 14 days from the date on which it was first downloaded.

6.2 PREMIUMADDRESS ID

Create PREMIUMADDRESS IDs

With PREMIUMADDRESS IDs you assign your items specific properties. These are entered into the data matrix code when items are prepared for dispatch:

- Return address: Where are undeliverable items to be sent?*
- Data recipient: Who is to receive the address data?
- Invoice recipient: To whom is the invoice to be sent?
- Non-delivery information with database confirmation: Do you want the non-delivery information to be checked against our database?
- Address search: Do you want to search for more relocation addresses?

As a contractual partner, you are allowed to create up to 999 new PREMIUMADDRESS IDs. PREMIUMADDRESS ID 1 is automatically generated when you sign your contract. All subsequent PREMIUMADDRESS IDs are issued consecutively. When new PREMIUMADDRESS IDs are created, certain information from ID 1 is automatically used by default and can be modified directly. Subsequent changes can be made by clicking on > PREMIUMADDRESS ID bearbeiten [Edit PREMIUMADDRESS ID].

Important

Please keep your return address up to date to prevent errors during processing of your undeliverable mail items.

*The return address must be a correct German postal address. This also applies to senders in foreign countries.

PREMIUMADRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

PREMIUMADRESS IDs im Überblick

PREMIUMADRESS ID für Ihre nächste Aussendung anlegen ?

ID 15

🔍

Datensatz 1 bis 10 von 14 Ergebnissen

PreAdr-ID	ID Titel	Gültig ab	Rücksendeadress	Zusätzliche Services	Abrechnungsnr.
ID1	Weihnachtsaussendung	08.10.2019	Praktikus, Lehrmittelverlag GmbH, Hilpertstr. 31, 64295 Darmstadt		51251496129999
ID2	Frühjahrsmailing	07.02.2019	Praktikus Kundenservice, Kreisstr. 14, 64331 Weiterstadt		51251496129999
ID5	Händlermailing	16.02.2019	Praktikus Vertrieb, Im Carree 2, 64285 Darmstadt		51251496129999
ID4	Neue Anschrift	10.11.2019	Praktikus, Lehrmittelverlag GmbH, Hilpertstr. 31, 64295 Darmstadt	Unzustellbar mit Datenbankbestätigung	51251496129999

Assign PREMIUMADRESS ID titles

Enter a name for your next mailout, either directly on the start page or under the menu item > PREMIUMADRESS ID, so you can easily locate it.

Clicking on > ID anlegen [Create ID] automatically opens the data entry page where you can specify the invoice and return information for your ID:

PREMIUMADRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

1 ID-Titel 2 Rechnungs- und Rücksendedaten 3 Zusätzliche Services 4 Zugriffsberechtigung 5 Abschluss

Rechnungs- und Rücksendedaten für ID 14 Frühjahrskatalog festlegen

<p>Rechnungsdaten</p> <p>Abrechnungsnummer: 51251496122801</p> <p>Rechnungsempfänger: Anna Müller Praktikus Lehrmittelverlag Hilpertstr. 31 64295 Darmstadt 66874</p> <p>Rechnungstext: PREMIUMADRESS 2801 Standard-Abrechnung</p> <p>Zahlweg: Lastschrift IBAN: 9551 BIC: SOFGTZR5KNZ</p> <p>Ändern</p>	<p>Rücksendeanschrift für Sendungsretouren</p> <p>Praktikus Lehrmittelverlag Hilpertstr. 31 64295 Darmstadt</p> <p>Ändern</p>
---	--

> Zurück Weiter

Specify the invoice and return information for your ID

Here you select the billing method and designate the invoice recipient. The first billing process number is automatically generated when the contract is signed. All subsequent billing process numbers are issued consecutively.

Enter the return address in Germany under Rücksendeanschrift [Return address].

