# **PREMIUM**ADRESS

# Manual

# Contents

# About this manual

PREMIUMADRESS is an innovative service from Deutsche Post. To make it even easier for you to use PREMIUMADRESS we have written this manual. It covers all important topics and answers questions you may have.

Learn the basics about PREMIUMADRESS in chapter 1. Explore the different product options in chapter 2 and be guided step-by-step through the individual elements and functions in chapter 3. You'll find data fields and code tables for correctly interpreting address information in chapter 7.

**Tip:** When you read this manual as a PDF file on your PC you can use the internal links in this document to quickly jump forward or back.

**Customer service**
Should you have any questions that are not answered in this manual, please contact our customer service:

**Product assistance**
Telephone: 0228-4222 112*

\* Mon. – Fri. from 8:00 a.m. – 6:00 p.m., Sat. from 8:00 a.m. – 2:00 p.m., except on national holidays in Germany

**Technical assistance:**
E-mail: **serviceteam@premiumadress.de**

**premiumadress.de**

# 1. Introduction

## Digital maintenance of address data

In Germany, there are nearly 10 million changes of address every year. With PREMIUMADRESS you can update your address data reliably and digitally with every mailout. And reduce your number of incorrectly addressed items – and the associated costs – effectively.
PREMIUMADRESS items are marked with a "P" and a data matrix code. This is a two-dimensional imprint that contains important information for managing your address data such as return addresses and customer or billing process numbers. In the event that an item cannot be delivered, the information is scanned and cross-checked with address databases, after which you receive the up-to-date address information.

In addition, with PREMIUMADRESS you decide what is to be done with mail items that cannot be delivered: Are they to be forwarded, returned or destroyed?
With a total of seven PREMIUMADRESS product options to choose from, you can put together a PREMIUMADRESS package that perfectly matches your needs. Additional practical applications are available to increase transparency and convenience in your address data management operations even further.

## The PREMIUMADRESS process at a glance*

**1 Preparation for dispatch**
Your items are marked with a "P" for PREMIU-MADRESS and a data matrix code that contains all relevant information. In the event that an item is not deliverable, this information indicates what action is to be taken.

**2 Deliverability check**
The local mail carrier verifies deliverability.

**3 Data recording**
Your data matrix code and the address field are scanned. This step records the information they contain and links it to the reason the item cannot be delivered.

**4 Data cross-check**
Your digitized address data is cross-checked against the redirection and deceased persons databases. Optional cross-check against the undeliverable mail items database is also possible, as is the commissioning of an address search.

**5 Data transfer**
The data is made available in the form of a download or via SFTP after the delivery attempt.

* A PREMIUMADRESS contract must be concluded before PREMIUMADRESS can be used.

# 2. Product options

## Use PREMIUMADRESS on a flexible basis

Select one of **seven PREMIUMADRESS product options** for managing your mailouts and keeping your address data up to date. Use PREMIUMADRESS according to your needs.

Based on the type of item you are sending, such as MAIL or DIALOGPOST, you choose one or several product options which allow you to specify:

**Address information:**
Which electronic information and address corrections do you want?

**Action to be taken:**
What should be done with your items?

**Tip:** Non-delivery notifications, address corrections, and information on deceased persons are free of charge for MAIL items with the product options PREMIUMADRESS Basis and PREMIUMADRESS Report.

**Note:** The column with the pictogram in the heading shows you at a glance the address information you receive in electronic form for the respective product option.

**Optional database confirmation and automatic address search**
For the PREMIUMADRESS product options Basis, Report, Plus and Fokus you can additionally book a cross-check of any undeliverable items with Deutsche Post. In this case the information on the undeliverable item is verified by a cross-check with the address database.

With the help of the address search service, PREMIUMADRESS can automatically update addresses for which no active redirection request is in place. The comprehensive search is based on data from numerous relocation and address databases. For further information, please see .

## 2.1 Product options for MAIL and DIALOGPOST with wrapping or in card form

### 1. PREMIUMADRESS Basis

| Address information | | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | ✔ | | | ✔ | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | ✔ | | | | ✔ |
| Undeliverable because the recipient is deceased | ✔ | | | | ✔ |

With **PREMIUMADRESS Basis** you receive all available address information electronically. If the recipient has moved and has requested mail redirection, the item is redirected, and if the item cannot be delivered, it is destroyed. This option can also be used for wrap-per-packed newspapers (STREIFBANDZEITUNG). Optionally, a database confirmation or an address search can be conducted in the case of non-delivery.

### 2. PREMIUMADRESS Report

| Address information | | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | | | | ✔ | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | ✔ | | | | ✔ |
| Undeliverable because the recipient is deceased | ✔* | | | | ✔ |

\* Delivered as address property 10 (recipient / company could not be found at the specified address).

With **PREMIUMADRESS Report** you receive only information regarding non-delivery. This option can also be used for wrapper-packed newspapers (STREIFBANDZEITUNG). Optionally, a database confirmation or an address search can be conducted in the case of non-delivery.

## 3. PREMIUMADRESS Plus

| Address information | | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | ✔ | | | ✔ | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | ✔ | | ✔ | | |
| Undeliverable because the recipient is deceased | ✔ | | ✔ | | |

With the **PREMIUMADRESS Plus** option, all available address information is sent to you electronically. In addition, items that cannot be delivered are sent back to you. This option can also be used for registered items, wrapper-packed newspapers or merchandise shipment. As an option, a database confirmation or an address search can be performed if an item cannot be delivered.

## 4. PREMIUMADRESS Fokus

| Address information | | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | ✔ | | ✔ | | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | ✔ | | ✔ | | |
| Undeliverable because the recipient is deceased | ✔ | | ✔ | | |

With the **PREMIUMADRESS Fokus** option, all available address information is sent to you electronically. Your items are returned if the recipient has moved and has requested mail redirection or if the item is undeliverable. This option can also be used for registered items, wrapper-packed newspapers or merchandise shipment. As an option, a database confirmation or an address search can be performed if an item cannot be delivered.

# 5. PREMIUMADRESS Hybrid

| Address information |  | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | ✔ | | | ✔ | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | | | ✔ | | |
| Undeliverable because the recipient is deceased | | | ✔ | | |

When you choose the **PREMIUMADRESS Hybrid** option you receive address corrections as well as relocation addresses / information in electronic form. If the recipient has moved and has requested mail redirection, the item is redirected, and if the item cannot be delivered, it is returned. This option can also be used for registered items, wrapper-packed newspapers or merchandise shipment.

# 6. PREMIUMADRESS Retoure

| Address information |  | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | | | | ✔ | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | | | ✔ | | |
| Undeliverable because the recipient is deceased | | | ✔ | | |

With **PREMIUMADRESS Retoure** you do not receive any electronic address information. If the recipient has moved and has requested mail redirection, the item is redirected, and if the item cannot be delivered, it is returned. This option can also be used for registered items, wrapper-packed newspapers or merchandise shipment.

# 7. PREMIUMADRESS Retoure Extra

| Address information | | Action to be taken | | | |
| --- | --- | --- | --- | --- | --- |
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | | | ✔ | | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | | | ✔ | | |
| Undeliverable because the recipient is deceased | | | ✔ | | |

With **PREMIUMADRESS Retoure Extra** you do not receive any electronic address information. Your items are returned if the recipient has moved, died or is temporarily absent and has requested mail redirection or if the item is undeliverable. This option can also be used for registered items, wrapper-packed newspapers or merchandise shipment.

**Important**
Please note that you must use a PREMIU-MADRESS option with included return if your DIALOGPOST or Mail item has an insert which is not made of paper. Items with sachets cannot be sent with PREMIUMADRESS.

## 2.2 Product options for DIALOGPOST without wrapping and for Pressepost

### 1. PREMIUMADRESS Basis

| Address information | | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | ✔ | | | | ✔ |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | ✔ | | | | ✔ |
| Undeliverable because the recipient is deceased | ✔ | | | | ✔ |

With the **PREMIUMADRESS Basis** option, you receive all available address information electronically. Undeliverable items are destroyed.

Optionally, a database confirmation or an address search can be conducted in the case of non-delivery.

### 2. PREMIUMADRESS Report

| Address information | | Action to be taken | | | |
|---|---|---|---|---|---|
| | | Deliver | Return | Redirect | Destroy |
| Relocation address / information in case of move with redirection order | | | | | ✔ |
| Undeliverable because the recipient could not be found/delivery was refused/item was not collected | ✔ | | | | ✔ |
| Undeliverable because the recipient is deceased | ✔** | | | | ✔ |

\* Delivered as address property 25 (recipient moved; no request for new address)
\*\* Delivered as address property 10 (recipient / company could not be found at the specified address)

With the **PREMIUMADRESS Report** option, you receive non-delivery information. If the recipient has moved and has requested mail redirection, you additionally receive the notification "Recipient moved; no request for new address." As an option, a database confirmation or an address search can be performed if an item cannot be delivered.

