

# Shipment handling 2024

How to prepare and post your dialog marketing and Pressepost items.

**Important information for**

**DIALOGPOST**

**DIALOGPOST SCHWER**

**POSTWURFSPEZIAL**

**POSTAKTUELL**

**POSTVERTRIEBSSTÜCK**

**PRESSESENDUNG**





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## List of abbreviations

<b>ABH</b>	(Abholer) Collector: group of postal codes in which items, as a rule, are not delivered to the recipient's street address (P.O. box, bulk recipient) but are kept at a central Deutsche Post point of collection to be collected by the recipient.	<b>LReg</b>	(Leitregion) Routing region: the first two digits of the five-digit postal code
<b>AM</b>	(Auftragsmanagement) Order management: interactive platform for managing customer orders – from order planning and posting to billing	<b>LZ</b>	(Leitzone) Routing zone: the first digit of the five-digit postal code
<b>BFS</b>	(Bundfertigungsstufe) Bundle preparation step: only valid for bundles in Pressepost shipment preparation based on ZEBU data	<b>MPD</b>	MANAGER PRESSE DISTRIBUTION: Deutsche Post's software solution optimizing newspaper and magazine shipments
<b>BLZ</b>	(Bundleitzettel) Bundle routing label	<b>MPDX</b>	MANAGER PRESSE DISTRIBUTION XML: Solution implementing MPD shipment optimization in the automated work process
<b>BZ</b>	(Briefzentrum) Mail center	<b>PaLLZ</b>	(Palettenleitzettel) Pallet routing label
<b>DF</b>	Data field	<b>PAM</b>	POSTAKTUELL MANAGER: Deutsche Post's software supporting the posting of POSTAKTUELL items
<b>DPAG</b>	Deutsche Post AG	<b>PFS</b>	(Postfachschrank) Post office box cabinet
<b>DPM</b>	DIALOGPOST MANAGER: Deutsche Post's postage optimization and shipment preparation software for DIALOGPOST, DIALOGPOST SCHWER and POSTWURFSPEZIAL	<b>PLZ</b>	(Postleitzahl) Postal code
<b>E</b>	Day of posting (day on which the items are handed over)	<b>PrD</b>	Presse Distribution
<b>D+0</b>	Same-day service: same-day delivery of items posted in the mail center of the destination region	<b>PSdg</b>	PRESSESENDUNG: press products with a direct business-related publication purpose
<b>D+1</b>	Next-day service: items are normally delivered the day after they are handed over	<b>PVSt</b>	POSTVERTRIEBSSTÜCK: press products (e.g., consumer magazines and technical journals) with more than 30% journalistic reporting
<b>D+2</b>	Second-day service: items are normally delivered two days after they are handed over	<b>Sdg</b>	(Sendung) Shipped item
<b>D+4</b>	Basic service: items are normally delivered within four working days after they are handed over	<b>SLN</b>	(Schnellläufernetz) High-speed transportation network: this transportation network primarily handles next-day press items.
<b>EKP</b>	(Einheitliche Kunden- und Produktnummer) Standardized customer and product number	<b>SSCC</b>	Serial shipping container code: uniquely identifies pallets during shipment. For details see the AM. exchange developer handbook at <a href="https://developer.dhl.com">developer.dhl.com</a>
<b>ELN</b>	Express logistics network: this transportation network handles dialog marketing and press items (POSTVERTRIEBSSTÜCK and PRESSESENDUNG) with the basic service and the second-day service.	<b>ZBez</b>	(Zustellbezirk) Delivery district: part of a populated area which is normally covered by a single mail carrier
<b>FS</b>	(Fertigungsstufe) Preparation step: valid for bundle and pallet preparation based on ZEBU data	<b>ZBG</b>	(Zustellbezirksgruppe) Delivery district group: group of all delivery districts that are identified with one postal code
<b>GE</b>	(Großempfänger) Bulk recipient	<b>ZEBU</b>	(Zeitungsbunde) Newspaper bundles: sometimes also used as a short name for all ZEBU data
<b>GGE</b>	Group of bulk recipients	<b>ZEBU file</b>	Data medium: the ZEBU file is a file and record description. It contains all information about the postal codes for shipment preparation of D+0, D+1 and D+2 press items.
<b>GSA</b>	(Großbriefsortieranlage) Flat sorter: automatic sorting machine for large letters	<b>ZKZ</b>	(Zeitungskennzahl) Newspaper reference number
		<b>ZSP</b>	(Zustellstützpunkt) Delivery base: smallest postal logistics facility at the end of the postal operations process chain

# 1. Trouble-free shipping – getting it right first time.

**Deutsche Post is your reliable and competent partner for dialog marketing and press distribution. Every day, with our tried-and-tested logistics system, we deliver millions of addressed, partially addressed and unaddressed promotional items to new and existing customers, and newspapers and magazines to their readers.**

Trouble-free shipping starts with you, before Deutsche Post has even received your items.

To help you send off your dialog marketing and press items as easily and effectively as possible, this brochure sets out what you should know about shipment handling. The following pages contain all the information you need in order to ship items using our products, including planning, addressing, franking, sorting and posting.

## **Our dialog marketing products**

- DIALOGPOST
- DIALOGPOST SCHWER
- POSTWURFSPEZIAL
- POSTAKTUELL

## **Our Pressepost products\***

- POSTVERTRIEBSSTÜCK  
(preferred periodicals)
- PRESSESENDUNG  
(standard periodicals)

### **Note:**

- Where products are not specifically mentioned in the following sections of this brochure, the information is relevant for all the products listed above.
- If dialog marketing products are mentioned, the handling information concerns the four dialog marketing products.
- If Pressepost products or just Pressepost are mentioned, the handling information concerns the two Pressepost products listed above.

The General Terms and Conditions of Deutsche Post for BRIEF NATIONAL (domestic mail) and the General Terms and Conditions of Deutsche Post for domestic Presse Distribution apply to the products described in this brochure.

\*Our conditions of dispatch for STREIFBANDZEITUNG (wrapper-packed newspapers) are available in the Presse Distribution 2024 product brochure or on the internet at [streifbandzeitung.de](https://www.streifbandzeitung.de)

## 2. At a glance: Product by product

### 2.1 DIALOGPOST

Use DIALOGPOST to send addressed promotional items, focusing on dialog with your existing customer base, e.g., reactivation or cross-selling/upselling. DIALOGPOST EASY is the right solution to send small quantities nationwide.

#### DIALOGPOST

Basic format	Card (Standard)	Standard	Groß (large)*
<b>Weight categories</b>	**	Up to 20 g 21 g to 50 g	Up to 50 g 51 g to 100 g 101 g to 250 g 251 g to 500 g 501 g to 1,000 g
<b>Dimensions</b>	L: 150 to 235 mm W: 90 to 125 mm	L: 150 to 235 mm W: 90 to 125 mm H: up to 5 mm	L: 140 to 353 mm W: 90 to 250 mm H: up to 30 mm
<b>Shapes</b>	Rectangular***	Rectangular***	Rectangular or square****
<b>Minimum quantities</b>			
Nationwide	5,000 shipments		
Small quantities nationwide (DIALOGPOST EASY)	500 items		
For the same routing region	200 items		

Creative special shapes are possible with rectangular base dimensions of at least 140 x 90 mm.

\*In the Groß (large) basic format, items in the form of catalogs/magazines with a bound edge or documents that are folded like a newspaper can also be sent without wrapping. Sending DIALOGPOST items without wrapping is only possible if the items

- are designed in portrait format with the fold/bound edge on the right-hand side,
- are longer than 235 mm or wider than 125 mm and weigh at least 30 g and
- are pre-sorted at least by routing region or postal code and posted in routing region and/or postal code trays or bundles.

\*\*The card size depends on the minimum permissible grammage (max. grammage 500 g/m<sup>2</sup>).

\*\*\*The length must be at least 1.4 times the width. DIALOGPOST items with a length of up to 148 mm (A6 format) are permissible (except for creative formats).

\*\*\*\*Square items are possible if the sides measure at least 140 mm.

#### Requirements:

All items must have the same

- individual sender (to be entered in the posting list),
- address inside and outside,
- envelope format,
- franking within a posting,
- basic format.

Sorting by ascending/descending postal code must always be the same for the whole of the posted quantity (i.e., across all trays and bundles).

## 2.2 DIALOGPOST SCHWER

Use DIALOGPOST SCHWER to send heavy addressed promotional items and catalogs. Here too, the focus is on dialog with your existing customer base, e.g., reactivation or cross-selling/upselling.

DIALOGPOST SCHWER items are delivered

- from Mondays to Saturdays
- only to street addresses  
(DHL Packstations cannot be used for capacity reasons)
- without signed proof of delivery to the authorized recipient  
(letterbox, recipient's address or neighbor).

### DIALOGPOST SCHWER

<b>Weight per item</b>	Over 1 kg Max. 10 kg
<b>Dimensions</b>	L: 150 to 400 mm W: 110 to 300 mm H: 10 to 150 mm
<b>Shapes</b>	Cuboid (rectangular or square)
<b>Minimum quantities</b>	
Nationwide	1,000 items per place and date of posting on at least one full Euro pallet

## 2.3 POSTWURFSPEZIAL

Use POSTWURFSPEZIAL to help you acquire new customers. You can send partially addressed promotional items with an individual address text such as “An die Bewohner des Hauses” (To the residents of the building)” or “An alle Sparer” (To all savers), plus the street+house/building number and the postal code and town/city. For more information, please visit [postwurfspezial.de](http://postwurfspezial.de)

### POSTWURFSPEZIAL

Basic format	Card (Standard)	Standard	Groß (large)*
<b>Weight categories</b>	**	Up to 20 g 21 g to 50 g	Up to 50 g 51 g to 100 g 101 g to 250 g 251 g to 500 g 501 g to 1,000 g
<b>Dimensions</b>	L: 150 to 235 mm W: 90 to 125 mm	L: 150 to 235 mm W: 90 to 125 mm H: up to 5 mm	L: 140 to 353 mm W: 90 to 125 mm H: up to 30 mm
<b>Shapes</b>	Rectangular***	Rectangular***	Rectangular or square****
<b>Minimum quantities</b>			
Nationwide	20,000 items		
Small quantities nationwide (POSTWURFSPEZIAL EASY)	5,000 to 19,999 items		
For the same routing region to reach the minimum quantities stated above (5,000 and 20,000).	Per 200 items		

Creative special shapes are possible with rectangular base dimensions of at least 140 x 90 mm.

\*In the Groß (large) basic format, items in the form of catalogs/magazines with a bound edge or documents that are folded like a newspaper can also be sent without wrapping. Sending POSTWURFSPEZIAL items without wrapping is only possible if the items

- are designed in portrait format with the fold/bound edge on the right-hand side,
- are longer than 235 mm or wider than 125 mm and weigh at least 30 g.

\*\*The card size depends on the minimum permissible grammage (max. grammage 500 g/m<sup>2</sup>).

\*\*\*The length must be at least 1.4 times the width. DIALOGPOST items with a length of up to 148 mm (A6 format) are permissible (except for creative formats).

\*\*\*\*Square items are possible if the sides measure at least 140 mm.

#### Requirements:

All items must have the same

- individual sender (to be entered in the posting list),
- address inside and outside,
- envelope format,
- franking within a posting,
- basic price (basic format and weight).

The sort order of the partial addresses – and therefore the order of items – must be the same across all posted items.



## 2.4 POSTAKTUELL

Use POSTAKTUELL to send unaddressed promotional items to selected households nationwide. You can target a specific postal code, town/city, municipal district or delivery district in your local area, in your region or nationwide.

### POSTAKTUELL

<b>Service options</b>	
Haushalte mit Tagespost [Households with daily post]	Delivery to households also receiving other mail on delivery day. On delivery day, remaining items will be delivered to households both with and without daily post if the daily average has not been met.
Alle Haushalte [All households]	Delivery to all households in the selected delivery area
<b>Maximum weight</b>	1,000 g* per item
<b>Dimensions</b>	L: 140 to 353 mm W: 90 to 250 mm H: to 30 mm
<b>Minimum order value</b>	€300

\* Heavier weights on request

There are more details about the online selection options in section 3.3 on page 13.  
For more information, please visit [postaktuell.de](https://postaktuell.de)

## 2.5 Pressepost

Whether you are looking for a reliable way to send periodicals, magazines or newspapers to your readers in Germany, or if you are involved in corporate publishing of magazines for your customers, investors or staff, you will find the right shipping solutions with Pressepost. The handling information in this brochure applies to our two products **POSTVERTRIEBSSTÜCK** and **PRESSESENDUNG**.

Information about our **STREIFBANDZEITUNG** (wrapper-packed newspapers) product for print runs of less than 1,000 can be found in our Presse Distribution 2024 product brochure or at [streifbandzeitung.de](https://www.streifbandzeitung.de), and product and price information and the GT&Cs of Pressepost are available at [pressedistribution.de](https://www.pressedistribution.de)

## Pressepost

	POSTVERTRIEBSSTÜCK	PRESESENDUNG
<b>Product features</b>	To send consumer magazines and all newspapers in Germany with journalistic reporting	To send magazines for customers, investors and staff
<b>Minimum requirements</b>	<p><b>For daily titles</b></p> <ul style="list-style-type: none"> <li>– Frequency of publication more than once a week</li> <li>– At least 20 newspaper issues per quarter</li> </ul> <p><b>For weekly titles</b></p> <ul style="list-style-type: none"> <li>– Frequency of publication once a week</li> <li>– At least 10 newspaper issues per quarter</li> </ul> <p><b>For monthly titles</b></p> <ul style="list-style-type: none"> <li>– Frequency of publication less than once a week</li> <li>– At least one newspaper issue per quarter</li> </ul>	<ul style="list-style-type: none"> <li>– Publication frequency at least once a quarter</li> <li>– At least 1,000 items per issue number/posting</li> </ul>
<b>Maximum weight</b>	1,000 g	1,000 g
<b>Service options</b>		
<b>Same-day service (D+0)</b>	<ul style="list-style-type: none"> <li>– Suitable for regional daily newspapers to be delivered via Deutsche Post in their main distribution area</li> <li>– Usually same-day delivery of items that are posted in the mail center of the destination region (by agreement before sorting operations are completed at night)</li> </ul>	
<b>Next-day service (D+1)*</b>	<ul style="list-style-type: none"> <li>– Ideal for cross-regional daily newspapers and magazines containing the latest information</li> <li>– Items are normally delivered the day after they are handed over</li> </ul>	
<b>Second-day service (D+2)</b>	<ul style="list-style-type: none"> <li>– Items are delivered to readers on time every working day of the week, normally two days after they are handed over</li> </ul>	
<b>Basic service (D+4)</b>	<ul style="list-style-type: none"> <li>– Inexpensive basic service</li> <li>– Items are delivered to readers Tuesdays through Saturdays, normally within four days after they are handed over</li> </ul>	

\*Please contact your Deutsche Post customer advisor in advance to verify whether, on the basis of logistical availability, the next-day service can be offered at your printing location.

