

# **MAIL LABEL SPECIFICATIONS FOR VISA PRINT ON DEMAND & PREPRINTED LABELS**

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**GEN09.15.001**

**Customer Version 5.2**

**June 2011**

**National Label Operations**

### Document History

Version Nr	Issue Date	Notes
1.5	Feb 1999	Revised barcode height, modified icons on sample labels, no text within 4mm of label edge
1.6	May 1999	Revised label set header, barcode verification, no three wide paper stock, shorter label retention time without causing smudging, text placements, removal of Tray Count, swapping Time & Date fields
2.0	Apr 2001	Label Redesign (changes on format, text, barcode height and element placements); removal of Parent Centre text and symbol, new Tray Size Indicator and deletion of 2 & 3 wide direct thermal paper stock
2.1	Nov 2002	ULDs and some Amy Chan changes
2.2	Nov 2003	Added PrintPOST and updated specifications
2.8	Mar 2004	Made changes to reflect issue of Visa 2v8 update on 1 <sup>st</sup> March 2004 – inclusion of delivery standard in 2 <sup>nd</sup> line text, changes to Label Element Placement for preprinted tray & bag labels
3.0	July 2004	Made changes to reflect issue of Visa 3v0 update on 1 <sup>st</sup> September 2004
3.1	Aug 2005	Made changes to reflect information from Corporate Strategy on packaging and delivery
4.0	May 2006	Made changes to reflect issue of updated Clean Mail labels
4.1	June 2006	Added information about minimum length of barcode
4.2	Sept 2006	Made changes to reinforce National Standards about label stock
5.0	Feb 2009	Updated information to match label stock requirements and update images
5.1	July 2010	Remove reference to Tables 5 and 6 – Tables were removed 2003
5.2	Jun 2011	Revised barcode measurements from minimum 60mm to 70mm Section 6.5 Page 23 refers

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### Document Production

This document has been produced using Microsoft Office Word for Windows XP v2007 and Seagull Software Bar Tender International Professional v8.0.

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## Customer Mail Label Specifications v5.2

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### References

EAN Australia User Guide and Technical Information Manual (Edition 3, September 1995).

American National Standards Institute X3.182-1990 Bar Code Print Quality – Guideline.

British standard BS 1635, Bar code Print Quality guidelines.

International Standard ISO/IEC 15416 Bar Code Print Quality Test Specification - Linear Symbols (First Edition Aug 2000).

**Label Type Matrix**

This document contains the specifications for the printing, packaging and shipping of Printed on Demand (Visa) and Preprinted Labels that are currently in use within Australia Post. Some users might find that not all information is relevant to their own particular needs. The following matrix is a guide indicating the sections to be referred to according to the function of the user.

Section	Software Development		Label Stock Supply	
	Australia Post	Other Software	Direct Thermal	Pre-printed
<b>1. General</b>	Yes	Yes	Yes	Yes
<b>2. Print on Demand Barcoded Tray Labels</b> 2.1 Customer Bulk Label for Barcoded Letters 2.2 Customer Bulk Label for Unbarcoded Letters 2.3 Header Label	Yes Yes Yes	Yes Yes		
<b>3. Preprinted Barcoded Tray Labels</b> 3.1 Customer Bulk Label for Barcoded Letters 3.2 Customer Bulk Label for Unbarcoded Letters 3.3 Clean Mail Label for Unbarcoded Letters 3.4 PrintPOST Bulk Label for Barcoded Letters 3.5 IMPACT Mail Label for Barcoded Letters				Yes Yes Yes Yes Yes
<b>4. Preprinted Reinforced Bag Labels</b> 4.1 Miscellaneous				Yes
<b>5. Label Elements</b>	Yes	Yes		Yes
<b>6. Barcode Specification</b>	Yes	Yes		Yes
<b>7. Label Stock</b> 7.1 Direct Thermal Non Reinforced 7.2 Direct Thermal Reinforced 7.3 Preprinted Non Reinforced 7.4 Preprinted Reinforced			Yes Yes	Yes Yes
<b>8. Approval</b> 9.1 Software Development 9.2 Label Development 9.3 Label Stock Supply	Yes	Yes	Yes	Yes Yes
<b>Label Element Placement Table</b> Table 1 Print on Demand Customer Bulk Label Table 2 Header Label Table 3 Preprinted Tray & Bag Label	Yes Yes	Yes		Yes
<b>9. Data Structure &amp; Text Representation Table</b> Table 4 Customer Bulk Label for Barcoded Letters		Yes		

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## 1. General

The mail label identifies at least the final destination and contents of each mail tray/bag, and may also identify source, time and date.

Labels can be printed on demand by staff or customers via the Tray Label Management System (Visa or VisaCustomer). Customers are also free to use label-printing softwares developed by other companies that are approved by Australia Post.

Alternatively, preprinted labels for ex Retail and Delivery mail in all States, and for customer bulk PreSorted, Clean, Impact and PrintPOST mail are available to support customers and processing areas with no Visa system.

### 1.1. Scope

This document provides the specifications for those tray labels that support the Small and Large Letters Service and some of the parcel service. The scope of this document may be extended to include the specifications for labels that support other Australia Post Products/processing systems, such as PrintPOST and Unaddressed Mail labels.

### 1.2. Mail Label Types

There are multiple label types for a range of uses, eg:

- Customer Bulk Label – for lodgment of bulk presorted mail from customers to Australia Post lodgment points. Some labels will not include all data, and so will contain blank fields. Such blank fields may be completed later by hand, eg. rubber date stamp.
- Header label – for identification of label sets and printing parameters.

These labels and their uses are more fully identified in Sections 2, 3 and 4.

### 1.3. Sample Labels

In Sections 2, 3 and 4, sample labels are presented with the most complete data in text and barcode fields for easy reference.

The sample barcode data details the barcode field description, barcode field length, and comments. Not all human readable elements are included in the barcode; see Barcode Data for each label type in Sections 2, 3 and 4.

The samples supplied are subject to further changes and development, and new formats may be added from time to time.

### 1.4. Label Elements

Section 5 contains a description of each label element and its data source.

### 1.5. Barcode Specification

Section 6 contains the barcode specification and barcode printing parameters.

### 1.6. Environmental and Physical Conditions

Section 7 contains summaries of label stocks, and packaging specification, and environmental parameters.

### 1.7. General Specifications

- Ownership of dies, plates etc. used in production of Australia Post's preprinted label stock will be vested in Australia Post, and shall remain the property of Australia Post.
- Ownership of intellectual properties like artwork, label shape and processes etc., developed during the production shall remain the property of Australia Post.
- Labels to be manufactured using AS/NZ ISO 9001-2000 and AS/NZ ISO 9001-2008 accredited standards.
- Preprinted labels are identified by a 7-digit SAP Material Number which must be referred to in correspondence. This number is provided with the artwork and is shown on the bottom of each label.

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- A Print Version Date, MMM YYYY, is printed on each preprinted label after the SAP Material Number. A new Print Version Date will be shown for any subsequent revision and all previous plates should be destroyed once the new plates have been approved. Printers are to provide a code (eg. F for Fred's Printers) after the Print Version Date.
- All codes – SAP Material Number, Print Version Date and Printer's Code – are used in tracking and currency of label stocks.