## 2.3 Overview of product options

## Types of item for each product option

| Type of item | Product options | | | | | | |
|---|---|---|---|---|---|---|---|
| | Basis¹ | Report¹ | Plus | Fokus | Hybrid | Retoure | Retoure Extra |
| **MAIL** | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| - Registered items | | | ✔ | ✔ | ✔ | ✔ | ✔ |
| - Merchandise shipment | | | ✔ | ✔ | ✔ | ✔ | ✔ |
| - Wrapper-packed newspaper | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| **DIALOGPOST** with wrapping or in card form | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| **DIALOGPOST** without wrapping | ✔ | ✔ | | | | | |
| **Pressepost** | ✔ | ✔ | | | | | |

¹ **Not possible** for Mail items and DIALOGPOST with wrapping and inserts not made of paper

# Address information and action to be taken for each product option

| Address information | Product options | | | | | | |
|---|---|---|---|---|---|---|---|
| | Basis | Report | Plus | Fokus | Hybrid | Retoure | Retoure Extra |
| New address or information (recipient has moved and requested mail redirection) | ✔ | 2 | ✔ | ✔ | ✔ | | |
| Undeliverable because the recipient could not be found / delivery was refused / item was not collected | ✔ | ✔ | ✔ | ✔ | | | |
| Undeliverable because the recipient is deceased | ✔ | 1 | ✔ | ✔ | | | |
| **Optional:** Undeliverable with database confirmation | ✔ | ✔ | ✔ | ✔ | | | |
| **Optional:** New address via the address search service | ✔ | ✔ | ✔ | ✔ | | | |

**Action to be taken**

| | Basis | Report | Plus | Fokus | Hybrid | Retoure | Retoure Extra |
|---|---|---|---|---|---|---|---|
| Redirect with a valid redirection order (for MAIL, DIALOGPOST with wrapping) | ✔ | ✔ | ✔ | | ✔ | ✔ | |
| Return when undeliverable | | | ✔ | ✔ | ✔ | ✔ | ✔ |
| Return if the recipient has moved and requested mail redirection | | | | ✔ | | | 3 |
| Destroy if the item is undeliverable | ✔ | ✔ | | | | | |
| Destroy if the recipient has moved and requested mail redirection (for DIALOGPOST without wrapping and Pressepost) | ✔ | ✔ | | | | | |

[1] Delivered as address property 10
[2] For DIALOGPOST without wrapping and Pressepost delivered as address property 25
[3] Return also in case of death and temporary absence with request for mail redirection.

## 2.4 Prices

Charges apply to the address information delivered to the customer. The charge depends on the type and number of address details provided. Prices for Premiumadress services in combination with Dialogpost with / without wrapping or Mail can be found in the current price list:
**deutschepost.de/premiumadress**.

Prices for POSTVERTRIEBSSTÜCK (preferred periodicals) and PRESSESENDUNG (standard periodicals / Pressepost) can be found in the Press Distribution price list:
**pressedistribution.de**

**Good to know**
PREMIUMADRESS is not an address service. It offers and provides information about undeliverable and / or incorrectly addressed items. You can use this information to update your customer database. Digital records are generated at the time of the delivery attempt, on the basis of the data matrix code, the recipient's address and the non-delivery note added by the mail carrier. These digital records can be downloaded from the PREMIUMADRESS online service as fully prepared files for each product option.

**PREMIUMADRESS services**

- Notification of current status on the delivery date
- The mail carrier performs a cross-check locally at the exact time of the delivery attempt:
  – an incorrect address is corrected and the item is placed in the mailbox = delivered
  – in the event that an item is not deliverable, the next steps depend on the chosen product option

**No PREMIUMADRESS services**
- Delivery if the address is ambiguous
- Searching for the same surnames, for example in an apartment building
- Cross-checking of mailbox and doorbell labels
  (the recipient is responsible for doorbell and mailbox labels!)

# 3. PREMIUMADRESS ID

## Managing mailouts

A PREMIUMADRESS ID 1 is automatically generated upon signing a contract for PREMIUMADRESS services. Using PREMIUMADRESS IDs you can selectively manage your mailouts and process returns as these IDs contain information regarding the return address, the data recipient and billing data. Many contractual partners use just one PREMIUMADRESS ID. However, if you mail items regularly and want to manage them individually, you can create additional PREMIUMADRESS IDs – up to 999 – using our online service. PREMIUMADRESS IDs are stored in the data matrix code. PREMIUMADRESS IDs must be created using the online service prior to dispatch. If the data matrix code on your mail items contains an ID that was not created using the online service, the address information is automatically assigned to the PREMIUMADRESS ID 1.

## With PREMIUMADRESS IDs you can:

**Specify the return address**
Returned items can be sent to different addresses, regardless of the sender details listed in plain text.

**Designate data recipients**
Specify the persons who are to receive corrected address data. You can indicate different recipients for each individual mailout.

**Manage the billing process**
Select billing process numbers and attribute them to different bank accounts, for example. If you need further billing process numbers, please contact your personal customer advisor at Deutsche Post.

**Receive non-delivery information with database confirmation**
Select non-delivery information with database confirmation as an additional service. If an item cannot be delivered, the address is checked against the postal reference file and other databases at Deutsche Post Direkt and confirmed, as applicable.

**Search for addresses**
Increase your update rate with an address search. Undeliverable addresses that cannot be updated by means of a redirection order can be searched for by Deutsche Post in additional relocation and address databases, often resulting in a deliverable address. A supplementary agreement is required for this additional service. Please contact us. Contact information can be found on **page 3**.

Information on how to create and manage PREMIUMADRESS IDs can be found in chapter 6.1 and in the how-to video for the online service at **premiumadress.de > Downloads**

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\* The return address must be a correct German postal address. This also applies to senders in foreign countries.

## Examples of additional PREMIUMADRESS IDs

| Contract | PREMIUMADRESS ID | Details |
|---|---|---|
| PREMIUMADRESS contract Customer 5099999999 Customer contractual partner: Heinz Customer, Test AG, Hamburg | **PREMIUMADRESS ID 1** Billing process 50999999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1HH2 Return address: Test AG, Burchardstrasse 99, 20095 Hamburg Data recipient: Heinz Kunde Non-delivery information with database confirmation: No | When the contract is concluded, PREMIUMADRESS ID 1 is generated automatically together with at least one billing process number. |
| | **PREMIUMADRESS ID 2** Billing process 50999999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1DCA **Return address:** **Test AG, Lindwurmstr.99, 80337 München** Data recipient: Heinz Kunde Non-delivery information with database confirmation: No | Example of a different **return address** for item returns |
| | **PREMIUMADRESS ID 3** Billing process 50999999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1HH2 Return address: Test AG, Burchardstrasse 99, 20095 Hamburg **Data recipient: Walter Sparbier** Non-delivery information with database confirmation: No | Example of a different **data recipient**. The ID owners are authorized only for the respective PREMIUMADRESS ID. |
| | **PREMIUMADRESS ID 4** **Billing process 50999999992802:** **Bank details: Name of bank** **IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1BSP** Return address: Test AG, Burchardstrasse 99, 20095 Hamburg Data recipient: Heinz Kunde Non-delivery information with database confirmation: No | Example of other **billing data** |
| | **PREMIUMADRESS ID 5** Billing process 50999999992801: Bank details: Name of bank IBAN: DE10 1000 0022 0345 0670 89, BIC: BANKDEF1BSP Return address: Test AG, Burchardstrasse 99, 20095 Hamburg Customer ID owner: Heinz Kunde **Non-delivery information with database confirmation: Yes** | Example of the supplementary service **non-delivery information with database confirmation** |

# 4. Preparation for dispatch

## Preparing and producing items

### 4.1 Data matrix code

PREMIUMADRESS items always have a data matrix code and a "P". The data matrix code is an advanced form of the barcode that allows users to display and process more complex data.

The data matrix code is printed in an 8-bit binary mode (BASE 256) with at least 240 dpi. Depending on the printer, data may have to be converted into

**Note**
Print quality is crucial. When a data matrix code cannot be read, the item is handled like a normal item – in other words, PREMIUMADRESS services are not provided. Your customer advisor will be glad to help you with any questions you may have on this matter.

