

Title	Demonstrate industry knowledge for direct mail production		
Level	3	Credits	15

Purpose	People credited with this unit standard, in direct mail production, are able to: define and use trade terms and vocabulary; demonstrate mathematical skills; describe machinery and equipment; describe problems and explain solutions associated with static electricity and relative humidity; describe requirements for bar codes; demonstrate knowledge of the requirements of direct mail production processes; demonstrate knowledge of quality control methods; describe factors contributing to production costs; demonstrate knowledge of the storage and/or warehousing systems in use in the workplace and follow waste control procedures; explain the importance of confidentiality; demonstrate knowledge of the importance of maintaining workflow throughout production; and follow written instructions and complete forms.
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Classification	Printing > Direct Mail Production
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Available grade	Achieved
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Guidance Information

- 1 Legislation, regulations and/or industry standards relevant to this unit standard include but are not limited to the:
 - Hazardous Substances and New Organisms Act 1996;
 - Health and Safety at Work Act 2015;
 - Privacy Act 2020;
 - Resource Management Act 1991.

Any new, amended or replacement Acts, regulations, standards, codes of practice, guidelines, or authority requirements or conditions affecting this unit standard will take precedence for assessment purposes, pending review of this unit standard.

- 2 Definitions
Job requirements refer to specific requirements for the print job at hand. These requirements may or may not be covered in the job documentation and may include special instructions, quality requirements expected by the customer, and/or production standards of the workplace and/or organisation.

Workplace procedures refer to organisation policies and procedures that are documented in memo, electronic, or manual format and available in the workplace. They may include but are not limited to – standard operating procedures, site specific procedures, site safety procedures, equipment operating procedures, quality assurance procedures, product quality specifications, manufacturer’s requirements, references, approved codes of practice, housekeeping standards, environmental considerations, on-site briefings, supervisor’s instructions, and procedures to comply with legislative and local body requirements relevant to the print sector.

3 Assessment information

Evidence presented for assessment against this unit standard must be consistent with safe working practices and be in accordance with applicable service information, workplace procedures and legislative requirements.

Outcomes and performance criteria

Outcome 1

Define and use trade terms and vocabulary applicable to direct mail production.

Performance criteria

1.1 Define trade terms and vocabulary.

Range may include but is not limited to – address carrier, bar code, cartridge (data cartridge), closed leading edge, collate, continuous labels, crash fold, database (list), duplicate (dupe), field, file, file layout, fold, friction feeder, generic inserter, inkjet imaging, intelligent inserter, laser, laser continuous, laser cut sheet, lodgement date, magnetic tape, mail sorting, optical magnetic reader (OMR), output, overlay, oversize, permit, postcode, printout, record, sample package (mailing piece), seed, select, sign off, sort, title, trim and burst, update, upper/lower conversion, variable field, weigh count.

1.2 Use applicable trade terms and vocabulary in direct mail production processes.

Outcome 2

Demonstrate mathematical skills applicable to direct mail production.

Performance criteria

2.1 Solve problems using addition, subtraction, multiplication, and division.

2.2 Read scales and calculate weight to meet job requirements.

2.3 Use calculations to meet the requirements of the processes being undertaken.

Outcome 3

Describe machinery and equipment used in direct mail production.

Range may include but is not limited to – laser printer, ink jet printer, inserter, collator, labeller, trim and burst, guillotine, folder, slitter, film wrapper.

Performance criteria

3.1 Describe the functions of machinery and equipment used.

Outcome 4

Describe problems and explain solutions associated with static electricity and relative humidity in direct mail production.

Performance criteria

4.1 Describe static electricity problems and explain solutions.

Range substrate problems, static eliminators, temperature control, humidity.

4.2 Describe relative humidity problems and explain solutions.

Range paper distortion, temperature control, relative humidity control units.

Outcome 5

Describe requirements for bar codes for direct mail production.