## 2. Print on Demand (Visa) Tray Labels

### 2.1. Customer Bulk Label for Barcoded Letters

This label would typically be used by bulk customers printing their own labels from VisaCustomer, or from label printing softwares developed by other companies that are approved by Australia Post, for lodgment of the "Barcoded PreSort Letters". Some labels will not include all data, and so will contain blank fields. Such blank fields may be completed later by hand, eg. rubber date stamp.

#### 2.1.1. Label Elements

This label type contains the 9112 barcode, and the following elements as human readable text: (The label elements are defined in more detail in Section 5, Human Readable Label Elements.)

Label Element	Example	Section
Destination	Sydney West LF	5.1
Sub Destination	BSP 005 Off Peak	5.2
Tray Size	Large Tray	5.4
Tray Size Indicator	A black bar down the right hand side	5.5
Product	Barcoded Off Peak	5.6
Date	14/08/2008	5.9
IATA City Code	SYD	5.3
IATA City Name	Sydney	5.3
Job Identification	NAB1122	5.8
Source of Origin	Ajax Mail NSW (02) 9333 8888	5.10
Label Printing Identifier	VISA 3v3-382 50159	5.11

#### 2.1.2. Barcode Data

The label uses the 9112 barcode structure, with primary barcode variants being the TDID of the destination (eg. 68005023), the system ID (eg. 50159) and the tray serial number (eg. 0000003).

A sample barcode data content is: 9112 68005023 501590000003.

The barcode data elements are described in more detail in Section 6, Barcode Specification.

#### 2.1.3. Sample Label

This large letter tray label has been printed by Ajax Mail in NSW for Job Number NAB1122 for Barcoded Letters and is serial numbered. The tray is lodged on 14 August 2008 for Off Peak service and contains large letters for Barcode Sort Plan 005 at Sydney West LF.



Figure 1 – Customer Bulk Label for Barcoded Letters – Print on Demand

**2.2. Customer Bulk Label for Unbarcoded Letters**

This label would typically be used by bulk customers printing their own labels from VisaCustomer, or from label printing softwares developed by other companies that are approved by Australia Post, for lodgment of the “Unbarcoded PreSort Letters”. Some labels will not include all data, and so will contain blank fields. Such blank fields may be completed later by hand, eg. rubber date stamp.

**2.2.1. Label Elements**

This label type contains the 9112 barcode, and the following elements as human readable text: (The label elements are defined in more detail in Section 5, Human Readable Label Elements.)

Label Element	Example	Section
Destination	Vic	5.1
Sub Destination	Residue Regular	5.2
Tray Size	Small Tray	5.4
Tray Size Indicator	Blank for small tray	5.5
Product	Unbarcoded	5.6
Date	15/10/2008	5.9
IATA City Code	MEL	5.3
IATA City Name	Melbourne	5.3
Job Identification	NAB15432	5.8
Source of Origin	Ajax Mail NSW (02) 9333 8888	5.10
Label Printing Identifier	VISA 3v3-383 50159	5.11

**2.2.2. Barcode Data**

The label uses the 9112 barcode structure, with primary barcode variants being the TDID of the destination (eg. 26992003), the system ID (eg. 50159) and the tray serial number (eg. 0000003).

A sample barcode data content is: 9112 26992003 501590000003.

The barcode data elements are described in more detail in Section 6, Barcode Specification.

**2.2.3. Sample Label**

This small letter tray label has been printed by Ajax Mail in NSW for Job Nr NAB 15432 for Unbarcoded Residue Regular Letters and is serial numbered. The tray is lodged on 15 October 2008 for Residue Regular service.



Figure 2 – Customer Bulk Label for Unbarcoded Letters – Print on Demand

**2.3. Header Label**

Label sets have a Header label printed at the beginning to describe the label plan attributes. It does not have a barcode or a serial number. A Header label is not produced when Video coded or supplementary labels to a label set are requested.

**2.3.1. Label Elements**

This label type contains the following elements as human readable text: (The label elements are defined in more detail in Section 5, Human Readable Label Elements.)

<b>Label Element</b>	<b>Example</b>	<b>Section</b>
Label Plan Name & Date of Last Modification	Clean Mail 15/01/2009	5.12
First Stacker Number and Text	Stacker 1 Clean Mail ; ACT	5.13
Last Stacker Number and Text	Stacker 8 Clean Mail ; NT	5.13
Total Labels in Set	7	5.14
Print Time	15:00	5.15
Print Date	18/02/2009	5.15
Source of Origin	Ajax Mail NSW	5.10
Label Printing Identifier	VISA 3v3-392 12343	5.11

**2.3.2. Header Label Sample**

The sample Header Label is below. This label heads a label set for Clean Mail, using Label Plan Clean Mail running on Holding Plan 1 at Ajax Mail NSW and a total of 7 labels will be printed. This plan was last modified on 15/01/2009. The Label Plan's stackers range from stacker 1 to stacker 8.

<b>Sort Plan Name:</b>	<b>15/01/2009</b>
<b>Label Plan Name: Clean Mail</b>	
Stacker 1 : CLEAN MAIL ; ACT	
Stacker 8 : CLEAN MAIL ; NT	
Total Labels in Set : 7	
Print Time : 15:00	Print Date: 18/02/2009
AJAX MAIL NSW - Holding Plans 1	VISA 3v3-392 12342

### 3. Barcoded Tray Labels – Preprinted

#### 3.1. Customer Bulk Label for Barcoded Letters

This label would typically be used by bulk customers who use preprinted labels for the Barcoded PreSort Letters Service. There are 124 different variants, depending on sort break and destination, and will have blanks for human entry of customer and lodgment details.

##### 3.1.1. Label Elements

This label type contains the 9113 barcode, and the following elements as human readable text: (The label elements are defined in more detail in Section 5, Human Readable Label Elements.)

Label Element	Example	Section
Destination	Darwin MC	5.1
Sub Destination	BSP 001	5.2
Tray Size	Large Tray	5.4
Tray Size Indicator	A black bar down the right hand side	5.5
Product	Barcoded letters	5.6
Delivery Standard	Off Peak (Off Peak box marked "X")	5.7
Date	24 Jul 2008	5.9
IATA City Code	DRW	5.3
IATA City Name	Darwin	5.3
Job Identification	NAB1122333	5.8
Source of Origin	Ajax Mail NSW, (02) 9333 8888	5.10
Label Printing Identifier	8838073 JUL 2000	5.11

##### 3.1.2. Barcode Data

The label uses the 9113-barcode structure, with primary barcode variants being the TDID of the destination (eg. 56001053), the material Nr (eg. 8838073), the version date, MMY (eg. 070) and the supplier ID (eg. 11).

A sample barcode data content is: 9113 56001053 883807307011.

The barcode data elements are described in more detail in Section 6, Barcode Specification.

