July 24, 2018

Mr. Brian J. Wagner  
President  
National Association of Postal Supervisors  
1727 King Street, Suite 400  
Alexandria, VA 22314-2753  

Dear Brian:

As a matter of general interest, the Postal Service has created a new Single Ply Priority Mail Express (PME) 
Label 11-B/11F.

The new label is designed to eliminate challenges resulting from bottom copy becoming illegible because 
senders fail to press firmly when completing the label. The goal of the redesign is to improve both the 
customer experience and service performance.

The PME Label redesign includes following changes:

- Acceptance locations will not retain a copy of the new PME Label since the mailpiece information 
will be entered into Retail Systems Software (RSS).  
- Peel off tracking number on the label for customers to retain or affix to the article number section of 
a Return Receipt, if the service is purchased.  
- Peel off payment by account section for protection of the account information.  
- Updated customer information on the back of the label to align with current refund policies pursuant 
to the Domestic Mail Manual (DMM).  
- Quick Response (QR) Code linking customers to USPS Track and Confirm website.  
- Human Readable Tracking numbers for manual entry into USPS tracking website if customers elect 
not to scan the QR Code.

We have enclosed draft copies of the following:

- Retail Service Talk - New Single Ply Priority Mail Express Label 11-B/11-F  
- Standard Work Instructions for Retail Operations Priority Mail Express New Single Ply Label 11-B

The redesigned PME Label 11-B/11-F have an effective date of July 2018 however, offices are encouraged 
to deplete their current label inventory prior to using the new labels.

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

[Signature]

Alan S. Moore  
Manager  
Labor Relations Policies and Programs

Enclosures
Retail Service Talk  
New Single Ply Priority Mail Express Label 11-B/11-F

Background
Currently, the Priority Mail Express (PME) Label 11-B/11-F is a three ply label. The top copy of the label is retained at the acceptance post office, the middle copy is for customers and the bottom copy is for the addressee. The bottom copy presents challenges at delivery when the addressee’s information is illegible because the customer did not press down hard enough to transfer the information to the third copy. This could potentially result in non-delivery and items being sent to the Mail Recovery Center (MRC). Additionally, these incidents impact the PME service performance.

What is changing?
Effective July 2018 the redesigned single ply PME Label 11-B/11-F will be introduced. Offices must deplete their current inventory of the PME labels. The redesigned PME label includes a new look to the front, as well as added features and updated information for customers on the back. We leverage the Quick Response (QR) Code technology to link the mailpiece tracking number to our Product Tracking and Reporting website to provide a new convenient option for customers to view their tracking information.

Impact to Retail
When processing the new single ply labels, acceptance post offices will not need to retain a copy because the financial information is required to be input into Retail Systems Software (RSS) which will link the mailpiece information to the tracking number. Sales and Service Associates (SSA) need to inform customers about the QR Code on the back of the label and advise them to retain it for reference and tracking purpose.

Impact to Customers
Customers should retain the back of the label as it contains the following features:

- Updated customers’ information on the back of the label to align with the most current refund policies as outlined in the Domestic Mail Manual (DMM).
- QR Code that will link the tracking number to USPS website. The QR Code is unique to the individual label, enhancing the tracking process by pre-populating the tracking number in USPS Tracking when the QR Code is scanned.
- Human readable tracking number for the mailpiece is provided for customers to manually enter into USPS Tracking website if they elect not to scan the QR Code.

Key Takeaway
The Postal Service continues to make every effort to improve the customer experience. Our goal is to resolve the legibility and to improve the PME delivery performance.
1. **Single Ply Label**: After Sales and Service Associates (SSAs) follow PME work flows to enter mailpiece information into Retail Systems Software (RSS) they must peel off the front of the label and affix it to the mail. SSAs will return the back of the label to customers for their record.  
   **Note**: Acceptance post offices will no longer need to retain a copy of the label since the information will be entered into RSS.

2. **Tracking Number**: SSAs should remind customers about the new peel off tracking number which is available for them to keep or can be affixed to the article number section of a Return Receipt if the service is purchased.

3. **Peel off Payment by Account section**: If customers use their USPS Corporate Account, Federal Agency Account or Postal Service Account numbers as their payment method, SSAs must ensure their account information is protected. **After the account information is input into RSS**, SSAs must either return this peel-off sticker to customer or destroy and discard it. **If you fail to enter this information, USPS will be unable to collect revenue from the transaction.**

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4. Customers' Instructions on the back of the label has been updated to align with the most current refund policies as outlined in Domestic Mail Manual (DMM). SSAs should inform customers to keep the back of the label as a reference.

5. SSAs should inform customers about the new Quick Response Code (QR Code) and when scanned with iOS or Android device it will link them to the USPS.com website where their PME tracking number is pre-populated.

6. SSAs should advise customers that the human readable tracking number is provided for them to manually enter into the USPS.com website if they elect not to scan the QR Code.