

MAILING INFORMATION

In order for S&G to mail sort your address files accurately and, achieve the highest level of discount from the Royal Mail, you are asked to supply your data in the following format as described in our Client Handbook.

- FIELD 1 = REFERENCE
- FIELD 2 = NAME
- FIELD 3 = ADDRESS LINE 1
- FIELD 4 = ADDRESS LINE 2
- FIELD 5 = ADDRESS LINE 3
- FIELD 6 = TOWN
- FIELD 7 = COUNTY
- FIELD 8 = POST CODE

When deciding on the format of a data file the following should be taken in to consideration:

- There are 8 print heads on our Domino Printers, each prints one line of the address.
- These can be printed in with Reference on top.
- Blank address lines are removed when the data is processed by S&G. However, if the data supplied is already mail sorted then the blank address lines need to be removed by the customer.

For further information on exporting from a database or manipulating your data in to this format contact the S&G Mailing Department.

Tel: 01685 388888

EXAMPLE

Sample of a Spreadsheet or Database File

Reference	Name	Address 1	Address 2	Address 3	Town	County	Postcode
XY5123	John Doe	CEO	ACME Ltd	Unit 2, The Park	Newtown	Berks	VB12 0QA
ZY5123	Fred Smith	Manager	ABC Ltd	20 High St	Oldtown	Hants	DE1 8AD
	Joe Bloggs	Director	XYZ	10 West St	West Town	Wilts	AB12 3LE

Data Layout

The character length for each field is 58 characters.

Field	Data
1	XY5123
2	John Doe
3	CEO
4	ACME Ltd
5	Unit 2, The Park
6	Newtown
7	Berks
8	VB12 0QA

Physical Label Layout

There are 8 lines on the inkjet label; the additional information on the bottom line of the label is the sort code and Bag Breaker Markers.