# 3. Digital services: It really can be this easy.

**Do everything you need to do in seconds. Use our digital services to quickly get your items ready to ship while meeting all the requirements.**

## 3.1 DIALOGPOST MANAGER

DIALOGPOST MANAGER Professional is Deutsche Post's postage optimization and shipment preparation software for DIALOGPOST, DIALOGPOST SCHWER and POSTWURFSPEZIAL projects.

When address files are imported for DIALOGPOST, the software has integrated checking routines for salutations, addresses, and duplicates.

For POSTWURFSPEZIAL, the partial addresses downloaded by the data provider over the internet can also easily be imported into the software.

The postage optimization feature for DIALOGPOST calculates the lowest postage taking all discounts into account. For DIALOGPOST and POSTWURFSPEZIAL, shipping documents such as posting lists, statistics and routing labels for pallets, trays and bundles are issued in the required quantity and with all the details. The software makes serial addressing of mailings easy with a standardized franking mark, variable data matrix codes, a franking wave and (for DIALOGPOST) PREMIUMADDRESS marking or IT franking. It also supports electronic shipment notification for Deutsche Post's order management system (AM) and integration of IT franking.

For DIALOGPOST SCHWER items, DIALOGPOST MANAGER Professional not only generates the posting lists and routing labels, but also the address label with ID and routing coding.

For more information and to order, please visit [dialogpost-manager.de](https://dialogpost-manager.de)

## 3.2 POSTAKTUELL MANAGER

Use POSTAKTUELL MANAGER to plan your direct marketing campaigns with unaddressed delivery to households, selected towns/cities, municipal districts, postal code areas and delivery districts. It is also easy to create your shipping documents.

The software includes effective optimization for batch and pallet preparation. It is free software, available for Microsoft Windows and macOS.

For more information and to download, please visit [postaktuell-manager.de](https://postaktuell-manager.de)

## 3.3 POSTAKTUELL online planning tool

With our online planning tool, you select towns/cities, municipal districts, postal code areas and delivery districts in detailed digital maps and print all the necessary paperwork such as posting lists and routing labels to identify your packaging units.

To select online and prepare to send your POSTAKTUELL mailing, please visit [postaktuell-manager.de](https://postaktuell-manager.de)

## 3.4 MANAGER PRESSE DISTRIBUTION

With MANAGER PRESSE DISTRIBUTION we make it easier for you to prepare and send items in the postal system. You can use it to prepare shipments for POSTVERTRIEBSSTÜCK, PRESSESENDUNG and STREIFBANDZEITUNG (wrapper-packed newspapers).

In addition to shipment optimization based on ZEBU (D+0, D+1, D+2) or GSA (D+4) routing data, the software also provides comprehensive address management and enables extremely flexible importing of address data in any format. After optimization, all forms and the routing labels to identify bundles and pallets are ready to print. Additional services such as PREMIUMADRESS and TRACK&MATCH are included, as well as efficient mail merge for labels including data matrix code, plus electronic shipment notification for Deutsche Post's order management system (AM).

This is a sophisticated shipment optimization solution supported by virtually all system environments as an XML-based application. MANAGER PRESSE DISTRIBUTION XML is a module that you can integrate into your highly automated production flow/data flow to optimize Pressepost shipments.

For more information and a free 30-day demo license so you can try it out, please visit [manager-presse-distribution.de](https://manager-presse-distribution.de)

## 3.5 MAILOPTIMIZER

Deutsche Post's MAILOPTIMIZER software is an easy, quick and efficient way to optimize and frank DIALOGPOST as well as all other mail and DHL parcel products including additional services.

MAILOPTIMIZER is available as a platform-independent online and server solution, and can be deployed in both front-end and batch mode. MAILOPTIMIZER processes a number of different input formats and handles all item preparation and franking tasks, including producing all

documents and preparing and transmitting all the data needed for billing. MAILOPTIMIZER also has a standalone address label generator and supports the use of the digital copy service.

For more information, please visit [mailoptimizer.de](https://mailoptimizer.de)

## 3.6 Planning print mailings

Our online tool for **DIALOGPOST**, **POSTWURFSPEZIAL** and **POSTAKTUELL** makes it easy to design print mailings and to directly order printing and delivery. The tool can be used to easily produce and calculate the cost of mailings to existing customers or new target groups, giving you full control of your budget. Simply select the format (e.g., advertising letter or postcard), upload your print and address data or use our interactive maps to select the delivery districts for your advertising.

You can use your own design or one of our layout templates, which you can then personalize. Our user-friendly editing tool provides useful assistance. We print your items to a high quality and deliver them.

For more information, please visit [print-mailing-einfach.de](https://print-mailing-einfach.de)

## 3.7 DEUTSCHE POST POSTING LISTS

Our software for posting lists ("Deutsche Post Einlieferungslisten") is a convenient tool to help you complete the forms that are necessary for many Deutsche Post products. You can save and re-use the posting lists. The integrated customer management feature lets you select the right data about who is sending, posting, and (if relevant) paying.

This free software also makes it easy to register orders in Deutsche Post's electronic order management system (AM). And you can make changes to the way pallets are prepared, even after notification. The software runs in Microsoft Windows, iOS and Linux.

For more information, please visit [einlieferungslisten.de](https://einlieferungslisten.de)

## 3.8 Print mailing APIs

From our IT team to your IT team: APIs (Application Programming Interfaces) that you can use to optimize your print mailings. Our APIs integrate seamlessly into your software.

Our three solutions mean you can plan target groups, calculate prices, frank items and generate all the necessary shipping documents – in a quick, easy and automated process.

### **Use print mailing as an effective advertising channel**

Alongside e-mail marketing and display ads, we offer a user-friendly print mailing automation service with printing and delivery included.

Extend your reach by adding print mailing to your advertising channels. Generate the print mailings automatically from your own system, targeted individually to the marketing target group.

You can rely on high-quality printing and delivery by Deutsche Post.

### **Target group planning made easy**

Our solution makes it easy and convenient to plan target groups for your print mailings independently of the dialog marketing products of Deutsche Post.

You have direct access to destination data such as postal codes or towns/cities, and you can quickly search target group data according to relevant criteria like purchasing power.

### **The easy way to prepare your print mailings**

Use our shipment preparation API to automate your print mailing process and make it more professional.

Thanks to the interface with the electronic order management system (AM), you can automatically calculate prices, optimize postage and manage shipment notifications for your print mailings.

You can also frank your items, including IT franking, and generate the necessary accompanying documents such as posting lists directly from within the API.

### **Get the right solution for your company now!**

Developers can find out more in our DHL Developer Portal **developer.dhl.com** or you can access more detailed information by visiting:

**[deutschepost.de/print-mailing/partner](https://deutschepost.de/print-mailing/partner)**

## CONTACT

For questions about software or IT integration

**Customer Integration Service**

E-mail: **[it-csp@deutschepost.de](mailto:it-csp@deutschepost.de)**

Telephone: **0228 182-23500**

Mon - Fri 8 a.m. to 4 p.m.

(except on national public holidays)

# 4. Suitability for automatic processing (introduction)

**For DIALOGPOST, POSTWURFSPEZIAL and the Pressepost products, your items must be suitable for automatic processing. This ensures speedy handling in an optimized process and delivery to your customers on time.**

Deutsche Post is the market leader in transporting and delivering addressed and partially addressed items in Germany. We provide our customers with a versatile system of optimized operational processes, transport networks and delivery services.

## **Relevant for DIALOGPOST, POSTWURFSPEZIAL, Pressepost:**

To process your items, Deutsche Post uses sorting systems that are able to read addresses and sort items fully automatically. This requires the items to be suitable for automatic processing, which also means that data matrix codes and their associated services can be used.

Whether an item is suitable for automatic processing depends on the following:

- **Machine-readability**
- **Layout of the address side**
- **Physical characteristics of the items\***

### **Machine-readability**

Our sorting systems need to be able to read a variety of data elements including the recipient, postal code, destination town/city, delivery information, and franking. It is therefore essential for the address area and franking mark to be machine-readable.

If window envelopes are used, the contents of the item should not be able to move inside the envelope to the extent that parts of the address area, especially the address and the franking mark, become obscured or other information (text passages or graphics) appears inside in the window.

### **Layout of the address side**

The address side of an item is divided up into the following zones:

- **Reading zone**
- **Franking zone**
- **Sender zone and**
- **Coding zone (Standard basic format)**

The division into zones forms the basis for manual sorting and is therefore essential even for items that are not suitable for automatic processing.

### **Physical characteristics of the items**

Items are sorted by machines. To ensure that they can be processed automatically without additional handling by machine or by hand, they must meet the specifications concerning physical characteristics, content and stability as set out in the guide on items suitable for automatic processing (“Leitfaden Automationsfähige Briefsendungen”).

**Note:** DIALOGPOST and POSTWURFSPEZIAL items not suitable for automatic processing are subject to a surcharge for the additional effort and expense during production. There is a comprehensive list of requirements for automatic processing in the guide on items suitable for automatic processing (“Leitfaden Automationsfähige Briefsendungen”) here [deutschepost.de/automation](https://www.deutschepost.de/automation)

\*The “physical characteristics” requirement is not applicable to unwrapped Pressepost items



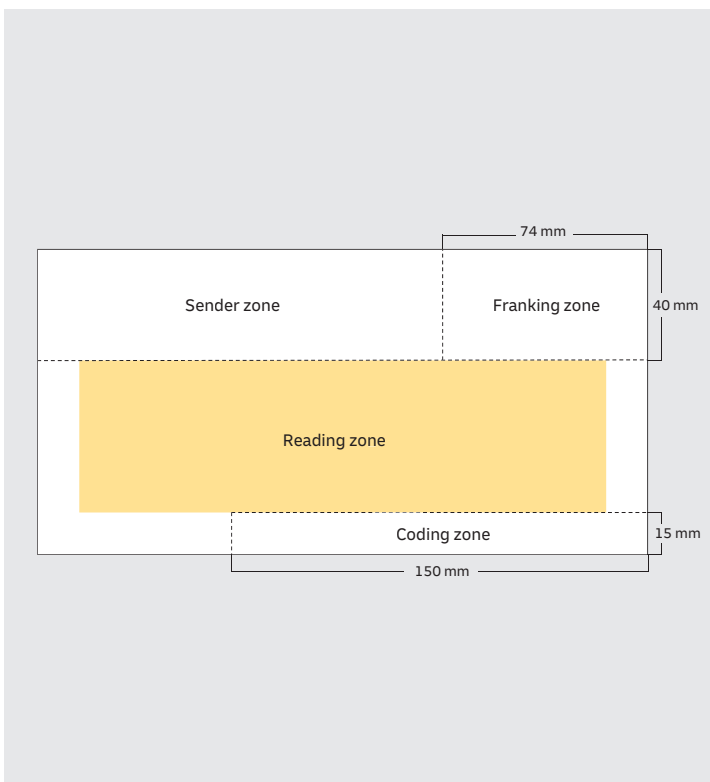


Figure 1a: Example of zones on a DIALOGPOST item in the Standard basic format (DIN long)

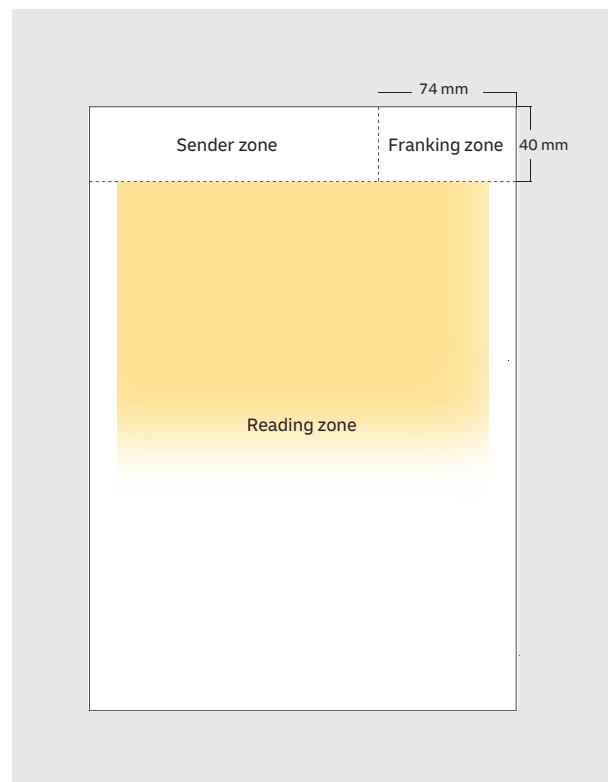



Figure 1b: Example of zones on a DIALOGPOST item in the Groß [Large] basic format (portrait format)

 Address area location

# 5. Addressing and labeling

## 5.1 Layout of an address in Germany

### DIALOGPOST and DIALOGPOST SCHWER

The address information must be in the following order:

- Salutation, if desired
- Recipient's first and last names
- Additional/further description of the recipient, if desired
- Specification of municipal district, if desired or necessary (e.g., as a result of a territorial reform)
- Delivery or collection information (street name with building/house number or "Postfach" (P.O. box))
- Postal code and destination town/city in a single line (in postal style and without country code or ISO code)

Items sent within Germany should not show country information. Domestic addresses must be written exclusively with Latin characters and Arabic numerals.

Find out more about addressing, permitted typefaces, the structure of a foreign address and details about the address layout in the guide on items suitable for automatic processing ("Leitfaden Automationsfähige Briefsendungen") here [deutschepost.de/automation](https://www.deutschepost.de/automation)

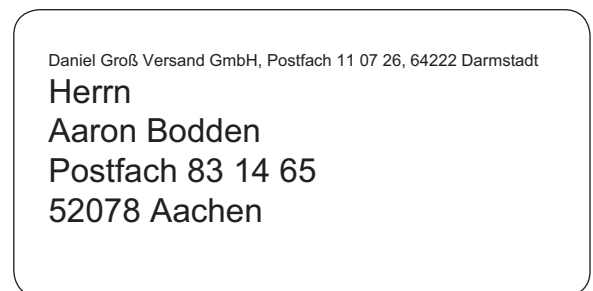


Figure 2: Example of an address in Germany

## 5.2 DIALOGPOST SCHWER address label

### Design of the address side/address label

- Place the address information (street address) on the item with the words “DIALOGPOST SCHWER” above the address.
- If you want the item to be redirected, include the follow text above the recipient’s address: “Wenn verzogen, nachsenden!” (Redirect if recipient has moved) If the recipient has moved, the item is redirected free of charge to the new address (if the recipient is using the redirection service). If items are cannot be delivered or forwarded (because there is no redirection order), they are destroyed.
- The item should have a routing code and a consecutive ID code. If the routing information is incorrect or missing, there will be an additional charge. If you intend to post items without routing information, please get in touch with us in advance.

Note that DIALOGPOST SCHWER items do not carry franking marks and cannot be franked with franking machines.

If the item is wrapped in film, the address sticker and barcodes should preferably be affixed on the outside. If the address stickers are inside the film, the seam of the wrapping must not obscure the barcode and the recipient’s address. This guarantees legibility and speeds up processing.



