LOCAL BULK MAIL SERVICE
Posting Guide

Cost-Saving • Efficient • Professional • User-friendly

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Local Bulk Mail Service Posting Guide

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1. What is Local Bulk Mail?

Any single lot of 2,000 or more identical mail items posting to local addresses is classified as Local Bulk Mail, no matter there is a discount or not. This booklet serves as the guidelines on posting Local Bulk Mail.

2. Conditions

All posting of Local Bulk Mail shall comply with the following posting procedures and conditions.

a. **All mail items must include a local return address.**

b. **The size and weight limits of Letter Mail Format apply. Please refer to Hongkong Post website / Post Office Guide for detailed information. The “Letter Format Indicator” is available at all post offices for reference.**

c. **Payment must be made at the time of posting. Posting with pending payment will not be accepted.**
d. Posting is accepted only at any of our Bulk Acceptance Offices. The list of offices is available on Hongkong Post website. Items posted by the latest time of posting (LTP) will be delivered according to the respective delivery standard. Items posted beyond the LTP will be processed on the next working day* after posting. The LTP of mail by different payment options are as follows:

<table>
<thead>
<tr>
<th>Payment Options</th>
<th>Central Mail Centre</th>
<th>Other Bulk Acceptance Offices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permit and Franked Mail</td>
<td>5:00 pm</td>
<td>3:00 pm</td>
</tr>
<tr>
<td>Postage Prepaid Mail*</td>
<td>3:00 pm</td>
<td>12:00 pm</td>
</tr>
</tbody>
</table>

Remarks:
* Sundays and public holidays are excluded.
* Postage Prepaid Mail is only applicable to mail items that are being charged at local principal postage, and all MLSS Compliant Small Letters.

e. Permit account customers must submit their posting statements online at EC-ship platform (ec-ship.hongkongpost.hk) prior to the posting of mail. You may click here to download the user manual on preparing posting statements from the above platform.

f. Posting Non-MLSS Compliant Mail (see P.7) in a quantity that exceeds 50,000 identical items per day, disregarding the mail format and delivery standard, is required to submit a posting statement online at least one working day prior to the date of posting at the EC-ship platform, giving details of the posting date, posting office and mail volume. Posting made without submitting advance posting statements as required will be processed on the next working day.

g. Local Bulk Mail is subject to checking by the respective Bulk Acceptance Office at the time of posting. The mail items will be further verified by the mail processing centre. If the postage paid falls short of the required amount, the sender shall make up the difference immediately upon notification. Such mail items will be processed only after full postage is settled and they are subject to delayed delivery.

h. All mail items in each lot of posting must be:
   (i) identical in appearance, size, shape and weight;
   (ii) in the same format, type and delivery standard;
   (iii) arranged in a way so that the address sides are all facing the same direction;
   (iv) bundled or boxed in 50 or in multiples of 50 for Small Letters and Large Letters; properly bundled, boxed or bagged in segregation of 10 or multiples of 10 for Packets;
   (v) put in mail containers with the information label facing outside;
   (vi) paid using the same payment option (i.e. permit, franked or postage prepaid);
   (vii) separated from other lots of mail.

i. The word “Economy” should be marked on the address side at the top left hand corner of the envelope for items posted as franked or prepaid (for MLSS Compliant Mail (see P. 7) only) for identification. As for permit mail, the word “E” or “Economy” should be printed in the Postage Paid box on the top right corner.

j. Senders or his/her mailing agent shall collect the pallet(s) that is/are used for posting from Hongkong Post within one week from the date of posting. Hongkong Post reserves the right to charge the sender the cost of disposing of the uncollected pallets should he fail to do so in the specified time frame.
3. Discount

Discount is offered on posting mail items (limited to Small Letter and Large Letter formats only) that comply with the requirements of Hongkong Post’s Mechanised Letter Sorting System (MLSS)* and/or that allow to be delivered in a less speedy standard. These mail items are categorised as MLSS Compliant Mail and Bulk Economy Mail respectively.

* MLSS adopts the advanced Optical Character Recognition (OCR) technology to read addresses on envelopes.

MLSS Compliant Mail items are Small Letters that fully meet the specific mandatory requirements of Hongkong Post’s Mechanised Letter Sorting System. For details of the mandatory requirements, please refer to P. 7 to 13.