**Content of the data matrix code**
The data matrix code contains all key information necessary for managing your mailout as well as details about the address information you wish to receive:

- **Sender's customer number**
  Unique identification as a PREMIUMADRESS customer; in the case of Pressesendung items [standard periodicals], the newspaper reference number [German abbreviation: ZKZ] is incorporated into the customer number.

- **PREMIUMADRESS ID**
  Item properties that can be individually determined such as return or billing address. Please see chapter 3 PREMIUMADRESS ID for further information.

- **Customer-specific data**
  You can include further information in the data matrix code. Recipient customer numbers are particularly useful for correctly matching up address information that has been provided.

- **Product ID**
  Deutsche Post details all products and product combinations in a product list. With the help of product keys, each PREMIUMADRESS product option and each postal product can be uniquely identified.

  **Example:**
  An item with product key 9191 > DIALOGPOST Standard is mailed using PREMIUMADRESS Basis. A current list of PREMIUMADRESS product keys is available at **premiumadress.de** under > Downloads > Technical details.

- **Recipient's address**
  The data matrix code for Pressepost items additionally contains the recipient's address, but without a title such as Mrs, Mr or Doctor..

# 4.2 Item labeling and types of franking

Items can be labeled as PREMIUMADRESS in a variety of ways, depending on the type of franking used. Please consult the table on page 20 to find out how your items should be labeled. This table provides you with a quick overview of all options.

## a) Item labeling that is integrated directly into the franking

**IT FRANKING**
When you use IT FRANKING, PREMIUMADRESS is simply added to the data matrix code that is already being used.



Example of how PREMIUMADRESS labeling is integrated into IT FRANKING

Further information on IT FRANKING is available online at:
**deutschepost.de/dv-freimachung**
E-mail: **dv-freimachung@deutschepost.de**

**FRANKIT**
FRANKIT machines generate data matrix codes which can incorporate PREMIUMADRESS. Alternatively, you can use our PREMIUMADRESS Label service together with your FRANKIT machine.

PREMIUMADRESS can also provide you corrected address information for FRANKIT items when you specify the recipient customer numbers.

For more information, please refer to 4.3 (Customer numbers for PREMIUMADRESS Label and FRANKIT items). To utilise the full range of services, FRANKIT can also be used in combination with the PREMIU-MADRESS endorsement. In this case, the FRANKIT data matrix code must not contain any information on PREMIUMADRESS.



Example of how PREMIUMADRESS labeling is integrated into FRANKIT

**Important**
If an item is labeled as PREMIUMADRESS, sender's instructions in plain text (e.g., "Do not redirect") cannot appear on the item.

**b) Item labeling in addition to franking**

**PREMIUMADRESS impression**

This impression can be used in combination with the following types of franking/items: DIALOGPOST, FRANKIT, PLUSBRIEF and FRANKIERSERVICE. The PREMIUMADRESS impression can also be used as an abbreviated franking mark and, if desired, without a franking wave mark.



Example of a PREMIUMADRESS impression in combination with an abbreviated franking mark for DIALOGPOST items

Detailed information on the PREMIUMADRESS impression is available at **premiumadress.de** under **> Downloads > Technical details**.

**Tip:** Using DIALOGPOST MANAGER you can print the data matrix code for DIALOGPOST and MAIL items during the franking and mail merge process without having to adjust your software.

**PREMIUMADRESS Label**

PREMIUMADRESS Label is a particularly simple and convenient application that allows you to generate your data matrix code online. PREMIUMADRESS Label is particularly suited to small mail volumes where there is no need for customer-specific information in the data matrix code and you do not require the full flexibility of PREMIUMADRESS. When you prepare your items for dispatch, our online service under **> P Label** (see chapter 6.4) is an easy way to create your PREMIUMADRESS label, which can then be incorporated into your print layout.



Example of a PREMIUMADRESS label

Tip: We recommend using the PREMIUMADRESS impression because it allows you to print recipient-specific information in the data matrix code which can be read out accurately and made available as part of the data record. When you use the PREMIUMADRESS Label service we offer the option of printing recipient-specific data in plain text.

For more information, please see 4.3 (Customer numbers for PREMIUMADRESS Label and FRANKIT items).

**More information about dialogpostmanager.de**
Service hotline: 0228-182 23500*

## c) Item labeling for the dispatch of press products

**Pressepost label / Pressepost label Track&Match**
The data matrix code "Pressepost label" (FA 25) or "Pressepost label Track&Match" (FA 48) should be used for Pressepost with PREMIUMADRESS. In addition to the PREMIUMADRESS information the data matrix code contains press-specific information such as issue number, newspaper reference number (ZKZ) and the recipient's full address (possibly shortened for FA 48). The data matrix code "Pressepost label Track&Match" (FA 48) also contains information about the consecutive item number and the AM order number for Track&Match.

Detailed information about the specification is available at **premiumadress.de** under **> Downloads > Technical details**.



Absender AG, Absenderallee 9, 56068 Koblenz

P  66667 PVSt+4      Deutsche Post

Herrn
Peer Premium
Primastr. 1
40593 Düsseldorf

MUSTER

Example of a PREMIUMADRESS impression that is integrated into a Pressepost label

**Tip:** Use MANAGER PRESSE DISTRIBUTION to print the data matrix code "Pressepost label Track&Match" (FA 48) together with the recipient's address.

**Further information**
**manager-presse-distribution.de**
E-mail: **managerpressedistribution@deutschepost.de**

**Important**
The use of titles such as Mrs, Mr or Doctor in the data matrix code FA 25 and FA 48 is not possible!

# Overview of item labeling and types of franking

| Types of franking | PREMIUMADRESS label | | | |
|---|---|---|---|---|
| | Integrated into the franking | PREMIUMADRESS impression (**page 18**) | PREMIUMADRESS LABEL (**page 18**) | Pressepost label / Pressepost label Track &Match (**page 19**) |
| Postage stamp | | ✔ | ✔ | |
| IT franking | ✔ | | | |
| Franking service | | ✔ | ✔ | |
| Franking mark / Abbreviated franking mark | | ✔ | ✔ | |
| FRANKIT | ✔ | ✔ | ✔ | |
| PLUSBRIEF | | ✔ | ✔ | |
| Media | | | | ✔ |

**Tip:** If you want to read the information stored in the data matrix code yourself, you can use a hand scanner that is suitable for reading two-dimensional barcodes. Various models from manufacturers such as Datalogic, Honeywell or Zebra are available on the market.

We can also provide you with the Matrixcode Checker software for PC. You can use it to display and review the content of the data matrix code in a structured way.

The Matrixcode Checker program can be downloaded free of charge at: **premiumadress.de > Downloads > Shipping preparation and data matrix code**

Similar products are also available from other providers.

# 4.3. Customer numbers for PREMIUMADRESS Label and FRANKIT items

When using the PREMIUMADRESS Label service and FRANKIT, your items are not franked at the same time they are addressed. For this reason it is not possible to store recipient-specific information in the data matrix code. You can however print a reference number in plain text together with the recipient's address. Deutsche Post records this number and sends it to you.

The structure of the customer number has been standardized to ensure consistent capture quality.

Absender GmbH, Absenderstraße 1, 45678 Absenderstadt

P Premiumadress
Basis
Dialogpost

**##123456789##**

Herrn
**Martin Mustermann**
**Musterstraße 123**
**12345 Anytown**
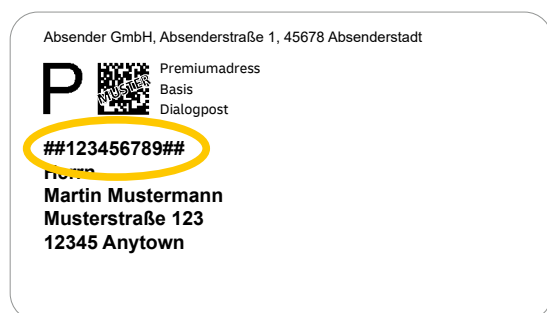
Example of the address zone on an item using PREMIU-MADRESS Label and the recipient's customer number

**Structure of the customer number printed on the label**
- The following set of characters may be used for customer numbers: the numbers "0" to "9", the separator characters ".", "_", "/", "-" and the capital letters "A" to "Z".
- Customer numbers are 2 to 16 characters long.
- The character sequence "##" is used as a delimiter for customer numbers.
- The font and font size are the same as for the address.

**New for the customer number from 01.01.2025!**

- Separator characters: „_", „-" and „/"
- Length of customer numbers 2 to 12

**Position of the customer number printed on the label**
The following rules apply for customer numbers in plain text:
- The customer number is located in the first line of the address.
- The maximum width of the customer number is bounded on the left-hand side by the left flush margin of the recipient's address.
- The width of the customer number may not exceed 120 mm.
- In the case of window envelopes, the maximum width of the customer number is bounded on the right-hand side by a margin of 5 mm to the right edge of the window.
- Only parts of the address may appear below the customer number. This area must otherwise be left blank.