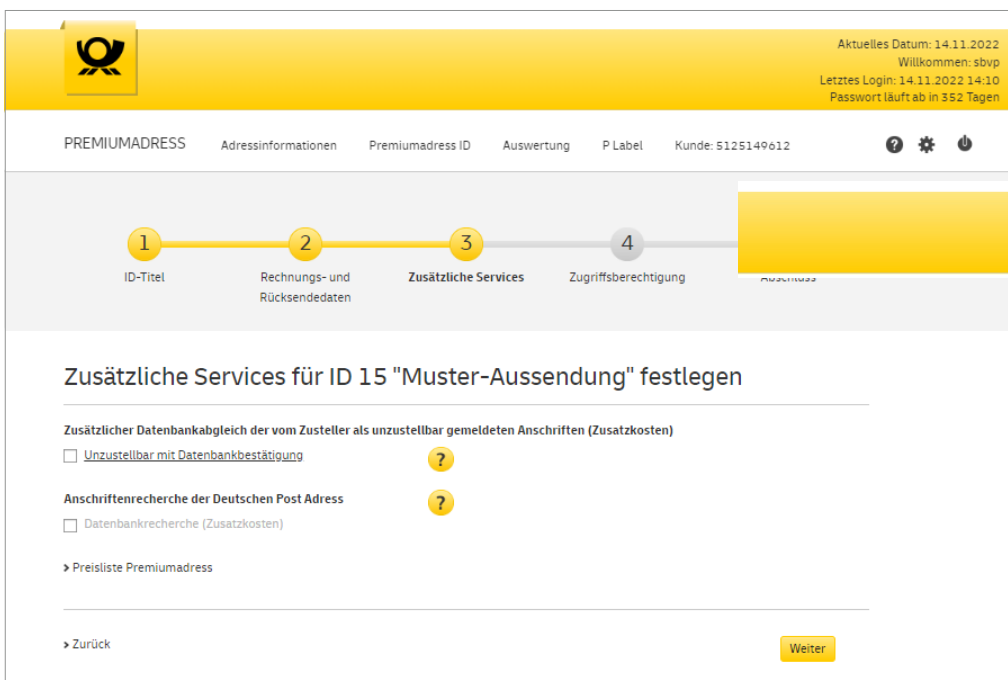
Please keep it up to date to prevent errors during processing of your undeliverable mail items.

Customers based in foreign countries can use the P.O. box address service to order a valid German postal address and book deliveries abroad for a fee. Please contact the sales support in your country.

Note:

Ask your customer advisor for additional billing options if needed.

Clicking > Weiter [Continue] will take you to the next page where you can specify additional services for your ID:



Specify additional services for your ID

If you want to have undeliverable items for your PREMIUMADRESS ID automatically checked against databases that can confirm non-deliverability, select this option.

Select the address search if you want to receive additional new addresses. The conclusion of a supplementary agreement is a prerequisite for activation of this option. You can fill these online **<use your address search service now.**

Clicking on > Weiter [Continue] takes you to the next step:

The screenshot shows a web interface with a yellow header and a navigation bar. The main content area is titled 'Zugriffsberechtigung für ID 14 Frühjahrs katalog erteilen'. Below the title, there is a instruction: 'Wählen Sie aus, wer Zugriff auf diese PREMIUMADRESS-ID haben soll. Vertragspartner haben Zugriff auf alle PREMIUMADRESS-IDs.' A search bar is present with the text 'Suche'. Below the search bar, there is a table with 4 results. The table has two columns: 'Benutzerkennung' and 'E-Mailadresse'. The first row is selected with a checkmark. At the bottom left, there is a '> Zurück' link, and at the bottom right, there is a yellow 'Weiter' button.

Benutzerkennung	E-Mailadresse
<input checked="" type="checkbox"/> anna müller	a.mueller@praktikus.de
<input checked="" type="checkbox"/> praktikus gmbh	info@praktikus.de
<input checked="" type="checkbox"/> thomas hofmann	t.hofmann@praktikus.de
<input type="checkbox"/> wolfgang körner	w.koerner@praktikus.de

Grant access authorization for your ID

As the contractual partner you have access to all PREMIUMADRESS IDs. Using the list shown here you can specify which users are also to have access

to the ID. You can add new users via the > **Einstellungen [Settings]** menu. Please see [6.5 \(Settings\)](#) for further details.

All data for the PREMIUMADDRESS ID is then displayed in a clearly arranged overview. Review it and save the new PREMIUMADDRESS ID with a click of the mouse.

PREMIUMADDRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

1 ID-Titel 2 Rechnungs- und Rücksendedaten 3 Zusätzliche Services 4 Zugriffsberechtigung 5 Abschluss

ID-Anlage für ID 14 überprüfen

ID-Titel:

Rechnungsdaten	Rücksendeanschrift für Sendungsretouren
Abrechnungsnummer: 51251496122801	Praktikus Lehrmittelverlag
Rechnungsempfänger: Anna Müller Praktikus Lehrmittelverlag Hilpertstr. 64295	Hilpertstr. 31 64295 Darmstadt
Rechnungstext: Premiumadress 2801	
Zahlweg: Lastschrift IBAN: 9995 BIC: KXDEAASTFOG	

Zusätzliche Services

Zusätzlicher Datenbankabgleich der vom Zusteller als unzustellbar gemeldeten Anschriften (Zusatzkosten)

Unzustellbar mit Datenbankbestätigung ?

