

**DIALOGPOST**

# **DIALOGPOST**

## **National**

Important notes on designing and posting your mail items.





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# 1. Requirements

**With DIALOGPOST, you can send items that help you communicate individually with your customers. Only promotional content is allowed.**

**What you can send with DIALOGPOST:**

Items with promotional content only

**What you cannot send with DIALOGPOST:**

- Merchandise intended for sale
- Requests for payment  
(e.g., invoices, reminders)
- Items with non-promotional content

**Please note:**

- The inside and outside addresses of DIALOGPOST items must be identical. If the items are not in German, a German translation must be enclosed.
- DIALOGPOST items cannot be addressed to a Packstation.

## 1.1 Requirements for promotional content

Promotional items as defined for the purposes of DIALOGPOST are primarily written communications/ offers that facilitate customer/member loyalty and/ or acquisition. Furthermore, the purpose of these notifications is to motivate customers or members to

make a purchase or to make use of products and services. It is also possible to distribute offers or provide special information to positively depict enterprises, brands, products, or individuals, for example (even without sales offers).

### Requirements

All mail items have the same

- individual sender\*
- address inside and outside
- envelope format\*\*
- franking within a posting
- basic format

\* The sender of the DIALOGPOST item must appear on the posting list.

\*\* Basic format variances of up to 30 mm in length and width are permitted.

### Examples of what you can send as promotional content:

- Offers intended to motivate customers to purchase or use products and services and which may be accompanied by free samples, specimens and promotional items. (If sachets are included, please refer to the additional information in section 6.2.)
- Image advertising, political campaigns
- Invitations to take part in events (e.g., open days, city festivals, exhibitions or sales presentations)
- Invitations to take part in contests
- Notifications associated with bonus programs in connection with offers
- Customer magazines
- Appeals for donations
- Congratulations
- Promotional customer cards without a payment function (no replacement cards)

### Please note:

Euro amounts referring to an existing contractual relationship (e.g., a previous tariff) may only be mentioned for the purpose of clarifying the offer.

## 1.2 Minimum quantities and sorting

### DIALOGPOST

Quantity	Region
5,000 DIALOGPOST items	Nationwide
200 DIALOGPOST items	For the same routing region (first two digits of the postal code are identical)
500 DIALOGPOST EASY items	Throughout Germany (with low-quantity surcharge)

**Please note:** Sorting by ascending/descending postal code is always required for the whole of the posted quantity (i.e., across all trays and bundles). If you do not achieve the minimum quantities, you can make up for the missing items with top-up payments. For more information see page 36.

## 2. Dimensions and weights

### 2.1 Dimensions and weights

#### DIALOGPOST

Basic format*	Length	Width	Thickness	Weight	Shape
Standard**	150 – 235 mm	90 – 125 mm	Up to 5 mm	Up to 50 g	Rectangular (mandatory)
Groß (large)	140 – 353 mm	90 – 250 mm	Up to 30 mm	Up to 1,000 g	Rectangular (or square***)

\* Basic format variances of up to 30 mm in length and width are permitted.

\*\* For DIALOGPOST items in the Standard basic format (including DIALOGPOST cards) 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. This does not apply to creative special formats.

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

**Please note:** A production surcharge will be levied for DIALOGPOST items whose dimensions and shapes deviate within set limits from the specified basic formats and for items that do not have straight outer edges. For more information, see page 37.

#### DIALOGPOST card

In the Standard basic format, you can send items in card form as DIALOGPOST cards. The DIALOGPOST card is a one-piece item (not a double postcard) in which all information on the item is visible from the outside. The maximum and minimum weight of a DIALOGPOST card is determined by the size of the item in question in combination with the grammage. Please note that the paper grammage specified in each case is the minimum weight.

For detailed information, see the guide on mail items suitable for automatic processing ("Automationsfähige Briefsendungen"), which can be downloaded at [deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)

#### DIALOGPOST without wrapping

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
- weigh at least 30 g
- are pre-sorted at least by routing region or postal code and posted in routing region and/or postal code trays or bundles

# 3. Suitability for automatic processing

**This section explains a few things you need to know about suitability for automatic processing with DIALOGPOST.**

For a detailed list of requirements, see the guide on mail items suitable for automatic processing ("Automationsfähige Briefsendungen"), which can be downloaded at [deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)

## 3.1 Suitability for automatic processing – background

To process your items, Deutsche Post uses sorting systems that are able to read addresses and sort items fully automatically. This requires items to be suitable for automatic processing.

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

- Layout of the address side
- Machine-readability
- Physical characteristics

**Please note:** Items in the Standard and Groß (large) basic formats must always be fully suitable for automatic processing. For information on calculating the production surcharge when items are not suitable for automatic processing, see section 8.1 on page 37.

### 3.1.1 Layout of the address side

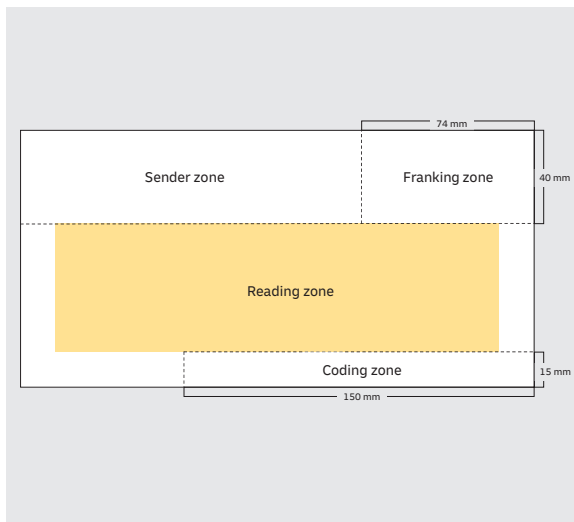
The address side of a DIALOGPOST item is divided up into the following zones:

- Reading zone
- Franking zone
- Sender zone

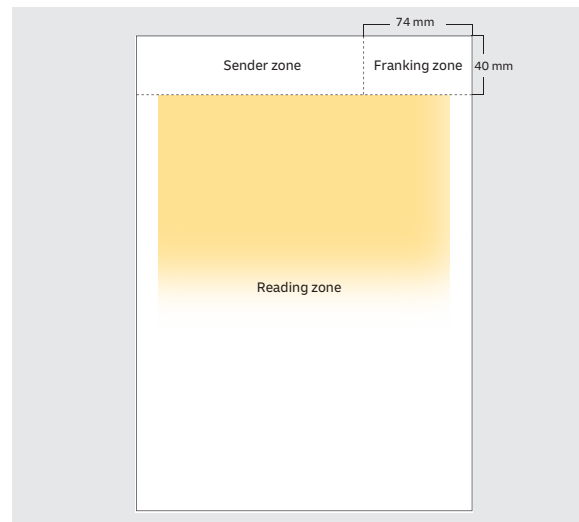
The division into zones forms the basis for manual sorting and is therefore essential even for mail items that are not suitable for automatic processing.

Items in the Standard basic format also have a coding zone.





Example: Zones of an item in the Standard basic format



Example of an item in the Groß (large) basic format (portrait)

### 3.1.2 Machine-readability

Our sorting machines must be able to read the recipient information, postal code, destination town/city, delivery details (street and building/house number or P.O. box) and franking marks. It is therefore essential for the address area and franking mark to be machine-readable.

Standard fonts such as Arial, Frutiger, Helvetica, Times and Univers are easily read by machines. A font size of 10 to 12 pt is considered optimal.

Please ensure that the address area, including the franking mark and/or the additional service (e.g., PREMIUMADRESS), is applied in a uniform, strong print and that the dark lettering stands out in sharp contrast to a white background or a monochrome background in pastel shades. 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.

### 3.1.3 Physical characteristics

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

For detailed information, see the guide on mail items suitable for automatic processing ("Automationsfähige Briefsendungen"), which can be downloaded at **[deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)**

**Please note:** A production surcharge will be levied for DIALOGPOST items whose dimensions and shapes deviate within set limits from the specified basic formats and for items that do not have straight outer edges. This also applies to items that do not meet (or only partly meet) the specifications concerning suitability for automatic processing. For more information, see page 37.