##### 3.1.3. Sample Label

This large letter tray label is destined for Darwin MC and contains barcoded large letters for Barcode Sort Plan 001. It is lodged by Ajax Mail in NSW for Job Number NAB1122333. The tray is lodged on 24 July 2008 for Off Peak service.

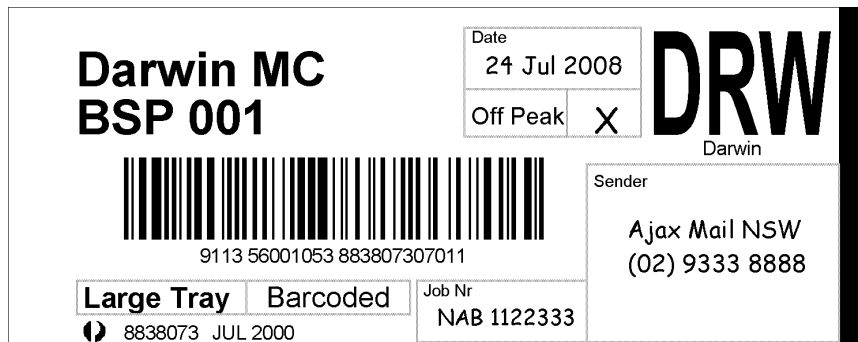


Figure 4 – Customer Bulk Label for Barcoded Letters – Preprinted

**3.2. Customer Bulk Label for Unbarcoded Letters**

This label would typically be used by external customers who use preprinted labels for Large Letter Unbarcoded PreSort Letters Service. There are 16 different variants, depending on sort break and destination, and will have blanks for human entry of customer and lodgment details.

**3.2.1. Label Elements**

This label type contains the 9113 barcode, and the following elements as human readable text: (The label elements are defined in more detail in Section 5, Human Readable Label Elements.)

Label Element	Example	Section
Destination	Tasmania	5.1
Sub Destination	Unbarcoded PreSort	5.2
Tray Size	Large Tray	5.4
Tray Size Indicator	A black bar down the right hand side	5.5
Product	Unbarcoded letters	5.6
Delivery Standard	Regular (Off Peak box left blank)	5.7
Date	(blank)	5.9
IATA City Code	HBA	5.3
IATA City Name	Hobart	5.3
Job Identification	(blank)	5.8
Source of Origin	(blank)	5.10
Label Printing Identifier	8838138 FEB 2003	5.11

**3.2.2. Barcode Data**

The label uses the 9113 barcode structure, with primary barcode variants being the TDID of the destination (eg. 60992007), the material Nr (eg. 8838138), the version date, MMY (eg. 023) and the supplier ID (eg. 00).

A sample barcode data content is: 9113 60992007 883813802300.

The barcode data elements are described in more detail in Section 6, Barcode Specification.

**3.2.3. Sample Label**

This large letter tray label is destined for Tasmania and contains Regular Service unbarcoded large letters.

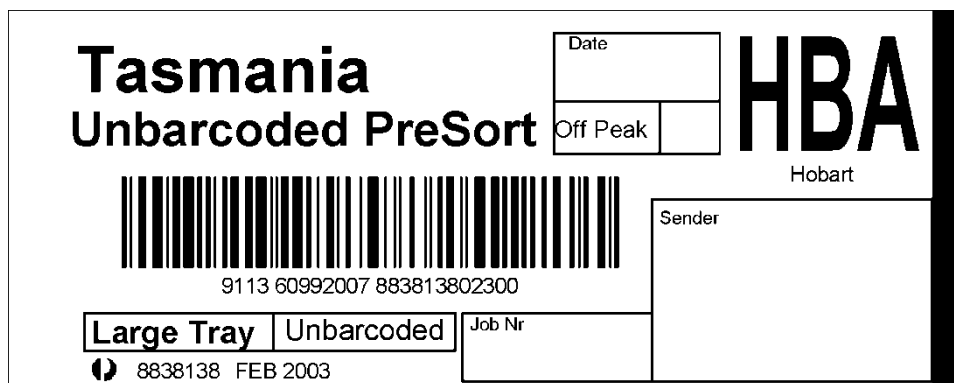


Figure 5 – Customer Bulk Label for Unbarcoded PreSort Letters – Preprinted

**3.3. Clean Mail/Unbarcoded PreSort Label for Unbarcoded Letters**

This label would typically be used by external customers who use preprinted labels for Small Letters Unbarcoded PreSort Letters Service – either Clean Mail or Unbarcoded PreSort (Regular or Off Peak). There are 8 different variants, depending on sort break and destination, and will have blanks for human entry of customer and lodgment details.

**3.3.1. Label Elements**

This label type contains the 9113 barcode, and the following elements as human readable text: (The label elements are defined in more detail in Section 5, Human Readable Label Elements.)

Label Element	Example	Section
Destination	Queensland	5.1
Sub Destination	Clean Mail/Unbarcoded PreSort	5.2
Tray Size	Small Tray	5.4
Tray Size Indicator	Blank for small tray	5.5
Product	Clean Mail	5.6
Date	Blank	-
IATA City Code	BNE	5.3
IATA City Name	Brisbane	5.3
Job Identification	NAB15432	5.8
Source of Origin	Ajax Mail Qld, (07) 3456 7890	5.10
Label Printing Identifier	8838066 JUL 2005	5.11

**3.3.2. Barcode Data**

The label uses the 9113 barcode structure, with primary barcode variants being the TDID of the destination (eg. 10992004), the material Nr (eg. 88380660), the version date, MMY (eg. 075) and the supplier ID (eg. 00).

A sample barcode data content is: 9113 10992004 883806607500.

The barcode data elements are described in more detail in Section 6, Barcode Specification.

**3.3.3. Sample Label**

This small letter tray label is destined for Queensland and contains Clean Mail unbarcoded small letters. It is lodged by Ajax Mail in Qld for Job Nr NAB 15432 – Clean Mail.

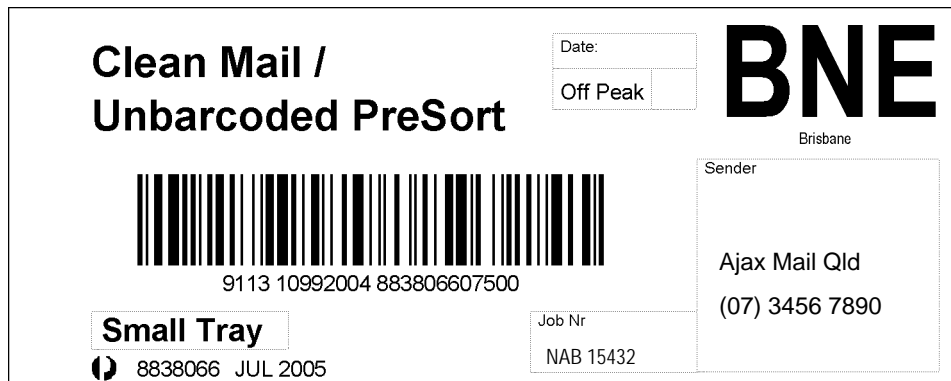


Figure 6 – Customer Clean Mail Label for Unbarcoded Letters – Preprinted

**3.4. PrintPOST Bulk Label for Barcoded Letters**

This label would typically be used by bulk customers who use preprinted labels for the Barcoded PrintPOST Letters Service. There are 32 different variants, depending on sort break and destination, and will have blanks for human entry of customer and lodgment details.

