



2D Barcodes for Personalized Direct Mail

Ensure Accuracy for Error-Free Personalized Direct Mail

Are you requesting 2D barcodes for your matched mailings? Current mailing equipment technology can utilize 2D barcodes on your personalized, printed inserts to ensure your important mail always gets to the right recipient.

Why 2D barcodes?

Unlike traditional 1D barcodes that you often see on retail packaging, 2D barcodes store more data, including full mailing address and recipient information, have better accuracy, and can be read at high speeds, making them efficient for high volume mail processing.

What does it look like?



A 2D barcode is approximately 1/4" square and is typically positioned in a corner of your printed insert. It resembles a QR code in its pattern.

How does this work?

Intelligent inserter matching technology (used in the insertion process when matching personalized documents on inserters to their carrier envelope) uses cameras to scan documents to be sure that they match other personalized documents included in your mail package. The cameras feed the read into the controller, which recognizes and verifies that the match is correct or that the records have all been processed accurately. If there is a mismatch, missing piece, or missing record the computer notifies the operator or shuts the inserter down. This process identifies potential errors before your mail is sent.

Why does any of this matter?

Personalization of all communications has become a critical strategy for engaging, motivating and retaining all audiences, including customers, donors, members and more. And, studies show that personalized communications are expected more than ever. Utilizing 2D barcodes will ensure that your organization is sending error free personalized mail.

Make sure your mail provider is up-to-date and can provide this service for your next mailing.

Questions?

Talk to one of our mailing experts today.

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