Performance criteria

5.1 Describe the format and functions of bar coding.

Range format includes – job number, cell number, version number, unique sequence number, selective, postal code, delivery post code;
functions include – storing information and identifying individual products, pricing, recording stock.

5.2 Describe processes for reporting bar coding faults.

Range faults may include but are not limited to – positioning, readability, colour combinations, printing tolerances, size, deletions.

Outcome 6

Demonstrate knowledge of the requirements of direct mail production processes.

Performance criteria

- 6.1 Describe document layout suitable for direct mail production.
- Range solid colours, bar code placement.
- 6.2 Describe the special requirements of print finishes used in the workplace.
- 6.3 Explain techniques for handling printed finishes.
- 6.4 Describe laser printing in terms of direct mail production requirements.
- Range stock type, stock weight, grain direction, toner, moisture content, size.

Outcome 7

Demonstrate knowledge of quality control methods for direct mail production.

Performance criteria

- 7.1 Explain the importance of maintaining high quality throughout direct mail production.
- Range may include but is not limited to – job documentation, data audit, sampling, matching, sign-off, reconciliation, quality checking.
- 7.2 Describe and follow quality control methods used in the workplace.
- 7.3 Identify quality control problems and solve or report problems.

Outcome 8

Describe the factors contributing to production costs for direct mail production.

Performance criteria

- 8.1 Describe the effects of wages and materials, and machinery costs on overall production costs.
- 8.2 Describe the effect of wastage on profitability.

Outcome 9

Demonstrate knowledge of the storage and/or warehousing systems in use in the workplace and follow waste control procedures for direct mail production.

Performance criteria

- 9.1 Describe storage and/or warehousing systems located in the workplace.
- Range storage may include but is not limited to – finished goods store, conditioning room, distribution store, hazardous goods store, inward goods store;
stock handling systems may include but is not limited to – bins, racks, pallet jacks, trays, cases, cartons, trolleys, pallet containers, cages, conveyors, forklifts, fork-hoists.
- 9.2 Describe functions and services of storage and/or warehousing systems in the range of performance criterion 9.1.
- Range functions may include – receive, store and move stock, monitor stock, issue stock, dispose of obsolescent stock, despatch stock;
services may include – stock enquiries, stock level maintenance, cataloguing, data entry, scanning.
- 9.3 Describe systems for recording stock movements in terms of their importance.
- 9.4 Identify material handling equipment in terms of the types of goods it may be used for.
- Range may include but is not limited to – conveyors, forklifts, fork-hoists, trolleys.
- 9.5 Follow waste control procedures.
- Range recyclable waste, waste disposal, security waste, hazardous waste.

Outcome 10

Explain the importance of confidentiality in direct mail production.

Performance criteria

- 10.1 Explain the importance of maintaining confidentiality in terms of work entrusted to the company.
- 10.2 Explain the importance of maintaining confidentiality in terms of the company's clients.
- 10.3 Explain the importance of maintaining confidentiality is explained in terms of the company's business.

Outcome 11

Demonstrate knowledge of the importance of maintaining workflow throughout direct mail production.

Performance criteria

- 11.1 Describe the importance of workflow from the time a job is raised through production and distribution.
- 11.2 Explain the workflow of a selected job from start to finish.

Outcome 12

Follow written instructions and complete forms for direct mail production.

Performance criteria

- 12.1 Follow job instruction sheets and associated written instructions.
- 12.2 Complete forms.

Range may include but is not limited to – time sheets, order forms, requisition forms, job bags, postal requirements, courier forms, sign-off forms, quality check forms, tracking sheets, merge sheets.

Planned review date	31 December 2028
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	22 September 2004	31 December 2025
Rollover and Revision	2	12 December 2008	31 December 2025
Review	3	24 August 2023	N/A

Consent and Moderation Requirements (CMR) reference	0013
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Hanga-Aro-Rau Manufacturing, Engineering and Logistics Workforce Development Council qualifications@hangaarorau.nz if you wish to suggest changes to the content of this unit standard.