## 4. Franking

Only one type of franking at a time is permitted on a DIALOGPOST item. For IT franking, a customer-specific motif with a franking wave may also be used.

### 4.1 Franking marks

#### 4.1.1 Franking wave

The following criteria apply to the franking wave:

- It appears 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 machine processing is not impaired.



Example of DIALOGPOST franking wave

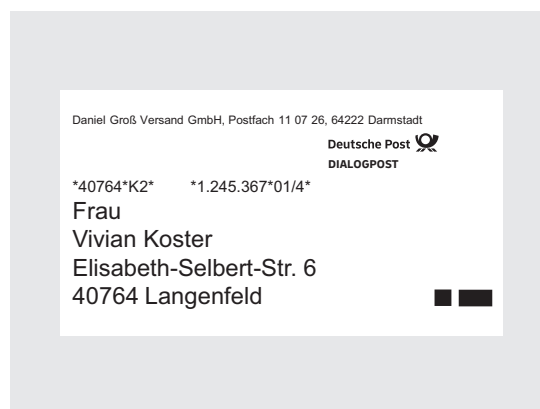
#### 4.1.2 Abbreviated franking mark

The abbreviated franking mark is printed in the address area. The mark must be clearly visible/readable on the right above the address.

An example can be found at

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

Here, the franking zone must be kept free of any kind of alphanumeric data in plain text or codes, but it may be printed in color. The abbreviated franking mark is therefore ideal for the franking of DIALOGPOST items without wrapping.



Example of abbreviated franking mark

### 4.1.3 Customized presentation

The customized presentation may only be used:

- as a franking mark when posted items are paid for in cash or with a POSTCARD
- with IT franking (with a data matrix code in the address area) without product details and without the text “Ein Service der Deutschen Post” (A Deutsche Post Service).

The customized presentation may not, for example,

- look like an actual stamp, which could lead to confusion
- contain numeric values that could be confused with a euro value (postage value).



Example of DIALOGPOST customized presentation

Please also note: Do not print any country names such as “Deutschland” or “Germany”. The name “Deutsche Post” is also not allowed. You may of course print your company name or other terms. Only one customer motif may be used. The franking wave must extend 8 mm into the image. The customer image and the franking wave must be imprinted.

**Please note:** For more information about the franking wave, the abbreviated franking mark and customized presentation, please refer to the information sheet at [deutschepost.de/frankiervermerk](https://deutschepost.de/frankiervermerk)

## 4.2 IT franking and franking machines

### 4.2.1 IT franking

If the IT franking procedure is being used (by agreement with Deutsche Post), the DIALOGPOST item type is indicated in the address area.

More information on IT franking can be found at [deutschepost.de/dv-freimachung](https://deutschepost.de/dv-freimachung)



Example of IT franking with data matrix code in the window  
Dimensions: Standard window 90 x 45 mm; one additional information line optional.

### 4.2.2 Franking machines

DIALOGPOST items can also be franked using franking machines. Here, franking is subject to the respective base rate. Surcharges and other DIALOGPOST services must be invoiced separately on the posting list that needs to be created. Franking machines will print the DIALOGPOST product name in the franking mark when the relevant option is selected in the franking machine menu.

More information on machine franking can be found at **frankit.de**



Franking mark using a franking machine

## 4.3 Cancellation by the sender

In the case of cancellation by the sender, the DIALOGPOST items are franked with postage stamps and then permanently cancelled with the specified, contractually agreed mark prior to posting. To use cancellation by the sender, a contract must be concluded with Deutsche Post (contact: **absenderstempelung@deutschepost.de**).

In this case, franking is subject to the respective base rate. Surcharges and other DIALOGPOST services must be invoiced separately on the posting list that needs to be created.

You don't have the right postage stamps? We will reimburse you for any overpayment up to the next higher value postage stamp. You cannot use more than two postage stamps per item.

If you use postage stamps which do not fully cover the payable postage, you can pay the difference in cash or otherwise at the time of posting.

Individual items are sent to a central inspection center to verify their durability.

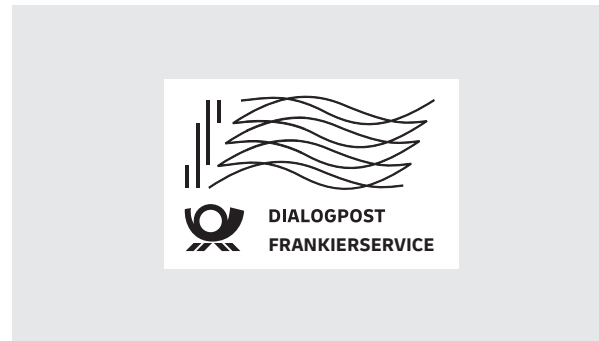


Example of cancellation by the sender  
(postage stamp with simultaneous cancellation)

## 4.4 FRANKIERSERVICE

We will handle the franking for DIALOGPOST items for an additional charge. If you used postage stamps for franking, we also offer a cancellation service (cancellation by the sender) for an additional charge. There are no discounts for pre-sorted items.

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



Example of DIALOGPOST FRANKIERSERVICE imprint

## 4.5 PLUSBRIEF

The postage stamp and the cancellation mark are already printed on the envelope.

For more information and to order, please visit **[deutschepost.de/shop](https://deutschepost.de/shop)**



Example of PLUSBRIEF

# 5. Additional services

## 5.1 Pickup

DIALOGPOST items can be picked up by Deutsche Post from you or your service provider within Germany or outside Germany (up to 100 km across the border). Pickups are always subject to a fee. The amount of the fee depends on the following general parameters.

### 5.1.1 Pickup within Germany

#### Pickup within Germany

	Pickup subject to a fee in the ELN (Express Logistics Network)	Pickup subject to a fee as part of a service journey
<b>Minimum weight</b>	<ul style="list-style-type: none"> <li>At least 5 metric tons total net shipment weight per pickup order</li> <li>Quantities from different same-day pickups of DIALOGPOST, POSTAKTUELL, POSTWURFSPEZIAL and PRESSEPOST items can be combined to make up the 5 metric tons.</li> </ul>	The total net shipment weight per pickup order is less than 5 metric tons.
<b>Advance notification</b>	<b>Advance notification via Order Management (AM)</b> <ul style="list-style-type: none"> <li>The complete order data must be submitted via Order Management at least 48 hours prior to the pickup.</li> <li>A pickup can only take place if the Order Management system contains the relevant information.</li> <li>Customers must notify Deutsche Post four weeks in advance for postings of more than 1,000 pallets.</li> </ul>	<b>Order placement via service manager</b> <ul style="list-style-type: none"> <li>Customers/service providers can use an online contact form to directly request the pickup from the Customer Service Center (KSC) or Business Customer Service (GKS): <b><a href="https://deutschepost.de/servicefahrten">deutschepost.de/servicefahrten</a></b></li> <li>To receive an offer for the pickup of DIALOGPOST items, you must provide the following information:               <ul style="list-style-type: none"> <li>Number of pallets or trays</li> <li>Total net weight of the pallets or trays to be picked up</li> <li>Pickup location</li> <li>Time</li> <li>Day of the week</li> <li>Campaign name, title</li> <li>Point of contact including contact details, etc.</li> </ul> </li> </ul>

## Pickup within Germany

	Pickup subject to a fee in the ELN (Express Logistics Network)	Pickup subject to a fee as part of a service journey
		<ul style="list-style-type: none"> <li>The contact address for ordering a pickup of less than 5 metric tons net weight can be found at <b><a href="https://deutschepost.de/servicefahrten">deutschepost.de/servicefahrten</a></b></li> <li>Additional information can be found online at <b><a href="https://deutschepost.de/geschaeftskundenservice">deutschepost.de/geschaeftskundenservice</a></b></li> </ul>
<b>Inspection by Revenue Protection (ESi)</b>	<ul style="list-style-type: none"> <li>Before the mail items are picked up, they must be checked on site at the customer's location by Deutsche Post staff.</li> <li>This requires a corresponding change to be made in the Order Management (AM) order. In addition, the ELN transport notification must be officially submitted by e-mail at least two working days prior to the date of pickup (after consultation with the Scheduling department of Deutsche Post) and the pickup must be acknowledged by Deutsche Post in the form of an order confirmation.</li> </ul>	The picked-up quantities will undergo revenue checking by Deutsche Post staff at the respective mail centers.
<b>Billing of the pickup order</b>	<ul style="list-style-type: none"> <li>Billing is based on the number of pallets.</li> </ul>	<ul style="list-style-type: none"> <li>The calculation of the pickup charges involves three components:               <ol style="list-style-type: none"> <li>Quantity</li> <li>Pickup location</li> <li>Distance</li> </ol> </li> <li>An individual price offer will be made on the basis of these components.</li> </ul>