**3.4.1. Label Elements**

This label type contains the 9113 barcode, and the following elements as human readable text: (The label elements are defined in more detail in Section 5, Human Readable Label Elements.)

Label Element	Example	Section
Destination	New South Wales	5.1
Sub Destination	PrintPOST	5.2
Tray Size	Large Tray	5.4
Tray Size Indicator	A black bar down the right hand side	5.5
Product	PrintPOST	5.6
Delivery Standard	As for large parcels (surface carriage)	5.7
Date	1 Oct 2008	5.9
Linehaul Code	NSW	5.3.2
Job Identification	NAB189	5.8
Source of Origin	Ajax Mail NSW (02) 9333 8888	5.10
Label Printing Identifier	8838992 JAN 2004	5.11

**3.4.2. Barcode Data**

The label uses the 9113-barcode structure, with primary barcode variants being the TDID of the destination (eg. 86992002), the material Nr (eg. 8838992), the version date, MMY (eg. 014) and the supplier ID (eg. 00).

A sample barcode data content is: 9113 86992002 883899201400.

The barcode data elements are described in more detail in Section 6, Barcode Specification.

**3.4.3. Sample Label**

This large letter tray label is destined for New South Wales and contains barcoded large letters for PrintPOST Residue. It is lodged by Ajax Mail in NSW for Job Number NAB189. The tray is lodged on 1 Oct 2008.



Figure 7 – PrintPOST Bulk Label for Barcoded Letters

## 4. Preprinted Reinforced Bag Labels

### 4.1. Miscellaneous Bag Labels

This label type is for the transportation of mail bags (e.g. ExpressPost, parcels, UMS mail). The labels – or tags – are reinforced on the left label hole for the tying of twine. They are printed in single or multiple colours on both the front and the back, so that the destination is still identifiable when the label is turned back-to-front on the mail bag.

Most mail bags are not processed via Tray Management Systems, thus most do not require a barcode on the label. Although the design and format of the preprinted bag labels vary depending on the operational needs, there is space for rubber-stamping of source of origin and date on the label front.

There are variants for the streaming of small and large parcels in Victoria and South Australia and for Unaddressed Mail nationally.

#### 4.1.1. Label Elements

This label type may not contain a barcode and each individual bag label may not carry the same label elements. Basically they are printed with the destination, mail type, sort break, material number, etc.

#### 4.1.2. Sample Label

**Unaddressed Mail Service Label** – This tag is destined for Preston DC and contains 250 Unaddressed Mail articles for the Unaddressed Mail Service. It is for the delivery between 3/10 and 7/10. The tag has the sender’s name and contact number rubber-stamped on the front.

Delivery Office Preston DC		Postcode 3058
 <small>9113 15000000 883862605800</small>		Article Count 250
		Sender Ajax Mail Vic (03) 9354 8888
Article Name Express Daily	Booking Code 0101	Delivery Week Commencing 3/10 – 7/10
 8838626 MAY 2008		<b>Unaddressed Mail</b>

Figure 8 – Preprinted Reinforced UMS Mailing Tag

## 5. Human Readable Label Elements

### 5.1. Destination

Destination is a mandatory field describing the final sorting destination within which the Sub Destination is located, eg. LPO, delivery centre, mail centre or state, and is unique within Australia. The text length is limited to 16 characters and uses only A – Z. Typical text forms are:

“Richmond VIC”

“Seaford DC”

“Adelaide MC”

“Queensland”

The data is sourced from the Visa database.

### 5.2. Sub Destination

Sub Destination is an optional field describing to whom the label is addressed. It may be a PDO round, PO Box, a single large volume recipient, postcode, sort plan or other destination or blank. The text length is limited to 18 characters, uses only A – Z and 0 – 9, plus space and underscore ( \_ ). Typical text forms are:

“Rnd nnn” for each round in a delivery centre, up to 999.

“Box n-nn” for each PO Box break and may range up to five-digit Box numbers, eg. PO Box 14000-14999.

“All 5001” for a direct tray to Postcode 5001.

“LGU Name of Company” of up to 18 characters.

“BRP 100 – 299” for a single Reply Paid permit number or range.

“BSP 047 Regular” for a Barcode Sort Plan, consisting of 3 alpha sort plan type, plus 3 digit sort plan number plus type of service (ie. Regular or Off Peak). Other sort plans include OCR and FSM name variants.

Blank “ ”

The data is sourced from the Visa database.

The text is presented left justified in upper and lower case Bold style 20 point Arial font.

### 5.3. IATA City Code and City Name Fields

The IATA City Code and IATA City Name fields are optional fields which visually assist the identification of the mail destination or the mail type. It can be an IATA City Code, a Linehaul Code, or left blank. Structure of symbol type to be used:

Mail Type/Destination	Format
Customer Bulk Labels	IATA Code
Interstate Labels (air)	IATA Code
Interstate Labels (surface)	Linehaul Code

#### 5.3.1. IATA City Code

When used, the field contains the centre's airport's IATA code with the city name underneath, see sample listing below.

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City Name	IATA City Code	State
Adelaide	ADL	South Australia
Brisbane	BNE	Queensland
Cairns	CNS	Queensland

Source: QANTAS Australian Airport listings

The IATA City Code field is presented centred in capitalised Narrow Bold style 48 point Ariel font.

The IATA City Name field is presented centred in upper and lower case Regular style 8 point Arial font.

### 5.3.2. Linehaul Code

When used, the field contains the centre's linehaul code, see sample listing below.

Linehaul Code	State
SA	South Australia
NSW	New South Wales

The Linehaul Code field is presented centred in capitalised Narrow Bold style 48 point Arial font.

### 5.4. Tray Size

Tray Size is a mandatory field describing the size of the mail tray for which the tray label is generated, either "Small Tray" or "Large Tray" (sometimes "SL" or "LL").

The data is sourced from Visa database and is indexed via Mail Size.

The text is presented left justified in upper and lower case Bold style 12 point Arial font.

### 5.5. Tray Size Indicator

The Tray Size Indicator field provides visual identification of the size of the mail tray. A 3mm black bar will be running from top to bottom of the right edge of the label for large letter trays and will not be printed for small letter trays.

The data is sourced from Visa database and is indexed via Mail Size. The black bar is presented left justified in Bold style.

### 5.6. Product

Product is a mandatory field describing the text representation of the tray contents. The text length is limited to 12 characters and typical text forms are:

"Barcoded" for barcoded mail

"Unbarcoded" for unbarcoded mail

"PrintPOST", "Clean Mail" etc.

The data is sourced from Visa database, and is indexed via Product Code. The text is presented left justified in upper and lower case Regular style 12 point Arial font.

### 5.7. Delivery Standard

**Visa printed** Customer Bulk Labels – the second line text will include the text "Off Peak" or "Regular" to indicate the delivery standard selected.