Figure 3: Example of a DIALOGPOST SCHWER address label

### Ask us to check your address label

Poorly printed barcodes and address sides and reflective films are difficult to read and create delays and extra expense during carriage. To make sure your items are suitable for automatic processing, please send a sample copy to the Staufenberg parcel center at least seven days before the planned posting date:

Deutsche Post AG / NL Betrieb Kassel  
Entgeltsicherung 3530-1  
Ute Bielefeld  
Im Rotte 2  
34355 Staufenberg

Please print the following postal address on your sample copy:

Deutsche Post AG  
Service Center National  
8. Stock Raum 814/815  
Kaltenkirchener Str. 1  
22769 Hamburg

If your representative sample does not meet the requirements, we will let you know straight away.

## 5.3 POSTWURFSPEZIAL partial address

For each mailing campaign, POSTWURFSPEZIAL items carry a generic text instead of the recipient's name, for example "An die Bewohner des Hauses" (To the residents of the building), "An alle Sparer" (To all savers) or "An Sie persönlich" (For you personally). The text appears above the delivery information, with up to 87 characters including spaces and occupying up to two lines.

The partial address has to contain the following information:

- Generic text
- Street with building/house number
- Postal code and town/city

Find out more about the layout of partial addresses in the guide on items suitable for automatic processing ("Leitfaden Automationsfähige Briefsendungen") here [deutschepost.de/automation](https://www.deutschepost.de/automation)

"An alle Sparer" (To all savers)  
Kaubendenstr. 11  
52078 Aachen

Figure 4: Example of a POSTWURFSPEZIAL partial address

**Please note:** If you are sending advertising mail to companies (business and/or mixed-use buildings), make sure that the delivery information "Nur an Firmen zustellen" (Deliver to businesses only) is placed above the elements of the address area described above, is well separated from them, easy to read and left-justified,.

## 5.4 Pressepost address area

No delivery information is allowed in the read zone apart from a single recipient's address and one line of sender's details. An exception is made for delivery information in reverse print. The following information must be included when addressing POSTVERTRIEBSSTÜCK and PRESSESENDUNG items:

- Sender and recipient addresses
- The press product ID (ZKZ)
  - Deutsche Post does not require any additional printing on the magazine itself (e.g., title page).
- Product name ("Postvertriebsstück" or "PVSt" or "Presseendung" or "PSdg") with the standard transit time codes for the shipping service:
  - Basic service "+4"
  - Second-day service "+2"
  - Next-day service "+1"
  - Same-day service "+0"
- The words "Entgelt bezahlt" (postage paid)
- The words "Deutsche Post AG"
- The Deutsche Post logo can appear in place of these two pieces of information as shown in figure 5.


Muster AG, Musterstr. 12, 12355 Musterhausen  
ZKZ 88888 PVST+4 **Deutsche Post**   
Herr  
Hans Muster  
Hauptstr. 17  
80637 München

Figure 5: Example of a Pressepost shipping label

## 5.5 Pressepost items with visible contents

Are you planning to send Pressepost items with visible contents, e.g., unwrapped or in transparent film and not completely covered by an address label? If so, particular attention needs to be paid to ensure that the layout of the address side of PRESSEPOST items is suitable for automatic processing. This is an important issue so we cover the specific details below.

For Pressepost items with visible contents, the address side must be in portrait format. The **magazine fold** must be on the long side on the right. On the title page, the label can then be placed upside-down, and on the back, it can be placed the right way up. The **reading zone** is on the address side at a spacing of 40 mm from the upper edge of the magazine. It must also be 15 mm from the other edges. The **address area**/label should be placed in the reading zone, preferably in its upper part.

A **quiet zone** of at least 20 mm must be kept around the address area. Alphanumeric text in plain text is not allowed within the quiet zone. For Pressepost, graphics and alphanumeric information in reverse print are allowed within the quiet zone.

Unlike other shipping products, Pressepost items with visible contents **do not have a franking zone** that must be kept clear of design elements of the magazine. However, it is important to make sure there are no distracting text elements in the quiet zone around the address area. The same applies to the sender zone:

If the sender's details are placed within the reading zone, they must be just one line long and appear above the address and close to it (e.g., on the address label). The sender's details can of course also appear in the sender zone.

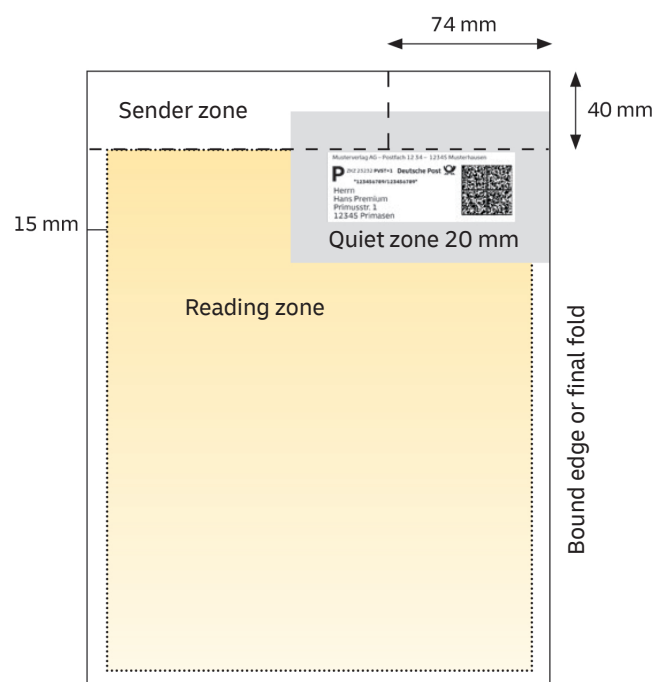


Figure 6: Example with a shipping label

## 5.6 Pressepost with margin addressing

With margin addressing, the address area containing the information necessary for delivery (recipient's address and required postal marks) can appear outside the defined reading zone. Margin addressing is normally billed with a small surcharge (Presse CoverPlus).

**Daily newspapers sent as POSTVERTRIEBSSTÜCK** are excluded from the Presse CoverPlus surcharge. They are covered by **special arrangements** provided that they meet certain conditions and requirements, as explained in more detail below.

For the definition of "daily newspapers" and the criteria to send them as POSTVERTRIEBSSTÜCK, please see the Presse Distribution product brochure, which you can download from [pressedistribution.de](http://pressedistribution.de).

**These special arrangements do not apply to PRESSESENDUNG items.**

### Layout requirements

- Address block occupying at least three lines
- Minimum spacing of 1.5 cm from the edge
- Minimum spacing of 0.5 cm around the address/address area block, plain white or light pastels the same as the background
- Valid for direct addressing and labeling

### Departures from the above are normally billed with Presse CoverPlus

The surcharge also applies in these situations:

- Additional postal information appears next to, rather than above, the recipient's address and the one line of sender's details
- Problems with the physical characteristics, e.g., the inclusion of inserts, bind-ins, bands, objects, etc. without a suitable wrapping

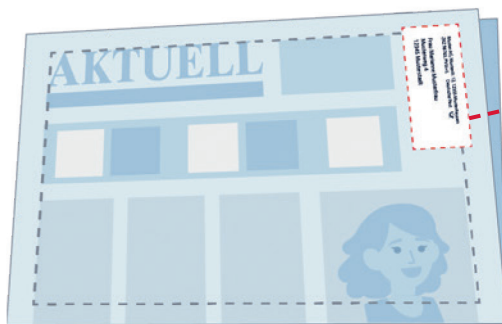


Figure 7a: Margin addressing at the top right



Figure 7c: Edge

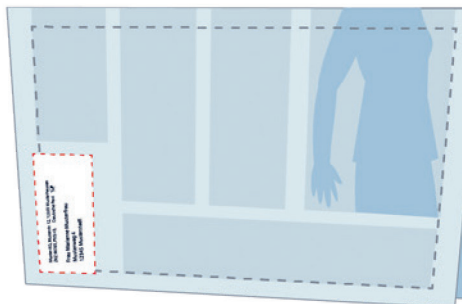


Figure 7b: Margin addressing at the bottom left

## Pressepost margin addressing – other requirements to qualify for the special arrangements

### Address block (occupying at least three lines)

The following details are also mandatory for margin addressing, and must be printed in at least three separate lines (from top to bottom):

1. **Line for the recipient**  
Personal identifying information (first and last name or company)
2. **Line for the street/PO box**  
Street and building/house number or PO box and PO box number
3. **Line for the town/city**  
Postal code and town/city



Figure 8: Address block

### Additional personal identifying information

(for recipients in companies/organizations, for example) should appear as a separate extra line below the line for the recipient. The other lines must remain separate and cannot be combined.

### Additional delivery information

(e.g., Treppenhaus B (staircase B), Wohnung 12 (flat 12), App. 77 (apartment 77)) can appear after the building/house but clearly separated from it.

### Margin addressing with less than three lines,

in which the components of the address do not occupy separate lines (e.g., just one or two lines), is not allowed and will be billed with the Presse CoverPlus surcharge.



Figure 9: Example of margin addressing with less than three lines

### Variations in printing

As a result of variations in printing, personal identifying components of the address and the additional information about the sender/document may extend into the 1.5 cm wide margin area, but not the address information (the street and town/city lines).

It is also important to ensure that unusually long lines or other parts of the address do not extend into text or images nearby or do not appear on the item.

### Other components of the address

**Sender details and document details/lines** can appear directly in the area of the address or anywhere on the address side, preferably close to the address.

**Document details/lines:** The “Deutsche Post AG” and “Entgelt bezahlt” (postage paid) marks can also be abbreviated to “DPAG” and “Entg. bez.” for example. You are recommended to use the Deutsche Post logo.

**Bundle and control characters** in the address block must not appear below the line for the postal code and town/city if the spacing to the address block is less than 2 cm (exception: non-alphanumeric characters or reverse print).

Additional services requiring the use of a data matrix code (e.g., PREMIUMADDRESS) are not recommended with margin addressing. The read rate does not meet the expected quality standards.



Figure 10: Address area block in full

# 6. Additional services

**You can attach additional address maintenance services to fully-addressed DIALOGPOST or Pressepost items. Transit time measurement, delivery forecasts and climate-friendly shipping can all be combined with addressed and partially-addressed items.**

## 6.1 PREMIUMADDRESS for DIALOGPOST and Pressepost

Our contract-based address maintenance service called PREMIUMADDRESS supplies address data which is continuously updated and corrected according to the items you send, checks made during delivery and alignments with our databases. If your items cannot be delivered, you will be notified of this. Information about undeliverable items, relocation issues and incorrect addresses are treated differently. PREMIUMADDRESS offers important advantages and puts an end to undeliverable items for good.

**On-the-spot deliverability check:** Our mail carriers check your items. **Digital address maintenance:** Incomplete or incorrect addresses are recorded, compared against the current database, updated and then made available to you for downloading. **A variety of options for a flexible approach:** Select from seven different product options and use PREMIUMADDRESS exactly in the way you need.

If you want to use the PREMIUMADDRESS service, a “P” and a data matrix code will be added to the address field/label.

For more information, please visit [premiumaddress.de](https://www.premiumaddress.de)

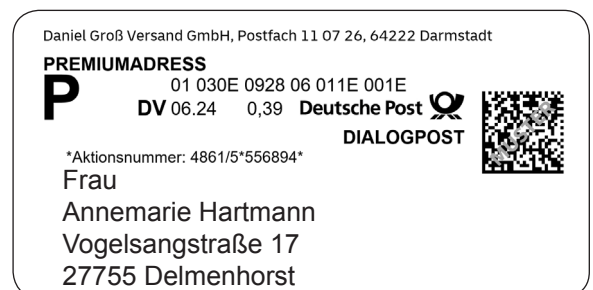


Figure 11: Machine-readable address label for DIALOGPOST with additional service PREMIUMADDRESS



Figure 12: Machine-readable address label for Pressepost with additional service PREMIUMADDRESS



## 6.2 Item tracking (TRACK&MATCH)

DIALOGPOST, POSTWURFSPEZIAL and Pressepost

Our contract-based digital item tracking solution is free to use and means you always know the status of addressed and partially-addressed advertising and Pressepost items (DIALOGPOST, POSTWURFSPEZIAL, POSTVERTRIEBSSTÜCK, PRESSESENDUNG). Infographics and downloads are used to show you, the sender, how many items are being sorted now and how many are expected to go out for delivery the next day.

TRACK&MATCH can be used if your items are fully suitable for automatic processing and are marked with a suitable integrated data matrix code.

For more information, please visit [deutschepost.de/trackmatch](https://deutschepost.de/trackmatch)

## 6.3 GoGreen: climate-friendly shipping

Deutsche Post's GoGreen service offers climate-friendly shipping. We measure and record greenhouse gas emissions according to internationally accepted carbon accounting standards (e.g., the Greenhouse Gas Protocol), then offset them in recognized climate protection projects. The offsetting is verified annually by an independent auditing firm.

For more information, please visit [deutschepost.de/dm-presse-gogreen](https://deutschepost.de/dm-presse-gogreen)

GoGreen Plus is a network approach in which we avoid CO<sub>2</sub> emissions directly in the logistics network of Deutsche Post and DHL by boosting investment in things like clean fuels and avoiding combustibles (insetting).

For more information, please visit [deutschepost.de/dm-presse-gogreenplus](https://deutschepost.de/dm-presse-gogreenplus)



Figure 13: PRESSESENDUNG item, D+1 service, with the additional services GoGreen and PREMIUMADDRESS

# 7. Address maintenance before shipping

## DIALOGPOST, DIALOGPOST SCHWER and Pressepost

### 7.1 ADDRESSFACTORY

Deutsche Post Direkt offers end-to-end address management solutions for your sector, guaranteeing efficient contact with your customers. Use Deutsche Post Direkt services to optimize the way your customer addresses are checked, corrected, updated, cleansed and maintained, and also enriched whenever necessary with qualifying information. ADDRESSFACTORY by Deutsche Post Direkt ensures that addresses are up to date for delivery to private customers – supplemented on request by valuable information to help you get to know your customers even better.

- Postal correction
- Name correction
- Deliverability check
- Relocation addresses
- Duplicate checks and negative comparison
- Microgeographic information
- Geo-coordinates
- Phone numbers

Updating your customer data before dispatch saves you costs for production, franking and returns. The basis for the address cross-check is Deutsche Post Direkt's postal reference file, which is unique in Germany.

For more details about address maintenance before dispatch, please visit: [postdirekt.de](https://postdirekt.de)

### 7.2 Address updates

Deutsche Post Adress is Germany's leading service provider in address updating before dispatch and address searching after dispatch based on postal returns. Companies compare their customer addresses with resources such as POSTADDRESS MOVE (the largest relocation database in the country) and POSTADDRESS GONE (the deceased persons database, updated daily). For searching, companies use ADRESSRESEARCH (an interface with more than 5,000 registration offices in Germany) and can also access affordable alternative databases and

additional services such as postal returns management, beneficiary searches, search forecasts, etc. Through its global network of service providers, POSTADDRESS GLOBAL also manages and updates international address databases.

For more information about the service portfolio of Deutsche Post Adress, please visit: [postadress.de](https://postadress.de)

## 7.3 POSTWURFSPEZIAL: working with partial addresses

The partial addresses will be provided for labeling items, exclusively for each order and to you as the appointed poster. The partial addresses must not be passed on to another poster (e.g., subcontracting) or a third party (e.g., including the sender).