## Pickup within Germany

	Pickup subject to a fee in the ELN (Express Logistics Network)	Pickup subject to a fee as part of a service journey
<b>Notification for pickup</b>	<ul style="list-style-type: none"> <li>The depot/mail center can only execute the order if the official ELN transport notification sent by e-mail (after consultation with the Scheduling department) is received by 12 noon at the latest on the second working day before the requested pickup day.</li> <li>Saturdays, Sundays, public holidays and December 24 and December 31 are not included in the calculation of the two working days.</li> <li>The notification must contain the following information:             <ul style="list-style-type: none"> <li>Order number of the DIALOGPOST order or, if this is a joint pickup, the order number of the additional order for the pickup</li> <li>Pickup address</li> <li>Pickup date and time</li> <li>Point of contact</li> <li>Telephone number/e-mail</li> <li>Number of pallets and gross weight per pallet destination</li> <li>Additional information regarding storage, etc., if necessary</li> <li>Campaign name/title</li> <li>You can download the pickup registration form at <b><a href="https://deutschepost.de/einlieferungslisten">deutschepost.de/einlieferungslisten</a></b></li> </ul> </li> </ul>	N/A
<b>Order confirmation from Deutsche Post</b>	<ul style="list-style-type: none"> <li>The order is confirmed in the form of a delivery note for each pickup vehicle.</li> <li>The order confirmation, which guarantees pickup of the items at the agreed place, will be sent by 5 p.m. the day before pickup (not counting Saturdays, Sundays, and public holidays as well as December 24 and 31).</li> <li>If Deutsche Post does not confirm the pickup by 5 p.m. the day before the pickup, that means no pickup agreement has been made.</li> <li>For organizational reasons, the pickup runs may be postponed by one working day (not counting Saturdays, December 24 or 31).</li> <li>The pickup is deemed to be agreed when the specified documents are handed over.</li> <li>The loading process must always be performed by the poster.</li> </ul>	Upon request, the customer will also be provided with a transport order as an order confirmation at the time of the pickup.
<b>Transit time measurements</b>	For pickups in the 1st, 51st and 52nd calendar weeks, the next working day is generally taken as the basis for the measurement of the transit time (regardless of the last posting times).	N/A
<b>Guidelines for postings of more than 100 pallets</b>	If more than 100 pallets are posted and more than 13 pallets are produced for the same routing zone, they must be loaded specifically for the respective destination depot/destination warehouse.	N/A



## 5.1.2 International pickup

### International pickup

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#### Requirements

- A pickup order must be for a minimum of 20 pallets.
  - For pickups outside Germany, a pickup contract in addition to the General Terms and Conditions (AGB) must be entered into by Deutsche Post and the poster.
  - All order data must be submitted via Order Management at least 72 hours prior to the pickup.
  - A pickup can only take place if the Order Management system contains the relevant information.
  - Before these items are picked up, they must be inspected on-site by Deutsche Post staff.
  - The maximum distance for an international pickup is 100 km by road from the logistically-relevant border crossing.
  - If a pickup location is between 101 and 250 km from the logistically-relevant border crossing, a pickup can be requested in individual cases from Deutsche Post as an additional service. In these cases, the price will consist of the pickup fee per pallet and the transport fee per vehicle for each road kilometer. The calculation from the logistically-relevant border crossing will be made as follows:
    - For under 5 metric tons, beginning with the first road kilometer
    - From 5 metric tons, beginning with 101 up to a maximum of 250 road kilometers
  - An on-site check by DPAG staff is not possible if the distance from the logistically-relevant border crossing is between 101 and 250 km. In these cases, temporary storage in Germany is mandatory for revenue checking purposes. The poster is responsible for paying the current storage (pallet storage) and transport fees.
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**Please note:** Partial kilometers will be rounded up to full kilometers.

## International pickup

<b>Pickup subject to a fee in the ELN (Express Logistics Network)</b>	
<b>Pickup weight</b>	Pickup orders are divided into two categories: total net shipment weight under 5 metric tons and over 5 metric tons. Quantities from different same-day pickups of DIALOGPOST, POSTWURFSPEZIAL, POSTAKTUELL and PRESSEPOST items can be combined to make up the 5 metric tons.
<b>Advance notification</b>	<ul style="list-style-type: none"> <li>■ The complete order data must be submitted via Order Management (AM) at least 72 hours prior to the pickup.</li> <li>■ The order data includes, for example, the number of items per postal code, the individual weight of the items, the net weight of the pallet, the pallet destination, etc.</li> <li>■ Special note about bulk postings of more than 1,000 pallets: Customers must notify Deutsche Post at least four weeks in advance about postings/pickups of more than 1,000 pallets.</li> </ul>
<b>Inspection by Revenue Protection (ESi)</b>	<ul style="list-style-type: none"> <li>■ Before the mail items are picked up, they must be checked on site at the customer's location by Deutsche Post staff.</li> <li>■ The on-site inspection conducted by Revenue Protection must be agreed at least three working days before the posting date.</li> <li>■ An on-site check at the customer's location by DPAG staff is not possible if the pickup location is more than 100 road kilometers from the logistically-relevant border crossing (temporary storage in Germany required).</li> </ul>
<b>Billing of the pickup order</b>	<p><b>Under 5 metric tons/pickup order:</b></p> <ul style="list-style-type: none"> <li>■ The charges for pickups from 1 to 250 kilometers (with order confirmation from Deutsche Post) consist of two components: a pickup fee per pallet and a road transport fee of €1.74/km starting at 101 road kilometers from the logistically-relevant border crossing.</li> <li>■ For onward transport from the logistically-relevant border crossing to the nearest acceptance office, the transport costs are billed as part of the service journeys. An individually calculated offer to this effect must be requested in advance.</li> <li>■ If the pickup location is between 101 and 250 km from the logistically-relevant border crossing, fees for temporary storage in Germany for revenue protection will be charged in addition to the pickup charges.</li> </ul> <p><b>From 5 metric tons/pickup order:</b></p> <ul style="list-style-type: none"> <li>■ Pickup fees per pallet will be charged for pickups up to a distance of 100 road kilometers from the logistically-relevant border crossing.</li> <li>■ The charges for pickups from 101 to 250 kilometers (with order confirmation from Deutsche Post) consist of two components: the pickup fees per pallet and a road transport fee of €1.74/km starting at 101 road kilometers from the logistically-relevant border crossing.</li> <li>■ If the pickup location is between 101 and 250 km from the logistically-relevant border crossing, fees for temporary storage in Germany for revenue protection will be charged in addition to the pickup charges.</li> <li>■ Billing is based on an Order Management (AM) order.</li> <li>■ The calculation is based on the number of vehicles used to fulfill the order and the number of pallets.</li> </ul>