**Tip:** FRANKIT can also be used in conjunction with the PREMIUMADRESS note. This data matrix code offers the option of storing a recipient customer number. This saves you having to print the customer number in plain text on the consignment.

# 5. Data transfer

## Use up-to-date address data

With PREMIUMADRESS you have continuously updated digital address data at your disposal. You can choose to receive them in one of two ways: download or SFTP.

A data record is created for each undeliverable or incorrect item. This record is comprised of various data fields. Please see chapter 7 for detailed information regarding the data fields and the code tables.

Since the original address on the item is ascertained on an automated or manual basis using scanned images, deviations from the original are possible. It is therefore recommended to include recipient-specific information in the data matrix code to ensure that the address information can be reliably matched up.

**Tip:** We notify you by e-mail when new address data is available. As a result, you always have up-to-date information. You can activate this function through the online service under **Einstellungen [Settings]** and **> Kontaktdaten ändern [Change contact details]**.

# 5.1 Methods used to transfer data

**Download**

Download your address information online at pre-miumadress.de under the menu item **Adress-infor-mationen [Address information].** Since you are a contractual partner, your log-in details were sent to you by e-mail after you signed the contract.

The data remains available for download for three months. It is deleted 14 days after the initial down-load.

Please see chapter 6 (Online service) for detailed information regarding our online service.

**SFTP protocol**

Deutsche Post makes your data available in a direc-tory where it can be retrieved via SFTP. When SFTP is used, data is available for at least seven days and is deleted after 14 days at the latest.

At the time you sign the contract you can decide whether you want additional encryption of the address data (PGP).

In your PREMIUMADRESS online service, go to the menu item **> Kunde: [Customer:]** under > Kundendaten [Customer data] in the **Übersicht [Overview]** at any time to check if you have selected both PGP encryption and SFTP. **You can also define the data format (5.2) for each PREMIUMADRESS ID yourself >Edit premium address ID.**

**For additional PGP encryption please note the following:**

- Install suitable PGP software with the Open PGP standard on your PC. It is available as a free download from various sources including: **gnupg.org**
- Using this software, generate a key pair and send the public key in file form to the following address: **it-csp@deutschepost.de**

After setting up your SFTP account you will receive your access data for the SFTP server and a link to the self service portal.

There you can

- change the password,
- reset the password, unlock a locked account and
- upload the SSH key.

**Properties of the SFTP interface**

| | |
|---|---|
| Compression: | Usually compressed |
| Filename extension of compressed file: | .zip |
| Filename extension and format unpacked: | .xml / .csv / .txt / .xls / .xlsx / .pdf |
| Encryption: | Optionally PGP based on the key provided by the customer |
| File naming convention: | Sender + customer number + PREMIUMADRESS ID + serial number + transmission code + encryption code + filename extension |

Sender: PreAdr
Customer number: 10 digits as specified in the contract with Deutsche Post
PREMIUMADRESS ID: 3-digit PREMIUMADRESS ID with leading zeros

Serial number: consecutive ascending number of the data handover
(8 digits with leading zeros)

Transmission code (1 character):
F: SFTP procedure

Encryption code (1 character):
P: PGP encryption
U: Unencrypted

| | |
|---|---|
| Example of encrypted file name: | PreAdr501234567800100000002FP.zip |
| Example of unencrypted file name: | PreAdr501234567800100000001FU.zip |
| Login: | Username and password |
| Cycle: | Made available by Deutsche Post on a daily basis (Monday through Sunday) when there is address data |

# 5.2 Data formats

You have six different data formats to choose from: CSV, XML, TXT, XLS, XLSX or PDF.
For detailed information regarding the data fields, please see chapter 7.

Examples of customer data packages in the different formats are available at:
**premiumadress.de > Downloads > Data transfer**

**CSV format**
In this format, fields are separated by the ";" character. Each field is bounded by " " characters (if the fields already contain these characters, single quotes are used). Each record is terminated with the bytes Hex 0A0D (CRLF). The data in CSV format is coded in ISO-8859-1 format.

UebgID;Fehlercodes;PreAdrID;ProdVar;VersProd;ProdID;FrkArt;FrkDat;EinlAbrNr;SerienNr;AuftrNr;ZKZ;
HeftNr;AboNr;SdgNr;Teiln;KdInfoDMC;SdgS;AdrMerk;AbrProdnrAdress;AbrProdRetoure;AbrKontrakt;
Kd_Na1;Kd_Na2;Kd_Na3;Kd_Na4;Kd_Str;Kd_HNr;Kd_PLZ;Kd_Ort;Kd_Postf;Kd_Info;E_Na1;E_Na2;E_Na3;
E_Na4;E_Str;E_HNr;E_PLZ;E_Ort;E_Postf;NSA_Na1;NSA_Na2;NSA_Na3;NSA_Na4;NSA_Str;NSA_HNr;
NSA_PLZ;NSA_Ort;NSA_Land;NSA_Postf;NSA_PLZPostf;NSA_OrtPostfach;NSA_LandPosfach;KdInfoDMC_Dezimal;KdInfoDMC_Ascii

„20041206110831141";"21";"1";"1";"14";"9186";"8";"2004-11-02";"„;"„;"„;"„;"„;"„;"4364";"„;"„;"30";"31";"„107";
"12345";"50999999992801";"SHJ GmbH";"„;"Stefan Zoll";"„;"Am Bahnhof";"55";"53757";"„Sankt Augustin";
"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„;"„
„;"„;"„

**Example: The original data record consists of two lines (which cannot be shown in two lines here due to their length). The first line contains the field names; the second is the data line with 54 fields.**

> **Important**
> When CSV files are opened in MS Excel, the program automatically assigns data types to the fields. As a result it is possible that ASCII content (when it only contains digits) is interpreted as a number and Excel displays it as an exponential value. If this field is then reformatted, data may be lost. Therefore, whenever you open a CSV file, even if only for checking, you should always be sure to use a program that leaves the data unmodified.
>
> If you want to use Excel, you can select XLS or XLSX as the data format.

**XML format**

XSDs (schema definitions) are used for specification. They describe the hierarchy of the elements. XML files comply with the W3C recommendation. The ISO character set for Western European languages (ISO-8859-1) is used.

In accordance with the XML specification, elements such as markup characters (&, <, >, "", \) umlauts (in German) and special characters are assigned an entity name (for example, "&" becomes "&amp").

The XSD-Schema can be downloaded at **premiumadress.de > Downloads > Data transfer**

```xml
<?xml version="1.0" encoding="ISO-8859-1"?>
<PreAdr-Kunde>
        <Envelope Sender="PreAdr" Receiver="Kunde" CreationDate="2005-08-30"
 CreationTime="12:12:44" Version="1.0"/>
        <Message>
                <Pos>
                        <UebgID>20041206121234162</UebgID>
                        <Fehlercodes>21</Fehlercodes>
                        <PreAdrID>1</PreAdrID>
                        <ProdVar>1</ProdVar>
                        <VersProd>14</VersProd>
                        <ProdID>9201</ProdID>
                        <FrkArt>8</FrkArt>
                        <FrkDat>2004-11-02</FrkDat>
                        <EinlAbrNr>1</EinlAbrNr>
                        <SdgNr>4615</SdgNr>
                        <SdgS>30</SdgS>
                        <AdrMerk>31</AdrMerk>
                        <AbrProdNrAdress>1413</AbrProdNrAdress>
                        <AbrKontrakt>50999999992802</AbrKontrakt>
                        <Kd_Na1>Stefan</Kd_Na1>
                        <Kd_Na2>Toll</Kd_Na2>
                        <Kd_Str>Am Otenberg</Kd_Str>
                        <Kd_HNr>219</Kd_HNr>
                        <Kd_PLZ>53757</Kd_PLZ>
                        <Kd_Ort>St Augustin</Kd_Ort>
                        <E_Na1>Sigrid</E_Na1>
                        <E_Ort>Sankt Augustin</E_Ort>
                </Pos>
        </Message>
</PreAdr-Kunde>
```

**Example:**
The XML file contains only data fields (tags) that are not empty. For this reason, the example does not contain all the tags that are defined in the XML schema.

**XLS and XLSX formats**

With the XLS and XLSX formats you can open and use your address file directly in MS Excel. All Excel columns are formatted as text in order to avoid possible errors in postal codes and/or house numbers.