### Contract on the use of partial addresses

When you (the appointed poster) post POSTWURFSPEZIAL items for the first time, you must conclude a permanent contract on the use of POSTWURFSPEZIAL partial addresses with Deutsche Post before the partial addresses are given to you. Please contact your customer advisor about this.

### Data transfer and data sorting

The data provider activates authorized data requests online. You will receive the partial addresses by downloading them, and all subsequent steps take place in DIALOGPOST MANAGER.

The sort order of the partial addressed supplied by the data provider should not be changed in any way during item labeling and packaging. Addresses are sorted:

- By postal code in ascending order
- By town/city in alphabetical order within each postal code
- By street in alphabetical order within the town/city
- Within the street, first by all even building/house numbers and then by all odd building/house numbers in ascending order.

After you receive the partial addresses, it is important to check them on the first proof for completeness and plausibility.

### Record layout for the partial address file

Instead of the recipient's name, a generic text such as "An die Bewohner des Hauses" (To residents of the building) is printed on all promotional items. This text is included in the data provider's address file. All subsequent fields must be separated by a semicolon.

### Mandatory Fields

- Generic text
- Street
- Building/house number
- (Postleitzahl) Postal code
- Destination town/city

### Possible additional fields:

- Retailer ID  
(e.g., for companies with a branch network)
- Additional field 2
- Additional field 3
- Additional field 4

### Destroying data

Once a project is finished, you are obliged to destroy the partial address file within three months after the items have been posted or delivered.

# 8. Franking

Data matrix codes are becoming increasingly important in the postal system, and their use is mandatory for a growing number of products. If items use digital franking methods or use additional services, the relevant information must be machine-readable. Only one franking method is possible within an order.

Please observe the applicable layout instructions for the various franking methods in the franking zone. For more information, please visit [deutschepost.de/automation](https://www.deutschepost.de/automation)

## 8.1 Franking mark/franking wave

The franking mark with a wave (or just franking wave for short) is most commonly used with large quantities. The mark can be combined with an image of your choice and becomes an individual and appealing calling card on the envelope. As a rule, the franking mark consists of the following elements:

1. Franking wave with post horn
2. Specification of the product (e.g., DIALOGPOST)
3. The text “Ein Service der Deutschen Post” (a Deutsche Post service)

### The following requirements must be met:

- The mark must be in the upper right corner of the address side within the franking zone.
- The background (refers to the complete franking mark plus a 5 mm blank space around the franking mark) must be white or in pastel shades. Reverse print is not permitted.
- The franking wave should be printed in black. If it is printed in other colors, the contrast must be such that automatic processing is not impaired.
- Any customer motif must be rectangular and is only allowed in combination with the franking wave.
- A customer motif is only possible for items paid for in cash or by POSTCARD, and when IT franking is used.
- The franking wave must extend 8 mm into the customer motif and they must both be imprinted on the envelope.

For more detailed information about the franking wave, please visit [frankierwelle.de](https://www.frankierwelle.de)



Figure 14: Example of a Pressepost franking mark



Figure 15: Example of a DIALOGPOST franking mark with individual customer motif

### Franking wave and abbreviated franking mark (see 8.1.1, Page 29) can be used for:

- DIALOGPOST (but not DIALOGPOST SCHWER)
- POSTWURFSPEZIAL
- POSTAKTUELL (optional)
- Pressepost

**Note:** Note that **DIALOGPOST SCHWER** items do not carry franking marks and cannot be franked with franking machines. The “DIALOGPOST SCHWER” mark appears above the address area instead of the franking mark.

### 8.1.1 Abbreviated franking mark

If there is not enough space on the item, or it is unwrapped, you can use the abbreviated franking mark.

- It appears within the address area
- It must be clearly visible/readable on the right above the address, and on the left next to a data matrix code if there is one, for example for IT franking (see figure 16, right, and figure 17, page 30)

For more information about the franking wave and the individual customer motif, and to download the relevant graphics files, please visit

[deutschepost.de/frankiervermerk](https://deutschepost.de/frankiervermerk)



Figure 16: Abbreviated franking mark within the address area, minimum dimensions: 20 x 6.25 mm

### 8.1.2 POSTAKTUELL mark on the outside

Because POSTAKTUELL items are not addressed, please mark the largest outside surface of the items with the selected target group, as follows:

- “An alle Haushalte” [To all households] or “POSTAKTUELL – Alle” [All]
- “An Haushalte mit Tagespost” [To households with daily post] or “POSTAKTUELL - TagesP -”

## 8.2 Other franking options for DIALOGPOST

### 8.2.1 IT franking

If the IT franking procedure is available (by agreement with Deutsche Post), the product is included in the IT franking product and price list that was sent to you.

To find out more, please visit [deutschepost.de/dv-freimachung](https://deutschepost.de/dv-freimachung)



Figure 17: Example of DIALOGPOST IT franking with abbreviated franking mark

### 8.2.2 Franking machines

With franking machines, franking can only take place with the applicable base rate. Surcharges and other DIALOGPOST services must be invoiced separately on the posting list that must be created. Franking machines will print the DIALOGPOST item type in the franking mark when the relevant option is selected in the franking machine menu.

To find out more about franking with franking machines, please visit [frankit.de](https://frankit.de)



Figure 18: Franking mark using a franking machine

### 8.2.3 FRANKIERSERVICE

additional flat-rate charge. If you conclude a FRANKIERSERVICE SPEZIAL contract, you can also print your own customer design. There is no discount for pre-sorted items.

For more information see [frankierservice.de](https://frankierservice.de)



Figure 19: Example of DIALOGPOST FRANKIERSERVICE franking mark

# 9. Preparing for shipping

For all the products in this brochure, there are some things you need to do. You must always group your items together into batches, which are identified with routing labels and, above certain quantity and weight limits, loaded onto pallets intended for specific destinations. Batches are defined as trays, bundles or pallets. For POSTAKTUELL only, boxes can be used as well as bundles.

The following general rules apply:

- Batches must be suitable for transportation and must not hinder internal processing in the postal system.
- Bundles must be stackable.

## Batch preparation and possible sorting depths

Batches and sorting depths														
Product	Basic format	Trays*				Bundles				Boxes	Pallets			
		PLZ	GSA	LReg	0-9	PLZ	GSA	LReg	0-9		GSA	LReg	LZ	0-9
DIALOGPOST	Standard (including Card)	No	Yes	Yes	No				No	Yes				
POSTWURFSPEZIAL				No										
POSTAKTUELL		No	No	ZSP/ZBez										
DIALOGPOST	Groß (large)	Yes	Yes	Yes	Yes	No	No	Yes	Yes					
POSTWURFSPEZIAL				No										
POSTAKTUELL		No	No	ZSP/ZBez									No	
Pressepost	No	No	No	ZEBU		Yes	No	No	Yes	ZEBU				
DIALOGPOST SCHWER	No			No		No			No	PZ	No	Yes		

\*Please use size 1 trays in the Standard basic format, and size 2 trays in the Groß (large) basic format

0-9 = Germany trays, bundles and pallets

GSA = Flat sorter, program batch preparation for sorting systems (by routing region only)

ZSP = Delivery base

ZBez = Delivery district

ZEBU = Shipment preparation according to the newspaper bundles file (ZEBU), bundle preparation for specified destinations for collectors, bulk recipients, group bulk recipients, PO box cabinets, delivery district groups, delivery districts, routing regions, depots and 0-9

PZ = Parcel center

## 9.1 Pressepost: shipment optimization with ZEBU data

ZEBU data is a collection of database tables that Deutsche Post provides to its customers so they can prepare Pressepost shipments correctly and label the resulting batches. There are **two types of ZEBU data** with different content: **ZEBU-ELN** is used to optimize shipments in the second-day service (D+2). Shipments are optimized for the next-day and same-day service (D+1 and D+0) with **ZEBU-SLN**. The record structure in the SLN and ELN versions is the same.

### Contents

The ZEBU data always contains all German postal codes (PLZ) for delivery, collectors and bulk recipients. (Campaign postal codes and postal codes that were introduced after the last update and before the next update are not included.) Every postal code is described in ZEBU by means of a record consisting of 27 data fields (178 characters) and containing the individual consolidation rules for the various preparation steps. It regulates the mapping of each individual postal code to Deutsche Post AG's higher-level logistics batch destinations for POSTVERTRIEBSSTÜCK and PRESSESENDUNG items. It also contains the routing information for the labeling of bundles and pallets.

The first data field (DF 1) contains the five-digit postal code as a reference for the recipient's address. Bundle preparation is based on the information in DF 2 to DF 13. All the other data fields apply to pallet preparation, as do the data fields which are valid for bundle preparation.

### New: basic shipments as GSA batches

ZEBU will be discontinued for the basic service (D+4) on January 1, 2024. Basic POSTVERTRIEBSSTÜCK and PRESSESENDUNG shipments will be optimized not according to ZEBU data but according to the rules of GSA batch preparation (see section 9.2).

### Formats

ASCII and dBase with different character sets (normal font and CAPITAL LETTERS, with/without accented characters).

### Validity and updating

ZEBU data is regularly updated by Deutsche Post and made available free of charge via Post Direkt GmbH to registered recipients of the data. Only the latest version is valid for Pressepost shipment preparation in the relevant period of use. New ZEBU data is regularly made available on Deutsche Post Direkt's Online Shop platform four to six weeks before the validity period begins:

[datafactory.postdirekt.de](https://datafactory.postdirekt.de)

**The ZEBU data is already integrated in widely-used IT solutions for shipment preparation, so these conditions are met automatically. To avoid misrouted items, please ensure that you are using the latest version of the files, which are updated every six months (May 1 and November 1).**

### ZEBU record: examples of bundle labeling

DF 1	DF 2	DF 3	DF 4	DF 5	DF 6	DF 7	DF 8	DF 9	DF 10	DF 11	DF 12	DF 13
PLZ	ZBG PLZ	ZBG name	ZBG BKZ	ZBG code	ZSP PLZ	ZSP name	ZSP BKZ	ZSP code	REG LZ	REG name	REG BKZ	REG code
38506	38506	Gifhorn (mail)	1	PFS	38502	Gifhorn (mail)	1	ABH	38			
38507	38507	Gifhorn (mail)	1	PFS	38502	Gifhorn (mail)	1	ABH	38			
38508	38508	Gifhorn (mail)	1	PFS	38502	Gifhorn (mail)	1	ABH	38			
38509	38509	Gifhorn (mail)	1	PFS		Gifhorn (mail)	1	ABH	38			
38524	38524	Gifhorn (mail)	1	GGE	38502	Gifhorn (mail)	1	ABH	38			
38508	38508	Gifhorn (mail)	1	ZBG	38502	Gifhorn (mail)	1	ZSP	38			
38509	38509	Gifhorn (mail)	1	ZBG	38502	Gifhorn (mail)	1	ZSP	38910			



## Record description for ZEBU file according to batch preparation steps

DF	Feldname	Typ *)	Länge	von	bis	Erläuterungen zu den Datenfeldern	
1	PLZ	A	05	1	5	Empfängerpostleitzahl	
2	ZBGPLZ	A	05	6	10	Zustellbezirksgruppe **) 5-stellige Postleitzahl	Gebinde- fertigungs- stufe 1
3	ZBGNAME	A	24	11	34	Ortsname	
4	ZBGBKZ	A	02	35	36	Betriebskennziffer	
5	ZBGKENN	A	03	37	39	Kennung: ZBG oder PFS oder GE oder GGE **)	
6	ZSPPLZ	A	05	40	44	Zustellstützpunkt **): 5-stellige Postleitzahl	
7	ZSPNAME	A	24	45	68	Ortsname	
8	ZSPBKZ	A	02	69	70	Betriebskennziffer	
9	ZSPKENN	A	03	71	73	Kennung: ZSP oder ABH **)	
10	REGLZ	A	05	74	78	Leitregion: 2-stellige LR-Bezeichnung	Gebinde- fertigungs- stufe 3
11	REGNAME	A	20	79	98	leer	
12	REGBKZ	A	02	99	100	leer	
13	REGKENN	A	03	101	103	leer	
14	LBLZ	A	05	104	108	leer	Paletten- fertigungs- stufe 4 ++)
15	LBNNAME	A	20	109	128	leer	
16	LBBKZ	A	02	129	130	leer	
17	LBKENN	A	03	131	133	leer	
18	GESCHL	A	08	134	141	leer	Paletten- fertigungs- stufe 5 +++)
19	DEPNR	A	02	142	143	Leitzone im Express-Logistik-Netz	
20	TOURNR	A	02	144	145	Touren-Nr. im Express-Logistik-Netz	
21	ZSPBTL	A	01	146		leer	
22	OSLBTL	A	01	147		leer	
23	LBBTL	A	01	148		leer	
24	BZLZ	A	05	149	153	Briefzentrum-Nummer (2-stellig)	
25	BZNAME	A	20	154	173	leer	
26	BZBKZ	A	02	174	175	leer	
27	BZKENN	A	03	176	178	Kennung: BZE	

\*) A=alpha \*\*) Zustellbezirksgruppe=ZBG, Postfachschrank=PFS, Großempfänger=GE, GruppengroßEmpf=GGE \*\*\*) Zustellstützpunkt=ZSP, Postfiliale/Abholstützpunkt=ABH  
\*\*\*\*) nur in ZEBU SLN  
+) In der Fertigungsstufe 3 werden 5-stellige Leitzahlen nur bei der Bundbildung angewendet. Für die Palettenbildung sind lediglich die Stellen 1+2 anzuwenden.  
++) bildete früher die Leitbereiche ab; wird aktuell nicht angewendet  
+++) Für Bundbildung nicht relevant

### Preparation step 1

- ZBG Delivery district group
- PFS Post office box cabinet
- GE Bulk recipient
- GGE Group of bulk recipients

### Preparation step 2

- ZSP Delivery base
- ABH Collector

### Preparation step 3

In preparation step 3, bundles are only labeled with the routing number from data field 10 (DF 10) without any additional codes. The two-digit routing region codes or the operational five-digit ZEBU postal codes (DF 10) are used. When pallets (or pallet routing labels) are prepared, it is not the full five digits from DF 10 that are used but only the two-digit routing region codes or, if there are five digits, only the first and second digits.

### Other preparation steps for pallets

In addition to preparation steps 1-3 (which only cover the preparation of bundles), other preparation steps apply to the consolidation of bundled Pressepost items on pallets.

### Preparation step 4

Preparation step 4 (DF 14 to DF 17) referred to in the ZEBU record description is not used at present.

### Preparation step 5

Referred to as the routing zone pallet in the ELN network, the routing information of the pallet routing label is based on the value of DF 19 from ZEBU-ELN. Pallets in the SLN network are known as depot pallets and labeled with the value of DF 19 from ZEBU-SLN, prefixed with the word "Depot" (e.g., "Depot 30"). Data fields 24 to 27: The routing information from DF 24 to DF 27 is not currently used for the preparation/labeling of Pressepost batches.