Datenbankrecherche (Zusatzkosten) ?

[> Preisliste Premiumadress](#)

Zugriffsberechtigung

Benutzerkennung	E-Mailadresse
anna müller	a.mueller@praktikus.de
astvp	jkl@xx.de

[> Zurück](#) [Speichern](#)

Review information

Editing PREMIUMADDRESS ID

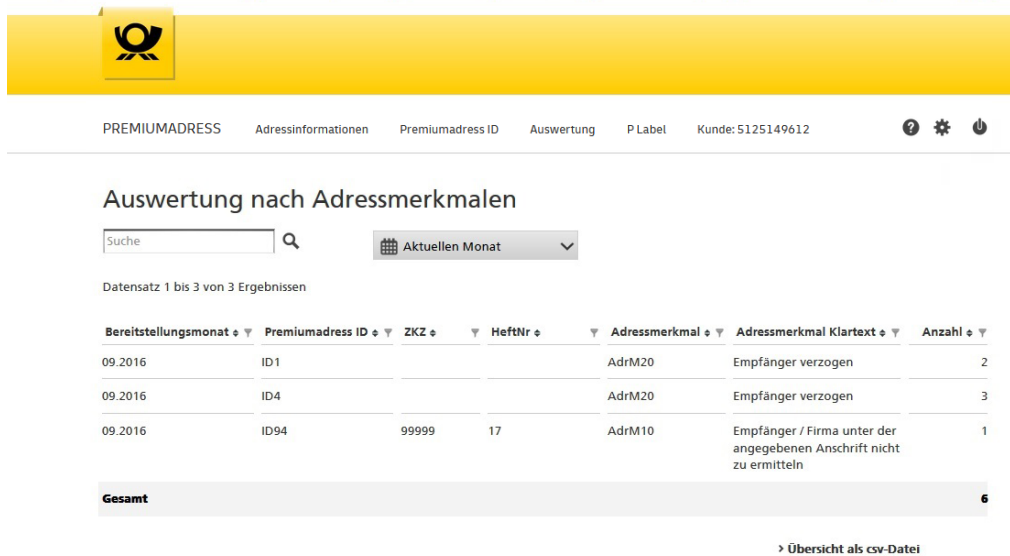
If you are a contractual partner the same input screen is also displayed when you want to make changes to existing PREMIUMADDRESS IDs. Simply go to the **PREMIUMADDRESS ID** menu item in the

navigation bar and select the desired PREMIUMADDRESS ID from the list and edit it.

6.3 Analysis




By clicking on > Auswertung [Analysis] in the navigation bar you receive a statistical analysis of your items, broken down by address properties. Or you

can display an overview of your invoices and the invoiced amounts.



PREMIUMADDRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

Auswertung nach Adressmerkmalen

Suche  Aktuellen Monat  

Datensatz 1 bis 3 von 3 Ergebnissen


Bereitstellungsmonat	Premiumadress ID	ZKZ	HeftNr	Adressmerkmal	Adressmerkmal Klartext	Anzahl
09.2016	ID1			AdrM20	Empfänger verzogen	2
09.2016	ID4			AdrM20	Empfänger verzogen	3
09.2016	ID94	99999	17	AdrM10	Empfänger / Firma unter der angegebenen Anschrift nicht zu ermitteln	1
Gesamt						6

> Übersicht als csv-Datei

Analysis, broken down by address property

Enter a search term in the search field or specify the time period for the desired analysis. When no search terms are entered, you receive an overview of all actions during the specified period. Please

note that when searching, the search term must exactly match the entry in the table (e.g., ID1 or AdrM12).



PREMIUMADDRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612 ? ⚙️ ⏻

Rechnungsdaten in der Übersicht

Suche 🔍 📅 Letzten 12 Monate ▼

Datensatz 1 bis 2 von 2 Ergebnissen

Rechnungsnummer ⬇	Abrechnungsnummer ⬇	Abrechnungsdatum ⬇	Netto-Rechnungsbetrag in € ⬆
6417256872	51251496122801	31.12.2014	0,25
6416621273	51251496122801	30.11.2014	1,43
Gesamt			1,68

[> Übersicht als csv-Datei](#)

Overview of billing data

You can search for invoices on a targeted basis using the search field. When no search terms are entered, you receive an overview of all actions during the specified period. To view the details of a specific invoice, click on the line of the respective invoice.