**Preprinted** Customer Bulk Labels – Off Peak text and box fields are mandatory fields only to indicate the delivery standard selected, ie. either "Off Peak" or Regular. A cross will be printed in the Off Peak Box for Off Peak service and will be left blank for Regular service:

Off Peak	<b>X</b>
----------	----------

Off Peak	
----------	--

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The Off Peak text is presented centred in upper and lower case Regular style 10 point Arial font. The Off Peak “X” text is presented centred in capitalised Bold style 16 point Arial Font.

### 5.8. Job Identification

Job Identification is an optional pair of fields for Customer Bulk Labels only, which contains the field identifier (a human readable word “Job Nr”) and the job number assigned by the customer to the lodgment or left blank for manual data entry.

The total text length of the job number is limited to 10 characters. Typical Job Identification is:

NAB 112233
Job Nr

The job number text is presented left justified in upper and lower case Regular style 8 point Arial font. The job number field is presented left justified in Regular style 11 point Arial font.

For preprinted customer bulk labels, the field identifier is positioned on the top of the Job Identification Box as below to ensure hand written text does not cover the barcode:

Job Nr
NAB 1122333

### 5.9. Date

Date is an optional pair of fields which contains the field identifier, a human readable word “Date” and the appropriate date. This can be the system date, a specified date or no date for manual data entry, eg. rubber-stamp.

The Date field will be represented in Day/Month/Year order (dd/mm/yyyy), eg. 6 December 1999 is 06/12/1999. Typical Date forms are:

26/07/2000	
Date	Date

The date text is presented left justified in upper and lower case Regular style 8 point Arial font. The date field is presented left justified in Regular style 12 point Arial font.

### 5.10. Source of Origin

Source of origin is a mandatory field containing two lines of text which identifies the originator of the tray. The originator may be an Australia Post facility or an external customer. The total text length is limited to 16 characters for the first line and 14 characters for the second line due to the different font sizes used.

For external customers, the company name including the state of origin is shown on the first line with the customer's operational contact number shown on the second line; these are mandatory. Typical text forms are:

Ajax Mail NSW  
(02) 9333 8888

Bloggs Mailing VIC  
(03) 9555 2222

This data is sourced from the Visa database.

The first line text is presented left justified in upper and lower case Regular style 8 point Arial font. The second line text (the customer's contact number or the machine ID) is presented left justified in upper and lower case Regular style 10 point Arial font. The stacker number is presented centred in upper and lower case Regular style 22 point Arial font.

### 5.11. Label Printing Identifier

Label Printing Identifier is a mandatory field to identify the label printing system to support the Label Quality Plan. The label printing system identification code is at least 2 alpha characters; version numbers coded with major and minor numerals separated by a lower case “v”; database update number as coded as 3 numerals and separated from software version by a dash; and the Visa

## Customer Mail Label Specifications v5.2

printing system ID, in numerals. The field length is limited to 18 characters, and typical text forms are:

“VISA 3v3-001 33333” for Visa system; software version 3.3; data update -001; and ID 33333.

“BPS 98v2-001 12345” for Bureau Printing System; software version 98.2; data update -001; and system ID 12345.

For preprinted labels, the label stock item number (Material Number) followed by the latest print version date (mmm yyyy) are printed on the labels for identification and as an easy reference for stock requisition, e.g. 8838626 MAY 2008.

The text is presented left justified in capitalised Regular style 8 point Arial font.

### 5.12. Label Plan Name

Label Plan Name is a mandatory field for Header Labels only which reports the name of label plan and date of last modification. This data is sourced from the Label Plan header text. The format is the element descriptor “Label Plan Name” followed by “: ” (colon + 2 spaces) followed by the name of the label plan. The Label Plan Last Modification Date is in dd/mm/yyyy format.

Typical text forms for a Label Plan Name on a Header label is:

“Label Plan Name: Clean Mail 15/01/2008”

The “Label Plan Name” is presented right justified in upper and lower case Bold style 10 point Arial font. The name of the label plan is presented left justified in capitalised Bold style 12 point Arial font. The label plan last modified date is presented left justified in Bold style 12 point Arial font.

### 5.13. Stacker Number & Text

The Label Plan Stacker Text & Number are mandatory fields for Header Labels only, which report Sub Destination and Destination text for a defined stacker in a label plan.

The format for a Label Plan Header – Stacker Text & Number element is a descriptor, “Stacker” followed by the stacker number in the Label Plan, followed by “: ” (space + colon + 2 spaces) and the 2 lines of MPE stacker text which comprise Sub Destination plus “; ” (space + semi-colon + space) plus Destination for that stacker.

Typical text forms for a Stacker Text & Number on a Header label for a Bar Code Sorter Label Plan reporting the text for the first stacker in the Label Plan, Stacker 1 and the last stacker in the Label Plan, Stacker 8 are:

“Stacker 1 : Clean Mail ; ACT”

“Stacker 8 : Clean Mail ; NT”

The stacker number is presented right justified in upper and lower case Regular style 10 point Arial font. The text is presented left justified in capitalised Regular style 10 point Arial font.

### 5.14. Total Labels in Set

Total Labels in Set is a mandatory field for Header Labels only which reports the total number of labels to be printed in a defined label plan, not counting the Header Label to be printed at the start of the Label Set.

The format is the element descriptor “Total Labels in Set” followed by “: ” (colon + 2 spaces) followed by the arithmetic count of the number of actual labels in the set, and with thousands separated by commas.

Typical text form for Total Labels in Set displayed on a Header label is:

“Total Labels in Set: 7”

The text is presented right justified in upper and lower case Regular style 10 point Arial font. The count is presented left justified in Regular style 10 point Arial font.

### 5.15. Print Time and Print Date

The Print Time and Print Date are mandatory fields for Header Labels only which describe when the label set was printed using system time and date. The format is the element descriptor “Print Time” followed by “: ” (colon + 2 spaces) followed by PC system time in 24 hour time format of

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HH:MM. Print Date is the element descriptor "Print Date" followed by ": " (colon + 2 spaces) followed by PC system date in dd/mm/yyyy format.

Typical text form for Print Time and Print Date is:

"Print Time: 15:00      Print Date: 18/02/2008"

The Print Time and Print Date text is presented right justified in upper and lower case Regular style 10 point Arial font. The fields are presented left justified in Regular style 10 point Arial font.

### **5.16. Container Indicator**

Container Indicator is a field used to describe what type of container the label is applied to. The container text is presented in upper case Regular style 16 point Arial font.

## 6. Barcode Specification

### 6.1. Barcode Data Structure

The barcode data is presented in multiple data formats, differentiated by Application Identifiers (AIs) and Internal Identifiers (IIs), as per the EAN (Australia) standard. Allocation of AIs and IIs are managed under the Australia Post Barcoding Policy, Standards and Guidelines.

The barcode data shall consist of an Application Identifier plus Internal Identifier plus TDID plus Australia Post defined fields, depending on label type, and padded with zeros to maintain data length to 24 digits, not including the CODE-128 internally generated check digit. Not all human readable elements are included in the barcode, see Barcode Data for each label type in Sections 2, 3 and 4.