**TXT format**

The TXT format uses set field lengths. Fields are padded with spaces up to the required field length.. Each record is terminated with the bytes Hex 0A0D (CRLF). No field labels (headers) are displayed. Likewise, different record types and headers and footers are not defined.

**Important**

The TXT format is rigid and has the longest record lengths. It should be used only when the CSV, XLS, XLSX or XML formats cannot be integrated into your system.

A data record consists of 1,587 characters. For this reason it is not possible to provide an illustrative example here.

**PDF format**

With the PDF (Portable Document Format) format it is possible to produce a clearly structured printout of your address information.

To improve readability only the key data fields are shown in this format.

# 6. Online service

As a contractual partner, you can use our online service at **premiumadress.de**. This service allows you to manage your PREMIUMADRESS account easily and at your convenience and to retrieve various types of information about your items. Optimized user guidance and extensive help functions support you every step of the way. Different functions are available based on whether you are logged in as a contractual partner, ID owner or invoice verifier.

The PREMIUMADRESS online service is supported by all common internet browsers. Websites are displayed best in Firefox – the PREMIUMADRESS application has been optimized for this browser.

We generally recommend using the latest browser and operating system versions to ensure the best possible performance and the full range of functions.

**How do I use the online service?**

Enter your username and password in the log-in field at **premiumadress.de**.

If you are a contractual party you will have received a username and password after you signed your contract; if you are an additional user you receive them after your user profile was created.

To find out more about creating new users, see 6.5 Settings.

After logging in, you will be directed to the online service's start page:
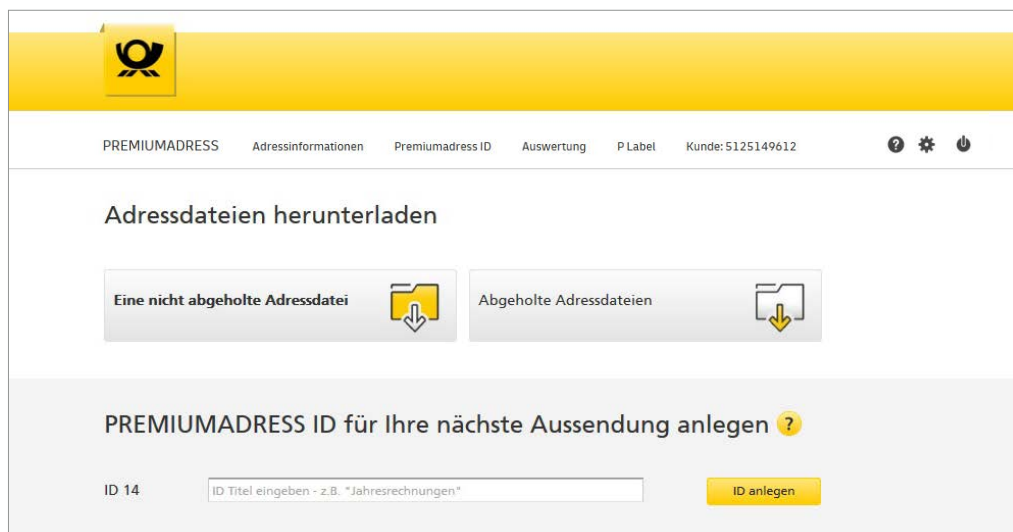


Start page

Here you have direct access to the three main functions **Adressdateien herunterladen [Download address files]**, **PREMIUMADRESS ID für Ihre nächste Aussendung anlegen [Create PREMIU-MADRESS ID for your next mailout]** and **> P Label für die Erstellung des Datamatrixcodes [P Label to create the data matrix code]**.

**Tip:** The online service has search and filter functions in several places. You can search for words that have been written with different spellings or are incomplete by using asterisks with the search term. Example: *catalog*. You can select data in table columns quickly and easily using the dedicated filter function.

# 6.1 Address information

**Download address information**

You can download address files either directly through the start page or by clicking on the menu item
**> Adressinformationen [Address information]** in the navigation bar.



Download address files

Here you select the PREMIUMADRESS ID of the address file you want to download. As a contractual party you have access to all IDs; restricted ID owners have access to those IDs that have been specifically assigned to them.

Using the filter function for the table columns you can select the files you want to work with from the files displayed.

**You can then customize the address file:**



Customize address file

You first select the desired file format (XLS, XLSX, CSV, XML, TXT or PDF) for your data from the drop-down menu. Then check the boxes for the fields you want to be displayed in the file. You can also over-write the pre-set field designations. Your selections will apply to all subsequent file downloads. They

can however be individually modified or standard-ized via the **> Einstellungen für alle Downloads [Settings for all downloads]** menu item for all downloads.

**Tip:**Specify in Kontaktdaten ändern [Change contact details] under Einstellungen [Settings] **(see chapter 6.5) that you want to be notified by e-mail as soon as new data packages are available for download.**

**View address information**

By clicking on the menu item > Adressinforma-
tionen [Address information] in the navigation bar
you can also search for specific addresses and view
address details with information regarding the
respective person, item history, etc.

By clicking on **> Bild anzeigen [Display image]**
here, you can also access the image of the respec-
tive item.



Address file search and address list

Address details

You can enter one or more search terms (separated by spaces) in the search field. When search terms are entered, up to ten possible search results are displayed in a list and offered for direct selection. The longest possible selection period covers the last three months. This data is held available for you in the system for 14 days from the date on which it was first downloaded.

# 6.2 PREMIUMADRESS ID

**Create PREMIUMADRESS IDs**

With PREMIUMADRESS IDs you assign your items specific properties. These are entered into the data matrix code when items are prepared for dispatch:

- Return address: Where are undeliverable items to be sent?*
- Data recipient: Who is to receive the address data?
- Invoice recipient: To whom is the invoice to be sent?
- Non-delivery information with database confirmation: Do you want the non-delivery information to be checked against our database?
- Address search: Do you want to search for more relocation addresses?

As a contractual partner, you are allowed to create up to 999 new PREMIUMADRESS IDs. PREMIU-MADRESS ID 1 is automatically generated when you sign your contract. All subsequent PREMIU-MADRESS IDs are issued consecutively. When new PREMIUMADRESS IDs are created, certain information from ID 1 is automatically used by default and can be modified directly. Subsequent changes can be made by clicking on > PREMIUMADRESS ID bearbeiten [Edit PREMIUMADRESS ID].

**Important**
Please keep your return address up to date to prevent errors during processing of your undeliverable mail items.

Assign PREMIUMADRESS ID titles

Enter a name for your next mailout, either directly
on the start page or under the menu item >
PREMIUMADRESS ID, so you can easily locate it.

*The return address must be a correct German postal address. This also applies to senders in foreign countries.

Clicking on > ID anlegen [Create ID] automatically opens the data entry page where you can specify the invoice and return information for your ID:



Specify the invoice and return information for your ID

Here you select the billing method and designate the invoice recipient. The first billing process number is automatically generated when the contract is signed. All subsequent billing process numbers are issued consecutively.

Enter the return address in Germany under Rücksendeanschrift [Return address].

Please keep it up to date to prevent errors during processing of your undeliverable mail items.

Customers based in foreign countries can use the P.O. box address service to order a valid German postal address and book deliveries abroad for a fee. Please contact the sales support in your country.

**Note:**
Ask your customer advisor for additional billing options if needed.

PREMIUMADRESS   Adressinformationen   Premiumadress ID   Auswertung   P Label   Kunde: 5125149612   ❓ ⚙ ⏻

Clicking > Weiter [Continue] will take you to the next page where you can specify additional services for your ID:
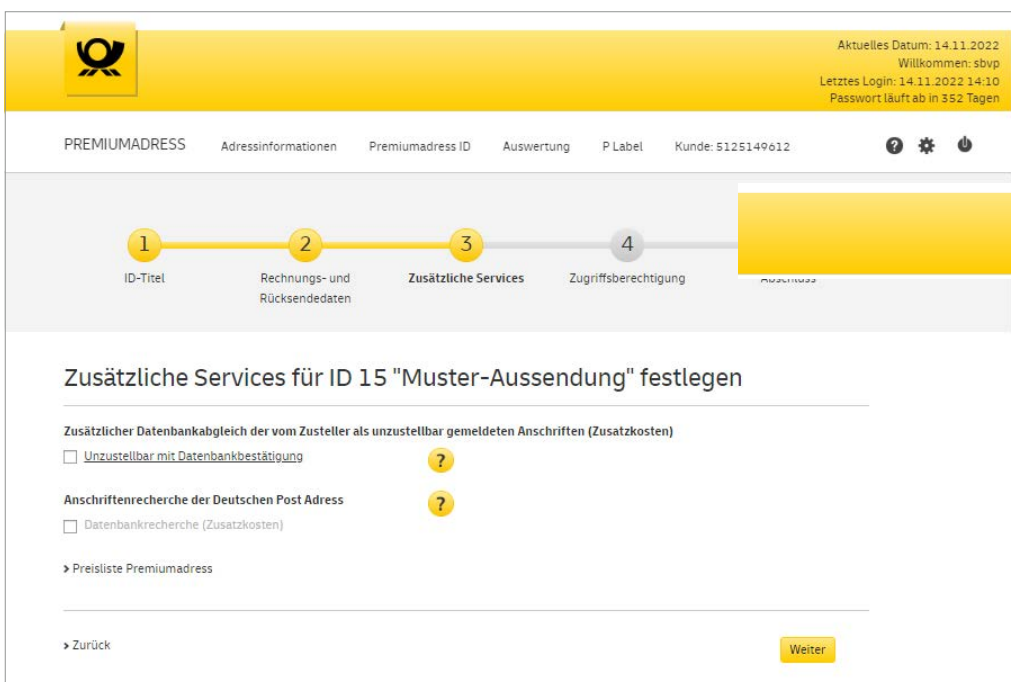


Specify additional services for your ID

If you want to have undeliverable items for your PREMIUMADRESS ID automatically checked against databases that can confirm non-deliverability, select this option.