Using the arrows in the header line of the table you can sort the data in ascending or descending order. If necessary, you can download the data displayed here with a click of the mouse.

6.4 Description of PREMIUMADDRESS Label

Create and download a PREMIUMADDRESS label

When you prepare your item for dispatch, you create your PREMIUMADDRESS label – consisting of “P” for PREMIUMADDRESS and a data matrix code – and integrate it into your print layout.

How to create your PREMIUMADDRESS label in just five steps:

1. Customer number / ID

Start by entering your individual 10-digit customer number followed by the ID of your planned mailout or mailing campaign for which you want to create a PREMIUMADDRESS label with data matrix code without using other software.

2. Select product

In this step, choose the shipping product you want to use for your PREMIUMADDRESS item.

3. Select option

In this step, choose which of the seven options you want to use for your PREMIUMADDRESS item and for address management.

4. Review

Before downloading the label, you can check your information and selection again and make changes if necessary.

5. Download

In the last step, you can start downloading your address label.



Tip: You will also see useful tips about affixing the label to the item (e.g., position and size) to ensure that Deutsche Post can also read and process it by machine.

Important

After accepting the general terms and conditions, finish the process by saving your label.

The screenshot shows the PREMIUMADRESS web interface. At the top, there is a yellow header with the logo and navigation tabs: PREMIUMADRESS, Adressinformationen, Premiumadress ID, Auswertung, P Label, and Kunde: 5125149612. Below the header is a progress bar with five steps: 1. Kundennummer/ID, 2. Produkt wählen, 3. Variante wählen, 4. Überprüfung, and 5. Download. Step 1 is highlighted in yellow. The main content area has the heading "In fünf Schritten erstellen Sie ihr PREMIUMADRESS-Label". Below this, there are two input fields: "Kundennr." with the value "5125149612" and "PreAdr-ID" with the value "1". A yellow question mark icon is next to the PreAdr-ID field. Below the input fields, there is a note: "Bitte beachten Sie, dass ein erstelltes Label nur dann für mehrere Aussendungen verwendet werden kann, wenn es sich um die gleiche Sendungsart handelt." and a yellow "Weiter" button.

Enter customer number

The screenshot shows the PREMIUMADRESS web interface at step 5: Download. The progress bar at the top shows all five steps completed, with step 5 highlighted in yellow. The main heading is "Download Adresslabel". On the left, under "Label-Vorschau", there is a preview of a label with a large 'P' and a QR code, labeled "Premiumadress Basic Dialogpost". Below the preview, there is a text prompt: "Bitte entscheiden Sie sich für einen der folgenden Dateitypen:". There are four radio button options: "JPG" (selected), "BMP", "TIF", and "PDF". Below these is a checkbox labeled "Ich akzeptiere die > AGB". On the right, under "Hinweise zur Einbindung", there is a text block: "So bringen Sie das PREMIUMADRESS Label auf Ihren Sendungen an, damit es von der Deutschen Post maschinell gelesen werden kann:". Below this is a section "Nutzungsvorgaben Premiumadress Label" with a "Wichtig:" sub-section: "Label in richtiger Größe und Position verwenden!". There are three bullet points: "Matrixcode: 7,6mm x 7,6mm in schwarz", "Empfänger-Kundennummern: Schriftart und Schriftgröße entsprechend der Anschrift", and "Kein Element darf aus dem Fenster rutschen". At the bottom left, there is a "> Zurück" link, and at the bottom right, there is a yellow "Label speichern" button.

Start download

6.5 Settings

By clicking on the > Einstellungen [Settings] symbol you can edit your profile settings and, for example, change your password or your contact details. Here you will also find all the settings options for your specific PREMIUMADRESS area. Depending on the user's level of authorization, all functions or only certain functions are shown.

For example, access authorization can be set up and edited, basic download configurations defined and invoicing settings edited. In >Kundendaten [Customer data] you can see whether your data is also provided via SFTP (see also chapter 5.1 Methods used to transfer data)

The screenshot displays the PREMIUMADRESS user interface. At the top, there is a yellow header with a logo. Below the header, a navigation bar shows the user's name 'PREMIUMADRESS' and various menu items: 'Adressinformationen', 'Premiumadress ID', 'Auswertung', 'P.Label', and 'Kunde: 5125149612'. On the right side of the navigation bar are icons for help, settings, and a power button.