Bulk Economy Mail is delivered within three working days after posting.
4. Postage Rates and Delivery Standard

<table>
<thead>
<tr>
<th>Weight Not Exceeding</th>
<th>MLSS Compliant Mail</th>
<th>Non-MLSS Compliant Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bulk Economy</td>
<td>Bulk Ordinary *</td>
</tr>
<tr>
<td></td>
<td>Small Letter</td>
<td>Small Letter</td>
</tr>
<tr>
<td>30g</td>
<td>$1.75</td>
<td>$1.80</td>
</tr>
<tr>
<td>50g</td>
<td>$2.65</td>
<td>$2.70</td>
</tr>
<tr>
<td>100g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>250g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>500g</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Remarks:
* The delivery standard of “Bulk Ordinary Mail” follows the prevailing delivery standard of ordinary local mail that is being charged at the principal postage. Please refer to Hongkong Post website for the information on the latest delivery standard of ordinary local mail.

For the Bulk Ordinary Mail items that are not covered in this booklet, the postage rates follow those of the ordinary local mail that is being charged at the local principal postage. The same delivery standard also applies. Please refer to Hongkong Post website for detailed information.

For customers who are interested in exploring other work-sharing options such as “Pre-sort to Delivery Offices” or “Counter Collection”, please contact your account manager or our General Enquiry Hotline at 2921 2222 for assistance.
5. Payment Options

There are three payment options available, namely Permit Mailing, Franked Mailing and Postage Prepaid.

Permit Mailing

To use permit mailing, simply apply for a Permit Licence with a unique Permit Number from Hongkong Post. Applications are approved within one working day. Payment of postage can be made by cash or EPS. You may also prearrange with Hongkong Post Financial Services Division to pay by cheque or through a Hongkong Post Deposit account.

Franked Mailing

To use franked mailing, simply apply for a Franker Licence (which will normally be issued within seven working days) and prepay postage for the machine meter beforehand. The meter credit limit is HK$50,000. If a higher limit is required, a separate application should be made to Hongkong Post.

Corporate logo or slogan can be added to the franked impression for business promotion upon successful application.

Notes on Using Private Franking Machine:

Frank all items to the full amount, just the same as amount sending local non-bulk mail.

A credit note will be issued by Hongkong Post Financial Services Division after posting. This serves to refund the difference between the full rate and the local bulk mail discounted rate, which can be used when the machine meter is reset next time.

For “Postage-by-Phone” franking machine, credit will be refunded by cheque.

Prepayment in Money

Postage Prepaid is acceptable for local bulk mail that is being charged at the local principal postage, including Small Letters, Large Letters and Packets, and all MLSS Compliant Small Letters.
## 6. MLSS Compliant Mail

### How the Mechanised Letter Sorting System (MLSS) works

The MLSS adopts the advanced Optical Character Recognition (OCR) technology to read addresses on envelopes.

### Mandatory requirements for MLSS Compliant Mail

To enable mail processing by MLSS, mail items must meet specific mandatory requirements as described in the following section. Mail items failed to meet the stated mandatory requirements will be charged as Non-MLSS Compliant Mail.

### Detailed Requirements for MLSS Compliant Mail

<table>
<thead>
<tr>
<th>ENVELOPES</th>
<th>Mandatory Requirements</th>
<th>Remarks</th>
</tr>
</thead>
</table>
| **Size & Shape** | Maximum: 165 mm x 245 mm  
Minimum: 90 mm x 140 mm | Rectangular envelopes with a ratio of 1.4:1 for the longer edge to the shorter edge and with closing flap on the long side (western style) are recommended. Envelopes with the closing flap on the short side (Chinese style) are not acceptable as they may open during machine processing and the content may be damaged. |
| **Thickness** | Maximum: 5 mm  
Minimum: 0.25 mm  
The content must be evenly distributed in order not to affect barcode printing. | Do not enclose rigid or inflexible objects (e.g. CD, cardboard, plastic card, plastic/metal objects) as the envelope may bend in 90 degrees when passing through the machine. Flimsy envelopes are not acceptable as they may be easily torn. The recommended minimum paper weights for envelopes and postcards are 63g/sq.m and 190g/sq.m. respectively. |