## International pickup

<b>Pickup subject to a fee in the ELN (Express Logistics Network)</b>	
<b>Notification for pickup</b>	<ul style="list-style-type: none"> <li>Deutsche Post can only fulfill the order if the corresponding change is made in the Order Management (AM) order and the ELN transport notification (sent after consultation with the Scheduling department of Deutsche Post) is received by e-mail no later than 12 noon on the third working day before the requested pickup day.</li> <li>Saturdays, Sundays, public holidays and December 24 and 31 are not included in the calculation of the three working days.</li> <li>The notification must contain the following information:               <ul style="list-style-type: none"> <li>Order number of the DIALOGPOST order or, if this is a joint pickup, the order number of the additional order for the pickup</li> <li>Pickup address</li> <li>Pickup date and time</li> <li>Point of contact</li> <li>Telephone number/e-mail</li> <li>Number of pallets and weight for each pallet destination</li> <li>Campaign name/title</li> <li>Additional information regarding storage, etc., where applicable</li> </ul> </li> <li>You can download the pickup registration form at <a href="https://deutschepost.de/einlieferungslisten">deutschepost.de/einlieferungslisten</a> If you use DIALOGPOST MANAGER, you will receive the completed form together with the posting list.</li> </ul>
<b>Order confirmation from Deutsche Post</b>	<ul style="list-style-type: none"> <li>The order is confirmed in the form of a delivery note for each pickup vehicle.</li> <li>The order confirmation, which guarantees pickup of the items at the agreed place, will be sent by 5 p.m. the day before pickup (not counting Saturdays, Sundays, and public holidays as well as December 24 and 31). If Deutsche Post does not confirm the pickup by 5 p.m. the day before the pickup, that means no pickup agreement has been made.</li> <li>For organizational reasons, the pickup runs may be postponed by one working day (not counting Saturdays, December 24 or 31).</li> <li>The pickup is deemed to be agreed when the order confirmation is handed over.</li> <li>The loading process must always be performed by the poster.</li> </ul>
<b>Transit time measurements</b>	For postings in the 1st, 51st and 52nd calendar weeks, the next working day is generally taken as the basis for the measurement of the transit time (regardless of the last posting times).
<b>Guidelines for postings of more than 100 pallets</b>	If more than 100 pallets are posted and more than 13 pallets are produced for the same routing zone, they must be loaded specifically for the respective destination depot/destination warehouse.

### Please note:

- Pickups of DIALOGPOST items outside Germany cannot be ordered through the Customer Service Center (KSC) or Business Customer Service (GKS) as part of the service journeys.
- E-mail notification must always be sent in advance for pickups outside Germany (after consultation with the ELN Scheduling department).
- Most pickups outside Germany usually have to take place by 12 noon (last possible departure time from pickup location); pickups after 12 noon from the pickup location extend the transit time by one working day.

In individual cases, there may be different regulations, in particular for postings on Fridays. Please coordinate such pickups with your scheduling department.

## 5.2 Drop-offs

Customers who want to drop off their items at our mail centers – or via a service provider – may do so under the following condition: No more than 20 pallets/day/poster may be posted. This restriction helps to facilitate the processing of your items.

If storage is necessary in external facilities for capacity reasons at Deutsche Post, the poster will pay the applicable storage charges.

Items from abroad can be posted at a depot or ELN warehouse close to the border if sufficient capacity is available and if revenue protection, processing and routing of the items can be ensured at the intended posting office in accordance with the transit time specifications.

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

**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 posting is not possible at the desired location, Deutsche Post will promptly suggest with binding effect another suitable location for the poster.

\* Postings with more than 250 pallets must be agreed separately.

## 5.3 Pallet storage

We can store your pallets on request. You can find out in section 6.3 on page 30 what requirements must be met with regard to pallet preparation. For more information about pallet storage, please contact your customer advisor or call our business customer line (see page 44).

Order forms for pallet storage can be found at **[deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)** or ready-made in DIALOGPOST MANAGER. Orders with pallet storage are booked and invoiced at pickup. The posting date is the date of pickup.

**Please note:** Only posted and paid items can be stored.

## 5.4 PREMIUMADRESS

As a sender, you will receive information on relocation, non-delivery and address changes in the form of a dataset from PREMIUMADRESS. You can also specify in advance what should happen to your items in those cases: redirect, return or destroy. Before you can use PREMIUMADRESS, you must have a contractual agreement with Deutsche Post. A machine-readable data matrix code and the letter “P” must be printed on the item.

Labelling the item properly means that you are placing an order for the service(s) you want to be provided.

### Electronic address information

- Address correction
- Relocation address/information
- Non-delivery information
- Information about deceased recipients
- Address search  
(additional agreements necessary)

### Additional service

DIALOGPOST returns

For prices and more information, please visit **[premiumadress.de](https://premiumadress.de)**. Invoicing takes place following the provision of services.

### Data protection

Deutsche Post is committed to data protection. When we are notified of a change of address, the new address can only be passed on if the recipient has given consent for the new address to be revealed to third parties.



Example of PREMIUMADRESS



Example of PREMIUMADRESS label for the envelope

**Please note:** DIALOGPOST without wrapping is always destroyed if it cannot be delivered (note: forwarding cannot be requested). Wrapped DIALOGPOST also is not forwarded if it cannot be delivered, and is usually destroyed unless the sender has selected a PREMIUMADRESS variation that provides for returns in exceptional cases.

If undeliverable DIALOGPOST items are destroyed, the sender instructs Deutsche Post to dispose of the items on their behalf and at their own expense in accordance with waste disposal regulations.

If the DIALOGPOST items are accompanied by product samples that are not made of paper, customers are required to use a PREMIUMADRESS variation that permits the items to be returned to the sender if they cannot be delivered. No PREMIUMADRESS variation can be used for items with a sachet.

## 5.5 Shipping solutions

### 5.5.1 DIALOGPOST MANAGER

DIALOGPOST MANAGER is Deutsche Post's easy-to-use shipping software for your DIALOGPOST projects. After importing the address file(s), the software provides checking routines for salutations, addresses and duplicates. The integrated postage optimization function calculates the lowest shipping price including all discounts. Shipping documents such as posting lists, statistics, and routing labels for pallets, bundles and trays are made available in the required quantity and with all details. Serial addressing of mailings with a standardized franking mark, variable data matrix codes, PREMIUMADRESS labelling and franking wave, and IT franking are just as easy.

Modern services are supported with individual PINs, personal URLs or QR codes, as well as with encryption technology. Of course, DIALOGPOST MANAGER handles electronic shipment advance notification for Deutsche Post's Order Management system and provides a high-performance version for IT franking. Thanks to modules for "Vario", "International" and "Job Splitting", the software can be expanded individually.

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

### 5.5.2 MAILOPTIMIZER

MAILOPTIMIZER franking software from Deutsche Post 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 see **mailoptimizer.de**

### 5.5.3 Plan print mailings online

Our online tool makes it easy to design print mailings and 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, enabling full control of your budget. Select a format (e.g., advertising letter or postcard) and the number of items, and then upload your printing data. 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 handle the high quality printing and the delivery of your print mailing items. Additional information is available online at **print-mailing-planen.de** or can be requested by e-mail at **mailing-support@deutschepost.de**

## 5.6 GoGreen

Deutsche Post's GoGreen service offers climate-neutral shipping. Greenhouse gas emissions are measured and recorded in accordance with the Product Standard of the Greenhouse Gas Protocol and then neutralized in recognized climate

protection projects. Compensation for the emissions is verified annually by an independent auditing firm. For more information, see **deutschepost.de/gogreen**

# 6. Preparation for shipping

## 6.1 General explanations

Items can be posted in bundles or trays. Loose posting is not permitted.

The items must always be sorted by postal code in ascending or descending order and placed in Germany trays (0 – 9) as a minimum. For postings of more than 0.5 metric tons, Germany pallets (0 – 9) must also be prepared as a minimum.

In addition, destination-specific batches can be prepared as follows:

- Items in the Standard basic format: in routing region trays, combined on routing region and/or routing zone pallets, possibly also Germany pallets
- Mail items in the Groß (large) basic format: Routing region and/or postal code trays or bundles, combined on routing region and/or routing zone pallets, possibly also Germany pallets

For posted quantities of 50,000 items or more, you must prepare destination-specific batches. Germany batches (trays/pallets) should only be prepared if the fill levels of batches with specific destinations cannot be achieved due to the item structure.

### Sorting by postal code

A tray/bundle contains only items that have the same postal code. Batches are identified by specifying the five-digit postal code, e.g., “53105”.

### Sorting by routing region

Items in the tray/bundle have the same first two digits in their postal code and are sorted by these digits. The batches must be labelled with the first two digits of the postal code, e.g., “53”.

### Identifier for the machine program for the Groß (large) basic format

All batch types (pallets/trays/bundles) for the Groß (large) basic format must also be furnished with the pre-specified supplemental sorting program identifier. This identifier is assigned by Deutsche Post and consists of additional postal information required in the mail centers.