Select the address search if you want to receive additional new addresses. The conclusion of a supplementary agreement is a prerequisite for activation of this option. You can fill these online **<use your adress search service now.**

Clicking on > Weiter [Continue] takes you to the next step:



Grant access authorization for your ID

As the contractual partner you have access to all PREMIUMADRESS IDs. Using the list shown here you can specify which users are also to have access to the ID. You can add new users via the **> Einstellungen [Settings]** menu. Please see 6.5 (Settings) for further details.

All data for the PREMIUMADRESS ID is then displayed in a clearly arranged overview. Review it and save the new PREMIUMADRESS ID with a click of the mouse.



Review information

**Editing PREMIUMADRESS ID**
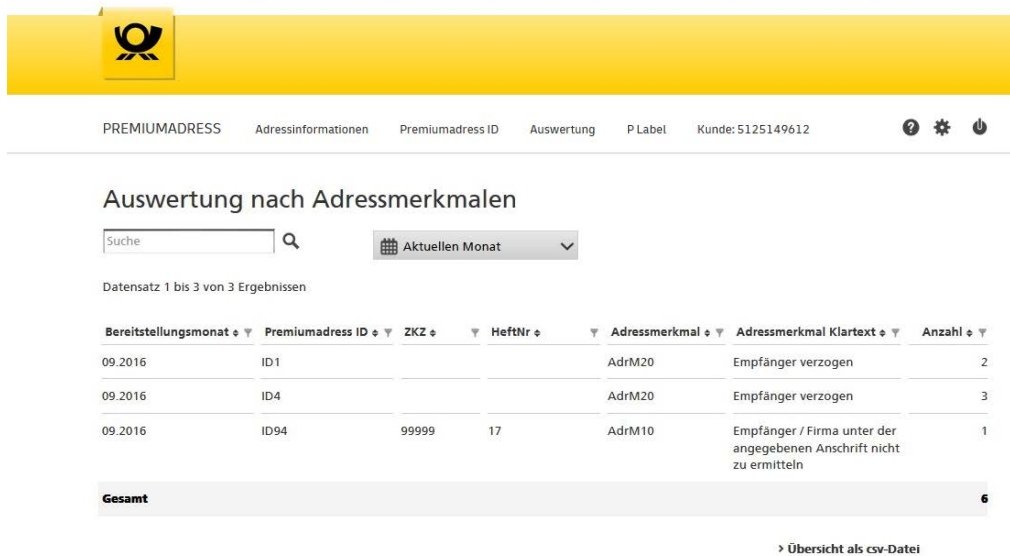
If you are a contractual partner the same input screen is also displayed when you want to make changes to existing PREMIUMADRESS IDs. Simply go to the **PREMIUMADRESS ID** menu item in the navigation bar and select the desired PREMIU-MADRESS ID from the list and edit it.

# 6.3 Analysis

By clicking on > Auswertung [Analysis] in the navigation bar you receive a statistical analysis of your items, broken down by address properties. Or you can display an overview of your invoices and the invoiced amounts.



Analysis, broken down by address property

Enter a search term in the search field or specify the time period for the desired analysis. When no search terms are entered, you receive an overview of all actions during the specified period. Please note that when searching, the search term must exactly match the entry in the table (e.g., ID1 or AdrM12).

Overview of billing data

You can search for invoices on a targeted basis using the search field. When no search terms are entered, you receive an overview of all actions during the specified period. To view the details of a specific invoice, click on the line of the respective invoice.

Using the arrows in the header line of the table you can sort the data in ascending or descending order. If necessary, you can download the data displayed here with a click of the mouse.

# 6.4 Description of PREMIUMADRESS Label

**Create and download a PREMIUMADRESS label**

When you prepare your item for dispatch, you create your PREMIUMADRESS label – consisting of "P" for PREMIUMADRESS and a data matrix code – and integrate it into your print layout.

## How to create your PREMIUMADRESS label in just five steps:

1.  **Customer number / ID**
    Start by entering your individual 10-digit customer number followed by the ID of your planned mailout or mailing campaign for which you want to create a PREMIUMADRESS label with data matrix code without using other software.

2.  **Select product**
    In this step, choose the shipping product you want to use for your PREMIUMADRESS item.

3.  **Select option**
    In this step, choose which of the seven options you want to use for your PREMIUMADRESS item and for address management.

4.  **Review**
    Before downloading the label, you can check your information and selection again and make changes if necessary.

5.  **Download**
    In the last step, you can start downloading your address label.

**Tip: You will also see useful tips about affixing the label to the item (e.g., position and size) to ensure that Deutsche Post can also read and process it by machine.**

**Important**
After accepting the general terms and conditions, finish the process by saving your label.

Enter customer number



Start download

## 6.5 Settings

By clicking on the > Einstellungen [Settings] symbol you can edit your profile settings and, for example, change your password or your contact details. Here you will also find all the settings options for your specific PREMIUMADRESS area. Depending on the user's level of authorization, all functions or only certain functions are shown.

For example, access authorization can be set up and edited, basic download configurations defined and invoicing settings edited. In **>Kundendaten [Customer data]** you can see whether your data is also provided via SFTP (see also chapter 5.1 Methods used to transfer data)



New hires

**Note:**
To protect your account from unauthorized access you should change your password at least every 365 days. We will remind you by e-mail 14 days before your password expires. The password you choose must be at least 15 characters in length.

The menu item > **Zugriffsberechtigte [Authorized persons]** under Einstellungen [Settings] contains a list of all users and their roles. Here you can also create new users or edit existing profiles.



Access authorization

**Tip:** We recommend that you create at least two users. This will ensure that you have access to the PREMIUMADRESS online service even if certain users are absent.

As a **contractual partner**, you are always automatically the first user and have authorization for full access. You can create and edit new users and assign them access rights. This is done by entering a user name and contact details.



Create new users

Then check a box to specify the access rights you want to assign.

If you want to set up a user as an ID owner, specify in the next step the IDs to which you want to provide access.

**ID owners** can access analyses and download data packages for the PREMIUMADRESS IDs assigned to them. They can also change relevant data such as return addresses.

Users with the role of **invoice verifier** have access to all invoice-related data, but not to address information. Invoice verifiers are also not able to download address data.

In the next step, specify whether users are to be informed by e-mail as soon as new data packages are ready for downloading and whether they want to receive a newsletter with the latest information on the particular product.

The system automatically sends new users an e-mail with their log-in details for the online service.

By clicking on the menu item **> Abrechnungsein-stellungen [Invoice settings]** you can view a list of your invoices and search for specific invoices.

Clicking on an invoice will show you the details for that contract. You can also enter an additional invoice text 2.



| PREMIUMADRESS | Adressinformationen | Premiumadress ID | Auswertung | P Label | Kunde: 5125149612 | | | |

### Abrechnungsdaten im Überblick

Suche 🔍

Datensatz 1 bis 2 von 2 Ergebnissen

| Abrechnungsnummer | Rechnungstext 1 | Rechnungstext 2 | Rechnungsempfänger | IBAN | gültig von | gültig bis |
|---|---|---|---|---|---|---|
| 50010712902801 | PREMIUMADRESS | | Beethoven Gymnasium | IBAN: ***1601 BIC: | 30.10.2020 | 31.12.2099 |
| 500107129028D1 | PREADR Re.-TextACM GK-PLZ | individueller Re.-text | Testperson4Muster | IBAN: ***5333 BIC: | 10.11.2022 | 31.12.2099 |

> Übersicht als csv-Datei

Invoice settings

The > Downloadeinstellungen [Download settings] menu item uses the same input screen as the one

for downloading individual address files. Here you can define the basic settings for your downloads.



