8. Press to be addressed (Periodicals Plus)

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Press to be addressed (Periodicals Plus)

1. Definition and conditions

Periodical Plus (formerly PostAbo) designates the periodicals described in the Terms and Conditions of the Periodicals, which are:

- addressed by bpost on the basis of the publisher's supplied customer list[1] and dispatched by bpost to the delivery address along with standard mail
- deposited at the (Hyper) Masspost Center by the publisher
- unaddressed and unfranked by the publisher

Mail items are distributed with the standard mail, on D+1 or D+3. ´D´ being the actual date of deposit of the mail items, and subject to fulfilment of all of the other conditions defined in this chapter or in the SUMO application user manual.

The SUMO application must be used for Periodicals Plus[2].

Did you know?
To be considered a Periodical Plus, your publication must comply with all of the above conditions and correspond to the definition included in the postal regulations, as well as the General Terms and Conditions of bpost[3].

Rules for inserting supplements/objects to the publication
The supplements must be the same for all addressees of the same edition and must be fixed in the publication.
The whole (Periodical + supplements) contains at least 30% editorial articles with general information.
See the other rules in **Section 7 Addressed Press**.

[1] Sending via the SUMO online application (Subscription Module), application shared by the publishers of periodicals and by the bpost offices.
[2] The SUMO user conditions are available on request from the bpost Customer Service.
[3] See the postal regulations and the General Terms and Conditions for Periodicals at **www.bpost.be**.

2. Dimensions, weight & thickness

See previous **section 7 'Addressed press' – 2. Dimensions, weight & thickness**.

3. Visual presentation of the mail items

See previous **section 7 'Addressed press' – 3. Visual presentation of the mail items**.

Criteria for mechanising items
Items are considered **Large Format** :

- if their layout (visual presentation), closure criteria and paper criteria (gram weight) meet the characteristics of **Large Format** Addressed Mail Items (**see Section 2 - Addressed Mail Items - Large Format**)
- If their stiffness and/or flexibility criteria meet the standards of **Large Format** (**Section 2 - Addressed Mail Items - Large Format**)
- With a maximum weight of 375 g (difference from the Addressed Mail Items)
- with minimum and maximum dimensions corresponding to those of **Large Format**
- if they contain an insert (object) of maximum 4 mm thickness, where applicable

If these items cannot be mechanised and/or do not meet the conditions for **Large Format**, the deposit will be considered **Large + Format**.

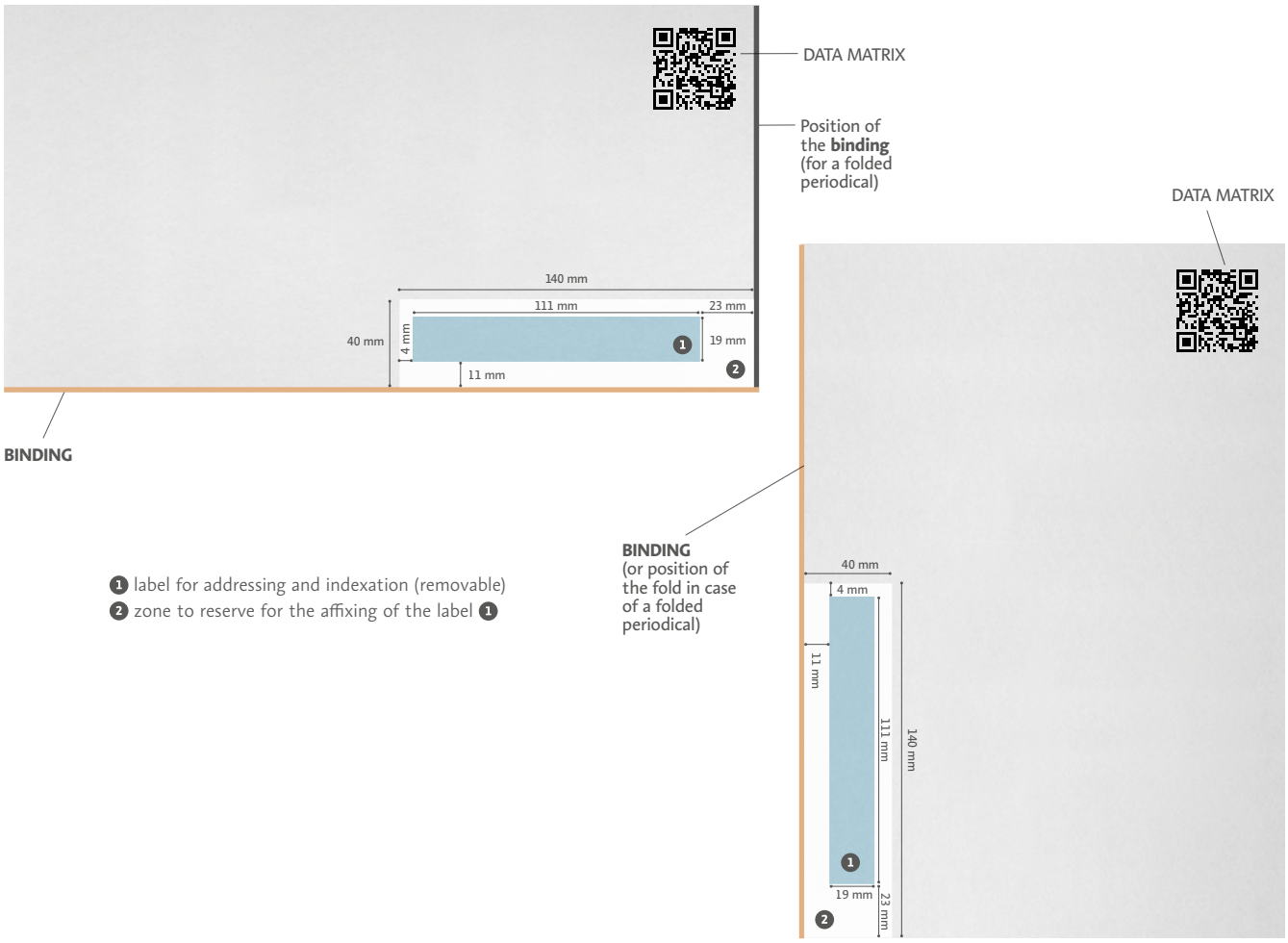
If you have any doubts or questions about the mechanisation criteria, our Customer Operations team will be happy to carry out preliminary tests and, if necessary, provide certification.
Please do not hesitate to contact us at **customer.operations@bpost.be**.

You can find the main mechanisation criteria at **the end of this chapter**.

3.1 For items to be mechanised by bpost

Addressing zone and Data Matrix
In addition to the specifications given in **section 7**, it is necessary to reserve on your items an area intended for the affixing of the label containing the address of the recipient and the indexing code of the sorting machine as well as a zone for the Data Matrix code. These zones should be white or pantone-coloured. (Acceptable colours can be found in **Section 1 Addressing, chapter 7**).

Please ensure the position of this area according to the binding of the sending AND the folding area.



1 label for addressing and indexation (removable)
2 zone to reserve for the affixing of the label 1

Data Matrix

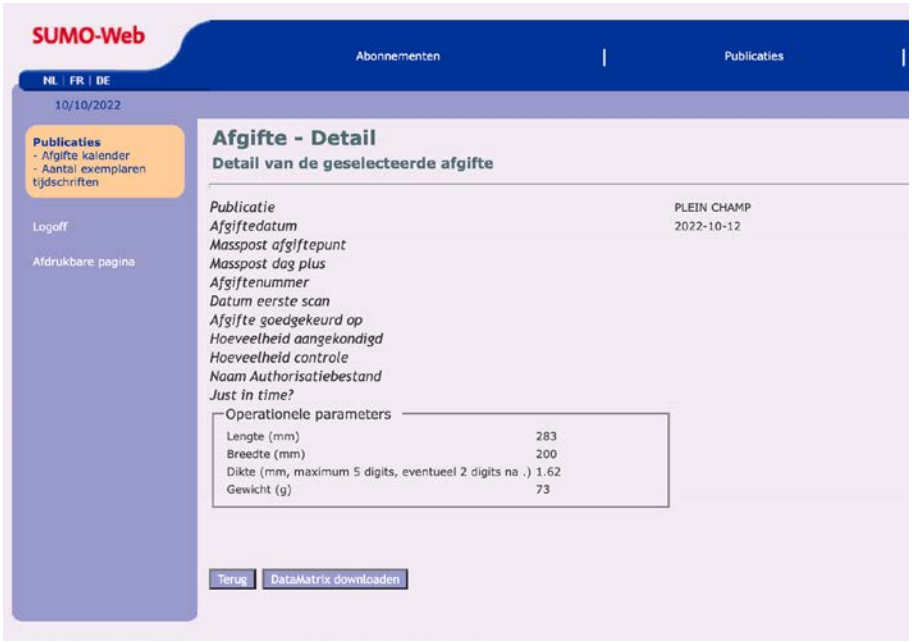
a. **Definition**
The Data Matrix is a special type of two-dimensional barcode containing data on the publication date, title and deposit of periodicals. It is mandatory if there are multiple editions and/or for a volume >50,000 items.

b. **Scope of application**
A Data Matrix scan allows identification of the publication during addressing and sorting. It is compulsory for unaddressed periodicals from a volume of 50,000 onwards and with a Data Matrix per edition.

c. **Technical specifications**
- Datamatrix ECC 200 16x16
- Each square/module measures 0.7 mm
- Format min 16 x 16 mm
- White zone 1mm along the 4 sides
- The content of the barcode: JJBEA89XXXXMMDD

d. **Zone to be reserved**
On the labelled side but not in the labelled area

You can download the data matrix image directly from the SUMO application (see screenshot below).



3.2 Closure of shipments

Fastenings that might injure bpost staff or damage other mail items (staples (except those used for the binding), paperclips, metal eyes, etc.) are not permitted. You must also meet the criteria described in **Section 2 - Creation - Large Format - Closure of Mail Items**.

4. Preparation of mail items

Did you know?
Belgium has:
- 5 sorting centers (Antwerp X, Brussels X, Charleroi X, Ghent X and Liège X)
- 19 sorting sectors (grouped by postal code)[1]
- around 250 distribution offices.

The preparation and sorting of your items will depend on whether bpost can process them by machine or not.

4.1 Preparation

4.1.1 Minimum and maximum volume per deposit

	Hyper Masspost Center[1]	Preparation **(Data Matrix is mandatory in case of multiple editions and/or volumes >50,000 items)**
MECA (Large)	Up to 20,000 shipments	In bulk, one edition per pallet/container
	From 20,000 shipments	In bulk, one edition per pallet/container, **with Data Matrix per edition**
Non-MECA (Large+)	Up to 20,000 shipments	Bundled, pre-sorting by sorting centre and distribution office
	From 20,000 shipments	Bundled, pre-sorting by sorting centre and distribution office, **with Data Matrix per edition**

If these preparation criteria are not met (e.g. **Large+** delivered in bulk), the deposit will be refused and the customer will be asked to repackage the product.

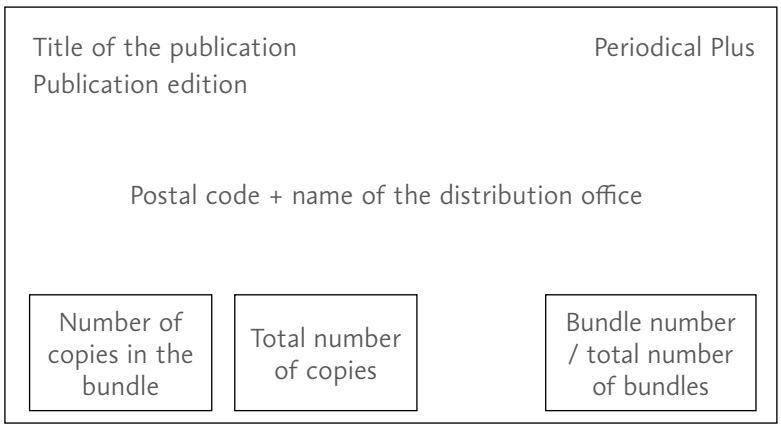
[1] See the General Annexes 'List of sectors'.
[2] A deposit at a Masspost Centre will be limited to 20,000 pieces.

4.2 Sorting

PostAbo´s must be sorted by sector[1] **and** by distribution office[2] unless all your mail items are mechanically addressed[3].
Each package must be provided with an A4-sized cover page (or one that covers the mailed item) which must necessarily include the following:

- title of the publication and edition
- mention Periodical Plus
- the postal code and the name of the distribution office (do not mention the address!)
- the number of copies contained in the bundle
- the total number of copies to be distributed by the distribution office involved
- the number of the bundle/tray and the total number of bundles/trays anticipated for the distribution office involved

Example of cover page



If your publication includes several editions, they must be delivered separately, each provided with a data matrix.

[1] See the General Annex 'List of sectors'.
[2] See the 'List of postal codes' on **www.bpost.be/masspost**.
[3] bpost will keep you informed if applicable.

4.3 Items sorted by sorting sector and by distribution office (DO)

A DO corresponds to a group of postal codes.[1]

Point of attention: mechanised addressing

- Delivery of standard ('bulk') bundles is possible, subject to agreement with bpost and preferably on pallets (or possibly in containers). No use of blue trays
- Please supply 2% extra product to allow any shortages to be absorbed immediately by the addressing machine.
- In agreement with bpost, early deposit of your items is possible. In contrast, a late deposit (outside the scheduled times) will be processed by bpost within the most reasonable period ('Best Effort').
- For mailings without packaging with inserted supplements, it is strongly recommended to stick/secure them on the publication to avoid problems during mechanised processing.
- If these precautions are not taken, there is a risk of damage, loss and/or significant delay in the distribution of the product.

Above 20,000 shipments, periodicals must be sorted according to distribution office (DO). Sorting according (DO) means that the items are sorted according to sector and according to distribution office[1].

A Distribution Office (DO) is a physical place from which postal workers start their rounds. Each DO comprises one or more postcodes.[2]

4.3.1 Maximum and minimum volume per deposit

	Masspost Center (D+3 only)	(Hyper) Masspost Center
Unaddressed periodicals	20,000 mail items maximum	Unlimited

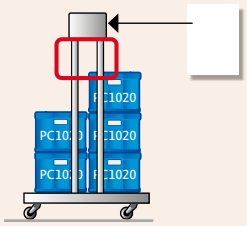
[1] See the 'List of postal codes' on **www.bpost.be/masspost**.

4.3.2 Packaging[1] and labelling

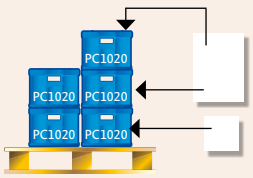
The use of cardboard boxes is exclusively reserved for foreign customers who do not have blue trays.
The packaging rules are the same as those described below, the blue trays being replaced by the boxes.
For labelling, see also **Section 2 Addressed mail, chapter on Preparation of Mail Items - Packaging, point 3.1**.

a Direct trays placed on container/pallet (standard packaging)

1. By distribution office



1 container
= 1 distribution office
Laeken Mail



1 pallet
= 1 distribution office
(Laeken Mail)

1 direct tray = 1 distribution office

Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

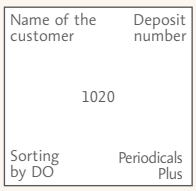
All mail items should be packaged in direct trays (trays containing only mail items intended for a single DO). The trays are then placed in containers/on pallets that contain exclusively mail items intended for the same distribution office (DO).

If you have insufficient mail items for filling
- one full container (minimum 10 trays) per distribution office
- one full pallet (minimum 200 kg or 80 cm high) per distribution office

you may add containers from other distribution offices of the same sorting centre (**see next page**).

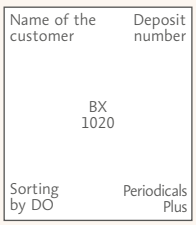
Identification of the contents
- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

Model label



Information to be included
- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- postal code of the distribution office (minimum font size: 36)
- sorting option
- label must specify: Periodicals Plus

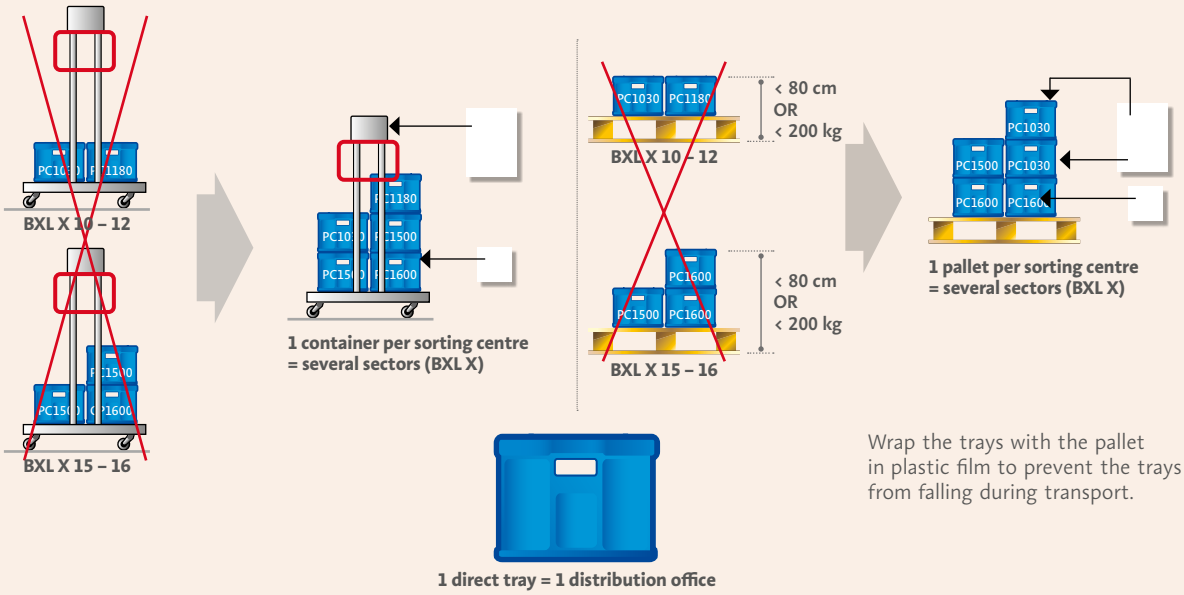
Model A4/A5



Information to be included
- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- destination sorting centre
- postal code of the distribution office (minimum font size: 72)
- sorting option
- label must specify: Periodicals Plus

[1] See also **Section 2 Addressed mail, Chapter on Preparation of Your Mail Items - Packaging**.

2. By sorting centre



Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

All mail items should be packaged in direct trays (trays containing only mail items intended for a single DO).
If, after sorting, there are mail items left that you cannot condition in complete containers (by distribution office) because there are too few of them, you can compose overflow trays (**see next point 3**).

A direct tray can only contain mail items from a single distribution office. The container or the pallet can contain mail items for different distribution offices of the same sorting centre.

Identification of the contents

- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

Model label

Name of the customer	Deposit number
BX 10-12 and 15-16	
Sorting by sorting centre	Periodicals Plus

Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- name of the sorting centre + numbers of sorting sectors (minimum font size: 36)
- sorting option
- label must specify: Periodicals Plus

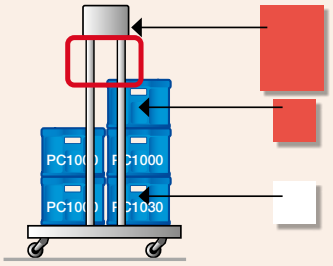
Model A4/A5

Name of the customer	Deposit number
BX 10-12 and 15-16	
Sorting by sorting centre	Periodicals Plus

Information to be included

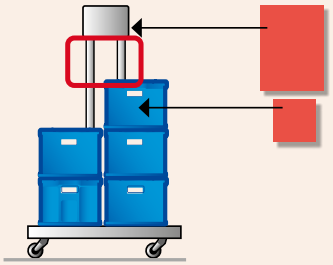
- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- name of the sorting centre + numbers of sorting sectors (minimum font size: 72)
- sorting option
- label must specify: Periodicals Plus

3. In containers with overflow trays/on pallets with overflow trays

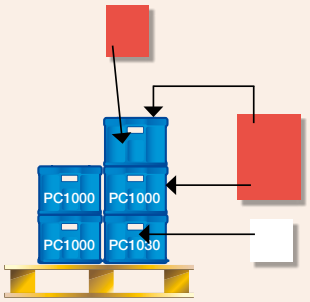


E.g.: 1 container per sorting sector
= several distribution offices + overflow tray(s)

or

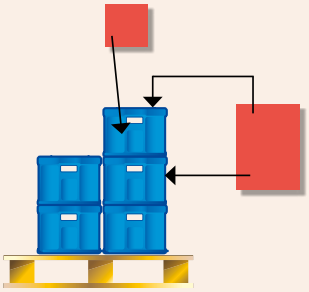


1 overflow container



E.g.: 1 pallet by sorting sector
= several distribution offices + overflow tray(s)

or



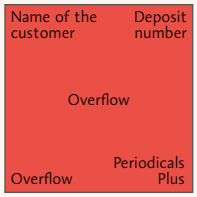
1 overflow pallet

1 tray = 1 distribution office
OR
1 tray = overflow

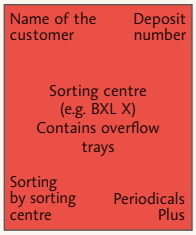
Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

For the identification of the containers, pallets and overflow trays, please refer to **Section 2 Addressed mail, chapter on Preparation of your Mail Items - Packaging, point 4**.

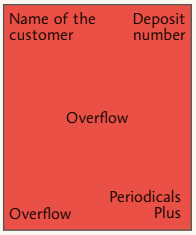
Model label tray



Model A4/A5 container/pallet containing overflow



Model A4/A5 overflow container/pallet

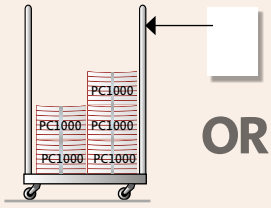


b Direct bundles on Restmail container/pallet (alternative)

Did you know?
Filling of a Restmail container = minimum 200 kg or one-half of the container
A bundle = several packages of mail items
= minimum 3 cm high and maximum 7 kg

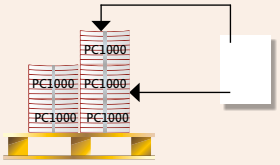
Find the information on preparing bundles (bundling) in **Section 2 Addressed mail, Preparation of Your Mail Items - Packaging, point 1.2.1**.

1. By distribution office



1 container per distribution office BXL Mail

OR



1 pallet per distribution office BXL Mail

1 direct bundle
= 1 distribution office

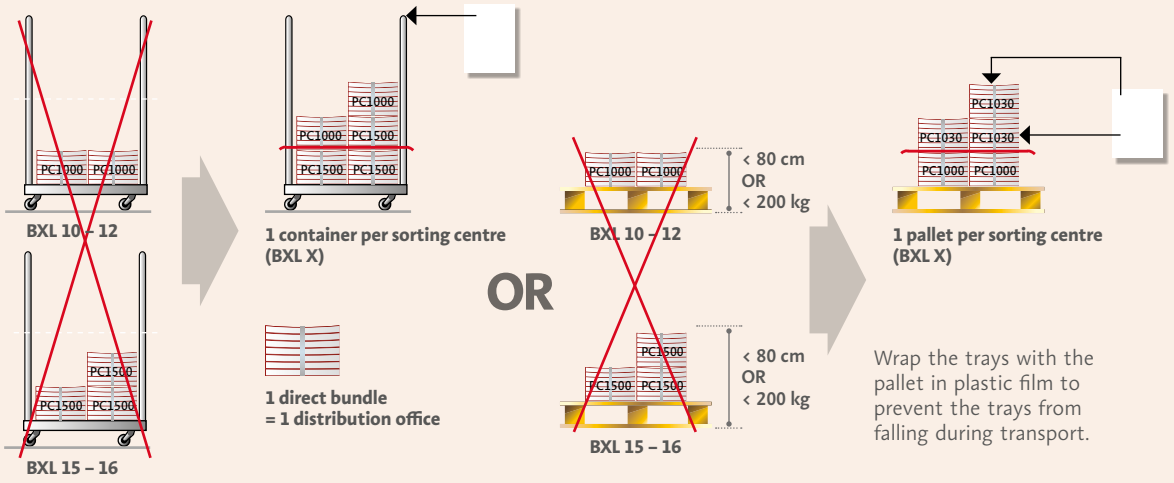
Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

All mail items are packaged in direct bundles. Each bundle contains only mail items for a single distribution office. The bundles are then deposited in Restmail containers/on pallets containing exclusively mail items for a single distribution office.

If you have insufficient mail items for filling
- one full Restmail container (minimum 200 kg or half the container) per distribution office
- one full pallet (minimum 200 kg or 80 cm high) per distribution office

then you may add bundles from other distribution offices of the same sorting centre (**see next page '2. By sorting centre'**).

2. By sorting centre



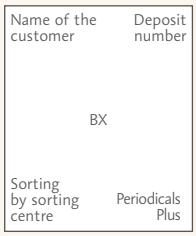
All of the mail items are packaged in direct bundles (bundles containing only mail items intended for a single DO).
After sorting, if you still have mail items that you cannot package in direct bundles (per distribution office) due to insufficient volume, you can make overflow trays. (**see next page point 3**).

A direct bundle can only contain mail items of a single distribution office. The Restmail container or the pallet can only contain mail items of distribution offices of the same sorting centre.

Identification of the mail item

- for the bundles: separated per sector by a divider (cardboard or paper) having the size of the surface of the Restmail container or of the pallet with the following criteria:
  - code for the sorting indication: sector (E.g.: 10 – 12) and distribution office (postal code, E.g.: 1000)
  - sorting of the product: sorting by distribution office
- for Restmail containers: one sheet (A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

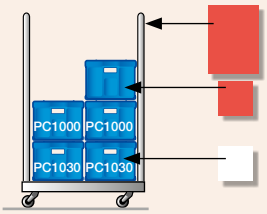
Model A4/A5



Information to be included

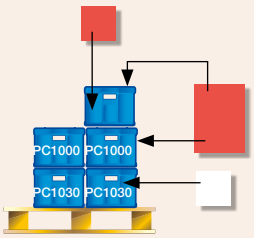
- customer's name (minimum font size: 36)
- deposit number
- destination sorting centre (minimum font size: 72)
- sorting option
- label must specify: Periodicals Plus

3. In Restmail containers / on pallets with overflow trays

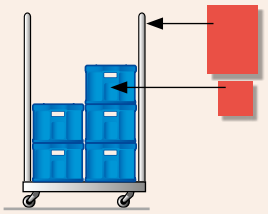


E.g.: 1 container per sorting centre = several distribution offices + overflow tray(s)

or

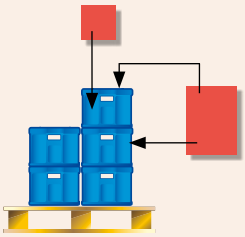


E.g.: 1 pallet per sorting centre = several distribution offices + overflow tray(s)



1 overflow tray

or



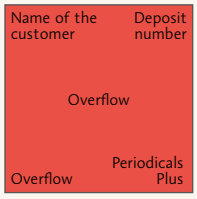
1 overflow pallet

1 tray = 1 distribution office
OR
1 tray = overflow

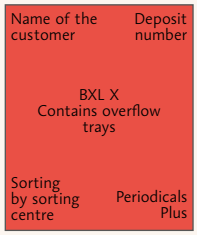
Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

For the identification of the containers, pallets and Overflow trays, please refer to **section 2 Addressed mail, Preparation of your mail items - Packaging, point 4**.

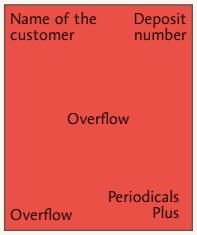
Model label tray



Model A4/A5 container/pallet containing overflow



Model A4/A5 overflow container/pallet



5. Deposit and distribution of mail items

Before depositing the mail items, the publisher must have completed the publication calendar in the SUMO application. The encoding in the publication calendar must be done at least 5 working days prior to the deposit of the mail items in a (Hyper) Masspost Center. It is strongly recommended to do this **6 months** in advance.

- The Periodicals Plus are deposited at the counter of a (Hyper) Masspost Center on the day indicated in the publication calendar in SUMO.
- The deposit is always accompanied:
  - by 1 copie of the SUMO deposit statement
  - by 1 specimen of the publication

Distribution Delay	Maximum time and place for deposit
Distribution D+1	Deposit on D+0 • Only at Hyper Masspost Center: before 10 a.m. • As from 20,000 items: in the Hyper Masspost Center of destination (with the consent of bpost)
Distribution D+3	Deposit on D+0 • Hyper Masspost Center: before 17h • Masspost Center: before 4 pm (max 20,000 shipments)[1] • From 200,000 items per publication: in the Hyper Masspost Center of destination (with the consent of bpost)

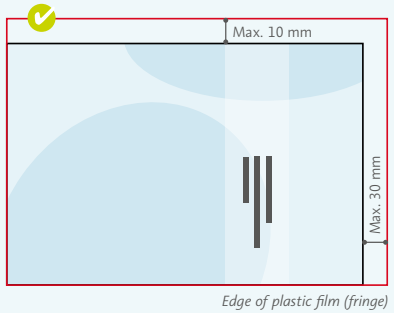
If the depositor or publisher fails to comply with deposit deadlines and/or the conditions contained in this chapter or in the SUMO manual, it will not be possible to guarantee these periods for distribution to the addressees.

[1] Some Masspost Centers are subject to specific time constraints. Therefore, make sure to always consult this page at **www.bpost2.be/locations/business/fr/both.php** for the latest updates.Please note: some Masspost centres are not equipped (lifting equipment) to receive deposit packed on pallets. If this is the case for your shipments, contact your drop-off centre well in advance to find an alternative solution.

A periodical is primarily considered to be Large Format if...

All the features of Large Format can be found in **Section 2 - Addressed Mail - Creation - Large Format**

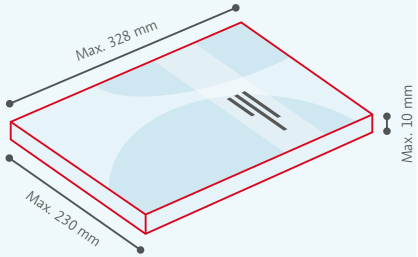
Plastic film



The **distance** between the **edge of the item and the edge of the film** (fringe) does not exceed 30 mm (length) and 10 mm (width).

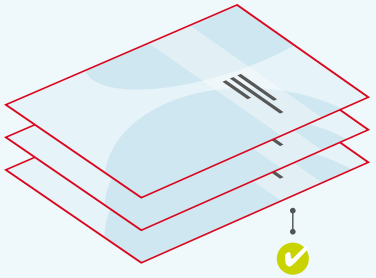
The **quality of the plastic** must meet the standards described in the Masspost Guide.

Dimensions



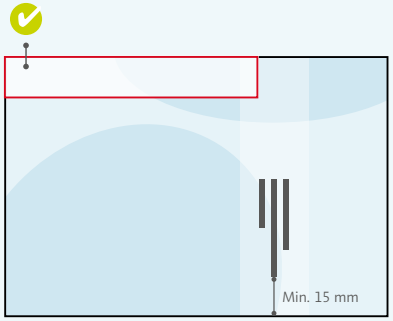
The shipment does not exceed the **maximum dimensions**.

Don't stick together



Items **cannot stick** together (glue, static electricity ...).

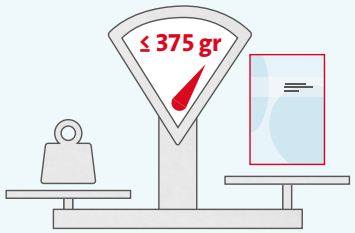
Indexation zone and layout



There can be **no address** (dest./exp.) in the indexation zone.

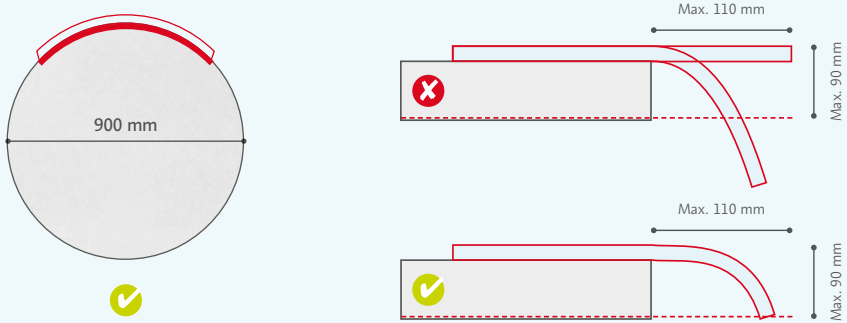
The **address frame** cannot be placed too close to the edge of the item (min. 15 mm).

Weight



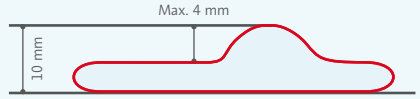
Maximum weight of the shipment **≤ 375 gr**.

Flexibility and rigidity



The shipment cannot be too **flexible** or too **rigid**.

Inserts



The **thickness of the inserts** should not differ too much from that of the item.

The inserts **cannot move** inside the mail item.