### Sample labels for identification

You can download sample labels required for identification at **[deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)**

**Please note:** The DIALOGPOST MANAGER software supports you in the postal preparation and execution of your dialogue marketing campaigns. It handles address verification, duplicate checking and postage optimization, and generates all the documents necessary for preparation and posting. For more information see **[dialogpost-manager.de](https://dialogpost-manager.de)**



**Layered pallets**

Routing region pallets (or “layered pallets”) with different program batches should be labelled and prepared separately. For packaging, sorting program processing is specified in ascending numerical order. If it is not possible to prepare single-program pallets (because the quantities are insufficient), pallets containing more than one program batch are packed in program order (batches with a higher program number are placed lower down so that the pallet can be processed in ascending program order). Remainder (routing region) batches should be placed at the top (see the figure). To find out more about the technical implementation go to [entwickler.dhl.de](https://entwickler.dhl.de)



Example of a so-called “layered pallet”

**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 in advance about items containing sachets so that the advisor can arrange the details of your posting.

A production surcharge is always payable for Standard and Groß (large) basic format items containing an insert of this kind.

## 6.2 Trays and bundles

The following sorting services are possible for DIALOGPOST:

### DIALOGPOST sorting services

Basic format	Size 1 tray	Size 2 tray	Bundles
Standard	– Routing region – 0 – 9 (Germany tray)	—	—
Groß (large)	—	– Postal code – Routing region – 0 – 9 (Germany tray)	– Postal code – Routing region

You can download sample labels required for identifying trays, bundles and pallets at [deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)

**Please note:**

- Sachets must be posted at least in routing region trays (bundles are possible for Groß (large) basic format). All batches (trays, bundles, pallets) must be labelled by the poster with a note “Sachet – nicht maschinenfähig” (Sachet – not machinable), which must be placed on each tray. If the items are bundled, you can include the information directly on the bundle routing label.
- Shipping of DIALOGPOST without wrapping (see 2.1) requires pre-sorting into routing region bundles/trays at a minimum. A pre-sorting discount is only granted for items in postal code bundles/trays. In the Groß (large) basic format, targeted batches should be prepared as described in chapter 8.2.

## 6.2.1 Trays

When posting your items in mail trays, note the following:

- All items in the Standard basic format must face the same direction in the size 1 trays (address areas facing the tray routing label) and
- Items in the Standard basic format in size 1 mail trays must be upside down.
- Items in the Groß (large) basic format must always be posted in size 2 trays and arranged in the same direction with the address facing up (see the guide on mail items suitable for automatic processing (“Automationsfähige Briefsendungen”), section 9).

We will provide you with the necessary trays if available. For more information see the empties for full service brochure (“Leergut für volle Leistung”), which can be downloaded at [deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)

### Tray labelling:

- Mail trays must always have tray routing labels.
- Deutsche Post supplies tray routing labels (in small quantities) or you can produce them in line with our specifications.
- Insert the tray routing label into the special label strip holder or place it on the items if no label strip holder is available.

### Please note:

- The maximum weight per tray is 10 kg.
- DIALOGPOST Groß (large) items in DIN C5 format must be placed in two piles with the address in the same direction facing upwards in size 2 trays. One item may be placed vertically between the two piles to stop them moving out of position.



Size 1 tray for Standard basic format



Size 2 tray for Groß (large) basic format

**DIALOGPOST tray routing label without program information**

<b>Auftrags-/Aktionsbezeichnung:</b> Aktion 4812	<b>DIALOGPOST</b> <b>12345</b>	<b>Einlieferer:</b> Lettershop xyz 6001000126
		<b>Auftragsnummer:</b> 12345678901
		<b>Einlieferungsdatum:</b> 04.01.2023
		<b>Sendungen: 156</b> <b>Behälter: 25 / 31</b> <b>Palette: 1</b>

Original dimensions 160 × 67 mm, cardboard-backed, paper thickness 120 – 150 g/m². Paper color light blue, imprinted in black

**DIALOGPOST tray routing label with program information**

<b>Auftrags-/Aktionsbezeichnung:</b> Aktion 4812	<b>DIALOGPOST</b> <b>12345</b> <b>FSQ_81</b>	<b>Einlieferer:</b> Lettershop xyz 6001000126
		<b>Auftragsnummer:</b> 12345678901
		<b>Einlieferungsdatum:</b> 04.01.2023
		<b>Sendungen: 156</b> <b>Behälter: 25 / 31</b> <b>Palette: 1</b>

Original dimensions 160 × 67 mm, cardboard-backed, paper thickness 120 – 150 g/m². Paper color light blue, imprinted in black

**DIALOGPOST sachet tray routing label**

<b>Auftrags-/Aktionsbezeichnung:</b> Frühjahrs mailing 12345	<b>DIALOGPOST</b> <b>12345</b> <b>Sachet</b> nicht maschinenfähig	<b>Einlieferer:</b> Lettershop xyz 6001000126
		<b>Auftragsnummer:</b> 12345678901
		<b>Einlieferungsdatum:</b> 04.01.2023
		<b>Sendungen: 156</b> <b>Behälter: 25 / 31</b> <b>Palette: 1</b>

Original dimensions 160 × 67 mm, cardboard-backed, paper thickness 120 – 150 g/m². Paper color light blue, imprinted in black

## 6.2.2 Bundles

Please note the following when preparing bundles:

- Only for items in the Groß (large) basic format
- Only single-destination bundles for the same postal code or routing region
- Firmly strapped (rubber bands are not permitted) so that bundles cannot come apart during transportation
- Addresses facing the same way
- With film-wrapped bundles, a bundle routing label in format DIN A5 at minimum must be used to prevent confusion with individual items.
- The maximum weight per bundle is 10 kg

### Bundle labelling

- Routing region bundles: with special bundle labels; prepared in accordance with our specifications (alternative: marking all the items of a bundle (information line) or at least the top item (e.g., \*54\* or #54#))
- If a routing region bundle also contains supplementary program information, it might look like this for example: \*54 FSQ 91\*.
- Postal code bundles: the supplemental sorting program identifier is provided (e.g., FSQ 91)

**Please note:** Bundles with tight strapping and bundles with foil wrapping cannot be combined in one posting.

**DIALOGPOST bundle label without program information**

<b>Absender:</b> Werber 1 2 3 Musterstr. 123 12345 Berlin	<b>Kunden-Nr. Absender:</b> 5002580012	<b>Auftrags-/Aktionsbezeichnung</b> OV 804	<b>Anzahl Sendungen</b> 35
<b>Einlieferer:</b> Lettenshop xyz Hausstr. 4 12345 Berlin	<b>Kunden-Nr. Einlieferer:</b> 6001000121	<b>Auftragsnummer</b> 1237894560	
<b>DIALOGPOST</b> <b>12345</b>			Bereich für postalische Zwecke:
<b>Einlieferungsdatum:</b> 04.01.23		Bereich für postalische Zwecke	
<b>Palette:</b>	1		
<b>Bund:</b>	25 / 31		
<b>Sendungen:</b>	35		
erstellt durch <Software, Version>			

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

**DIALOGPOST bundle label with program information**

<b>Absender:</b> Werber 1 2 3 Musterstr. 123 12345 Berlin	<b>Kunden-Nr. Absender:</b> 5002580012	<b>Auftrags-/Aktionsbezeichnung</b> OV 804	<b>Anzahl Sendungen</b> 35
<b>Einlieferer:</b> Lettenshop xyz Hausstr. 4 12345 Berlin	<b>Kunden-Nr. Einlieferer:</b> 6001000121	<b>Auftragsnummer</b> 1237894560	
<b>DIALOGPOST</b> <b>12345</b>			Bereich für postalische Zwecke:
<b>Einlieferungsdatum:</b> 04.01.23		Bereich für postalische Zwecke <b>FSQ_91</b>	
<b>Palette:</b>	1		
<b>Bund:</b>	25 / 31		
<b>Sendungen:</b>	35		
erstellt durch <Software, Version>			

