



Targeted Solutions

MOVE UPDATE

An estimated 45 million Americans change their address each year. In order to reduce waste and labor costs for disposing of this undeliverable mail, or forwarding mail to residents who have filed a change of address (COA), the USPS developed mandatory **MOVE UPDATE REQUIREMENTS**, now in effect. Move Update requires all mailing addresses undergo Move Update Address Correction within 95 days of the mailing in order to claim discounted first-class mail and standard mail prices.

We've established some helpful explanations of the Move Update Requirements. Please see the back of this card.

What is the difference between CASS processing and NCOA or Move Updates?

For CASS, address-matching software looks up addresses to correct and standardize the address information and append ZIP+4 codes. CASS processing is necessary to receive postal discounts at automated rates (by using a barcode) or non-automated rates (presorted but without a barcode).

Example: "123 CARTER LANE NORTH, FORT ATKINSON, WI 53538" becomes standardized as "123 N CARTER LN, FORT ATKINSON, WI 53538-0219"

For NCOA or other forms of Move Updates, addresses are compared to a USPS database to locate change of address information filed by individuals, families and businesses. Non-forwardable addresses or "address unknown" pieces are also identified. This process looks at addresses attached to a person, family or business, while CASS just looks to standardize delivery addresses, without regard to the resident or business located at the address.

Example: "JANE SMITH, 123 N CARTER LANE, FORT ATKINSON, WI 53538-0219" has moved. The address now is "JANE SMITH, 576 WILSON AVE APT 12, LEXINGTON, KY 36059-0195."

We are here to help with any questions or concerns you may have on your next mailing. Please contact your Badger Press Account Rep for additional information: 920-563-5144

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The USPS offers several **Move Update Methods** to keep you in compliance with Move Update. Let Badger help you. The primary methods are:

Simplified/Exceptional Address: Print “Or Current Resident” or “Occupant” within the address of your mail piece. List requires no list submission or updates. This option is free.

NCOA^{LINK}: Mailers' electronic lists are matched with permanent COA orders filed with the USPS. Changes are made directly to your mail list and returned with reports to update your house list as required by the USPS. Fees apply. Badger is a Full Service NCOA provider.

Ancillary Service Endorsement: Specific endorsement messages printed on the mail piece used to request notifications of the addressee's new address tell the USPS how to handle COAs and Undeliverable as Addressed mail. Fees apply based on service requested. List owners must use change notifications to update their lists and must mail within 95 days to avoid having to use another Move Update Option, such as NCOA.

Address change Service (ACS): Mailings using the traditional ACS must include a printed ancillary service endorsement on the piece, an alpha participant code to activate the ACS data and an optional key line. These pieces of information instruct the USPS how to handle mail pieces that are undeliverable or that need to be forwarded to a resident's updated address.

The OneCode ACS: (Uses the new Intelligent Mail Barcode) requires the printed ancillary service endorsement but the ACS code is included within the barcode rather than printed in the address area. Mailers receive notifications electronically via a secure website. For ACS use, mailers must preregister with the USPS and have a Mailer ID. Fees apply for use of the ACS format.

FASTforward: Uses a Multi-Line Optical Character Reader to update each mail piece as it is being barcoded and prepared for automation. The new address will be sprayed onto the mail piece. Fees apply.

Directly Acquired Addresses: Addresses added to a mailing list that are received when a customer directly requests goods, services or information to be mailed to them can be mailed within 95 days from receiving the addresses. Proof required.

Two alternate Move Update methods may also be used for First-Class mail: Legal Restraint and 99 Percent Accurate. These methods are less common and require pre-approval with the NCSC.

NOTE: *Mailings that do not comply can be penalized with higher postage rates, penalty fees and risk losing mailing privileges.*