

UNITED STATES OF AMERICA
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Before Commissioners:

Ruth Y. Goldway, Chairman;
Nanci E. Langley, Vice Chairman;
Marc Acton; and
Robert G. Taub

Modification of Mail Classification Schedule
Regarding Forever Print-on-Demand Indicia

Docket No. MC2012-10

NOTICE AND ORDER CONCERNING CLASSIFICATION CHANGE
RELATED TO FOREVER PRINT-ON-DEMAND INDICIA

(Issued March 23, 2012)

On March 22, 2012, the Postal Service filed a notice with the Commission under 39 CFR 3020.90 and 3020.91 concerning a classification change related to Forever Print-on-Demand Indicia.¹ Specifically, the Postal Service proposes to modify the definition of Forever stamps in the Mail Classification Schedule's (MCS) Glossary of Terms and Conditions (Section 3007) to include Forever Print-on-Demand Indicia. *Id.* at 1. The Notice includes an attachment with proposed edits to the MCS schedule.

The Postal Service asserts that it seeks this classification change to reflect its plans to sell at its Automated Postal Centers (APCs) a customer-specified quantity of postage indicia, containing a barcode, an image selected by the customer from a few

¹ Notice of the United States Postal Service of Classification Change Related to Forever Print-on-Demand Indicia, March 22, 2012 (Notice).

postal-owned images, and the word “Forever.” The Postal Service intends to provide an alternative to stocking its APCs with Forever stamps by having the kiosks print Forever Print-on-Demand Indicia labels. The Print-on-Demand indicia will be sold at the then-current price of a First-Class Mail single-ounce letter, and, like Forever stamps, will carry the value of First-Class Mail single-ounce letter postage at the time of mailing. The Postal Service believes the changes are consistent with 39 U.S.C. § 3642 and should be incorporated into the MCS. *Id.*

The Postal Service does not indicate the effective date of the proposed change. Inasmuch as 39 CFR 3020.91 provides that the notice may be filed no later than 15 days prior to the effective date of the proposed change, the change would be effective no sooner than April 6, 2012.

In accordance with 39 CFR 3020.92, the Commission establishes Docket No. MC2012-10 to consider the Postal Service’s proposal described in its Notice. Interested persons may submit comments on whether the proposed classification change is not inconsistent with 39 U.S.C. § 3642. Comments are due by March 30, 2011.

The Notice and related filings are available on the Commission’s website (<http://www.prc.gov>). The Commission encourages interested persons to review the Notice for further details.

The Commission appoints Natalie Rea Ward to serve as Public Representative in this proceeding.

It is ordered:

1. The Commission establishes Docket No. MC2012-10 to consider the matters raised by the Notice.
2. Pursuant to 39 U.S.C. § 505, Natalie Rea Ward is appointed to serve as an officer of the Commission (Public Representative) to represent the interests of the general public in this proceeding.

3. Comments by interested persons are due by March 30, 2012.

By the Commission.

Ruth Ann Abrams
Acting Secretary