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

**DIALOGPOST sachet bundle label**

<b>Absender:</b> Werber 1 2 3 Musterstr. 123 12345 Berlin	<b>Kunden-Nr. Absender:</b> 5002580012	<b>Auftrags-/Aktionsbezeichnung</b> OV 804	<b>Anzahl Sendungen</b> 35
<b>Einlieferer:</b> Lettenshop xyz Hausstr. 4 12345 Berlin	<b>Kunden-Nr. Einlieferer:</b> 6001000121	<b>Auftragsnummer</b> 1237894560	
<b>DIALOGPOST</b> <b>12345</b>			Bereich für postalische Zwecke: <b>Sachet</b> nicht maschinenfähig
<b>Einlieferungsdatum:</b> 04.01.23		Bereich für postalische Zwecke	
<b>Palette:</b>	1		
<b>Bund:</b>	25 / 31		
<b>Sendungen:</b>	35		
erstellt durch <Software, Version>			

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

## 6.3 Pallets

Trays or bundles of a total net weight of 0.5 metric tons or more must be consolidated on Euro pallets. Please note the following:

- Transport restraints must be suitable for multiple reloading processes.
- Non-stackable pallets must not exceed the maximum height of 1.80 m (including pallet) or the maximum weight of 700 kg.
- Stackable pallets may weigh a maximum of 600 kg and must not exceed a maximum height of 1.80 m (including pallet).
- If pallet collars are used, a maximum of 5 collars per pallet are permitted, and the entire pallet including collars must not be higher than 1.20 m.
- Each pallet must consist entirely of either bundles or trays.
- Only Euro pallets that meet the quality standards of the European Pallet Association (EPAL) for exchangeable pallets may be used\*
- Items cannot be combined with other item types (such as Bücher- & Warensendungen (books and merchandise), Pressepost)
- Minimum pallet weight
  - Mail items in the Standard basic format: 100 kg (50 kg for items in card form/ DIALOGPOST card)
  - Mail items in the Groß (large) basic format: 200 kg (100 kg for items in card form)
- For revenue protection purposes, the pallets must not be stacked and must be safely and freely accessible to the revenue protection staff.


### Pallet labelling

- Pallets must always be labelled with three pallet routing labels at all times, with one routing label on the top side of the pallet, one on a long side and one on a short side.
- Identification of the routing zone pallet by specifying the first digit of the postal code
- Identification of the routing region pallet by specifying the first two digits of the postal code
- Postal code pallets are not permitted.

More information can be downloaded at [deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)


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

DIALOGPOST pallet routing label with program information (single-program)

Absender: Musterwerber Musterstr.231 54123 Musterstadt		Kunden-Nr. Absender: 5555555555	Auftrags- / Aktionsbezeichnung OV 804	Paletten-Nr. von Gesamtzahl: 234 / 407	
Einkaufsreferenz: Letztshop schnell Musterstr.231 12345 Musterhausen		Kunden-Nr. Einkäufer: 5555555555	Kunden-Nr. Datenproduzent: 5555555555		
<b>DIALOGPOST</b> <b>56</b>			Bereich für postalische Zwecke: FSQ_91		
Einfuhrungsdatum: <b>04.01.2023</b>		Feld für Palettenlabel			
Auftragsnummer des Kunden: 1237894560					
Gewicht der Palette:					
Anzahl Behälter/Gebinde auf Palette:					
Anzahl Sendungen auf der Palette:					


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

DIALOGPOST pallet routing label with program information (multi-program, or “layered pallet”)

Absender: Musterwerber Musterstr.231 54123 Musterstadt		Kunden-Nr. Absender: 5555555555	Auftrags- / Aktionsbezeichnung OV 804	Paletten-Nr. von Gesamtzahl: 234 / 407	
Einkaufsreferenz: Letztshop schnell Musterstr.231 12345 Musterhausen		Kunden-Nr. Einkäufer: 5555555555	Kunden-Nr. Datenproduzent: 5555555555		
<b>DIALOGPOST</b> <b>56</b>			Bereich für postalische Zwecke: Reste 555 FSQ_91 10.345 FSQ_91 1.258 FSQ_92 2.269 FSQ_93 2.666		
Einfuhrungsdatum: <b>04.01.2023</b>		Feld für Palettenlabel			
Auftragsnummer des Kunden: 1237894560					
Gewicht der Palette:					
Anzahl Behälter/Gebinde auf Palette:					
Anzahl Sendungen auf der Palette:					


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

DIALOGPOST pallet routing label without program information

Absender: Musterwerber Musterstr.231 54123 Musterstadt		Kunden-Nr. Absender: 5555555555	Auftrags- / Aktionsbezeichnung OV 804	Paletten-Nr. von Gesamtzahl: 234 / 407	
Einkaufsreferenz: Letztshop schnell Musterstr.231 12345 Musterhausen		Kunden-Nr. Einkäufer: 5555555555	Kunden-Nr. Datenproduzent: 5555555555		
<b>DIALOGPOST</b> <b>56</b>			Bereich für postalische Zwecke:		
Einfuhrungsdatum: <b>04.01.2023</b>		Feld für Palettenlabel			
Auftragsnummer des Kunden: 1237894560					
Gewicht der Palette:					
Anzahl Behälter/Gebinde auf Palette:					
Anzahl Sendungen auf der Palette:					

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

Pallet routing label for DIALOGPOST sachet

Absender: Musterwerber Musterstr.231 54123 Musterstadt		Kunden-Nr. Absender: 5555555555	Auftrags- / Aktionsbezeichnung OV 804	Paletten-Nr. von Gesamtzahl: 234 / 407	
Einkaufsreferenz: Letztshop schnell Musterstr.231 12345 Musterhausen		Kunden-Nr. Einkäufer: 5555555555	Kunden-Nr. Datenproduzent: 5555555555		
<b>DIALOGPOST</b> <b>56</b>			Bereich für postalische Zwecke: <b>Sachet</b> nicht maschinenfähig		
Einfuhrungsdatum: <b>04.01.2023</b>		Feld für Palettenlabel			
Auftragsnummer des Kunden: 1237894560					
Gewicht der Palette:					
Anzahl Behälter/Gebinde auf Palette:					
Anzahl Sendungen auf der Palette:					

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

# 7. Posting

## 7.1 Posting

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

- 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
- The partial postings must take place within 30 days.
- The minimum quantity per partial posting is 5,000 items.
- The number of partial postings is limited to a maximum of 10.
- Each partial posting is accounted for and billed on the day of posting.
- The last partial posting must be indicated as the final posting ("S") in the Order Management system and on the posting list.
- A fully completed DIALOGPOST National posting list is required for every partial posting as well as for individual postings.
- Partial postings are only possible at the bulk mail acceptance offices of the mail centers.

Each DIALOGPOST National posting list with the associated mail quantity is calculated 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 mail quantities separately in the DIALOGPOST National posting list. You can obtain the form from Deutsche Post at all posting offices or create it yourself in accordance with our specifications.

### We require the following for every posting:

- A completed DIALOGPOST National posting list
- If 200 mail 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.
- A sample of your items\*
- Possibly delivery of data in electronic format (AM.exchange)\*\*
- Delivery note, if required

You can find the editable version of the posting list for download at **[deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)**

A template for the posting list can be downloaded at **[deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)**\*\*\*

\* The sample item must have an address on the outside and, where appropriate, the inside, and be identical to the other items (with the exception of admissible differences). Please frank your sample with the franking machine (for FRANKIT: without impression, but with the note "Freigemacht mit FRANKIT" (Franked with FRANKIT) or "Muster" (sample)). If you use the cancellation by sender method, you may also cancel the item without a stamp on it.

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

\*\*\* For IT-franked DIALOGPOST items, see the product brochure at **[deutschepost.de/dv-freimachung](https://deutschepost.de/dv-freimachung)**



**Postings from 50,000 items**

These quantities require advance notification via the electronic Order Management system (AM.exchange data format) seven days prior to pick-up/posting. You must provide the following information:

- Posting/pickup date (flexibility  $\pm$  1 day)
- Place of posting/pickup
- Mail quantity (tolerance  $\pm$  5%)
- Basic product
- Item weight
- Party liable to pay
- Number of pallets/batches

Complete advance notification (full electronic shipping schedule and batch information) must be submitted via the electronic Order Management system no later than 48 hours (for pickups within Germany) or 72 hours (for international pickups) before posting.

