

Demonstrate industry knowledge for direct mail production

Level 3

Credits 15

Purpose People credited with this unit standard are able to: use trade terms and vocabulary applicable to direct mail production; demonstrate mathematical skills applicable to direct mail production; demonstrate knowledge of the machinery and equipment used in direct mail production; explain ways of overcoming problems associated with static electricity and relative humidity; demonstrate knowledge of requirements for bar codes for direct mail production; demonstrate knowledge of the requirements of processes related to direct mail production; observe quality control methods and solve or report problems; demonstrate knowledge of the 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.

Subfield Printing

Domain Direct Mail Production

Status Registered

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Entry information Open.

Accreditation Evaluation of documentation and visit by NZQA and industry.

Standard setting body (SSB) Competenz

Accreditation and Moderation Action Plan (AMAP) reference 0005

This AMAP can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Special notes

- 1 All workplace practices must meet any applicable and recognised codes of practice, and documented workplace health, safety, and environmental procedures for personal, product, workplace health, safety, and environmental matters, and the obligations required under current law including the Health and Safety in Employment Act 1992, Hazardous Substances and New Organisms Act 1996, Resource Management Act 1991, Privacy Act 1993, and their subsequent amendments.
- 2 *Workplace practices* refer to the documented procedures for the machine and/or workplace.

Elements and performance criteria

Element 1

Use trade terms and vocabulary applicable to direct mail production.

Performance criteria

- 1.1 Trade terms and vocabulary applicable to direct mail production are defined.

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), disk (magnetic diskette, floppy diskette), 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, magnetic ink character recognition (MICR), 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 Trade terms and vocabulary applicable to direct mail production are used in the process being undertaken.

Element 2

Demonstrate mathematical skills applicable to direct mail production.

Performance criteria

- 2.1 Problems are solved using addition, subtraction, multiplication, and division.
- 2.2 Scales are read and weight calculated to ensure job requirements are met.
- 2.3 Calculations used meet requirements of the processes and operations being undertaken.

Element 3

Demonstrate knowledge of the 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 (or flow) wrapper.

Performance criteria

3.1 Machinery and equipment used in direct mail production are described in terms of their functions.

Element 4

Explain ways of overcoming problems associated with static electricity and relative humidity in regard to direct mail production.

Performance criteria

4.1 Static electricity problems are outlined and ways of overcoming these are explained.

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

4.2 Relative humidity problems are outlined and ways of overcoming these are explained.

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

Element 5

Demonstrate knowledge of requirements for bar codes for direct mail production.

Performance criteria

5.1 Bar coding is described in terms of format and functions.

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

5.2 Process for reporting bar coding faults is described in accordance with workplace practices.

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

Element 6

Demonstrate knowledge of the requirements of processes related to direct mail production.

Performance criteria

- 6.1 Document layout suitable for direct mail production is described.
- Range solid colours, bar code placement.
- 6.2 Print finishes used in the workplace are described in terms of their special requirements.
- 6.3 Techniques for handling printed finishes are explained.
- 6.4 Laser printing is described in terms of the requirements of direct mail production.
- Range stock type, stock weight, grain direction, toner, moisture content, size.

Element 7

Observe quality control methods and solve or report problems.

Performance criteria

- 7.1 The importance of maintaining high quality throughout direct mail production is explained.
- Range may include but is not limited to – job documentation, data audit, sampling, matching, sign-off, reconciliation, quality checking.
- 7.2 Quality control methods used in the workplace are described and followed in accordance with workplace practices.
- 7.3 Quality control problems are identified and solved or reported in accordance with workplace practices.

Element 8

Demonstrate knowledge of the factors contributing to production costs.

Performance criteria

- 8.1 Effects of wages and materials, and machinery costs are described in terms of overall production costs.
- 8.2 Effect of wastage is described in terms of profitability.

Element 9

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

Performance criteria

- 9.1 Storage and/or warehousing systems located in the workplace are described.
- Range may include but is not limited to – finished goods store, conditioning room, distribution store, hazardous goods store, inward goods store; stock handling systems – bins, racks, pallet jacks, trays, cases, cartons, trolleys, pallet containers, cages, conveyors, forklifts, fork-hoists.
- 9.2 Functions and services of storage and/or warehousing systems in the range of 9.1 are described.
- 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 Systems for recording stock movements are outlined in terms of their importance.
- 9.4 Material handling equipment is identified 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 Waste control procedures are followed in accordance with workplace practices and local body and product requirements.
- Range recyclable waste, waste disposal, security waste, hazardous waste.

Element 10

Explain the importance of confidentiality.

Performance criteria

- 10.1 Importance of maintaining confidentiality is explained in terms of work entrusted to the company.
- 10.2 Importance of maintaining confidentiality is explained in terms of the company's clients.

- 10.3 Importance of maintaining confidentiality is explained in terms of the company's business.

Element 11

Demonstrate knowledge of the importance of maintaining workflow throughout production.

Performance criteria

- 11.1 Importance of flow of work from the time a job is raised through production and distribution is described.
- 11.2 A selected job undertaken in the learner's company is explained in terms of its workflow from start to finish.

Element 12

Follow written instructions and complete forms.

Performance criteria

- 12.1 Job instruction sheets and associated written instructions are followed to meet company procedures and/or workplace practices.
- 12.2 Forms are completed in accordance with workplace practices.
- 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.

Please note

Providers must be accredited by NZQA, or an inter-institutional body with delegated authority for quality assurance, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact Competenz info@competenz.org.nz if you wish to suggest changes to the content of this unit standard.