The main content area is divided into three columns of settings:

- Login Informationen:** > Login Informationen
- Profileinstellungen:** > Passwort ändern, > Kontaktdaten ändern
- Mein Premiumadress:** > Kundendaten, > Zugriffsberechtigte, > Abrechnungseinstellungen, > Downloadeinstellungen, > Übersicht Zeitungstitel

Below the settings, there is a section titled 'Adressdateien herunterladen' (Download address files). It contains two buttons: 'Eine nicht abgeholte Adressdatei' (One not downloaded address file) and 'Abgeholte Adressdateien' (Downloaded address files), both with download icons.

At the bottom, there is a section titled 'PREMIUMADRESS ID für Ihre nächste Aussendung anlegen' (Create PREMIUMADRESS ID for your next broadcast). It includes a text input field with the placeholder 'ID Titel eingeben - z.B. "Jahresrechnungen"', a dropdown menu showing 'ID 14', and a yellow 'ID anlegen' button.

New hires

Note:

To protect your account from unauthorized access you should change your password at least every 365 days. We will remind you by e-mail 14 days before your password expires. The password you choose must be at least 15 characters in length.

The menu item > **Zugriffsberechtigte [Authorized persons]** under Einstellungen [Settings] contains a list of all users and their roles. Here you can also create new users or edit existing profiles.

The screenshot shows the 'Zugriffsberechtigte im Überblick' page. At the top, there is a navigation bar with the PREMIUMADRESS logo and several menu items: 'Adressinformationen', 'Premiumadress ID', 'Auswertung', 'P Label', and 'Kunde: 5125149612'. Below the navigation bar, the page title 'Zugriffsberechtigte im Überblick' is displayed. A search bar is located below the title. The main content area shows a table with the following data:

Benutzerkennung	E-Mailadresse	Berechtigung	Premiumadress ID
anna müller	a.mueller@praktikus.de	Vertragspartner	
astvp	jkl@xx.de	Vertragspartner	
praktikus gmbh	infp@praktikus.de	ID-Beauftragter	1, 2, 3 ...
thomas hofmann	praktikus@mail.xx	ID-Beauftragter	14

Below the table, there is a link '> Übersicht als csv-Datei' and a button 'Neuer Benutzer'.

Access authorization



Tip: We recommend that you create at least two users. This will ensure that you have access to the PREMIUMADRESS online service even if certain users are absent.

As a **contractual partner**, you are always automatically the first user and have authorization for full access. You can create and edit new users and

assign them access rights. This is done by entering a user name and contact details.

PREMIUMADDRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5000052727

Neuen Zugriffsberechtigten anlegen

Benutzer Name 1

Bitte beachten Sie die Kriterien für die Benutzerkennung. ? Name 2

E-Mail Name 3

E-Mail wiederholen Name 4

Telefon Straße, Hausnr.

PLZ, Ort

Land

Berechtigungen ?

Vertragspartner

Rechnungskontrollleur

ID-Beauftragter

Benachrichtigungen

Ja, der Zugriffsberechtigte soll über neu bereitgestellte Adressdateien per Mail informiert werden.

Ja, bitte senden Sie dem Zugriffsberechtigten den PREMIUMADDRESS-Newsletter mit aktuellen Informationen zum Produkt.

Ja, bitte informieren Sie mich 14 Tage vor Ablauf der Passwortgültigkeit per E-Mail.

[Zurück](#) [Speichern](#)

Create new users

Then check a box to specify the access rights you want to assign.

If you want to set up a user as an ID owner, specify in the next step the IDs to which you want to provide access.

ID owners can access analyses and download data packages for the PREMIUMADDRESS IDs assigned to them. They can also change relevant data such as return addresses.

Users with the role of **invoice verifier** have access to all invoice-related data, but not to address information. Invoice verifiers are also not able to download address data.

In the next step, specify whether users are to be informed by e-mail as soon as new data packages are ready for downloading and whether they want to receive a newsletter with the latest information on the particular product.

The system automatically sends new users an e-mail with their log-in details for the online service.

By clicking on the menu item **> Abrechnungseinstellungen [Invoice settings]** you can view a list of your invoices and search for specific invoices.

Clicking on an invoice will show you the details for that contract. You can also enter an additional invoice text 2.

PREMIUMADRESS Adressinformationen Premiumadress ID Auswertung P Label Kunde: 5125149612

Abrechnungsdaten im Überblick

Suche

Datensatz 1 bis 2 von 2 Ergebnissen

Abrechnungsnummer	Rechnungstext 1	Rechnungstext 2	Rechnungsempfänger	IBAN	gültig von	gültig bis
50010712902801	PREMIUMADRESS		Beethoven Gymnasium	IBAN: ***1601 BIC:	30.10.2020	31.12.2099
500107129028D1	PREADR Re.-TextACM GK-PLZ	individueller Re.-text	Testperson4Muster	IBAN: ***5333 BIC:	10.11.2022	31.12.2099

> Übersicht als csv-Datei

Invoice settings

The > Downloadeinstellungen [Download settings] menu item uses the same input screen as the one

for downloading individual address files. Here you can define the basic settings for your downloads.

