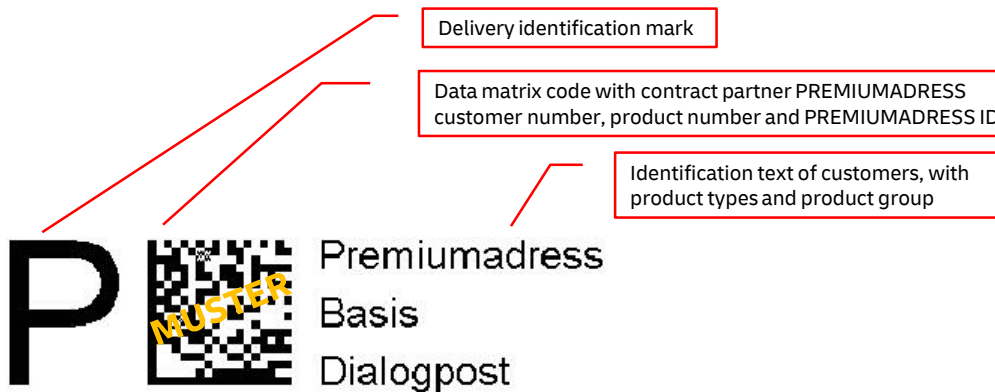




# Usage specification PREMIUMADDRESS label

## Functions and opportunities of PREMIUMADDRESS label

The PREMIUMADDRESS label provides easy access to the PREMIUMADDRESS product. The PREMIUMADDRESS label can be placed on the envelope or within the address itself, in order to receive item-related address services provided exclusively through Deutsche Post AG. It can only be used on products that are delivered by Deutsche Post.



The PREMIUMADDRESS label does not substitute the franking of the item. It has no postage value and is used exclusively to transfer PREMIUMADDRESS data. Franking types may be DIALOGPOST with franking wave (including abbreviated franking mark), Frankit, Frankierservice, Franking impression applied by the sender, cancellation by the sender or PLUSBRIEF.

The product groups available for selection are letter mail, DIALOGPOST with outer envelope, DIALOGPOST without outer envelope, Streifbandzeitung (wrapper-packed newspaper) and Bücher- und Warensendung (Merchandise / book shipment). The product information on the label must be absolutely identical to that of the actually posted product on which it is used. The identification text on the label does not differentiate between DIALOGPOST with and without outer envelope. This differentiation occurs in the data matrix code.

### Creating a PREMIUMADDRESS label

Contract partners have the option of creating a PREMIUMADDRESS label and saving it as an image file by logging in at [www.premiumaddress.de](http://www.premiumaddress.de). This file complies with Deutsche Post's layout guidelines and content criteria. In addition to a PREMIUMADDRESS contract is the only prerequisite for use that this image file is applied in the required size, colour, print quality and position.

- Data matrix code size 7.6 mm x 7.6 mm
- Ink colour: black
- In principle, the quality of the printed data matrix code should correspond to "Grade A" according to the quality parameters stated in the ISO/IEC 15415 standard.



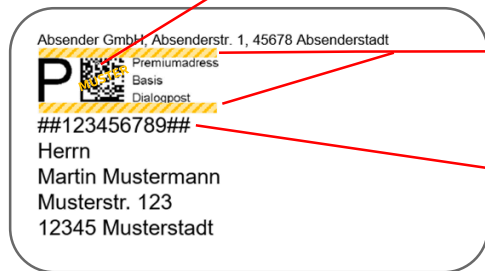
# Usage specification PREMIUMADDRESS label

## Permitted positions of the PREMIUMADDRESS label

The PREMIUMADDRESS label does not substitute the franking of the item. It has no postage value and is used exclusively to transfer PREMIUMADDRESS data. Franking types may be DIALOGPOST with franking wave (including abbreviated franking mark), Frankit, Frankierservice, machine franking, cancellation by the sender and PLUSBRIEF.

Permitted positions within the envelope window, on the label or within the address itself:

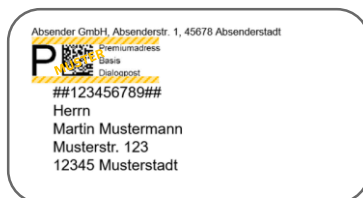
- The PREMIUMADDRESS label may not extend beyond the address window under any circumstances. Variable positioning above the recipient address is allowed. The quiet zone (distance to other elements) must be maintained.



Data matrix code size: 7.6 mm x 7.6 mm

Quiet zone: at least 2 mm away from other elements, e.g. address window. This area must remain clear.

Recipient customer number: This number will be recorded by Deutsche Post and returned with the data record (section 6.2 of the PREMIUMADDRESS Manual). Font size matches that of the address.



Permitted position outside the envelope window, the label or the address itself:

- Positioning above the address.





# Usage specification PREMIUMADDRESS label

## Usage restrictions

When the PREMIUMADDRESS label is used, nothing else may be printed alongside it such as FRANKIT impression with the data matrix code, which also contains information about the special PREMIUMADDRESS service.

It is not possible to use the PREMIUMADDRESS label and IT franking with data matrix code at the same time.

The PREMIUMADDRESS label may only be used for letter mail, DIALOGPOST items, and not for preferred and standard periodicals.

## Recipient customer number

When using the PREMIUMADDRESS label, it is also possible to print a reference number in plain text enclosed within hash signs, alongside the recipient's address. This number will be recorded and returned by Deutsche Post. In order to ensure that the number can be recorded properly, the printing of this customer number has been standardized, and is described in section 4.3 of the PREMIUMADDRESS Manual. The following specifications must also be met:

- › Font and font size must match those of the address.
- › Recipient customer number and recipient address must form a unified block of text.
- › The customer number may not extend beyond the address window under any circumstances.

If other information is required at the same time, this should be printed above the address and recipient customer number using a smaller font size.

## Certification of items

Deutsche Post AG provides a quality assurance certificate free of charge. Customers should apply to the relevant member of Deutsche Post sales staff for this.



## Usage specification PREMIUMADDRESS label

### Positioning of the PREMIUMADDRESS label when used in conjunction with the abbreviated franking mark for DIALOGPOST

If there is not enough space to display the franking wave in the franking zone, using the abbreviated franking mark in the address field is a suitable solution. When also using the PREMIUMADDRESS label, its position is and the on the left side of the address field and the abbreviated franking mark on the right side. This applies for the envelope window, the label or the address itself. The quiet zone (distance to other elements) must be maintained.

#### Sample:

