



What you need to know about Addressing Mail

How many times have you received mail back from the Post Office with a label stating “incorrect address placement”? Surprisingly, it happens more often than you think.

An address label printed in the wrong place on a mailpiece may not be a big deal to a company mailing a handful of letters, but for a high volume mailpiece it could be a make-or-break mistake. Sometimes mailpieces can't be accepted if they are designed in such a way that they fall outside of established USPS standards — or they can't be accepted under the postage price being claimed on the mailer. That is why it is important to have experienced and knowledgeable staff in the mailroom.

Since some postal rules are pretty extensive, OMG team members understand what is required by the USPS and can work directly with the Marketing and/or other Departments to ensure that the mailpiece design is compliant with USPS guidelines. That is why, as your partner, all tenured OMG team members, hold at the very minimum, the MDC (Mailpiece Design Certification) from the MSMA (Mail Systems Management Association), with many of our managers achieving higher level USPS certifications.

Our team members understand exactly what is required for an effective mailpiece and will work closely with your Departments to ensure the maximum postal discount is achieved, thus, creating savings that can be applied directly to your company's bottom line.

Over the past several years, OMG has saved our clients millions of dollars in postage. We stay current with all USPS standards, new technology and programs that can save in areas that were not available before. This is what it means to have your vendor partner “on your side”! If you are spending too much on postage every month, give OMG a call, we can do a comprehensive review of your current mailroom operations and recommend areas where savings and efficiencies can be achieved. Call today at 513-429-9526 or e-mail us at info@omgservices.com.