### Preparation step 6

Items in bundles that cannot be palletized cost-effectively in preparation step 5 are prepared as Germany pallets. Both networks (ELN and SLN) use "0-9" as routing information. This is not specified in the ZEBU data.

### Same-day service only:

**batches can be prepared for the region served by the mail center where they are posted.**

Only direct bundles (bundle preparation steps 1 and 2) are allowed in the same-day service. Pallets are only allowed in preparation step 3 (routing region pallet).

## 9.2 Program batch preparation for flat sorters (GSAs)

DIALOGPOST (Groß (large) basic format), POSTWURFSPEZIAL (Groß (large) basic format) and Pressepost with the basic service D+4

To achieve efficiency and consistent quality in its operations, Deutsche Post uses automatic sorting processes and the support these provide for digital processes. In Deutsche Post, the automatic sorting processes for items in the Groß (large) basic format have a number of sorting programs called the GSA programs. They have names consisting of letters and numbers, e.g., FSQ\_91.

Deutsche Post has introduced shipment optimization rules for GSA program batch preparation so that the batches with items in the high-volume stream (D+4) can be directed to the correct sorting program immediately.

### GSA program batches must be prepared for:

- DIALOGPOST and POSTWURFSPEZIAL in the Groß (large) basic format
- POSTVERTRIEBSSTÜCK and PRESSESENDUNG with the basic service (D+4); replacing shipment optimization based on ZEBU data from January 1, 2024.

The limits to be applied concerning the cost-effective minimum and permitted maximum batch contents are based on the general (or where relevant product-specific) physical batch preparation requirements in this description.

The GSA shipment preparation rules are taken from the sequence file for GSA program optimization (GSA data). This file (GSA-Sequenzen BZ\_bundesweit\_JJJJ-MM-TT.csv) is updated four times a year at the same time as the latest postal routing data and made available for download via the API Developer Portal of DHL Group ([developer.dhl.com](https://developer.dhl.com)). In each mail center, it assigns sequences of postal codes to the particular program and to the routing regions. It also contains information about the regional business unit to which the facility is assigned in organizational terms.

**The GSA data is already integrated in widely-used IT solutions for shipment preparation, so these rules are automatically taken into account. To avoid misrouted items, please ensure that you are using the latest version of the files, which are updated every three months.**

### GSA program numbers by mail center (BZ)

BZ no.	BZ name	BZ RR	Program	PLZ from	PLZ to	RGB
24	Kiel	24	FSQ_91	24000	24568	NORD
24	Kiel	24	FSQ_92	24569	24999	NORD
25	Elmshorn	25	FSQ_91	25300	25499	NORD
25	Elmshorn	25	FSQ_92	25500	25799	NORD
25	Elmshorn	25	FSQ_93	25800	25999	NORD
26	Oldenburg	26	FSQ_96	26001	26219	NORD
26	Oldenburg	26	FSQ_95	26301	26486	NORD
26	Oldenburg	26	FSQ_93	26487	26489	NORD
26	Oldenburg	26	FSQ_95	26491	26524	NORD
26	Oldenburg	26	FSQ_93	26525	26529	NORD
26	Oldenburg	26	FSQ_95	26530	26532	NORD
26	Oldenburg	26	FSQ_93	26533	26736	NORD
26	Oldenburg	26	FSQ_93	26737	26757	NORD
26	Oldenburg	26	FSQ_93	26758	26759	NORD
26	Oldenburg	26	FSQ_93	27761	26969	NORD
28	Bremen	27	FSQ_91	27000	27210	NORD
28	Bremen	27	FSQ_92	27211	27389	NORD
28	Bremen	27	FSQ_91	27390	27999	NORD
28	Bremen	28	FSQ_93	28000	28999	NORD

The information in this example may not be up to date.

## 9.2.1 GSA program batch preparation in detail

The logical tray, bundle and pallet preparation for DIALOGPOST, POSTWURFSPEZIAL and Pressepost D+4 shipments follows the preparation hierarchy described below. Trays can only be prepared for the two dialog marketing products, and not for Pressepost.

### 9.2.1.1 Tray and bundle preparation

#### 1. GSA postal code tray/bundle

If recipient postal codes have enough items in the shipment to create a postal code bundle (direct bundle), so-called GSA postal code bundles (postal code trays/bundles with additional marking of the relevant GSA program) should be created on the basis of GSA data.

If the quantity for a postal code exceeds the maximum permitted quantity limit or weight limit for physical batch preparation, more than one destination batch should be created for that destination. If the GSA data does not have an assigned program for this postal code, the postal code batch should be created without the marking of a GSA program. The information which used to appear on a tray/bundle routing label is still required.

#### 2. GSA routing region tray/bundle

If the quantities are not enough to create direct (GSA) postal code batches or if (GSA) postal code tray/bundle preparation produces peaks which do not allow for a sufficient batch, the quantities are combined with items for other postal codes in batches from the same program and the same routing region. Within the batch, the items are arranged in ascending order by postal code. The trays/bundles are marked with the program name and routing region.

#### 3. Routing region tray/bundle

If the quantities are not enough to create direct GSA trays/bundles, the quantities are supplemented with items from the same routing region. Information about the routing region is taken from the BZ-LR column in the GSA data. The same happens if GSA tray/bundle preparation results in peaks which do not allow for a sufficient GSA batch.

For DIALOGPOST only, quantities which are not enough for routing region trays can be prepared as Germany trays (0–9). For POSTWURFSPEZIAL, POSTVERTRIEBSSTÜCK and PRESSESENDUNG, Germany bundles (0–9) are not allowed. For these products, tray/bundle preparation at routing zone/depot level is not permitted.

### 9.2.1.2 Pallet preparation

#### 1. GSA pallet

A GSA pallet can only carry trays/bundles with the same GSA program within a routing region. The minimum weight of GSA pallets is 200 kg. However, these pallets can only be prepared if doing so does not increase the number of pallets for the whole shipment compared to so-called “layered pallet preparation”.

#### 2. GSA layered pallet

Within a routing region, a number of different GSA trays/bundles are created. They are arranged on the pallet in layers, in descending order by GSA program name. In other words, alphanumerically lower program names are higher up on the pallet. The pallet routing label is marked with the included program names in the same order as the layers of batches on the pallet (top layer on the pallet starting at the top of the pallet routing label). Non-GSA batches in the same routing region can be placed as the last layer on top and marked “Rest” (remaining).

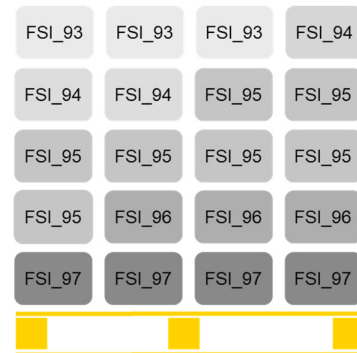


Figure 20: Example of a sorting arrangement in a so-called “layered pallet”

#### 3. Routing region pallet

If the GSA data does not have any GSA programs for the routing region or if it was not possible to prepare a GSA tray/bundle, routing region pallets should be prepared with the trays/bundles for this routing region.

#### Routing zone pallet

In the absence of a cost-effective quantity for a GSA layered pallet or routing region pallet for the shipment, a routing zone pallet or (for Pressepost) a depot pallet should be created.

#### 4. Germany pallet (0–9)

In the absence of a cost-effective quantity for a routing zone/depot pallet, a so-called “Germany pallet” should be created.

## 9.2.2 GSA Eco batch preparation for Pressepost with the basic service (D+4)

### Requirements: suitable for automatic processing + TRACK&MATCH

The Eco version of GSA bundle preparation is currently only possible for shipment optimization of Pressepost items with the basic service (D+4) that are fully suitable for automatic processing. The guide on items suitable for automatic processing (“Leitfaden Automationsfähige Briefsendungen”) is used to determine suitability. For detailed instructions about using the guide on items suitable for automatic processing (“Leitfaden Automationsfähige Briefsendungen”) with Pressepost items, see the Presse Distribution product brochure (General Terms and Conditions, part 1 (5)) or visit [pressedistribution.de](http://pressedistribution.de)

With GSA Eco bundle preparation, it is also a requirement to add the free additional service TRACK&MATCH with the data matrix code (franking method 048) and to use it correctly.

### 9.2.2.1 GSA Eco bundle preparation

Unlike general GSA tray/bundle preparation, postal code bundles (direct bundles) are not created in GSA Eco bundle preparation. This remains the case even if there are cost-effective numbers of items for the postal code in question.

#### 1. GSA routing region bundle

Items with the same and different postal codes are combined in GSA routing region bundles if according to GSA data they belong to the same program within a routing region. Within the batch, the items are arranged in ascending or descending order by postal code. The GSA routing region bundles should be marked with the routing region and the GSA program identifier.

#### 2. Routing region bundle

If there is no assigned program in the GSA for the recipient postal code, they are optimized in routing region bundles not marked with program names.

### 9.2.2.2 GSA Eco pallet preparation

GSA Eco pallet preparation does not differ from the general pallet preparation process (see 9.2.1.2 on page 36).

### 9.2.2.3 GSA Eco batch preparation for items which are not suitable for automatic processing

If documented disruption is caused because a shipment which was optimized and posted as Eco was not suitable for automatic processing, a production surcharge for serious noncompliance will be billed as an additional claim as described in "Price list for surcharges" in the Presse Distribution product brochure. To check that your items are fully suitable for automatic processing, Deutsche Post uses the reports available in the free additional service TRACK&MATCH.

## 9.3 DIALOGPOST SCHWER

### Pallets

DIALOGPOST SCHWER items must be posted on single-destination Euro pallets. Please note the following:

- Post the shipments unbundled on pallets.
- Note that the items must be suitable for automatic processing and stackable.
- Protect the pallets with shrink wrapping or other pallet wrapping film and mark them with pallet routing labels.
- Only use Euro pallets that meet the quality standards of the “European Pallet Association (EPAL)” for exchangeable pallets.
- Do not combine with other shipment types (such as merchandise mail, small packages or parcels).

### Dimensions and weights

- The pallets must either weigh 250 kg or measure 160 cm in height (both values include the pallet).
- The pallets must not weigh more than 900 kg and not exceed a height of 180 cm (both values include the pallet).
- Pallets up to a weight of 600 kg must be stackable.
- If the minimum height has been reached, the weight may be below the minimum weight.



Figure 21a: Minimum height 160 cm and minimum weight (assured and marked)



Figure 21b: Maximum height 180 cm and maximum weight

### Protecting and marking pallets

Use shrink wrapping or other pallet wrapping film secured with tape and pack the pallets so they are stable enough to meet transport requirements. The pallets must always be marked with three pallet routing labels; one pallet routing label must be attached to the top of the pallet, one each to one of the front sides and side faces. Enter the number of the destination parcel center in the “Leitangabe” (routing information) field on the routing label. Pallets should be marked as Germany pallets (“0–9”) if they contain remaining quantities which we have already split up and sorted in the parcel center where they were posted.

### Roll cage

Instead of Euro pallets, in exceptional cases you can use roll cages which we make available to you for a fee.

The following applies to both pallets and roll cages:

- When shipments are sorted into single-destination roll cages, there may always be some remaining quantities for the respective parcel center. These remaining quantities for the individual parcel centers are loaded onto collective roll cages for the whole of Germany.
- There is a surcharge for items posted in “0–9” roll cages and therefore classed as unsorted.

The catalogs are to be stacked vertically on their narrow side and not on their largest area on top of each other (risk of slipping). This way, three rows will generally fit behind each other and two rows on top of each other in the roll cage unless the permissible maximum weight is reached beforehand.

### Sample copy

Before or at the time of delivery, please send an example of the item (sample copy) to our billing office:

Deutsche Post AG  
Service Center National  
8. Stock Raum 814/815  
Kaltenkirchener Str. 1  
22769 Hamburg

If there are different formats and weights, several representative samples are required accordingly.

## 9.4 POSTAKTUELL

The permitted batch types are bundles or boxes (not trays), securely fastened and held together crosswise with plastic straps. The items should be packed in batches so that they are appropriate for carriage in the standard letter post, are protected from loss and damage and present no hazard to third parties. The batches should be created for specific delivery districts. Optionally, the POSTAKTUELL MANAGER shipping software can also configure batches for a delivery base. In this case, the items within the batch must be divided into groups of 100 by offsetting the stacks or inserting divider sheets. The maximum weight per batch is 10 kg.

Every batch must have a bundle routing label containing the information required for transport specifically to the delivery base. Complete the bundle routing label (see the example on page 47) using POSTAKTUELL MANAGER and state your postal customer number.

## 9.5 DIALOGPOST and POSTWURFSPEZIAL: sachets

A sachet is a plastic or paper package containing a small amount of liquid, cream/gel, or a substance in powder/granulate form. Examples are cosmetic samples, detergents, seeds or pudding powder. Please notify your customer advisor of items containing sachets so that they can arrange the details for your posting.

Batches with sachets must be posted in routing region trays (in the Groß [Large] basic format or as routing region or postal code bundles). All batches (trays, bundles, pallets) must be marked with a note "Sachet – nicht maschinenfähig" (Sachet – not machinable). This label must be placed on each tray. In the case of bundles/pallets, you can include this information directly on the bundle/pallet routing label.

Due to the risk of damage, sachets cannot be handled by our sorting machines, making them unsuitable for automatic processing. The production surcharge for items unsuitable for automatic processing is always payable in the case of sachets.

None of the PREMIUMADDRESS products can be used for items with sachets.

If product samples made of paper are included with your DIALOGPOST items, it is not a requirement to use a PREMIUMADDRESS product. If they are made of other materials, customers are required to use a PREMIUMADDRESS product that allows the items to be returned to the sender if they cannot be delivered.

# 10. Preparing trays

## DIALOGPOST and POSTWURFSPEZIAL

### 10.1 Sorting correctly by format and destination

We carry your items in our mail trays throughout all processing and transport stages. We will normally provide you with the necessary trays. For more information see the transport equipment brochure (“Transportbetriebsmittel”), which can be downloaded at [deutschepost.de/werben](https://www.deutschepost.de/werben). Your items will be processed without a problem if you post them in our standardized yellow trays. Please note the following information.

#### DIALOGPOST and POSTWURFSPEZIAL: Sorting options for trays

Basic format	Size 1 tray	Size 2 tray
<b>Standard</b>	Items sorted by: <ul style="list-style-type: none"> <li>■ Routing region or</li> <li>■ 0–9 (Germany tray) (DIALOGPOST only)</li> </ul>	No
<b>Groß (large)</b>	No	Items sorted by: <ul style="list-style-type: none"> <li>■ Postal code or</li> <li>■ Routing region or</li> <li>■ 0–9 (Germany tray) (DIALOGPOST only)</li> </ul>



## 10.2 Filling trays correctly by format

- **Items in the Standard basic format**
  - belong in size 1 trays
  - are placed “upside down” and facing the same direction, with the (partial) addresses pointing towards the tray routing label holder
- **Items in the Groß (Large) basic format**
  - are stacked lengthwise and facing the same direction in size 2 trays
  - with the (partial) addresses on top and pointing towards the side with the tray routing label
- **Groß (large) items in DIN C5 format**
  - must be placed in two piles in size 2 trays.
  - The piles must face the same direction with the (partial) addresses facing upwards.
  - One item may be placed vertically between the two piles to stop them moving out of position.
- **Unwrapped items**
  - can only be posted presorted in postal code and routing region trays/bundles.