The diagrams illustrate the size and shape requirements.
<table>
<thead>
<tr>
<th><strong>Sealing</strong></th>
<th>Envelope flap must be sealed properly with adhesive. Wrappers with open end or sealed with adhesive stickers on the three edges are not acceptable.</th>
<th>No glue must run out of the flap so as to prevent mail items from sticking with each other which may cause damage to the letter sorting machines. Apply adequate amount of glue lest the envelope will open easily and cause mail jam. Do not use metal clips or staples to seal the envelope.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Colour</strong></td>
<td>Do not use dark coloured envelopes (e.g. brown, red, blue or grey) because they interfere with the address reading process (for details, please refer to the next section on Address Text Printing and Background Colour). Likewise, envelopes with light coloured characters printed on dark background are not machine-readable and hence unacceptable.</td>
<td>Other light coloured envelopes may be used, provided that the barcode printed with red ink can be read clearly.</td>
</tr>
<tr>
<td><strong>Paper</strong></td>
<td>Do not use envelopes printed with watermarks or security markings, etc. on the background. Transparent, glossy or plastic envelopes or envelopes with uneven surface are also unacceptable because the barcode will become smudged and unreadable.</td>
<td>If background printing is required for envelopes, it should be of light colour and uniform tone.</td>
</tr>
</tbody>
</table>
| **Window** | Range of window size:  
Length: 60 mm – 100 mm  
Height: 20 mm – 45 mm  
The window must be within the address zone (see the section on “Addressing”).  
The window material must be securely affixed inside of the envelope aperture and should be crease-free.  
Advertising window, if any, must be to the left of the envelope and be placed away from the address zone. Envelopes with open aperture are unacceptable. | Polystyrene is an ideal window material for OCR reading. |
# ADDRESSING

## General

If the return address has to be put on the front, it must be placed at the top left corner and to the left of the address zone. The return address shall appear in a smaller font size than the mailing address to avoid confusion. Do not print the return address at the bottom of the envelope (address side).

The return address should be provided at the back of the envelope wherever possible. Computer barcodes or reference numbers are not recommended to be visible through the window.

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## Address Zone

The address zone is the rectangular area on the envelope where the address must be shown.

This area must be at least 40 mm from the top and 15 mm from all other edges.

The first line of the address must be at least 40 mm from the top of the envelope.

Graphics or slogans, if included, should be confined to the upper left corner of the envelope and be placed away from the address zone.

The recommended size of address label is 30 mm (H) x 80 mm (L).

If an address label is used, it must be affixed within the address zone. The height should not be less than 25 mm.

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## Clear Zone

Leave a 15 mm high clear zone along the bottom edge of the envelope for barcode printing.

No printing or information shall appear in the area 15 mm from the right or left of the address block.