The sample labels contain barcode readable numeric data examples.

### 6.2. 9112 Barcode Data

Print on demand labels use the 9112 barcode structure with individual tray serial numbering system. Trays from internal and external customers will be identified using the Visa printing system ID.

Field	Length	Sample	Comments
AI/II	4 digits	9112	Preamble Number
TDID	8 digits	56001053	Tray Destination ID
Visa Application ID	5 digits	50159	Application ID
Serial number	7 digits	0000021	Serial numbering managed by labelling system (Section 6.4 describes serial # in more detail)

Sample barcode contents: 9112 56001053 501590000021

Please Note: Barcode length must be a minimum of 70mm to a maximum of 75mm, to be able to be read by the Australia Post TMS System.

### 6.3. 9113 Barcode Data

The 9113 barcode is for preprinted labels and contains the following barcode structure:

Field	Length	Sample	Comments
AI/II	4 digits	9113	Preamble Number
TDID	8 digits	1500000	Tray Destination ID
SAP	7 digits	8838626	Material Number
Version	3 digits	058	Latest Artwork Version Date (mmy)
Supplier ID	2 digits	00	Label Supplier ID – typically 00

Sample barcode contents: 9113 1500000 883862605800

### 6.4. Tray Serial Number

The tray serial number is a unique number for each of the 9112 print on demand labels.

The 12-digit Tray Serial Number is sourced from concatenating the Visa Application ID (5 digits) and 10 million numbers (with left padded zeros to maintain 7 digits). Uniqueness is managed at the printer by ranging between 0000000 (start) and 9999999 (end), providing a repetition rate greater than 1 year.

Sample number form for label serial number 0000021 on Visa Application ID 50159 is "501590000021".

### 6.5. Symbology Specification

The barcode shall be printed using CODE-128 Type C symbology.

The barcoded data must also be represented as human readable text below the barcode. The human readable text must be formatted to the following grouping:

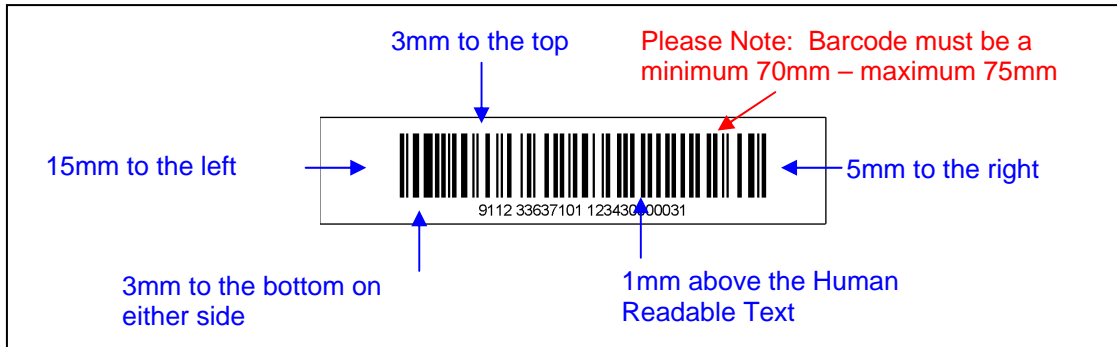
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- nnnn nnnnnnnn nnnnnnnnnnn (where n is a data numeric)

The CODE-128 standard includes an internally generated symbol check character within the barcode which is not reported in either the input data string, the human readable form or in the data string from the barcode reader. The barcode must be a minimum 70mm – maximum 75mm.

The barcode symbol must be surrounded by blank margin areas or “quiet zones” as described in Label Element Placement Tables to assist barcode identification and reading. The minimum quiet zone around a barcode is as follows:

- 3mm to the top
- 15mm to the left
- 5mm to the right
- 3mm to the bottom on either side and 1mm above the Human Readable Text



### 6.6. Printing Specification

1. The barcode shall be printed on the label at the X, Y location (in mm) defined in Tables 1 and 2. (For preprinted labels, as per artwork provided.)
2. Image colour is to be black (Pantone Process Black).
3. Paper stock background colour density of 0.12 (Optical Density Method).
4. Minimum image density of 1.25 by Optical Density Method (black).
5. The minimum width of the narrow bar (X dimension) to be within the following ranges to minimise pixellation errors by the printer. The barcode shall be printed vertically (picket fence) with a minimum barcode height of 12 mm.
6. within 0.380 mm and 0.420 mm for Print on Demand labels, or – within 0.338 mm and 0.380 mm for Preprinted Labels.
7. The barcode printed on labels must be free of picket fence type errors whereby faulty printing causes a bar to be misprinted without changing the visual appearance of the barcode.
8. The barcode shall be of sufficient contrast when scanned at 635nm wavelength (red) and through Australia Post standard plastic label pockets (SAP 8828889).
9. The optical characteristics of the barcode shall be sufficient to be readable:
10. using a contact scanner (wand reader);
  - at a distance of up to 0.5 metres using a non contact scanner; and
  - using a fixed scanner on a conveyor moving at speeds of up to 2 metres per second and having a depth of field ranging from 150mm to 500mm.
11. The barcode to have a read rate success of 100%.
12. Not smudge or leave residues when left in plastic label pockets for up to six weeks.

### 6.7. Barcode Verification

The barcode must be capable of being verified to Grade “C” or higher without a tray pocket using the 10 scan average method. (A 10mm viewing aperture apparatus and measured as described in ANSI X3.182 – 1990, ANSI Bar Code Print Quality Guidelines, or its related British standard, BS 1635, Barcode Print Quality Guidelines or ISO 15416 2000).

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The data must be verified back to the Visa data set for the label application.

Note: a clean tray pocket will not lower a barcode verification assessment. A tray pocket containing dirt or smudged particulate matter can result in a lower (“D” or “Fail”) verification rating.

## 7. Label Stock

The Australia Post National Standard for label stock is for a smooth white finish, subject to the following additional requirements.

### 7.1. Direct Thermal – Non Reinforced

#### 7.1.1. Paper Board

1. Paper board weight in the range between 170gsm to 250gsm.
2. Paper board of sufficient substrate opacity of greater than 85% to minimise show-through from underlying markings behind the stock and so affecting reflectance.
3. Paper board with high sensitivity thermal coating sufficient for direct thermal printing of label text and barcodes using a range of direct thermal printers.
4. Direct thermal image colour is to be black.
5. Background density of 0.12 (optical density method).
6. Minimum image density of 1.25 (optical density method).
7. Resistance to loss of contrast for background density not to increase beyond 0.20 or fading for black images not to fall lower than 1.15 (both optical density method) when exposed to 5,000 lux for over 400 hours.
8. Thermal stock coated to increase resistance to loss of contrast from short-term exposure to Ultra Violet light and with a smooth, low sheen, white faced front surface finish.
9. Label stock must not be stained after sustaining some direct water exposure, eg. light direct rain and moist atmospheres, and subsequently drying off.
10. Label stock must not engender or support a mildew attack.
11. Maintain operating characteristics after exposure to operating temperature variations ranging from -50° Celsius (aircraft holds) to +50° Celsius (closed trucks).
12. Not smudge or residue printed when left in plastic label pockets for up to six weeks.
13. Supplier must specify static print-head temperature response and test conditions.
14. Supplier must specify dynamic print-head temperature response and test conditions.