Download settings

These settings are then default settings for every file download and can be changed at any time. In

addition, the respective setting can be changed and tailored for individual file downloads.

6.6 Assistance

By clicking the question mark button you can access information quickly and easily. > “Hilfethemen” [Help topics] contain FAQs as well as the download link to our manual. It also offers a link to the address search service.

> **Kontakt [Contact]** lists the service hotline number and offers a link to the contact form for written enquiries.

The screenshot shows a user interface with a yellow header bar. On the left is a logo. On the right, it displays the current date (14.11.2022), the user's name (Willkommen: sbvp), the last login time (14.11.2022 14:10), and the password expiration (Passwort läuft ab in 352 Tagen). Below the header is a navigation bar with the following items: PREMIUMADRESS, Adressinformationen, Premiumadress ID, Auswertung, P Label, and Kunde: 5125149612. To the right of these items are three icons: a question mark, a gear, and a power button. Below the navigation bar is a menu with two main sections: 'Kontakt' and 'Hilfethemen'. Under 'Kontakt', there is a sub-item '› Kontakt'. Under 'Hilfethemen', there are three sub-items: '› FAQs', '› Handbuch', and '› Adressenrecherche'.

Help

7. Data fields and code tables

7.1 Data fields

Header data

Item	Man- datory / Op- tional	Field name	Description	Format*	Comment	Included in PDF file format ¹
1	m	UebglD	Data record refer- ence (transfer ID)	Str(20)	Unique reference number for each data record	✓
2	o	Error codes	Error numbers separated by com- mas, IAW error code table	Str(20)	A data record may have more than one error code; see error code table	

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Data from the data matrix code

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
3	m	PreAdrID	Numerically unique PREMIUMADDRESS ID	Int(5)		
4	m	ProdVar	No. of PREMIUMADDRESS product option (1 – 7)	Int(1)	See product options code table	✓
5	m	VersProd	Version number of the product list	Int(3)		
6	m	ProdID	Deutsche Post product key	Int(5)		✓
7	m	FrkArt	Code for type of franking	Int(3)	See franking code table	
8	m	FrkDat	Franking date from the data matrix code or date of the first-time capture for PREMIUMADDRESS Label	Str(10)	Date as YYYY-MM-DD	
9	o	EinlAbr-Nr	Number of the related billing process for IT Franking	Str(5)		
10	o	SerienNr	Serial number of the franking system, e. g.: 3D04000005	Str(10)	Hexadecimal notation	
11	o	AutrNr	Order number e. g.: 56789432101274	Str(14)		
12	o	ZKZ	Newspaper reference number (ZKZ) for Pressepost	Str(6)		✓
13	o	HeftNr	Issue number for Pressepost	Str(5)		✓

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Data from the data matrix code

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
14	o	AboNr	Subscription number for Pressepost	Str(24)		✓
15	o	SdgNr	Item number	Int(8)		
16	o	Teiln	Part of name for IT Franking from the data matrix code	Str(3)		
17	o	KdInfoDMC	Customer-specific information from the data matrix code (you are recommended to include the recipient customer number)	Str(50)	Data matrix codes are highly readable, making this field suitable for referencing the relevant data record in the customer address database. The data is provided in hexadecimal notation. In the case of items 55 and 56, the same value is also provided as a decimal number and as an ASCII string. The contents of the customer-specific part are not provided, however, for Retoure products. The actual length of the field depends on the matrix code / type of franking used.	

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Item history / address property

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
18	m	SdgS	Item history numbers	Int(2)	See item history code table	✓
19	m	AdrMerk	Address property number	Int(2)	See code table for address properties	✓

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Billing data

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
20	o	AbrProd-Nr Adress	Billing product number for the address information	Str(9)	See code table for billing products	✓
21	o	AbrProd Retoure	Billing product number for returns	Str(9)	See code table for billing products	✓
22	m	AbrKontrakt	Billing process number used to bill the PREMIU-MADRESS product	Str(14)	Exception: billing process numbers ending with provisional digit sequence 0000	

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Original address**

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
23	o	Kd_Na1	First line of the address field from the original item; note: titles used in private addresses are not usually returned; titles and suffixes are reproduced as stated in the original address.	Str(50)	If the address is stored in the data matrix code, that address will be used for delivery.	✓
24	o	Kd_Na2	Another line from the address field in the original item	Str(50)		✓

* The data formats specified for the individual data field apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

** The original address is defined as the text that was printed in the address field. **Since these texts are based on automatic or manual recording using scanned images, deviations from the original and the subsequent definitions are possible.** These fields may remain empty if redirection information is supplied at the same time.