Please note that you can also post your mail items without paper-based documents.

For more information about the electronic Order Management (AM) system, contact the IT Customer Support Post service branch (see page 44).

**Please note:**

Acceptance can be delayed if late or no advance notification is given.

## Ausfüllhilfe

### Einlieferungsliste DIALOGPOST – so wird's gemacht:

Idealerweise wird diese Einlieferungsliste mit Hilfe des DIALOGPOST MANAGERS ausgefüllt, der auch die Konfektionierung der Sendungen unterstützt.

Im nebenstehenden Beispiel wurden  
eingeliefert:

- 4.500 tatsächlich vorhandene Sendungen im Format DIN 20 g.
- 500 Sendungen, die zur Mindestmenge von 5.000 Sendungen fehlen, wurden aufgezählt.
- Die Sendungen wurden mit einer Frankiermaschine frankiert (33 ct pro Sendung).

**Vorbereitende Tätigkeiten:**

Bitte ordnen Sie die Sendungen mindestens in **auf- oder absteigender Reihenfolge** der Postleitzahl.

**Ausfüllen des Auftrags:**

- 1 Die Auftragsnummer ist nur bei elektronischer Anmeldung erforderlich.
- 2 Tragen Sie bitte Ihre Angaben in das Feld „Absender“ ein. Wenn Sie einen Dienstleister mit der Einlieferung beauftragen, so wird dieser die Einlieferungsliste entsprechend ausfüllen.
- 3 Bitte tragen Sie hier das Einzelgewicht der Sendung ein und benennen Sie ggf. Ihre Einlieferung.
- 4 Kreuzen Sie bitte an, um welches Format/welche Ausprägung, welchen Zuschlag oder Zusatzleistung es sich handelt.  
Mit Varianten ermöglichen wir Ihnen den zielgruppenorientierten Versand Ihrer Sendungen.  
\* Bitte beachten Sie, dass ggf. eine Variantenliste bei der Einlieferung zusätzlich zur Einlieferungsliste vorgelegt werden muss.
- 5 Errechnen Sie bitte das „Sendungsentgelt (netto)“ wie dargestellt.
- 6 In dieses Feld tragen Sie ggf. die zur Mindestmenge von 5.000 Sendungen fehlende Stückzahl ein.
- 7 Unter bestimmten Voraussetzungen erhalten Sie für die erbrachte Vorleistung, z. B. Sortierung der Sendungen nach Leitregionen, eine Entgeltermäßigung (Mindestmenge 5.000). Beim Ansatz von Entgeltermäßigungen erfolgt die Abrechnung erst nach der Prüfung der Sendungen in unseren Briefzentren. Sie erhalten bei der Einlieferung lediglich eine Auftragsbestätigung. Übertragen Sie die Summe in das entsprechende Feld.

**Weitere Informationen zu DIALOGPOST finden Sie unter [deutschepost.de/dialogpost](http://deutschepost.de/dialogpost) • Mit unserer kostenlosen Software können Sie die Liste direkt am PC ausfüllen! Alle Berechnungen erfolgen dann elektronisch. • Mehr dazu unter [einlieferungslisten.de](http://einlieferungslisten.de)**

[illegible]

- 3 Sollen Sie sich für eine Frankierung mittels FRANKIERSERVICE entscheiden, dann tragen Sie hier ggf. das Entgelt FRANKIERSERVICE ein.
  - 9 Übertrag aus 7.
  - 10 Berechnen Sie die Summe des USt-pflichtigen Entgelts und die gesetzliche USt.
  - 11 Die Korrektur USt-Frankiermaschine berechnet sich z. B. wie folgt:  
Sendungsentgelt 1.650,- € freigestempelt; 1 % Rabatt = 16,50 €;  
 $16,50 \text{ €} \times 19\% = 3,14 \text{ €}$ .
  - 12 Sollen Sie das „Sendungsentgelt (netto)“ bereits mittels Frankierung bezahlt haben, dann tragen Sie die Summe bitte hier als abzuziehenden Betrag ein.
  - 13 Bitte geben Sie Ihre Bankverbindung ein, wenn Sie keine POSTCARD haben.
  - 14 Tragen Sie hier bitte ggf. die Behälterzahl ein.
  - 15 Bestätigen Sie Ihre Eintragungen mit Unterschrift und Einlieferungsdatum.
- \* Einlieferung nur bei einer unserer Großannahmestellen in den Briefzentren möglich.

**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 sample copy of the heaviest item as a specimen. The DIALOGPOST National posting list must also be accompanied by a variation list containing all the variations.

Your customer advisor/the business customer line will tell you which specific details are required and how you can package the DIALOGPOST variations (see page 44). 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, 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. You will be refunded for these items.

**Information on inbound delivery**

When posting DIALOGPOST items, posters must ensure that suitable vehicles are used for the respective loading and unloading heights at the loading ramps of the mail centers and ELN depots.

The pallets must be delivered safely (in terms of transport and traffic) to the loading and unloading points in accordance with the rules of occupational health and safety and occupational medicine.

**Please note:** Smaller quantities, such as DIALOGPOST EASY, may also be posted as variations.

## 7.2 Acceptance

We accept up to 5,000 items (a total of 100 kg or ten trays at most) at every postal retail outlet or business mail acceptance office (GPA). Items on pallets cannot be posted at these acceptance offices. Our business customer advisors (see page 44) will let you know where you can post larger quantities.

Sender-stamped and IT-franked items must always be posted at the acceptance office agreed with us in the contract. Exceptions may apply to larger mail quantities.

DIALOGPOST items with different variations in a posting can only be accepted by our bulk mail acceptance offices. Please consult your customer advisor/business customer line (see page 44) to find out where these are located.

## 7.3 Payment

In order to avoid waiting times during acceptance, not all information is checked for completeness and correctness. You will therefore only be given a provisional receipt. Please specify your account details on the posting list. POSTCARD holders are not required to provide an account number. The final invoice will be based on a subsequent review at the mail center.

### Franking marks

You can pay for your DIALOGPOST items with franking wave and abbreviated franking mark by POSTCARD, in cash, or by EC debit card at the time of posting.

### Top-up payments

An additional payment to compensate for the number of items short of the minimum quantity can be made as follows:

- According to the selected payment type
- For items franked using FRANKIT, by printing the total top-up payment (net item charge) on the DIALOGPOST National posting list (back of sheet 1).

### Particular characteristic

In the case of cash payments, discounts will be refunded by transfer to your current account after the conditions for receiving a discount have been checked at the mail center.

## 7.4 Last posting times

The last posting times of our bulk mail acceptance offices at the mail centers are usually between 11:30 a.m. and 6 p.m.

A complete list of the last possible posting times is available at **[deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)**. You can find out the specific last posting times of your bulk mail acceptance office at the office itself.

### Please note:

If posting takes place after the last posting times, the transit time begins on the next possible posting day.

# 8. Charges

## 8.1 Overview of charges

All charges are subject to statutory VAT.

### DIALOGPOST

#### Basic charges

<b>Card*</b>	€0.30/item*
<b>Standard**</b>	
0 g to 20 g	€0.33/item
21 g to 50 g	€0.38/item
<b>Groß (large)**</b>	
0 g to 50 g	€0.48/item
51 g to 100 g	€0.61/item
101 g to 250 g	€0.75/item
251 g to 500 g	€0.82/item
501 g to 1,000 g	€0.95/item

#### Surcharges

Production surcharge***	+ €0.05/item
EASY (small quantities from 500 to 4,999 items)	+ €0.15/item

\* The charge for the DIALOGPOST card depends on the card size chosen and the permitted paper grammage. The maximum grammage of 500 g/m<sup>2</sup> must be complied with.

\*\* Weight fractions are rounded up to whole grams.

\*\*\* See also section 8.4 Billing, page 42.

**Please note:** Surcharges and statutory VAT will not be franked on the item. Payment is made at the time of posting. Surcharges can also be paid in one sum by means of franking strips if the items are franked using franking machines.

