

Title	Carry out inserter operator duties for direct mail production		
Level	3	Credits	15

Purpose	People credited with this unit standard, in direct mail production, are able to: demonstrate knowledge of equipment safety requirements; check documentation and confirm availability of required components; maintain the folding unit; set up the inserting unit; operate the inserter and apply knowledge of quality control; undertake mail sorting; and undertake post-production tasks.
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Classification	Printing > Direct Mail Production
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Available grade	Achieved
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Prerequisites	Unit 340, <i>Demonstrate knowledge of safe working practices in the print industry</i> , or demonstrate equivalent knowledge and skills.
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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 documentation refers to the documentation that is used in the workplace that contains the instructions and requirements for a particular production job. This may include but is not limited to workplace orders, production orders, workplace specifications, samples, lay cards.

Specifications refer to a detail that defines an object being made; commonly communicated by annotated and dimensioned drawings; by written description, or by other communication media. External references may also be used to specify objects such as tables or industry standards.

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

The skills involved in operating an inserter for direct mail production are distinct in that the jobs are controlled by digital files that produce variable printed data (personalisation).

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

Demonstrate knowledge of equipment safety requirements for direct mail production.

Performance criteria

- 1.1 Explain equipment start up, shut down, and emergency procedures in the workplace.
- 1.2 Describe hazards and follow relevant safety procedures.
- 1.3 Identify and report potential hazards for equipment used in the workplace.

Outcome 2

Check documentation and confirm availability of required components for direct mail production.

Performance criteria

- 2.1 Check job documentation to ensure that all specifications for the process being undertaken are complete and report any discrepancies.
- 2.2 Check required job components against job documentation and confirm their availability.

Range may include but is not limited to – job sample, layout or proof, ink, substrates, special instructions, water, trays, cages, pallets, labels.
- 2.3 Confirm availability of equipment, as determined by the job documentation.

- 2.4 Assemble and check sample copies to ensure they meet the job requirements.

Outcome 3

Maintain the folding unit for direct mail production.

Range may include stand-alone folder or inline on inserter.

Performance criteria

- 3.1 Clean folding unit to ensure trouble free operation.

- 3.2 Set folding unit to meet job requirements.

Range folding unit may include – accumulation, scanner, Optical Magnetic Recognition (OMR);
job requirements may include – bar code, check text, address carrier to fit window.

Outcome 4

Set up the inserting unit for direct mail production.

Performance criteria

- 4.1 Set up inserter to meet job specifications and in accordance with the operating manual.

- 4.2 Set batching, counting, and delivery systems to meet job specifications.

Outcome 5

Operate the inserter and apply knowledge of quality control for direct mail production.

Performance criteria

- 5.1 Operate inserter to meet the job requirements.

Range running speed, required quality, safety.

- 5.2 Explain the importance of quality control and undertake quality control checks throughout the production run.

- 5.3 Identify faults, and rectify or report them.

Range may include but is not limited to – wrong count, unreadable barcodes, order, incorrect feeding, crooked or damaged label.

- 5.4 Pack jobs.

Outcome 6

Undertake mail sorting for direct mail production.

Performance criteria

- 6.1 Describe the importance of using post codes for bulk mailing and explain the postal requirements for these.
- 6.2 Tray mail and sort by post code in accordance with postal requirements.
- Range standard mail, overseas mail, insufficient address.
- 6.3 Label mail and complete documentation in accordance with postal requirements.

Outcome 7

Undertake post-production tasks for direct mail production.

Performance criteria

- 7.1 Check quantity and other job requirements against job documentation and rectify or report any discrepancies.
- 7.2 Complete job documentation.
- Range may include but is not limited to – job sheets, job bags, time sheets, electronic data storage, sample retention, quality forms.
- 7.3 Note any amendments and variations on job documentation for future reference.
- 7.4 Clean and maintain equipment.
- 7.5 Clean work areas.
- 7.6 Follow waste control procedures.
- Range recyclable waste, non-recyclable waste, security waste, hazardous waste.

Planned review date	31 December 2027
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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 2027
Review	3	24 August 2023	N/A
Revision	4	27 February 2025	N/A

Consent and Moderation Requirements (CMR) reference

0013

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.