In the case of Pressepost items, the address details are copied from the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Original address

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
25	o	Kd_Na3	Another line from the address field in the original item	Str(50)		✓
26	o	Kd_Na4	Another line from the address field in the original item	Str(50)		✓
27	o	Kd_Str	Original address, street	Str(50)		✓
28	o	Kd_HNr	Original address, house number	Str(20)		✓
29	o	Kd_PLZ	Original address, postal code	Str(5)		✓
30	o	Kd_Ort	Original address, city	Str(50)		✓
31	o	Kd_Postf	Original address, P.O. box	Str(12)		✓

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Original address

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
32	o	Kd_Info	Customer-specific information from the address area of items with FRANKIT or PREMIUMADDRESS Label (often the customer number of the recipient)	Str(35)	See 4.3. Customer numbers for PREMIUMADDRESS LABEL and FRANKIT items	✓

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Result data record**

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
33	o	E_Na1	First name or company line 1	Str(50)		✓
34	o	E_Na2	Surname or company line 2	Str(50)		✓
35	o	E_Na3	Additional name information or company line 3	Str(50)		✓
36	o	E_Na4	Additional name information or company line 4	Str(50)		✓
37	o	E_Str	Street	Str(50)		✓
38	o	E_HNr	House number	Str(20)		✓
39	o	E_PLZ	Postal code	Str(5)		✓
40	o	E_Ort	City	Str(50)		✓
41	o	E_Postf	P.O. box	Str(12)		✓

* The data formats specified for the individual data field apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

** Old address according to redirection order (for address property 20 or 21), or details obtained from a data cross-check (for address property 14 or, if applicable, 12).

¹ To improve readability only the key data fields are shown in this format.

New address according to the redirection order (for address property 20) and new address from the address search (address property 51)

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
42	o	NSA_Na1	First name or company line 1	Str(50)		✓
43	o	NSA_Na2	First name or company line 2	Str(50)		✓
44	o	NSA_Na3	Additional name information or company line 3	Str(50)		✓
45	o	NSA_Na4	Additional name information or company line 4	Str(50)		✓
46	o	NSA_Str	Street	Str(50)		✓
47	o	NSA_HNr	House number	Str(20)		✓
48	o	NSA_PLZ	Postal code	Str(12)		✓
49	o	NSA_Ort	City	Str(50)		✓
50	o	NSA_Land	Country	Str(50)	German spelling, e.g., "Österreich" for Austria If the address is a domestic address, this field remains blank.	✓
51	o	NSA_Postf	P.O. box	Str(12)		✓
52	o	NSA_PLZ-Postf	Postal code of P.O. box	Str(12)		✓
53	o	NSA_Ort Postfach	City of the P.O. box	Str(50)		✓
54	o	NSA_Land Postfach	Country of the P.O. box	Str(50)		✓

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

Extensions

Item	Mandatory / Optional	Field name	Description	Format*	Comment	Included in PDF file format ¹
55	o	KdInfoD-MC_Dezimal	Customer-specific information from the data matrix code in decimal form	Str(19)	Conversion of item 17 “KdInfoDMC” to the decimal value. The largest possible number is 9999999999999999, corresponding to Hex 7CE66C50E283FFFF. A larger Hex value (e. g., 7CE66C50E2840000) leads to a decimal 0. Example: Hex “0000000000009C40” produces 40000.	
56	o	KdInfoD-MC_Ascii	Customer specific information from the data matrix code as an ASCII string	Str(25)	Conversion of item 17 “KdInfoDMC” into an ASCII string in accordance with ISO-8859-1. Two HEX characters (corresponding to 1 byte in the DMC) produce one ASCII character. Non-printing characters (Hex value < 20) are shown as periods. Right-justified padding (Hex “00”) is not converted. Example: “4B303831352D3030370000” produces ASCII “K0815-007”.	✓
57	o	Reserve	Reserve field for set formats	Str(100)	This field is only included with set formats. It is not included in XML or CSV formats.	

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code. The requirements of the relevant specification apply to the data matrix code.

¹ To improve readability only the key data fields are shown in this format.

7.2 Code tables

The following tables set out clearly the permissible product options, types of franking, error codes, item histories, address properties and billing products.