### Tray weight and fill level rules

- The maximum weight per filled tray is 10 kg.
- Each tray for a specific destination must be at least half full (minimum fill level).

Please also make sure your items do not stick together in the tray (if, for example, glue is not completely dry or the trays are overfilled).



Figure 22: Example of POSTWURFSPEZIAL: size 1 mail tray for Standard basic format



Figure 23: Example of POSTWURFSPEZIAL: size 2 mail tray for Groß (large) basic format

## 10.3 Marking with tray routing labels

- Mail trays must always have tray routing labels that are produced in accordance with our specifications.
- Insert the tray routing label into the special holder or place it on the items if there is no holder.
- Tray routing labels for DIALOGPOST are available in small quantities from our mail centers.

## 10.4 Examples of tray routing labels

### DIALOGPOST routing label for a routing region tray Example with program information



Figure 24

Original dimensions 160 × 67 mm, cardboard-backed, paper thickness 120–150 g/m<sup>2</sup>.  
Paper color light blue, imprinted in black

### POSTWURFSPEZIAL routing label for a routing region tray Example without program information

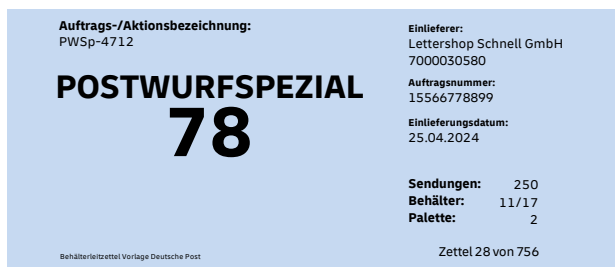


Figure 25

Original dimensions 160 × 67 mm, cardboard-backed, paper thickness 120–150 g/m<sup>2</sup>.  
Paper color light blue, imprinted in black

# 11. Preparing bundles

## DIALOGPOST, POSTWURFSPEZIAL, POSTAKTUELL and Pressepost

Bundling is a prerequisite for transport through the postal system. The bundle must be able to withstand heavy handling, i.e., it must be strong and sturdy enough to cope with postal processing. You can achieve this, for example, by shrink-wrapping the bundle or strapping it. However, you are not allowed to combine bundles with tight strapping and film wrapping in a single posting. **For POSTAKTUELL, boxes or strapped bundles can be used for bundling.**



Figure 26a: Bundling with strapping (using the example of Pressepost)



Figure 26b: Bundling with film wrapping (using the example of Pressepost)

### Sorting options for bundles

DIALOGPOST, POSTWURFSPEZIAL (Groß (large) basic format only)	POSTAKTUELL	Pressepost
Items sorted by: <ul style="list-style-type: none"> <li>Postal code or</li> <li>Routing region</li> </ul> according to program batch preparation for flat sorters (GSAs), see section 9.2	Items sorted by: <ul style="list-style-type: none"> <li>Delivery district or</li> <li>Delivery base</li> </ul>	<ul style="list-style-type: none"> <li>Shipping services D+0, D+1 and D+2 based on ZEBU data (see section 9.1)</li> <li>Shipping service D+4 according to program batch preparation for flat sorters (GSAs), see section 9.2</li> </ul>

## 11.1 Sorting by specific destination

- Bundling is **mandatory** if there are ten or more items/copies per destination (postal code or routing region).
- If there are five or more items/copies for a destination, bundling is **preferable**.
- Production peaks below the minimum quantity for a bundle can be set up as a “final bundle”.
- **(Partial) addresses** in the bundle must always face the same direction. The rules and destinations of GSA program batch preparation (see section 9.2) apply to the bundling of DIALOGPOST, POSTWURFSPEZIAL and Pressepost items with the basic service D+4. Pressepost items with the shipping services D+0, D+1 and D+2 are bundled for specific destinations based on ZEBU data (see section 9.1).

## 11.2 Weight and stability rules

- **Maximum weight** per bundle: 10 kg
- The **strapping** must be secure enough to prevent bundles coming apart during carriage.
- A combination of bundles with tight strapping and film wrapping in one posting is not permitted.
- **Rotary stacking** should only be used if the items have inserts or objects on one side.
- If a stackable bundle can only be achieved through rotary stacking, the grip height of the stapled items in one rotation must be at least 10 cm (**except POSTAKTUELL**).

## 11.3 Marking without bundle routing labels

### Only possible with DIALOGPOST and POSTWURFSPEZIAL

To improve sustainability and conserve resources, you can save paper by not marking bundles with bundle routing labels. Instead, you can place the delivery code of the destination in an information line above the address, e.g., \*54\*. The routing information must appear on all items so that none of them are misrouted. If delivery is based on Deutsche Post’s GSA machine program, the relevant program information should be added to the delivery code as in the following example: \*54 FSQ\_91\*. Please always place the delivery code and program information in the upper information line, and always at the start of the line.

Please make sure that any strapping does not obscure the address field.



Figure 27: Example for DIALOGPOST: the address area contains the delivery code so there is no need for a bundle routing label.

## 11.4 Marking with bundle routing labels

- Bundles are sent with their bundle routing labels, which you create according to our instructions and place on top of the bundles.
- The bundle routing labels should have the same format as the items, minimum size: DIN A5 (210 × 148 mm) or for POSTAKTUELL DIN A6 (105 × 148 mm).
- With film-wrapped bundles, the bundle routing label must be DIN A5 so it cannot be confused with individual items.
- You should strap or film-wrap the bundle routing label and the items together.
- For examples and templates to help you complete routing labels, please visit [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)

## 11.5 Example of a bundle routing label


Absender: Muster AG Musterstr. 12 12355 Musterhausen	Kunden-Nr. Absender: 7000030580	ZKZ/Titel: 32112 AB Magazin	Anzahl Sendungen: <b>22</b>
Eintlieferer: Muster AG Musterstr. 12 12355 Musterhausen	Kunden-Nr. Eintlieferer: 7000030580	Interne Vermerke:	Laufzeit <b>E+4</b>
<b>PRESSE / ELN</b>		Bereich für postalische Zwecke: FSQ_94	
<b>31</b>			
Einlieferungsdatum: <b>29.03.2024</b>	Feld für Palettenlabel/NVE:		
AM-Auftragsnummer: 13264128975			
Bundgewicht: 3,0 kg			
Paletten-Nr.: 32			
Bund-Nr./Bunde auf Palette: 28 / 102			
Bund-Nr. von Gesamtanzahl: 243 / 744			

Figure 28: Example of a bundle routing label with notes

### Notes

- |   |   |   |
|---|---|---|
| <ol style="list-style-type: none"> <li>1. Sender's details</li> <li>2. Sender's customer number (EKP)</li> <li>3. Poster's details</li> <li>4. Poster's customer number (EKP)</li> <li>5. <b>Pressepost</b>: newspaper reference number (ZKZ)/title<br/><b>Dialog marketing products</b>: order/campaign name</li> <li>6. Internal references from sender or poster</li> <li>7. Number of items in the bundle</li> <li>8. <b>Dialog marketing products</b>: Transit time target of the order, usually D+4<br/><b>Pressepost</b>: selected shipping service D+0, D+1, D+2, D+4<br/>For transit times D+1 and D+2 use white and green labels respectively.</li> </ol> | <ol style="list-style-type: none"> <li>9. Product<br/><b>Pressepost</b>: with network information (ELN, SLN)<br/><b>POSTAKTUELL</b>: with product options (all households/households with daily post)</li> <li>10. Bundle destination<br/><b>Pressepost</b>: additional type code, e.g., delivery base according to ZEBU data</li> <li>11. GSA machine program or delivery information/municipal districts for <b>POSTAKTUELL</b> or information about sachets ("nicht maschinenfähig" (not machinable))</li> </ol> | <ol style="list-style-type: none"> <li>12. Data matrix code integration (for <b>Pressepost</b> with mandatory AM.exchange)</li> <li>13. Posting date</li> <li>14. AM order number</li> <li>15. Bundle weight</li> <li>16. Pallet number</li> <li>17. Bundle number/number of bundles on pallet</li> <li>18. Bundle number/total number of posted items</li> </ol> |
|---|---|---|

**DIALOGPOST routing label for a postal code bundle**  
**Example with sachet**

Figure 29

<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 7000030580	<b>Auftrags-/Aktionsbezeichnung:</b> LSGA	<b>Anzahl Sendungen:</b> <b>25</b>
<b>Einlieferer:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Einlieferer:</b> 7000030580	<b>Interne Vermerke:</b>	<b>Laufzeit</b> <b>E+4</b>
<b>DIALOGPOST</b> <b>37431</b>		<b>Bereich für postalische Zwecke:</b>	
		<b>Sachet</b> nicht maschinenfähig	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>		<b>Bereich für postalische Zwecke:</b>	
<b>AM-Auftragsnummer:</b> 13264128975			
<b>Bundgewicht:</b> 1,0 kg			
<b>Paletten-Nr.:</b> 32			
<b>Bund-Nr./Bunde auf Palette:</b> 28 / 102			
<b>Bund-Nr. von Gesamtanzahl:</b> 2643 / 2.744			

Bundleitzzettel Vorlage Deutsche Post

Original size at least DIN A5, paper color light blue, imprinted in black

**POSTWURFSPEZIAL routing label for a postal code bundle**  
**Example with program information**

Figure 30

<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 5566778899	<b>Auftrags-/Aktionsbezeichnung:</b> AGSL / Frühjahrsputz	<b>Anzahl Sendungen:</b> <b>25</b>
<b>Einlieferer:</b> Lettershop Schnell GmbH Beispielstr. 44 54123 Beispieldorf	<b>Kunden-Nr. Einlieferer:</b> 6677889900	<b>Interne Vermerke:</b>	<b>Laufzeit</b> <b>E+4</b>
<b>POSTWURFSPEZIAL</b> <b>37431</b>		<b>Bereich für postalische Zwecke:</b>	
		<b>FSQ_91</b>	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>		<b>Bereich für postalische Zwecke:</b>	
<b>AM-Auftragsnummer:</b> 15566778890			
<b>Bundgewicht:</b> 1,0 kg			
<b>Paletten-Nr.:</b> 32			
<b>Bund-Nr./Bunde auf Palette:</b> 28 / 102			
<b>Bund-Nr. von Gesamtanzahl:</b> 2643 / 2.744			

Bundleitzzettel Vorlage Deutsche Post

Original size at least DIN A5, paper color light blue, imprinted in black

**POSTAKTUELL routing label for a delivery district bundle**


<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 7000030580	<b>Auftrags-/Aktionsbezeichnung:</b> LSGA	<b>Anzahl Sendungen:</b> <b>150</b>
<b>Einlieferer:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Einlieferer:</b> 7000030580	<b>Tarif:</b> - Randgebiet -	<b>Laufzeit</b> <b>E+4</b>
<b>POSTAKTUELL</b>  <b>An alle Haushalte für Bezirk</b>  <b>53359-48</b>  <b>ZSP Rheinbach</b>		<b>Ortsteile / Verteilinformation:</b> Rheinbach [102] Wormersdorf [253]	
		<b>Bereich für postalische Zwecke:</b>	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>			
<b>AM-Auftragsnummer:</b> 13264128975			
<b>Verteilereinheit (VE):</b> 1 / 3			
<b>Sendungen / VE:</b> 150			
<b>Sendungen / Bezirk:</b> 355			
<b>Bund-Nr. (Gebinde-ID) /Bunde auf Palette:</b> 69 / 102			

Bundlietzettel Vorlage Deutsche Post

Figure 31

Original size at least DIN A5, paper color light blue, imprinted in black

**Pressepost routing label for a postal code bundle (based on BFS2 in ZEBU)**  
**Example for next-day service (D+1), destination delivery base**

<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 7000030580	<b>ZKZ/Titel:</b> 11111 Die Gößweinsteiner	<b>Anzahl Sendungen:</b> <b>20</b>
<b>Einlieferer:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Einlieferer:</b> 7000030580	<b>Interne Vermerke:</b>	<b>Laufzeit</b> <b>E+1</b>
<b>PRESSE / SLN 20</b>  <b>24392 ZSP</b>  <b>Süderbrarup 2</b>		<b>Bereich für postalische Zwecke:</b>	
		<b>Bereich für postalische Zwecke:</b>	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>			
<b>AM-Auftragsnummer:</b> 13264128975			
<b>Bundgewicht:</b> 3,3 kg			
<b>Paletten-Nr.:</b> 32			
<b>Bund-Nr./Bunde auf Palette:</b> 8 / 11			
<b>Bund-Nr. von Gesamtanzahl:</b> 43 / 744			

Bundlietzettel Vorlage Deutsche Post

Figure 32

Original size at least DIN A5, paper color light green, imprinted in black

# 12. Preparing pallets

## Pallet preparation – summary table by product

Product	Basic format	Form of item	Optional	Mandatory				
			Minimum weight (net)	From total net shipment weight*	Maximum weight		Maximum height	
					Not stackable	Stackable	Pallet collars (max. 5)	
							With	Without
DIALOGPOST**	Standard	Card form	50 kg	500 kg	700 kg	600 kg	1.20 m	1.80 m
		Others	100 kg					
	Groß (large)	Card form	100 kg					
		Others	200 kg***					
POSTWURFSPEZIAL	Standard	Card form	No	500 kg	700 kg	600 kg	1.20 m	1.80 m
		Others	No					
	Groß (large)	Card form	No					
		Others	No					
POSTAKTUELL			100 kg	500 kg				
Pressepost			No	200 kg				
DIALOGPOST SCHWER			No	250 kg	900 kg			No

All values are per pallet

\*Net = excludes the weight of the pallet and tray, gross = includes the weight of the pallet and tray

\*\*For DIALOGPOST, the minimum weight of pallets is used to calculate price reductions for presorting in the context of pallet preparation.

\*\*\*Or at least 1.60 m pallet height

The table above contains the relevant conditions for pallet preparation.

### Please note the following:

- Only place either trays or bundles (not a combination of the two) on the same pallet.
- Only use Euro pallets that meet the quality standards of the “European Pallet Association (EPAL)” for exchangeable pallets.\*
- Only create single-product pallets – only one type of item is allowed (e.g., only DIALOGPOST or only POSTWURFSPEZIAL).

### Note about POSTWURFSPEZIAL:

Pallet preparation is mandatory, and it will almost always be a routing region pallet.

A routing zone pallet or Germany pallet is only permitted if the above minimum pallet weight per routing region or routing zone is not reached.

\*\* Deutsche Post will provide used Euro pallets (base height 9 cm) in exchange. There is no entitlement to new pallets.



