

A photograph of a woman with blonde hair tied back, wearing a grey cardigan, and a young girl with blonde hair wearing a red dress. They are both smiling and looking at a white envelope held by the girl. The envelope has a red circular logo and some text on it. The background is a dark, textured wall with some light fixtures.

auspost.com.au



Sample Post

Your guide
to sending
samples
by mail

 samplepost@auspost.com.au

 auspost.com.au

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What is a sample?

If you want to give your customers the opportunity to experience your products and learn about your brand, sampling is a great way to do it. Essentially a sample is anything with a commercial value given to a consumer for free so they may go on to buy the product.

By letting your customers ‘try before they buy’, it can be an effective way to boost market share and penetration. It raises awareness of your products and motivates people to buy them.

Why use mail for sampling?

With Sample Post, you can send all your samples to targeted individuals, cost-effectively through the mail. And because you’re reaching potential customers in their homes, you cut the cost and hassle of handing out samples in busy streets, doing mass letterbox drops or putting samples into goodie bags. Most importantly, you’re making it very easy for them to try your products.



Your guide to sending samples by **Sample Post**

Here's how to send your addressed samples directly into the hands of your target customer.

What you can send

Every article you send containing a sample must follow these size and weight guidelines:

- **Maximum weight: 500 grams**
- **Maximum size: 180 x 260mm**
- **Maximum thickness: 100mm**

There's no minimum number of samples you can send.



Getting approval

Before you use Sample Post, you'll need to submit your samples to us for approval along with the packaging type and an example of your address label.

This means sending us the proposed sample, with the inner and outer packaging you intend to use. If your sample contains a glass vial, you'll need to include absorbent material and cardboard packaging.

Liquid samples that fit within the above dimensions may be sent through the Sample Post service (however fragrances or alcohol based products must not be greater than 10mL and all samples must comply with any relevant Dangerous and Prohibited Goods guidelines. See 'What your sample can contain' on page 10 for details or contact your Australia Post representative to discuss).

Our staff will inspect your sample to ensure it satisfies the right addressing conditions. Please allow three full working days for this testing and approval process. If approved you will be provided with a lodgement number which you will need to reference on the Sample Post lodgement document at the time of lodgement.

You can give your sample submission to your Australia Post Account Manager, or send it to:

Australia Post, Att: Sample Post
PO Box 1030
STRAWBERRY HILLS, NSW 2010

Meeting our delivery standards

You'll need to prepare your Sample Post articles according to the conditions of the parcels service. Please refer to the following links on our website for more information:

Packaging hints and tips:

auspost.com.au/parcels-mail/packaging-hints-and-tips.html

Dangerous and Prohibited items:

auspost.com.au/parcels-mail/dangerous-and-prohibited-items.html

Domestic Parcels Guide:

auspost.com.au/content/dam/auspost_corp/media/documents/domestic-parcels-guide.pdf

This enables us to process and deliver the mail efficiently, and offer you lower postage prices.

We deliver Sample Post by road transport, through the Australia Post delivery network with other types of post. We deliver each sample into your customer's letterbox or leave it in a safe place – so we don't bother them with a card for later delivery or pick-up.

We process all Sample Post articles manually. You don't need to barcode them, but you do need to follow our guidelines for preparing your mail.

Remember:

- No return address to be used
- RTS is not a part of service
- No carding.

What is the delivery time?

These timeframes are guidelines only and based on reasonable expectations and experience. To the maximum extent permitted by law (including the Australian Consumer Law), we do not accept liability for any loss or damage (including but not limited to consequential loss) resulting from a failure to deliver in accordance with these timeframes.

Posted for delivery	Estimated delivery by (business days)
Within metropolitan areas of capital cities, or within the same city or town and surrounding district	Up to 4 days
Between metropolitan areas of capital cities and country locations in the same state	Up to 5 days
Between metropolitan areas of capital cities in different states	Up to 6 days
Between metropolitan areas of capital cities and country locations in different states	Up to 10 days

How much does Sample Post cost?

For a full price list, please visit the Sample Post page on our website at auspost.com.au/samplepost

Preparing your mail

**SAMPLE
POST**

ROAD TRANSPORT ONLY

Sample Post indicator

All your articles should bear a 'Sample Post' and 'road transport only' indicator, within the postage zone, to the left of the Postage Paid imprint or postage meter impression. The words **SAMPLE POST** and **ROAD TRANSPORT ONLY** need to be printed in capital letters, centred in a rectangular box, as shown here.

**POSTAGE
PAID
AUSTRALIA**

Postage Paid indicator

If your articles are not metered, they should bear a 'Postage Paid' imprint. The words **POSTAGE PAID AUSTRALIA** need to be printed in capital letters, in a rectangular box, as shown here.

Both of these indicators must be within the following dimensions:
Maximum: W 26mm x H 40mm.
Minimum: W 20mm x H 25mm.