**Optimize shipping costs with top-up payments**

If you do not reach the relevant minimum quantity, you can make corresponding top-up payments. Calculation is based on the net item charge (charge for the individual

items). Surcharges are also payable for mail items for which top-up payments have been made to reach minimum quantities. If there are variations, the surcharge is based on the items with the lowest weight.

**Please note:**

Items in the Standard and Groß (large) basic formats must always be suitable for automatic processing as described in section 3.1. The production surcharge due to a lack of suitability for automatic processing is levied if the conditions set out in Chapter 3 are not met.

## 8.2 Discounts and requirements

### Requirements: Bundle and tray preparation

Basic format	Preparation	Fill level
Standard	Routing region trays	At least half filled
Groß (large)	Routing region trays* or postal code trays	At least half filled
	Routing region bundles* or postal code bundles	Minimum of five items

\* DIALOGPOST without wrapping may only be posted pre-sorted into postal code and routing region bundles/routing region trays. Discounts are not granted for routing region bundles/routing region trays.

### Requirements: Pallet preparation\*

- Sorting by routing zones or routing regions
- Pallets must not exceed a maximum height of 1.80 m or five collars (height approx. 1.20 m).

Basic format	Minimum net weight/pallet height
Standard*	100 kg minimum net weight Card form: DIALOGPOST card Standard: 50 kg minimum net weight
Groß (large)	200 kg minimum net weight or pallet height of at least 1.60 m including pallet and using the base surface area of a Euro pallet. Card form: 100 kg minimum net weight

### Pre-sorting: Discounts on basic charges

Requirement: Minimum posted quantity 5,000 items

Preparation	Pre-sorting	Basic format	Discount
Bundle and tray preparation	Routing region	Standard	5%
	POSTAL CODE**	Groß (large)	4%
		Groß (large)	5%
Pallet preparation	Routing zone	Standard or Groß (large)	2%
	Routing region		5%

\* Please note that the machine program must also be indicated when bundling (bundles/trays/pallets) for the Groß (large) basic format (see page 24)

\*\* Pre-sorting for a discount on postal code trays/bundles is only possible for items in the Groß (large) basic format

## 8.3 Pickup and storage charges

**All charges are subject to statutory VAT.**

In all cases, loading is deemed to be the responsibility of the poster.

### **Charges per pickup within Germany**

Pickup of items is subject to a fee.

#### **Under 5 metric tons/pickup order**

Pickups under 5 metric tons/pickup order are calculated individually based on the service journeys. The calculation of the pickup charges involves three components:

- A) Quantity
- B) Pickup location
- C) Distance

#### **From 5 metric tons/pickup order**

For pickups from 5 metric tons/pickup order in the ELN, we charge a fixed rate per pallet.

## Charges for pallet pickup in Germany

	Charges
Pallets <b>under 5 metric tons</b> /pickup order	Individually calculated based on quantity, pickup location and distance
Pallets <b>from 5 metric tons</b> /pickup order	€7.50/pallet

## Charges for short-notice cancellations per pickup

Up to 5 km	Up to 25 km	Up to 50 km	Every additional 10 km or part thereof
€40.00	€80.00	€120.00	€10.00

### Charges for international pickups

Pickups under 5 metric tons/pickup order/vehicle and pickups over 5 metric tons/pickup order and a distance of 101 to 250 road kilometers from the logistically-relevant border crossing are subject to a fee after they have been confirmed by Deutsche Post. Charges are based on two factors: the pickup fee/pallet and the fee for the number of road kilometers/vehicle from the border crossing up to a maximum distance of 250 km. Deutsche Post also charges pallet storage fees for pickups from 101 to 250 kilometers from the logistically-relevant border crossing.

## Charges for international pallet pickup

	Charges
<b>Under 5 metric tons/pickup order</b>	
Distances <b>from 0 to 250 km</b> from the logistically-relevant border crossing following order confirmation by Deutsche Post	€7.50/pallet plus €1.74/km/vehicle from the logistically-relevant border crossing
Onward transport within Germany	Individually calculated charges based on quantity, pickup location and distance
<b>From 5 metric tons/pickup order</b>	
Distances of <b>up to 100 km</b> from the logistically-relevant border crossing	€7.50/pallet
Distances <b>from 101 to 250 km</b> from the logistically-relevant border crossing following order confirmation by Deutsche Post	€7.50/pallet plus €1.74/km/vehicle from 101 road kilometers from the logistically-relevant border crossing



## Charges for waiting times

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	Per hour or part thereof (first hour free of charge)
€	40.00

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## Charges for pallet storage

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	Per pallet/30 days (the minimum storage quantity is 30 pallets)
€	6.99

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The storage charge including postage falls due on the day of handover to Deutsche Post (day of posting or day of pickup).

For more information, see the General Terms and Conditions for the Transportation and Storage of Pallets (AGB Palettenlagerung) on our website at **[deutschepost.de/einlieferungslisten](https://deutschepost.de/einlieferungslisten)**

## 8.4 Billing

Calculation of the charge is based on the nature and the weight of the specimen (as displayed on the postal scales at the time of posting). We calculate the charge for the number of items in the posting based on your details in the DIALOGPOST National posting list.

Should there be more items in reality, the missing charges are imposed subsequently. If the number of items is lower we will refund the difference. When franking your items, please base your calculation on the net charge, i.e., the charge for the item in question without deducting any discounts that are to be taken into account.

Items are franked with the list price. Surcharges, top-ups, and discounts will be billed upon posting (see section 8.1).

**Please note:** If your items cannot be automatically processed and cause additional effort and expense during processing, the production surcharge can be imposed for the entire posted quantity of the order.

# 9. Information about the General Terms and Conditions (AGB)

## **Please note:**

DIALOGPOST is subject to the General Terms and Conditions of Deutsche Post for domestic mail services (AGB BRIEF NATIONAL). Free copies for you to view or keep can be obtained from your customer advisor, your local retail outlet or our website at **deutschepost.de/agb**

If your items do not comply with our General Terms and Conditions, we are entitled:

1. to refuse to accept the items
2. to return an item already handed over/accepted or keep it until it is picked up
3. to transport the item without notifying the sender and to demand additional remuneration for this
4. to levy additional charges if there are disruptions during automatic processing (see also section 3.1).

If a firmly agreed pickup or a pre-notified drop-off by the customer or appointed system partner cannot take place as planned or at all for reasons attributable to you, Deutsche Post is entitled to demand compensation for the incurred loss. This will be in the form of a flat rate per kilometer for the distance between the destination of our round (destination warehouse/depot) and the agreed pickup site. Any expenditure not incurred will be deducted and you will be given the opportunity to demonstrate that the loss is less than stated.

## **About the transit time (delivery period)**

You can post the items Monday to Friday – please note the last posting times of the bulk mail acceptance offices and the local business hours. Deutsche Post usually delivers the items within four working days (Tuesday to Saturday) after the posting date\*. This is a quality target and not a transit time commitment. In the case of a single-destination loading, meaning the items picked up are separated into batches for one routing region only each, this quality target can usually be met even if the items are posted after the posting deadline. Please arrange the very last possible posting time for the posting day with the relevant bulk mail acceptance office. You can inquire about your local postal retail outlet's last posting times at the outlet itself.

\*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.

# 10. Contact

## Questions about the product

Customer Service Hotline: 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**  
**deutschepost.de/geschaeftskundenservice**

## Questions about Order Management (AM) and DIALOGPOST MANAGER

IT Customer Support Post  
Telephone: 0228 182 23500\*  
Mon. – Fri.: 8 a.m. to 4 p.m.  
(except on national public holidays)

E-mail: **it-csp@deutschepost.de**

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

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# Notes



**Deutsche Post AG**

Headquarters  
Product Management  
Dialog Marketing  
53250 Bonn

**[deutschepost.de/dialogpost](https://deutschepost.de/dialogpost)**

Customer Service Hotline  
0228 43 33 112\*

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

\* Calls are charged at the standard rate for German  
landlines  
Mon. – Fri.: 8 a.m. to 6 p.m. and Sat. 8 a.m. to 2 p.m.  
(except on national public holidays)

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