Download settings

These settings are then default settings for every file download and can be changed at any time. In
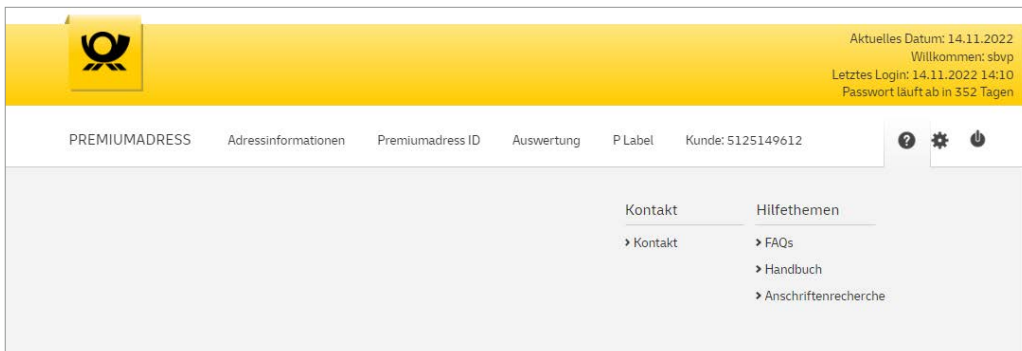
addition, the respective setting can be changed and tailored for individual file downloads.

# 6.6 Assistance

By clicking the question mark button you can access information quickly and easily. > "Hilfethemen" [Help topics] contain FAQs as well as the download link to our manual. It also offers a link to the address search service.

**> Kontakt [Contact]** lists the service hotline number and offers a link to the contact form for written enquiries.



Help

# 7. Data fields and code tables

## 7.1 Data fields

### Header data

| Item | Man-datory / Op-tional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|------|------------------------|------------|-------------|---------|---------|-------------------------------|
| 1 | m | UebgID | Data record refer-ence (transfer ID) | Str(20) | Unique reference number for each data record | ✓ |
| 2 | o | Error codes | Error numbers separated by com-mas, IAW error code table | Str(20) | A data record may have more than one error code; see error code table | |

\* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## Data from the data matrix code

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|---|---|---|---|---|---|---|
| 3 | m | PreAdrID | Numerically unique PREMIUMADRESS ID | Int(5) | | |
| 4 | m | ProdVar | No. of PREMIU-MADRESS product option (1 – 7) | Int(1) | See product options code table | ✔ |
| 5 | m | VersProd | Version number of the product list | Int(3) | | |
| 6 | m | ProdID | Deutsche Post product key | Int(5) | | ✔ |
| 7 | m | FrkArt | Code for type of franking | Int(3) | See franking code table | |
| 8 | m | FrkDat | Franking date from the data matrix code or date of the first-time capture for PREMIU-MADRESS Label | Str(10) | Date as YYYY-MM-DD | |
| 9 | o | EinlAbr-Nr | Number of the re-lated billing pro-cess for IT Franking | Str(5) | | |
| 10 | o | SerienNr | Serial number of the franking sys-tem, e. g.: 3D04000005 | Str(10) | Hexadecimal notation | |
| 11 | o | AutrNr | Order number e. g.: 56789432101274 | Str(14) | | |
| 12 | o | ZKZ | Newspaper refer-ence number (ZKZ) for Pressepost | Str(6) | | ✔ |
| 13 | o | HeftNr | Issue number for Pressepost | Str(5) | | ✔ |

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## Data from the data matrix code

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|---|---|---|---|---|---|---|
| 14 | o | AboNr | Subscription num-ber for Pressepost | Str(24) | | ✔ |
| 15 | o | SdgNr | Item number | Int(8) | | |
| 16 | o | Teiln | Part of name for IT Franking from the data matrix code | Str(3) | | |
| 17 | o | KdInfoDMC | Customer-specific information from the data matrix code (you are rec-ommended to in-clude the recipient customer number) | Str(50) | Data matrix codes are highly readable, making this field suitable for referencing the relevant data record in the customer address database. The data is provided in hexadecimal notation. In the case of items 55 and 56, the same value is also provided as a decimal number and as an ASCII string. The contents of the customer-specific part are not provided, however, for Retoure products. The actual length of the field depends on the matrix code / type of franking used. | |

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## Item history / address property

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|------|------|------|------|------|------|------|
| 18 | m | SdgS | Item history num-bers | Int(2) | See item history code table | ✔ |
| 19 | m | AdrMerk | Address property number | Int(2) | See code table for address properties | ✔ |

\* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## Billing data

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|------|------|------|------|------|------|------|
| 20 | o | AbrProd-Nr Adress | Billing product number for the ad-dress information | Str(9) | See code table for billing products | ✔ |
| 21 | o | AbrProd Retoure | Billing product number for returns | Str(9) | See code table for billing products | ✔ |
| 22 | m | AbrKon-trakt | Billing process number used to bill the PREMIU-MADRESS product | Str(14) | Exception: billing process numbers ending with provi-sional digit sequence 0000 | |

\* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

# Original address**

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|------|------|------|------|------|------|------|
| 23 | o | Kd_Na1 | First name or first line of the company name on the original item | Str(50) | Academic titles are abbreviated with a comma and space and placed after the first name. Any existing suffixes such as "med." or "jur." are copied in full. (Example: "Günter, Dr. med.",…) If the title is printed without a first name, the comma and space are left out. (Example: "Prof. Dr.",…) Junior and Senior suffixes are abbreviated and placed with a comma and space after the first name. (Example: "Günter, Sen., Dr.",…) | ✔ |
| 24 | o | Kd_Na2 | Surname or second line of the company name on the original item | Str(50) | Titles of nobility or affixes such as "von" are placed before the surname. (Example: "Baron von Recklinghausen", "Freiherr von Stein",…) | ✔ |

\*   The data formats specified for the individual data field apply solely to the address data records and not to the field length in the data matrix code.
    The requirements of the relevant specification apply to the data matrix code.
\*\* The original address is defined as the text that was printed in the address field. **Since these texts are based on automatic or manual recording using scanned images, deviations from the original and the subsequent definitions are possible.** These fields may remain empty if redirection information is supplied at the same time.
    In the case of Pressepost items, the address details are copied from the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## Original address

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|------|------|------|------|------|------|------|
| 25 | o | Kd_Na3 | Additional address information or third line of the company name on the original item | Str(50) | Possible additional information in consumer addresses includes:<br>– Additional name information such as "c/o Max Müller", "bei Meier", …<br>– Other additional information such "Surgeon"<br>Possible additional information in business addresses includes:<br>– Contact such as "Mr. Thomas Müller",…<br>– Functions such as "Department manager", "Accounting manager",…<br>– Other additional information such "Accounts Dept.", "Room 253",…<br>If the image shows the city district before the street, house number, postal code and city, it is included as additional address information. | ✔ |
| 26 | o | Kd_Na4 | Additional address information or fourth line of the company name on the original item | Str(50) | See comments for item 25 | ✔ |
| 27 | o | Kd_Str | Original address, street | Str(50) | | ✔ |
| 28 | o | Kd_HNr | Original address, house number | Str(20) | | ✔ |
| 29 | o | Kd_PLZ | Original address, postal code | Str(5) | | ✔ |
| 30 | o | Kd_Ort | Original address, city | Str(50) | | ✔ |
| 31 | o | Kd_Postf | Original address, P.O. box | Str(12) | | ✔ |

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## Original address

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|---|---|---|---|---|---|---|
| 32 | o | Kd_Info | Customer-specific information from the address area of items with FRANKIT or PRE-MIUMADRESS La-bel (often the cus-tomer number of the recipient) | Str(35) | See 4.3. Customer numbers for PREMIUMADRESS LA-BEL and FRANKIT items | ✔ |

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  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## Result data record**

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|---|---|---|---|---|---|---|
| 33 | o | E_Na1 | First name or com-pany line 1 | Str(50) | | ✔ |
| 34 | o | E_Na2 | Surname or com-pany line 2 | Str(50) | | ✔ |
| 35 | o | E_Na3 | Additional name information or company line 3 | Str(50) | | ✔ |
| 36 | o | E_Na4 | Additional name information or company line 4 | Str(50) | | ✔ |
| 37 | o | E_Str | Street | Str(50) | | ✔ |
| 38 | o | E_HNr | House number | Str(20) | | ✔ |
| 39 | o | E_PLZ | Postal code | Str(5) | | ✔ |
| 40 | o | E_Ort | City | Str(50) | | ✔ |
| 41 | o | E_Postf | P.O. box | Str(12) | | ✔ |

\*  The data formats specified for the individual data field apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
\*\* Old address according to redirection order (for address property 20 or 21), or details obtained from a data cross-check (for address property 14 or, if applicable, 12).
[1] To improve readability only the key data fields are shown in this format.