The clear zone around the address block serves to avoid confusion between the address and any other information during OCR processing.
| English Address Format | The last four lines of English address shall be in the following format:  
Flat No., Floor No., Building Name  
No. & Name of Street  
Name of Region or District  
Hong Kong, Kowloon or N.T.  
For a P.O. Box address, the last three lines should appear as:  
P.O. Box No.  
Name of Post Office  
Hong Kong, Kowloon or N.T.  
The entire address must be seen through the window at all times. If information such as reference numbers and bar codes need to be visible, it should be above or away from the address block. It must not be placed immediately after the address. | Example 1:  
Mr. Chan Kwok-kong  
Flat 25, 12/F, Acacia Building  
150 Kennedy Road  
Wan Chai  
Hong Kong  
Example 2:  
Mr. Chan Kwok-kong  
P.O. Box 3003  
Tsim Sha Tsui Post Office  
Kowloon |
|---|---|---|
| Chinese Address Format | The address format in Chinese shall be:  
Hong Kong, Kowloon or N.T.  
Name of District  
Name and No. of Street / Name of Building  
Floor No. and Flat No.  
For a P.O. Box address, the name of the post office and P.O. box no. shall be printed in the first row.  
The entire address must be seen through the window at all times. If information such as reference numbers and bar codes need to be visible, it should be below or away from the address block. The address must not be placed immediately after these information. | Example 1：  
九龍鑽石山  
龍蟠街3號  
星河明居  
C座51樓4室  
陳國剛先生  
Example 2：  
香港  
西營盤  
朝光街5號  
3樓A室  
陳國剛先生  
Example 3：  
郵政總局郵政信箱15802號  
陳國剛先生 |
<p>| Alignment | Align all the address lines with a uniform left margin and parallel to the longer edge of the envelope. | Both horizontal and vertical style envelopes are acceptable but the address must be printed horizontally. |
| Skewing | The maximum address block skew must not exceed five degrees. | Excessive skew due to misfeeding of labels in the printer, etc. may result in errors in address reading. |</p>
<table>
<thead>
<tr>
<th><strong>Location within a window</strong></th>
<th>No part of the address should be closer than two character spaces from any edge of the window. The whole address must be visible at all times.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Printing</strong></td>
<td>The content should be properly folded so that the address cannot move about.</td>
</tr>
<tr>
<td><strong>Character types</strong></td>
<td>Mail items bearing addresses in Chinese must not be mixed with those bearing addresses in English.</td>
</tr>
<tr>
<td>English or Chinese addresses must be printed in clear, legible type and with black or dark ink. No italics or similar fonts shall be used. Handwritten addresses are not acceptable for MLSS Compliant Mail.</td>
<td></td>
</tr>
<tr>
<td><strong>Character sizes</strong></td>
<td>OCR equipment can read only addresses in English typed in upper and lower case letters along with numerals in most of the printed fonts. However, the characters must not appear blurry, fuzzy or smeared. The best results come from laser or daisy wheel printers. Low-density dot-matrix printers are not suitable. As for character types, Times New Roman, Arial, 細明體 or other monospaced fonts such as OCR B are recommended.</td>
</tr>
<tr>
<td>Each character should be 2.8 mm – 5 mm in height and 1.8 mm – 3.5 mm in width. Times New Roman of not less than 11 point size is suggested for English address. 細明體 of not less than 12 point size is suggested for Chinese address.</td>
<td></td>
</tr>
<tr>
<td><strong>Consistency</strong></td>
<td></td>
</tr>
<tr>
<td>The point size and type style should be the same for all the address lines.</td>
<td></td>
</tr>
<tr>
<td><strong>Gaps between lines</strong></td>
<td></td>
</tr>
<tr>
<td>There must be a uniform line spacing of 1.5 mm – 5 mm. Make sure that the lines do not overlap.</td>
<td></td>
</tr>
<tr>
<td><strong>Pitch</strong></td>
<td></td>
</tr>
<tr>
<td>The pitch of English address must be at the maximum of 10 characters per inch (2.54 cm). Proportionally spaced printing is not allowed. The gap between characters of Chinese address is suggested to be 0.5 mm.</td>
<td></td>
</tr>
<tr>
<td>OTHER INFORMATION</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Postage &amp; cancellation zones</strong></td>
<td></td>
</tr>
<tr>
<td>All franking meter impressions or permit indicator logos must appear within the area 40 mm vertically from the top edge and 74 mm horizontally from the right hand edge.</td>
<td></td>
</tr>
<tr>
<td><strong>Clear zone for prepaid postmark</strong></td>
<td></td>
</tr>
<tr>
<td>For prepaid MLSS Compliant Mail, a clear zone of 15 mm in height and 72 mm in length must be reserved for service mark printing. The clear zone should be:</td>
<td></td>
</tr>
<tr>
<td>a) 85 mm from the bottom of the envelope</td>
<td></td>
</tr>
<tr>
<td>b) 10 mm from the right edge of the envelope</td>
<td></td>
</tr>
<tr>
<td>For A5 size envelopes, the service mark may not be printed at the top right corner for operational reasons.</td>
<td></td>
</tr>
<tr>
<td><strong>Slogans, logos &amp; other marks</strong></td>
<td></td>
</tr>
<tr>
<td>Slogans, logos and other marks must be confined to the upper left corner of the envelope away from the address zone.</td>
<td></td>
</tr>
<tr>
<td>This is to prevent these items from being misread by the OCR equipment.</td>
<td></td>
</tr>
</tbody>
</table>
Reference on Address Text Printing and Background Colour (for MLSS Compliant Mail)

To facilitate mechanised letter processing and address reading, the address text shall be printed in black or dark colours with the background in light colours so as to create a contrast to the paper. The following samples illustrate the clarity and contrast standards required, including the gross results when using window envelope. The address printing area shall not be reflective. The tone and contrast shall be at more or less the same level as that of the following good samples.

**Good Samples**

<table>
<thead>
<tr>
<th>White</th>
<th>Light Grey</th>
<th>Light Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Post Office 2 Connaught Place Central Hong Kong</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light Pink</td>
<td>Light Yellow</td>
<td>Light Purple</td>
</tr>
<tr>
<td>General Post Office 2 Connaught Place Central Hong Kong</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light Green</td>
<td>Light Orange</td>
<td>Light Red</td>
</tr>
<tr>
<td>General Post Office 2 Connaught Place Central Hong Kong</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Bad Samples Not Acceptable**

<table>
<thead>
<tr>
<th>Dark Grey</th>
<th>Peach</th>
<th>Dark Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Post Office 2 Connaught Place Central Hong Kong</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange Brown</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Information contained in this service guide is believed to be correct at the time of printing (January 2018). Hongkong Post reserves the right to update information in this guide without prior notice. For the latest updates, please visit www.hongkongpost.hk. In case of discrepancy between this service guide and the website, the website version shall prevail.