## 12.1 Marking with pallet routing labels

### Pallets must always be marked with three pallet routing labels:

- There must be a pallet label on the top of the pallet, on one of the long sides and on one of the short sides.
- Mark a routing zone pallet by specifying the first digit of the postal code.
- Mark a routing region pallet by specifying the first two digits of the postal code.
- Postal code pallets are not permitted.
- For examples and templates to help you complete routing labels, please visit [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)

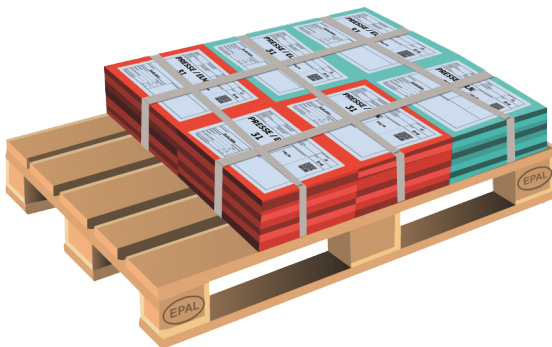
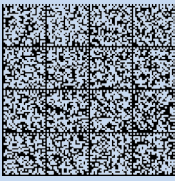


Figure 33: Example of bundle stacking on a pallet



Figure 34: Example of pallet marking with three routing labels

## 12.2 Example of a pallet routing label

Absender: Muster AG Musterstr. 12 12355 Musterhausen	Kunden-Nr. Absender: 7000030580	Auftrags-/Aktionsbezeichnung: Mode / Sommeraktion	Paletten-Nr. von Gesamtanzahl: <b>40/83</b>
Einlieferer: Muster AG Musterstr. 12 12355 Musterhausen	Kunden-Nr. Einlieferer: 7000030580	Interne Vermerke:	Laufzeit <b>E+4</b>
<b>DIALOGPOST</b>  <b>37</b>		Bereich für postalische Zwecke:  <b>FSQ_91</b>	
Auftragsnummer: 13264128975 Gewicht der Palette: 514,31 kg Anzahl Gebinde auf der Palette: 42 Anzahl Sendungen auf der Palette: 14.304		Feld für Palettenlabel/NVE:	

Palettenleitzettel Vorlage Deutsche Post

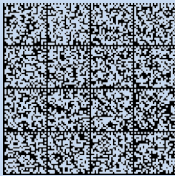
Figure 35: Example of a pallet routing label with notes

### Notes

1. Sender's details
2. Sender's customer number (EKP)
3. Poster's details
4. Poster's customer number (EKP)
5. **Dialog marketing products:** order/campaign name  
**Pressepost:** newspaper reference number (ZKZ)/title
6. Internal references from sender or poster
7. Pallet number/total number of pallets
8. **Dialog marketing products:** Transit time target of the order, usually D+4  
**Pressepost:** selected shipping service D+0, D+1, D+2, D+4  
For transit times D+1 and D+2 use white and green labels respectively.
9. Product  
**Pressepost:** with network information (ELN, SLN)
10. Pallet destination  
**Pressepost:** additional type code, e.g., delivery base according to ZEBU data
11. Space for other classifying information such as the name of the receiving location (e.g., "Lingen (Ems) 19" or "ZSP Rheinbach")
12. GSA machine program or delivery information/municipal districts for **POSTAKTUELL** or information about sachets ("nicht maschinenfähig" (not machinable))
13. Data matrix code integration
14. Posting date/date of removal from storage
15. AM order number
16. Pallet weight
17. Number of batches on the pallet
18. Number of items on the pallet
19. Space for pallet label/SSCC (mandatory for PRESSEPOST as a barcode)

**DIALOGPOST routing label for a routing region pallet**  
**Example with program information**

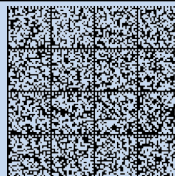
Figure 36

<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 7000030580	<b>Auftrags-/Aktionsbezeichnung:</b> Mode / Sommeraktion	<b>Paletten-Nr. von Gesamtanzahl:</b> <b>40/83</b>
<b>Einlieferer:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Einlieferer:</b> 7000030580	<b>Interne Vermerke:</b>	<b>Laufzeit</b> <b>E+4</b>
<b>DIALOGPOST</b> <b>37</b>		<b>Bereich für postalische Zwecke:</b> <b>FSQ_91</b>	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>		<b>Feld für Palettenlabel/NVE:</b>	
<b>Auftragsnummer:</b> 13264128975			
<b>Gewicht der Palette:</b> 514,31 kg			
<b>Anzahl Gebinde auf der Palette:</b> 42			
<b>Anzahl Sendungen auf der Palette:</b> 14.304			
<small>Palettenleitzzettel Vorlage Deutsche Post</small>			

Original size at least DIN A5, paper color light blue, imprinted in black

**POSTWURFSPEZIAL routing label for a routing region pallet**  
**Example with different kinds of program information (called a “layered pallet”)**

Figure 37

<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 5566778899	<b>Auftrags-/Aktionsbezeichnung:</b> PWSp-4712	<b>Paletten-Nr. von Gesamtanzahl:</b> <b>2/8</b>
<b>Einlieferer:</b> Lettershop Schnell GmbH Beispielstr. 44 54123 Beispieldorf	<b>Kunden-Nr. Einlieferer:</b> 6677889900	<b>Interne Vermerke:</b>	<b>Laufzeit</b> <b>E+4</b>
<b>POSTWURFSPEZIAL</b> <b>37</b>		<b>Bereich für postalische Zwecke:</b> <b>Rest</b> 42 <b>FSQ_91</b> 298 <b>FSQ_92</b> 349	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>		<b>Feld für Palettenlabel/NVE:</b>	
<b>Auftragsnummer:</b> 15566778899			
<b>Gewicht der Palette:</b> 104,50 kg			
<b>Anzahl Gebinde auf der Palette:</b> 17			
<b>Anzahl Sendungen auf der Palette:</b> 4.572			
<small>Palettenleitzzettel Vorlage Deutsche Post</small>			

Original size DIN A4, paper color light blue, imprinted in black

**POSTAKTUELL routing label for a routing region pallet**

<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 7000030580	<b>Auftrags-/Aktionsbezeichnung:</b> Frühjahrsaktion	<b>Paletten-Nr. von Gesamtanzahl:</b> <b>40/83</b>
<b>Einlieferer:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Einlieferer:</b> 7000030580	<b>Interne Vermerke:</b>	<b>Laufzeit</b> <b>E+4</b>
<b>POSTAKTUELL</b>  <b>37</b>		<b>Bereich für postalische Zwecke:</b>	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>		<b>Feld für Palettenlabel/NVE:</b>	
<b>Auftragsnummer:</b> 13264128975			
<b>Gewicht der Palette:</b> 414,31 kg			
<b>Anzahl Gebinde auf der Palette:</b> 42			
<b>Anzahl Sendungen auf der Palette:</b> 689			

Palettenleitzzettel Vorlage Deutsche Post

Figure 38

Original size at least DIN A5, paper color light blue, imprinted in black

**PRESEPOST routing label for a routing region pallet in the ELN with the basic service (D+4)  
Example with program information**

<b>Absender:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Absender:</b> 7000030580	<b>ZKZ/Titel:</b> 01234 Der Pressetitel 2/2024	<b>Paletten-Nr. von Gesamtanzahl:</b> <b>38/83</b>
<b>Einlieferer:</b> Muster AG Musterstr. 12 12355 Musterhausen	<b>Kunden-Nr. Einlieferer:</b> 7000030580	<b>Interne Vermerke:</b>	<b>Laufzeit</b> <b>E+4</b>
<b>PRESE / ELN</b>  <b>53</b>		<b>Bereich für postalische Zwecke:</b>	
		<b>FSQ_92</b>	
<b>Einlieferungsdatum:</b> <b>29.03.2024</b>		<b>Feld für Palettenlabel/NVE:</b>  	
<b>Auftragsnummer:</b> 13264128975			
<b>Gewicht der Palette:</b> 414,31 kg			
<b>Anzahl Gebinde auf der Palette:</b> 42			
<b>Anzahl Sendungen auf der Palette:</b> 689			

Palettenleitzzettel Vorlage Deutsche Post

Figure 39

Original size at least DIN A5, paper color light blue, imprinted in black

### DIALOGPOST SCHWER pallet routing label

Absender: Muster AG Musterstr. 12 12355 Musterhausen <b>1</b>		Kunden-Nr. Absender/Kundenkennung: 7000030580 / 8087 <b>2</b>		Auftrags-/Aktionsbezeichnung: KK Premium TD 04.09.24 <b>5</b>		Paletten-Nr. von Gesamtanzahl: <b>1 / 263</b> <b>7</b>	
Einlieferer: Muster AG Musterstr. 12 12355 Musterhausen <b>3</b>		Kunden-Nr. Einlieferer: 7000030580 <b>4</b>		Interne Vermerke: <b>6</b>		Bereich für postalische Zwecke:	
<b>DIALOGPOST SCHWER</b>							
<b>86</b>							
Einlieferungsdatum: <b>29.03.2024</b> <b>10</b>				Feld für Palettenlabel/NVE:			
Auftragsnummer: <b>11</b> 13264128975		Gewicht der Palette: <b>12</b> 898,31 kg		<b>14</b>  0001 3 4021771 43 9948863 5			
Anzahl Sendungen auf der Palette: <b>13</b> 502							

Figure 40

#### Notes

- |   |   |  |
|---|---|--|
| <b>1.</b> Sender's details                          | <b>7.</b> Pallet number/total number of pallets | <b>11.</b> AM order number               |
| <b>2.</b> Sender's customer number/code             | <b>8.</b> Product                               | <b>12.</b> Pallet weight                 |
| <b>3.</b> Poster's details                          | <b>9.</b> Pallet destination                    | <b>13.</b> Number of items on the pallet |
| <b>4.</b> Poster's customer number                  | <b>10.</b> Posting date                         | <b>14.</b> Pallet label/SSCC             |
| <b>5.</b> Poster's order/campaign name              |   |  |
| <b>6.</b> Internal references from sender or poster |   |  |

## DIALOGPOST SCHWER and PRESSEPOST: About SSCC

The serial shipping container code (SSCC) must appear on the DIALOGPOST SCHWER and PRESSEPOST pallet routing label. The generation of the SSCC number for AM.exchange and the portal is described in detail in the AM.exchange developer handbook (see [deutschepost.de/am](https://deutschepost.de/am)). The SSCC numbers are in the form of a barcode (in EAN 128 format) and should appear as numbers underneath the barcode. They must be of the correct size and have sufficient contrast in order to ensure error-free reading by the scanner.

#### Linear barcode:

Minimum dimensions: L 90 mm, W 22 mm

Maximum dimensions: L 152 mm, W 49 mm

**Numbers underneath the barcode:** At least 3 mm spacing from the barcode, in a machine-readable font with a capital letter height between 4 mm and 6 mm (e.g., Arial 14).

The scannable SSCC number refers to the AM order produced during posting. In addition to the pallet label data in plain text, this includes, e.g., the AM order number, printed product ID (ZKZ), customer number, and other obligatory data:

- Number of trays/batches on the pallet
- Number of items on the pallet

# 13. Order management (AM)

You can use the electronic order management system (AM) to manage and process your shipments, for example, or provide notifications. It also allows you to view your billing data and receive tracking information for various products. There are two ways you can do this, and you can find all the details here: [deutschepost.de/am](https://deutschepost.de/am)

## 13.1 AM.portal

AM.portal is the Internet application for managing your shipments, and gives you direct access to up-to-date information about all the orders you have transmitted to Deutsche Post. Your shipment orders are clearly presented for evaluation, and you can also create and process shipment orders.

## 13.2 AM.exchange

AM.exchange is the B2B protocol for the automatic electronic exchange of data between business customers and Deutsche Post (e.g., for creating, changing, canceling, searching and loading orders). Deutsche Post provides software for this. For example, DIALOGPOST MANAGER, POSTAKTUELL MANAGER or MANAGER PRESSE DISTRIBUTION support reliable data communication through AM.exchange.

### **The benefits for you:**

Without exiting your shipping software, you register your shipment with Deutsche Post digitally and send us all relevant logistical data such as the shipping schedule, quantity and composition of items, the content of trays, bundles, boxes and pallets. No personal data is transferred in this process. In the other direction, your shipping software registers data (identifiers) authorized by Deutsche Post via AM.exchange. You then integrate the data (e.g., order number, SSCC (serial shipping container code)) in mail merge and in pallet labeling. When pallets and items are tracked, these identifiers are scanned, showing you when batches and items have been received and processed by us. This provides support for a delivery forecast, for example at the regional level. This is crucially important for follow-on business processes planned by the sender.

## 13.3 Shipment notifications

Timely notification of your shipments is important for us so we can plan transport capacity and personnel resources, irrespective of whether you post your items yourself or we pick them up. The deadlines for digital advance notification using the procedures in the electronic order management system (AM) are set out below.

### Advance notification of shipments

Product	Advance notification per order/posting			
	Procedure* Order		At least seven days before the shipment is handed over	
	AM.portal**	AM.exchange	Confirmation at least two days (if the first notification was not final)	
Less than 5,000			5,000 items or more	
DIALOGPOST	Yes		Optional	Mandatory
POSTWURFSPEZIAL			No	
POSTAKTUELL	No	Yes	Mandatory	
Pressepost***	Yes		Mandatory	
DIALOGPOST SCHWER			Mandatory	

\* For more information about the order management system (AM), please visit [deutschepost.de/am](https://deutschepost.de/am)

\*\* Only quantities of less than 20,000 items per order for POSTWURFSPEZIAL.

We recommend AM.exchange for advance notification.

\*\*\* For POSTVERTRIEBSSTÜCK weekly and daily titles, advance notification takes place at least two days before the items are handed over.

#### Please note:

Acceptance can be delayed if advance notification is given late or not at all.

# 14. Posting and billing

When you prepare your shipment, you use your own shipping software to create and **complete a posting list**. Alternatively, please visit **[deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)** to find the right posting form for your product and your posting, as a PDF which you can fill in. Please present the form you completed in this way at the acceptance office, along with a representative sample of your item.

**There is a list of all acceptance offices for your items on page 60.**

## 14.1 Issues specific to Pressepost

- Using AM.exchange with your shipping software means you do not have to create and send the classic posting and dispatch list, because the information required for billing and other important information is communicated to Deutsche Post electronically.
- With AM.portal there is no need to create and send the classic posting list. However, this method still requires you to send a dispatch list by post to the billing office in Hamburg.
- Regardless of which electronic procedure you use, when the magazine is shipped, a sample copy of each version of the magazine must be sent as a POSTVERTRIEBSSTÜCK or PRESSESENDUNG item to the billing office in Hamburg. The address of the billing office should be added to the contracting party's list of subscribers/buyers. The address is as follows:

**Deutsche Post AG**  
**Auftragserfassung Pressepost**  
**22282 Hamburg**



## 14.2 Posting DIALOGPOST and POSTWURFSPEZIAL items

### Posting lists

Each DIALOGPOST or POSTWURFSPEZIAL posting list with the associated quantity of items is billed as one posting. It is not possible to combine multiple posting lists into one total posting.

For Groß (large) items that you have pre-sorted by routing region as well as postal code, please state the quantities separately in the posting list. Please visit [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten) to create posting lists yourself with various tools.