#### 7.1.2. Label Cutting

1. Label stock measures 127mm x 50mm with a 10mm chamfer cut at 45° on the top and bottom of the left hand edge and with 1.25mm radius on all corners.
2. One 6.5mm label hole to be partially die-cut through with 32 perforations at 180° at the middle of the right end, centred, and 6.3mm in from the right hand edge. The hole dump/plug must not fall out during handling.
3. Die-cut label shape to include defined, perforated, breakaway lands between sequential labels and registration clearances between labels for optical label registration.
4. Labels in a continuous fanfold format of 3 labels per turnover.
5. Occasional invisible joins on the rear of labels allowable.
6. Suppliers should obtain a copy of the latest direct thermal label drawings H5-0395 from National Label Operations (visalabels@auspost.com.au) for detailed measurements and cutting format.

## **7.2. Direct Thermal – Reinforced**

### **7.2.1. Paper Board**

As per non reinforced direct thermal labels, Section 7.1.1.

In addition, paper board to be reinforced on the back (non-thermal side) to withstand 40 newton/metre force when applied, using Australia Post's 2mm poly twine, to a 6.5mm diameter hole, 6.3mm in from the edge in long direction of the label. The material to be used for reinforcement shall not change the smoothness of the paper stock.

For reinforced Express Post labels, colour yellow (PMS 116) tinted on both thermal and non-thermal side.

### **7.2.2. Label Cutting**

As per non reinforced direct thermal labels, Section 7.1.2., except that the reinforced direct thermal labels have an additional 6.5mm partially die-cut through label hole at the middle of the left end, 6.3mm (centred) in horizontally and vertically from the edges.

## **7.3. Preprinted – Non Reinforced**

### **7.3.1. Paper Board**

1. Paper board to be weighted in the range between 200gsm to 220gsm (250um to 265um, calliper method).
2. Paper board to be of sufficient substrate opacity of greater than 85% to minimise show-through from underlying markings behind the label and so affecting reflectance.
3. Paper board to be a smooth white finish with a matt surface on both sides.
4. Machine direction of board to be running in parallel with the label width (50mm) and the cross direction in parallel with the label length (127mm).
5. Paper board to be sufficiently absorbent to receive writing with biros and stamping with rubber-stamps on the front without causing any smudging or smearing on the label surface.
6. Not smudge or residue printed when left in plastic label pockets for up to six weeks.
7. Supplier must provide paper samples to the following for evaluation and approval prior to the production print run:

National Label Operations  
GPO Box 1777  
MELBOURNE VIC 3001  
Telephone: (03) 9106 8845  
Fax: (03) 9106 4116  
E-mail: [visalabels@auspost.com.au](mailto:visalabels@auspost.com.au)

### **7.3.2. Label Cutting**

1. Label stock measures 127mm x 50mm with a 10mm chamfer cut at 43° on the top and bottom of the left hand edge and with 1.25mm radius on all corners.
2. One 6.5mm label hole to be partially die-cut through ('C' shape) at the middle of the right end, centred, and 6.3mm in from the right hand edge.
3. Labels die cut in sheets of 4 labels with perforated bottom label edge joined to the top edge of the next label and all facing one direction.
4. Shrink wrapped into packs of 500 (125 sheets).
5. Suppliers should obtain a copy of the latest preprinted label drawings H5-0455 from National Label Operations ([visalabels@auspost.com.au](mailto:visalabels@auspost.com.au)) for detailed measurements and cutting format.

**7.4. Preprinted – Reinforced**

**7.4.1. Paper Board**

As per non reinforced preprinted labels, Section 7.3.1.

In addition, paper board to be reinforced on the left-hand end or on the left-hand label hole to withstand 40 newton/metre force when applied, using Australia Post's 2mm poly twine, to a 6.5mm diameter hole, 6.3mm in from the edge in long direction of the label.

**7.4.2. Label Cutting**

As per non reinforced preprinted labels, Section 7.3.2, except that reinforced preprinted labels have an additional 6.5mm die cut through label hole at the middle of the left end, centred, and 6.3mm in from the left hand edge.

## 8. Approval

### 8.1. Software Development

1. Label printing software developed will be evaluated against the latest specification published.
2. Software developer/users shall provide a full set of label samples to the following for evaluation purposes:

National Label Operations  
GPO Box 1777  
MELBOURNE VIC 3001  
Telephone: (03) 9106 8845  
Fax: (03) 9106 4116  
E-mail: visalabels@auspost.com.au

3. Only approved label printing software shall be permitted for printing of customer labels for bulk lodgment purposes. Customers wanting to lodge mail prior to software approval will need to use our preprinted labels.

### 8.2. Label Development

1. Approval is only given for specific versions; any future changes will require modification and re-approval.
2. Label developer/users shall provide a full set of label samples to the following for evaluation purposes:

National Label Operations  
GPO Box 1777  
MELBOURNE VIC 3001  
Telephone: (03) 9106 8845  
Fax: (03) 9106 4116  
E-mail: visalabels@auspost.com.au

### 8.3. Label Stock Supply

1. Reinforced label stocks will be tested by Australia Post on tearing resistance for reinforcement strength.
2. The supplier shall provide pre-production samples of label stocks, samples of die-cut labels and packaging carton box (including information sheet) for evaluation purposes.
3. The final label dies, label & box artworks and carton box design shall be approved before release into production.
4. The evaluation officer (or another nominee) for technical matters is as below:

National Label Operations  
GPO Box 1777  
MELBOURNE VIC 3001  
Telephone: (03) 9106 8845  
Fax: (03) 9106 4116  
E-mail: visalabels@auspost.com.au

5. The supplier shall specify the technical contact of the company, including name, position, technical background, fax & phone numbers, and e-mail address, and the supplier shall provide and maintain this information with Australia Post National Label Operations or another nominee.
6. The supplier shall specify the sales contact of the company, including name, position, technical background, fax & phone numbers, and e-mail address, and the supplier shall provide and maintain this information with Australia Post National Label Operations or another nominee.
7. The supplier shall provide samples (for tray labels, generally a gang of four) of each new label produced to National Label Operations, for inclusion in the Labels Catalogue and eProcurement catalogue.

**Table 1 - Label Element Placement: Print on Demand Customer Bulk Label**

The label elements are placed on the label using the following dimensions, in millimetres, commencing from the bottom left hand corner (0, 0) with descendants of lower case text allowed to drop below. The font specified is Arial or equivalent sans serif font.

