

Introducing The Intelligent Mail Barcode (IMB)

Required in May 2009 to receive presort automation discounts.



The IMB is a combination of the existing Postnet Barcode and Planet Code. The Postal Service is promoting use of the IMB because it expands the ability to track individual mailpieces and provides customers with greater visibility into the mailstream. It is used on First Class, Standard and Periodical mail.

There is an element to the IMB called the Mailer ID. This is a USPS number assigned to all permit holders. It identifies the mail as yours. At a minimum, the Mailer ID is a necessity.

Tracking features can be added to the IMB. These features are considered Ancillary Services on the USPS web site. Discuss tracking features with your Sales Representative.

Mailer ID

If you have your own permit #, you will need to do the following:

Apply for your MAILER ID by calling the Postal One Helpdesk at 800-522-9085. A representative will process your request by asking questions covering the basics such as name, address, permit number and type of mail, plus mail quantity on a quarterly and annual basis. Mailer ID's are assigned at a later date and sent to you by e-mail. Allow enough time for a reply. Currently the USPS has warned of a timeline that could be 6 weeks.

If you are using our permit #, you will need to do the following:

Relax. We will append out MAILER ID to your mail pieces. If there is a complaint regarding the timely delivery of mail, we will call the post office and request tracking information for you.