As well as including these indicators, you'll also need to mark your articles clearly in the bottom left-hand corner with the words **"Australia Post Letter Delivery Service"** on the outer packaging. Prepare your items for posting, ensuring they have typed labels or are machine addressed.

Here's what the package containing your sample should look like:

**SAMPLE
POST**

ROAD TRANSPORT ONLY

**POSTAGE
PAID
AUSTRALIA**

Sam Sample
100 Sample Street
SAMPLE Suburb VIC 3000

Australia Post Letter Delivery Service

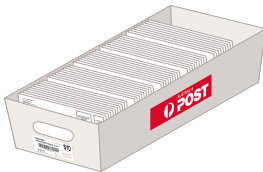
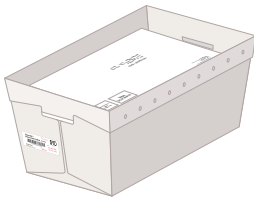
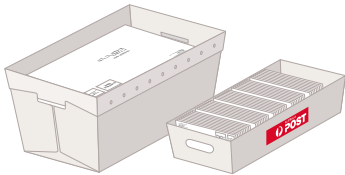
Tray labels

The requirements for trays and tray labels depend on the final size of your samples. Please see the following guides for reference.

Sample size reference guide

	1-5mm	6-10mm	11-20mm	21-40mm	41-60mm	61-80mm	81-100mm
0-125gms	S	L	L	P	P	P	P
126-250gms	S	L	L	P	P	P	P
251-500gms	L	L	L	P	P	P	P

Insert tray/label guide

Size	Max. thickness	Max. weight	Tray label	Tray/ULD example
Small letter	< 5mm	< 250g	Small	
Large letter	< 20mm	< 500g	Large	
Parcel	< 100mm	< 500g	No label required	

Lodging your mail

First, please complete the Sample Post Lodgement Document, which you'll find on our website.

Then take your completed document, with your packaged samples, to your preferred lodgement facility (if your mail house uses the Electronic Lodgement Management System (eLMS), they may arrange to collect your items instead).

For any enquires regarding preparing your mail for lodgement please contact your local Australia Post lodgement facility or Business Hub.

What your samples can contain

Your samples must not be considered 'dangerous goods' (that is, capable of posing a risk to health, safety, property or the environment). If you're unsure about this, please see the Dangerous & Prohibited Goods and Packaging Post Guide, which tells you about the goods Australia Post prohibits and the special packaging requirements for restricted goods. You can download this guide at auspost.com.au/content/dam/auspost_corp/media/documents/dangerous-and-prohibited-goods-guide.pdf

For further information search 'Dangerous Goods' on our website.

Your samples must be suitably packaged, following the guidelines below, and submitted to us for mail-piece testing and approval before lodgement.

Foodstuffs and perishables: Ensure that, within our usual delivery times, these will arrive in time to be usable. Also, pack them in containers that won't let their smell escape.

Scent infused cardboard, wipe in foil pack and flat sprays: There are no special packaging requirements for these. Plastic wrap and envelopes are acceptable.

Liquids and fragrances in vials or squeeze-pump packaging: These must be covered with an absorbent material (see details below) that can absorb the



liquid if it leaks, and you'll need to put this into cardboard outer packaging. Pillow packs and sample boxes (no greater than 100mm thick) are suitable packaging options, subject to approval.

Absorbent materials: Samples must contain enough absorbent material to ensure no other mail pieces are adversely affected if the sample breaks or leaks. Absorbent materials include cotton wool, open-faced pads, woven tissue pads, polyethylene lined pads, and pads that include special super-absorbent polymers.

Combustibility

It's your responsibility to carry out testing for flash-point ignition. You'll need to complete the testing and documentation outlined in the **Australian Dangerous Goods Code** (ADG7, Vol 1, Part 2, Chapter 2.3) and the material safety data sheet, and make these available on request.

For more information on dangerous goods requirements, please visit auspost.com.au/content/dam/auspost_corp/media/documents/dangerous-and-prohibited-goods-guide.pdf

Sample Post checklist

1 Check the **size** and **weight** of your article matches our requirements (less than 500g, max. 180 x 260 x 100mm).

2 Check your article is a sample (in accordance with Australia Post requirements).

3 Follow our packaging guidelines and dangerous goods requirements.

4 Submit your samples and packaging to us for **testing** and **approval** (to obtain your approval number).

5 Check your **article layout** includes all the required zones.

6 Check all **indicators** are displayed on your article, including the SAMPLE POST and ROAD TRANSPORT ONLY mark and the words "Australia Post Letter Delivery Service."

7 Follow all the **correct addressing** requirements as referenced under Preparing Your Mail.

Now you're ready to send your samples!

Please note, this guide provides information on sampling guidelines. For details about special conditions, or for more information about Sample Post, please contact your Australia Post Account Manager or email samplepost@auspost.com.au

For more information

Please contact your Australia Post Account Manager or email us for more information about Sample Post and details about special conditions.

 samplepost@auspost.com.au

 auspost.com.au