### We require the following for every posting:

- A completed DIALOGPOST or POSTWURFSPEZIAL posting list
- If 200 items are posted for the same routing region and several routing regions are posted together, a separate posting list must be presented for each routing region (DIALOGPOST only)
- A specimen of your items as a representative sample\*
- Possibly delivery of data in electronic format (AM.exchange)\*\*

If your items are not in German, a German translation must be included.

\***DIALOGPOST:** The sample item must bear an address outside and, where appropriate, inside and – with the exception of admissible differences – it must be identical to the other items. Please frank your sample item (if a franking machine is used: without impression, but with the note “Freigemacht mit FRANKIT” (franked with FRANKIT) or “Muster” (sample)).

**POSTWURFSPEZIAL:** The sample item must have a partial address and be identical to the other items with the exception of admissible differences (e.g., logo, contact person, company address, driving directions, coding and control characters).

\*\*Binding for all senders with postings exceeding 5 metric tons who wish to have their items picked up.

**Partial postings**

You can also make partial postings of DIALOGPOST and POSTWURFSPEZIAL items over several days. The following conditions must be met:

**Sorting**

- Posting in completed ascending/descending routing region/routing zone blocks (e.g., routing zone 0 on the first day, routing zone 1 on the second day)
- No postal code overlaps for partial postings
- No posting of Germany pallets

**Time and quantity limits**

- Partial postings must take place within 30 days.
- Up to 10 partial postings per campaign are possible.

**Minimum quantity per partial posting**

- DIALOGPOST: 5,000 shipments
- POSTWURFSPEZIAL: 20,000 items
- Each partial posting is accounted for and billed on the day of posting.

**Other rules**

- The last partial posting must be indicated as the final posting ("S") in the order management system (AM) and on the posting list.
- A fully completed DIALOGPOST or POSTWURFSPEZIAL posting list is required for every partial posting and every individual posting.
- Partial postings can only be handled at bulk mail acceptance offices in the mail centers.
- Every partial posting in an order must take place at the same bulk mail acceptance office.
- A representative sample must only be presented at the time of the first partial posting.

**Issues specific to DIALOGPOST: variations**

If you post DIALOGPOST items with different weights, this is called a mailing with variations. When you post the items, you must include a copy of the heaviest item as a representative sample. The DIALOGPOST National posting list must also be accompanied by a variation list containing all the variations. If the posted variations are all the same weight, there is no need for the variation list. If you are preparing a mailing with variations, DIALOGPOST MANAGER can help with permitted packaging methods, and required production lists and posting lists.

**Spot checks of sealed items**

In order to check compliance with the content requirements, we reserve the right to open items to perform random spot checks. In the event that this results in items no longer being suitable for conveyance, the items will be returned to you for repackaging. The postage charge for these items will be refunded to you.

## 14.3 Posting DIALOGPOST SCHWER items

DIALOGPOST SCHWER items are always posted in the regional parcel center. The items can also be divided into partial postings spread over several days and at different locations.

### The following conditions must be met:

- Single-destination pallets must be posted (there is a surcharge for Germany pallets)
- The partial postings must take place within 30 days.
- The last partial posting must be indicated as the final posting (“S”) in the order management system (AM) and on the posting list.
- Every partial posting must have its own delivery note.
- A fully completed DIALOGPOST SCHWER posting list is required for every partial posting and every individual posting.
- If DIALOGPOST SCHWER items are posted at different locations/on different days, a separate breakdown called “Übersicht aller Einlieferungen” (list of all postings) is required.
- The postings – bulk postings in particular – must be notified well in advance (at least seven working days before the planned posting). For larger DIALOGPOST SCHWER posting quantities (more than 100 pallets per campaign), general notification is required year-round at least four weeks in advance.

### We require the following for every posting:

- A completed posting list
- Delivery note, if applicable
- List of variations, if applicable
- Electronic delivery of data (AM.exchange), if applicable
- Transport notification, if applicable
- List of all postings, if applicable

### DIALOGPOST SCHWER variations (“Vario”)

When DIALOGPOST SCHWER items are posted with different promotional contents (variations), a specimen of the lightest item must be provided as a sample copy. For the DIALOGPOST SCHWER posting list, further information is required when posting items with different weights (list of variations).

# 15. Posting offices

Please see the table below to find the right acceptance offices for your product and the quantity of items you intend to post. Our location finder contains ALL Deutsche Post and DHL acceptance offices with their opening hours in tables and maps. Please visit [postfinder.de](https://www.postfinder.de) or use our free Post & DHL App.

**Drop-offs are not possible with DIALOGPOST SCHWER.**

## Posting and pick-up

Products		Posting		Pick-up
		Retail outlet(s)	Bulk mail acceptance office(s)/ mail center	Express logistics network (ELN)/ high-speed network (SLN)
<b>DIALOGPOST</b>		Up to 5,000 items (or 10 trays), total max. 100 kg, no pallets	Also palletized items with advance notification and drop-off, max. 20 pallets/day/poster	Pick-up of palletized items with advance notification
<b>POSTWURFSPEZIAL*</b>		No		
<b>POSTAKTUELL</b>		Up to 5,000 items (or 10 bundles/boxes), total max. 100 kg, no pallets		
<b>Pressepost</b>	Express logistics net- work D+2/D+4	No	Also palletized items with advance notification	Pick-up/posting at the agreed acceptance office
	Next-day service, high-speed network D+1		No	
	Daily title D+0		In the destination mail center (inbound section)	No
<b>DIALOGPOST SCHWER</b>			No	Pick-up of palletized items with advance notification

\*Pallet preparation and posting are mandatory for POSTWURFSPEZIAL.

**Remember the latest posting time**

To achieve your desired transit times, please observe the latest posting times of the acceptance offices and the published departure times of our mail centers. Please visit **[deutschepost.de/einlieferungslisten](https://www.deutschepost.de/einlieferungslisten)**

Your items are delivered by Deutsche Post within the period from the date of posting\* (standard transit time) specified for the particular product. This is a quality target and not a transit time commitment.

You can find out the last departure times for Presse Distribution in the high-speed transportation network (SLN) from your customer advisor.

**Posting regional daily newspapers**

Regional daily newspapers currently delivered using the same-day service of Presse Distribution must be posted at the mail center of the destination region – 82 mail centers across Germany are open at night.

\*The posting day is the day on which the batches belonging to the posting orders are first scanned in the depots/mail centers of Deutsche Post.

# 16. Pick-up

Shipments to be picked up must be registered digitally in the order management system (AM), but also with the operating offices so that vehicles, trips and equipment can be scheduled in advance to meet your needs. The following options are available depending on the selected product and service.

## 16.1 Pick-up below five metric tons (service journeys)

### Dialog marketing products and Pressepost (D+2/D+4)

If your pick-up quantity for Germany has a total net shipment weight of less than five metric tons (except for the high-speed transportation network for press D+1) and you have concluded a contract (taking account of the quantity, pick-up location and distance), you can place an order online at least one day in advance for your items to be picked up for a fee. The same menu allows you to order transport equipment (trays, pallets, pallet collars, tray carts, etc.). You can place the order at [deutschepost.de/servicefahrten](https://deutschepost.de/servicefahrten).

## 16.2 Pick-up from five metric tons in the express logistics network (ELN)

### Dialog marketing products and Pressepost (D+2/D+4)

Please notify us of pick-ups in Germany and abroad of five metric tons or more using the PDF form "ELN-Transportavis an das Depot" (ELN transport notification to the depot), which you can download by visiting [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten). Select the right depot for you, complete the form and e-mail it to the selected depot. Please also remember to use the order management system (AM) to inform us of the full order data before the requested pick-up. Quantities from different same-day pick-ups of DIALOGPOST, POSTAKTUELL, POSTWURFSPEZIAL and Pressepost items can be combined to make up the 5 metric tons.

### ELN transport notification to the depot – available online at [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)

- Please send it at least two working days before pick-up (three working days from abroad), by 12 noon on working days. Saturdays, Sundays, public holidays and December 24 and December 31 are not included in the calculation of the two working days
- The order is confirmed when the delivery note is sent by 5 p.m. one day before pick-up. The pick-up is considered agreed once the relevant documents have been submitted. An order confirmation is issued for each vehicle.
- The pick-up cannot take place without an order confirmation.
- Please give at least four weeks notice of more than 1,000 pallets.

**The poster is responsible for loading**

- If there are more than 100 pallets or more than 13 pallets are produced for the same routing zone, they must be loaded for a single destination per vehicle, i.e., specifically for the respective destination depot/destination warehouse.

**Pick-up outside Germany**

- Before the first pick-up outside Germany, a pick-up contract in addition to the General Terms and Conditions must be entered into by Deutsche Post and the poster. Please contact your customer advisor.
- A pick-up order must be for a minimum of 20 pallets.
- The maximum distance for an international pick-up is 100 km by road from the logistically-relevant border crossing.

**Dialog marketing products**

- Before these items are picked up, they must be inspected on the spot by Deutsche Post staff.
- For revenue collection purposes in an ELN pick-up, the pallets must not be stacked and must be safely accessible to the revenue collection staff without obstructions.
- Pick-ups of items outside Germany cannot be ordered as part of the service journeys.
- E-mail notification must always be sent in advance for pick-ups outside Germany (after consultation with the ELN scheduling department of Deutsche Post).
- Most pick-ups outside Germany usually have to take place by 12 noon (last possible departure time from pick-up location); pick-ups after 12 noon from the pick-up location extend the transit time by one working day.
- In individual cases, there may be different arrangements, in particular for Friday pick-ups. Please coordinate such pick-ups with your Deutsche Post scheduling department.

## 16.3 High-speed transportation network for press (SLN)

**Pressepost (D+1)**

For the fast transport of daily newspapers and magazines with the next-day service (D+1), you can notify us of pick-ups in Germany and abroad using our PDF form "SLN-Transportavis an das Depot" (SLN transport notification to the depot). Here, too, you select your depot, complete the form and e-mail it to the selected depot. You can access the form by visiting [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)

## 16.4 Drop-off of pallets

### **DIALOGPOST, POSTWURFSPEZIAL, POSTAKTUELL, Pressepost (D+2/D+4):**

You can drop off your items yourself or using a service provider at our mail centers as follows:

- No more than 20 pallets per day and poster may be posted. This restriction helps us to process your items.
- The pallets must not be stacked when they are posted.
- If storage is necessary in external facilities for capacity reasons at Deutsche Post, the poster will pay the applicable storage costs.
- Items from abroad can be posted at a depot or ELN warehouse close to the border if sufficient capacity is available and if revenue collection, processing and routing of the items can be ensured at the intended posting office in accordance with the transit time specifications.
- Postings with more than 250 pallets must be agreed separately with the ELN depot.

Drop-offs are also notified to the depot with the form “ELN-Transportavis an das Depot” (ELN transport notification to the depot) – available online at [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)

### **Drop-offs are not available for DIALOGPOST SCHWER items!**

**Please note:** If you or your service provider would like to drop off more than 20 pallets at a time at one of our mail centers, you must arrange this with Deutsche Post in advance (seven working days before the planned posting\*) and with binding effect. If a drop-off is not possible at the desired location, Deutsche Post will promptly suggest with binding effect another suitable posting office for the poster.

Acceptance may be delayed if advance notification of a drop-off is not received or is received late.

\*Drop-offs with more than 250 pallets must be agreed separately.

## 16.5 Pallet storage

### **DIALOGPOST, POSTWURFSPEZIAL, POSTAKTUELL, Pressepost (D+2/D+4)**

We can store your pallets on request. For more information, for example the General Terms and Conditions for the Transportation and Storage of Pallets (“AGB Palettenlagerung”), please visit [deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten). You will also find orders for pallet storage there and in your shipping software.

### **Pallet storage is not available for DIALOGPOST SCHWER!**



## 16.6 Planning a Pressepost pick-up

- **First pick-up**  
You need to notify your responsible customer service team two weeks before the first pick-up date.
- **Changes to regular pick-up dates**  
Please notify the customer service team at least 14 days before the changed pick-up date, otherwise it will not be possible to guarantee the desired pick-up.
- **Variations in regular pick-ups/no fixed pick-up day? Observe the ordering deadline.**  
If shipment quantities and/or shipment weights in regular pick-ups vary by more than 20% from the regular posting, or if a set pick-up day has not been agreed, please place your pick-up order at the latest by 12 noon on the second working day before the planned pick-up.
- **Notify us well in advance of a change of service provider**  
To ensure smooth processing of your pick-ups, please notify your customer advisor at least four weeks before you change service provider.
- **Plan realistic pick-up times**  
To help us achieve your desired transit time, when scheduling the pick-up of your shipments, please take our binding departure times in the routing regions into account, as well as the time needed for revenue collection. For a list of the departure times for the express logistics network (ELN), please visit [pressedistribution.de/downloadcenter](https://pressedistribution.de/downloadcenter)  
You can find out the last departure times in the high-speed transportation network (SLN) from your customer advisor.

## 16.7 Pick-up conditions

Pick-ups are subject to a fee. Please consult our price lists for prices and conditions. Price lists for our dialog marketing products can be downloaded by visiting [deutschepost.de/werben](https://deutschepost.de/werben). The prices for Pressepost items are contained in the prices section of the Presse Distribution product brochure and are available online for download at [pressedistribution.de](https://pressedistribution.de).

If extra costs are incurred during the pick-up, surcharges may be payable:

- **Demurrage charges** are incurred if there are delays in the agreed pick-up times.
- **Cancellation surcharges** are incurred when a pick-up is canceled for reasons attributable to the contracting party. The pick-up charge for the one-way distance between the depot/warehouse and the agreed pick-up location will be calculated as a lump-sum expense and billed as a surcharge. Please ensure that a responsible contact person is available at the time of shipping.

For Pressepost:

- **Surcharge for network change from ELN to the SLN at short notice** Network changes to SLN must be notified at least two working days (Monday through Saturday) before the planned pick-up date. Otherwise a surcharge will be billed in accordance with the applicable Presse Distribution price list.
- **Surcharge for inadequate network-specific preparation for shipping** When the transport network is changed, it is essential to update the shipping code for the posting to SLN. If the shipment is not correctly prepared for SLN, a surcharge is billed according to the current price list.

Please consult our price lists for the currently applicable surcharge.

# We are there for you wherever you are

Our customer advisors in your region will be happy to assist you with any other questions you may have about shipment handling.

**We look forward to working with you!**

We'll be happy to provide you with more detailed information.

## Questions about Deutsche Post products

Customer Service Hotline:  
Telephone: 0228 43 33 112\*  
Mon - Fri 8 a.m. to 6 p.m. and Sat 8 a.m. to 2 p.m.  
(except on national public holidays)

E-mail: [kundenservice@deutschepost.de](mailto:kundenservice@deutschepost.de)  
[deutschepost.de/geschaeftskundenservice](https://deutschepost.de/geschaeftskundenservice)

We're here to help you.

## Questions about Deutsche Post IT applications

Customer Integration Service  
Telephone: 0228 182 23500\*  
Mon - Fri 8 a.m. to 4 p.m.  
(except on national public holidays)

E-mail: [it-csp@deutschepost.de](mailto:it-csp@deutschepost.de)

\*Calls are charged at the standard rate for German landlines.



**Deutsche Post AG**

Headquarters

Product Management

Dialog Marketing and Presse Distribution

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