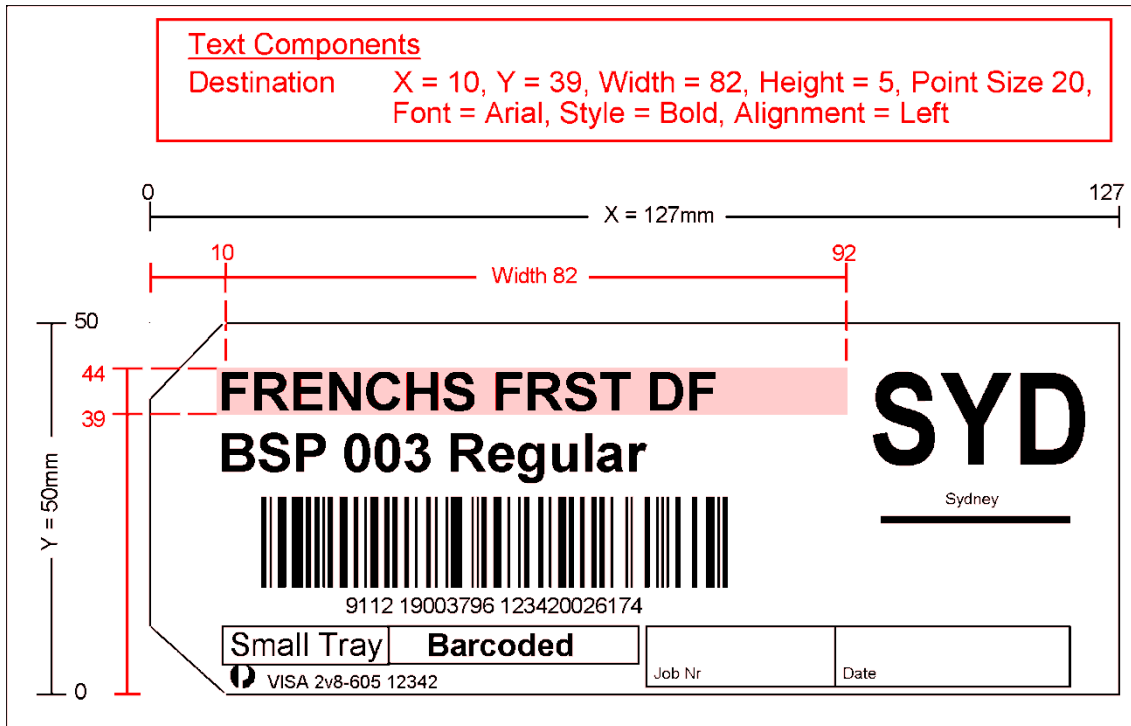
Text components	X <sup>(1)</sup>	Y <sup>(1)</sup>	Width	Height	Point Size	Font	Style	Alignment
Destination	10	39	82	5	20	Arial	Bold	Left
Sub destination	10	33	55	5	20	Arial	Bold	Left
Barcode leading (LHS) quiet zone	0	11	15	20	n/a	n/a	n/a	n/a
Barcode trailing quiet zone	90	11	5	20	n/a	n/a	n/a	n/a
Barcode top quiet zone	15	28	75	3	n/a	n/a	n/a	n/a
CODE-128 barcode <sup>(2)</sup>	15	16	75	12	n/a	n/a	n/a	Left
Quiet zone to human readable text	15	15	75	1	n/a	n/a	n/a	n/a
Barcode human readable text	15	13	70	2	8	Arial	Reg	Centre
Tray size text	11	7	23	3	12	Arial	Bold	Left
Product text	36	7	28	3	12	Arial	Reg	Left
Job identification text	67	2	15	2	8	Arial	Reg	Left
Job identification field	70	7	21	3	11	Arial	Reg	Left
Date text	93	2	15	2	8	Arial	Reg	Left
Date field	99	7	23	3	12	Arial	Reg	Left
IATA city code or Linehaul Code	93	31	30	14	48	Arial Narrow	Bold	Centre
IATA city name or Linehaul text	96	27	27	2	8	Arial	Reg	Centre
Line below IATA	96	25	27		n/a	n/a	Grey	Left
Source of origin – First line	96	20	27	3	8	Arial	Reg	Left
Source of origin – Second line	96	15	27	3	10	Arial	Reg	Left
Tray size indicator	124	0	3	50	n/a	n/a	Bold	Left
Label printing identifier	15	1	45	2	8	Arial	Reg	Left

Boxes	X <sup>(1)</sup>	Y <sup>(2)</sup>	Width	Height	Box Line
Tray size box	10	5	25	6	Grey
Product box	35	5	30	6	Grey
Job identification box	66	1	26	10	Grey
Date box	92	1	31	10	Grey

<sup>(1)</sup> Label X = 0 to 127mm; Y = 0 to 50mm

<sup>(2)</sup> Barcode X dimension 0.38mm, density 2.27characters/cm and varies with density, 75mm width allowed (minimum 70mm).

**Table 2 - Label Element Placement Example: Print on Demand Customer Bulk Label**



**Table 3 - Label Element Placement: Header Label**

The Header label elements are placed on the label using the following dimensions, in millimetres, commencing from the bottom left hand corner (0, 0) with descendants of lower case text allowed to drop below. The font specified is Arial or equivalent sans serif font.

<b>Text components</b>	<b>X<sup>(1)</sup></b>	<b>Y<sup>(1)</sup></b>	<b>Width</b>	<b>Height</b>	<b>Point Size</b>	<b>Font</b>	<b>Style</b>	<b>Alignment</b>
Label Plan Name text	10	37.5	31	2.5	10	Arial	Bold	Right
Label Plan Name field	43	37.5	57	3	12	Arial	Bold	Left
Label Plan last modified date	100	37.5	24	3	12	Arial	Bold	Left
1 <sup>st</sup> Label Plan stacker number	10	30	31	2.5	10	Arial	Reg	Right
1 <sup>st</sup> label Sub destination + Destination text	43	30	75	2.5	10	Arial	Reg	Left
Last Label Plan stacker number	10	24	31	2.5	10	Arial	Reg	Right
Last label Sub destination + Destination text	43	24	75	2.5	10	Arial	Reg	Left
Total labels in set text	10	18	31	2.5	10	Arial	Reg	Right
Total labels in set count	43	18	15	2.5	10	Arial	Reg	Left
Print Time text	10	12	31	2.5	10	Arial	Reg	Right
Print Time field	43	12	15	2.5	10	Arial	Reg	Left
Print Date text	62	12	18	2.5	10	Arial	Reg	Right
Print Date field	82	12	20	2.5	10	Arial	Reg	Left
Source of origin	10	3	50	3	12	Arial	Reg	Left
Label printing identifier	79	1	32	2	8	Arial	Reg	Left

<sup>(1)</sup> Label X = 0 to 127mm; Y = 0 to 50mm

***Table 4 - Label Element Placement: Preprinted Tray & Bag Label***

For label element placement for preprinted tray and bag labels, please refer to artwork held at National Label Operations. Latest version of artwork samples can be obtained from:

National Label Operations  
GPO Box 1777  
MELBOURNE VIC 3001  
Telephone: (03) 9106 8845  
Fax: (03) 9106 4116  
E-mail: [visalabels@auspost.com.au](mailto:visalabels@auspost.com.au)