## New address according to the redirection order (for address property 20) and new address from the address search (address property 51)

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file format[1] |
|------|------|------|------|------|------|------|
| 42 | o | NSA_Na1 | First name or company line 1 | Str(50) | | ✔ |
| 43 | o | NSA_Na2 | First name or company line 2 | Str(50) | | ✔ |
| 44 | o | NSA_Na3 | Additional name information or company line 3 | Str(50) | | ✔ |
| 45 | o | NSA_Na4 | Additional name information or company line 4 | Str(50) | | ✔ |
| 46 | o | NSA_Str | Street | Str(50) | | ✔ |
| 47 | o | NSA_HNr | House number | Str(20) | | ✔ |
| 48 | o | NSA_PLZ | Postal code | Str(12) | | ✔ |
| 49 | o | NSA_Ort | City | Str(50) | | ✔ |
| 50 | o | NSA_Land | Country | Str(50) | German spelling, e.g., "Österreich" for Austria. If the address is a domestic address, this field remains blank. | ✔ |
| 51 | o | NSA_Postf | P.O. box | Str(12) | | ✔ |
| 52 | o | NSA_PLZ-Postf | Postal code of P.O. box | Str(12) | | ✔ |
| 53 | o | NSA_Ort Postfach | City of the P.O. box | Str(50) | | ✔ |
| 54 | o | NSA_Land Postfach | Country of the P.O. box | Str(50) | | ✔ |

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

# Extensions

| Item | Manda-tory / Optional | Field name | Description | Format* | Comment | Included in PDF file for-mat[1] |
|------|------|------|------|------|------|------|
| 55 | o | KdInfoD-MC_ Dezimal | Customer-specific information from the data ma-trix code in decimal form | Str(19) | Conversion of item 17 "KdIn-foDMC" to the decimal value. The largest possible number is 99999999999999999, corre-sponding to Hex 7CE-66C50E283FFFF. A larger Hex value (e. g., 7CE66C50E2840000) leads to a decimal 0. Example: Hex "0000000000009C40" produc-es 40000. | |
| 56 | o | KdInfoD-MC_Ascii | Customer specific information from the data matrix code as an ASCII string | Str(25) | Conversion of item 17 "KdIn-foDMC" into an ASCII string in accordance with ISO-8859-1. Two HEX characters (corresponding to 1 byte in the DMC) produce one ASCII char-acter. Non-printing characters (Hex value < 20) are shown as peri-ods. Right-justified padding (Hex "00") is not converted. Example: "4B303831352D3030370000" produces ASCII "K0815-007". | ✔ |
| 57 | o | Reserve | Reserve field for set formats | Str(100) | This field is only included with set formats. It is not included in XML or CSV formats. | |

* The data formats specified for the individual data fields apply solely to the address data records and not to the field length in the data matrix code.
  The requirements of the relevant specification apply to the data matrix code.
[1] To improve readability only the key data fields are shown in this format.

## 7.2 Code tables

The following tables set out clearly the permissible product options, types of franking, error codes, item histories, address properties and billing products.

### Product options

| No. | Description |
|-----|-------------|
| 1 | PREMIUMADRESS Basis |
| 2 | PREMIUMADRESS Plus |
| 3 | PREMIUMADRESS Fokus |
| 4 | PREMIUMADRESS Retoure |
| 5 | PREMIUMADRESS Report |
| 6 | PREMIUMADRESS Hybrid |
| 7 | PREMIUMADRESS Retoure Extra |

### Types of franking

| No. | Specification to be used, see 3.2 |
|-----|-----------------------------------|
| 3 | FRANKIT |
| 8 | PREMIUMADRESS Impression |
| 18 | IT franking |
| 25 | Pressepost label |
| 28 | PREMIUMADRESS Label |
| 48 | Pressepost label Track & Match |

### Error codes

| No. | Description |
|-----|-------------|
| 21 | PREMIUMADRESS ID has not been defined in the online service; item was assigned to PREMIUMADRESS ID 1 |
| 34 | Not enough fields (e.g., there is more than one person in the item's address field) |
| 71 | Individual items of information on the PREMIUMADRESS label or FRANKIT item not fully readable |
| 88 | Multiple events for item / data matrix code |
| 95 | Data record delivered without address (EC 46) based on customer-specific information |

### Item histories

| No. | Description |
|-----|-------------|
| 10 | Item destroyed |
| 20 | Item redirected |
| 30 | Item delivered |
| 40 | Item returned |

## Address properties

| No. | Description |
| --- | --- |
| 10 | Recipient / company could not be found at the specified address (e.g., recipient not on mailbox, street unknown, building / house number unknown, moved away with no forwarding address, recipient unknown) |
| 11 | Delivery refused |
| 12 | Recipient thought to be deceased |
| 13 | Not collected |
| 14 | Recipient / company could not be found at the specified address; confirmed by cross-checking with database (non-delivery information with database confirmation) |
| 18 | Other non-delivery (e.g., several persons with the same name at the same address, mailbox not accessible, temporarily no possibility of delivery, no deliverable address, item not permitted for Packstation) |
| 19 | Item was delivered successfully. Return via mailbox. |
| 20 | Recipient has moved |
| 21 | Recipient has moved and has not consented to having new address forwarded |
| 22 | Recipient has moved and has not consented to having new address forwarded, refused twice |
| 25 | Recipient has moved; no request for new address |
| 50 | Recipient / company could not be found at the specified address; address search ordered |
| 51 | New address from database searches |
| 53 | Recipient /company could not be found at the specified address, confirmed by cross-checking with database; address search ordered |
| 55 | Search did not produce any new addresses |
| 81 | Pressepost – address label without magazine |

## Billing products

| No. | Description |
| --- | --- |
| 1411 | Return of DIALOGPOST with wrapping or in card form |
| 1412 | Non-delivery information |
| 1414 | Confirmed information about non-delivery |
| 1415 | Information about deceased recipient |
| 1416 | Relocation address / information |
| 1417 | Data transfer setup via SFTP |
| 1591 | Non-delivery information (free) |
| 1593 | Information about deceased recipient (free) |
| 1625 | Pressepost flat rate |
| 1707 | Return of MAIL items (free) |
| 2219 | Non-delivery information (search) |
| 2222 | Confirmed non-delivery information (search) |
| 2223 | New address from search |
| 2225 | Search without result (free) |
| 2231 | Non-delivery information (search, free) |
| 2853 | Automatic ID creation |

**Important: Properties 10 and 18**
Properties 10 and 18 are used to distinguish whether the mail carrier cannot find the address / recipient (property 10) or the item cannot be delivered for various reasons even through the recipient / address has been located (property 18) – at the exact date and time of the delivery attempt.

# 8. Glossary

The following table explains the abbreviations and terms used in connection with the technical features of the data fields or elsewhere in this manual:

## Abbreviations and technical terms

| Abbreviation | Description |
| --- | --- |
| ASCII | American Standard Code for Information Interchange |
| CSV | Comma Separated Values |
| IT-CSP | EDI-Competence Center: Service center of Deutsche Post for electronic data communication; the department provides advice and integrates customer systems into the Deutsche Post system landscape, and then remains available to meet our business customers' IT needs |
| SFTP | SSH File Transfer Protocol |
| FRANKIT | Digital franking by sender |
| ISO | International Organization for Standardization |
| NSA | Redirection order |
| PDF | Portable Document Format: platform-independent file format for documents |
| PGP | Pretty Good Privacy: PGP is an encryption program for e-mail and files of any kind. |
| Port 443 | Address component that is used in the network to assign data packets to the correct service / protocol (in this case, HTTPS = web server with SSL encryption). |
| PREMIU-MADRESS ID | PREMIUMADRESS allows you to choose from different billing process numbers, return addresses and address recipients, using PREMIU-MADRESS ID. Customers can create PREMIUMADRESS IDs using the PREMIUMADRESS online service and change them as required (see chapter 3). |
| Item history | Item status after problem with the address has been recorded |
| TXT | Microsoft text file |
| W3C | World Wide Web Consortium |
| XLS | Microsoft Excel file |
| XML | eXtensible Markup Language: metalanguage for defining document types |
| ZKZ | Newspaper reference number |

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