Product options

No.	Description
1	PREMIUMADDRESS Basis
2	PREMIUMADDRESS Plus
3	PREMIUMADDRESS Fokus
4	PREMIUMADDRESS Retoure
5	PREMIUMADDRESS Report
6	PREMIUMADDRESS Hybrid
7	PREMIUMADDRESS Retoure Extra

Types of franking

No.	Specification to be used, see 3.2
3	FRANKIT
8	PREMIUMADDRESS Impression
18	IT franking
25	Pressepost label
28	PREMIUMADDRESS Label
48	Pressepost label Track & Match

Error codes

No.	Description
21	PREMIUMADDRESS ID has not been defined in the online service; item was assigned to PREMIUMADDRESS ID 1
34	Not enough fields (e.g., there is more than one person in the item's address field)
71	Individual items of information on the PREMIUMADDRESS label or FRANKIT item not fully readable
88	Multiple events for item / data matrix code
95	Data record delivered without address (EC 46) based on customer-specific information

Item histories

No.	Description
10	Item destroyed
20	Item redirected
40	Item returned

Address properties

No.	Description
10	Recipient / company could not be found at the specified address (e.g., recipient not on mailbox, street unknown, building / house number unknown, moved away with no forwarding address, recipient unknown)
11	Delivery refused
12	Recipient thought to be deceased
13	Not collected
14	Recipient / company could not be found at the specified address; confirmed by cross-checking with database (non-delivery information with database confirmation)
18	Other non-delivery (e.g., several persons with the same name at the same address, mailbox not accessible, temporarily no possibility of delivery, no deliverable address, item not permitted for Packstation)
19	Item was delivered successfully. Return via mailbox.
20	Recipient has moved
21	Recipient has moved and has not consented to having new address forwarded
22	Recipient has moved and has not consented to having new address forwarded, refused twice
25	Recipient has moved; no request for new address
50	Recipient / company could not be found at the specified address; address search ordered
51	New address from database searches
53	Recipient /company could not be found at the specified address, confirmed by cross-checking with database; address search ordered
55	Search did not produce any new addresses
81	Pressepost – address label without magazine

Billing products

No.	Description
1411	Return of DIALOGPOST with wrapping or in card form
1412	Non-delivery information
1414	Confirmed information about non-delivery
1415	Information about deceased recipient
1416	Relocation address / information
1417	Data transfer setup via SFTP
1591	Non-delivery information (free)
1593	Information about deceased recipient (free)
1625	Pressepost flat rate
1707	Return of MAIL items (free)
2219	Non-delivery information (search)
2222	Confirmed non-delivery information (search)
2223	New address from search
2225	Search without result (free)
2231	Non-delivery information (search, free)
2853	Automatic ID creation

Important: Properties 10 and 18

Properties 10 and 18 are used to distinguish whether the mail carrier cannot find the address / recipient (property 10) or the item cannot be delivered for various reasons even through the recipient / address has been located (property 18) – at the exact date and time of the delivery attempt.

8. Glossary

The following table explains the abbreviations and terms used in connection with the technical features of the data fields or elsewhere in this manual:

Abbreviations and technical terms

Abbreviation	Description
ASCII	American Standard Code for Information Interchange
CSV	Comma Separated Values
IT-CSP	EDI-Competence Center: Service center of Deutsche Post for electronic data communication; the department provides advice and integrates customer systems into the Deutsche Post system landscape, and then remains available to meet our business customers' IT needs
SFTP	SSH File Transfer Protocol
FRANKIT	Digital franking by sender
ISO	International Organization for Standardization
NSA	Redirection order
PDF	Portable Document Format: platform-independent file format for documents
PGP	Pretty Good Privacy: PGP is an encryption program for e-mail and files of any kind.
Port 443	Address component that is used in the network to assign data packets to the correct service / protocol (in this case, HTTPS = web server with SSL encryption).
PREMIU-MADDRESS ID	PREMIUMADDRESS allows you to choose from different billing process numbers, return addresses and address recipients, using PREMIU-MADDRESS ID. Customers can create PREMIUMADDRESS IDs using the PREMIUMADDRESS online service and change them as required (see chapter 3).
Item history	Item status after problem with the address has been recorded
TXT	Microsoft text file
W3C	World Wide Web Consortium
XLS	Microsoft Excel file
XLSX	Microsoft Excel file
XML	eXtensible Markup Language: metalanguage for defining document types
JSON	(JavaScript Object Notation) text-based data exchange format
ZKZ	Newspaper reference number

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