



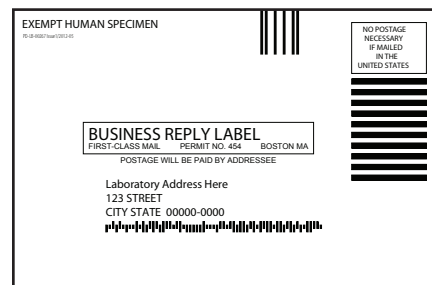
How to obtain a USPS Business Reply Mail (BRM) label artwork¹ for a DNA Genotek two-way mailer box

(for exempt human or animal specimens only)

If you intend to *remain with the same laboratory for the shelf-life of the kits purchased*, below are the steps to obtain the Business Reply Mail label artwork:

Inbound to laboratory steps:

1. Establish a Business Reply Mail (BRM) account with USPS, which may request specific information regarding the exempt specimen prior to granting approval. Cost of account is US\$220² per year. Business Reply Mail is designated as FIRST CLASS MAIL.
2. Once your account is established, contact your postal representative and request to speak with a Mailpiece Design Analyst who will develop the label artwork.
 - a. Final size of the inbound label needs to fit properly on the mailer box bottom; and
 - b. Must include the words "EXEMPT HUMAN/ANIMAL SPECIMEN".
3. Mailpiece Design Analyst will provide electronic artwork file with unique barcode to you; you then forward (via email) to DNA Genotek for label printing.
4. Artwork is either printed as part of box artwork by DNA Genotek at time of manufacture OR you affix to a single box bottom when preparing to mail to donor/physician.
 - a. You will be charged by USPS monthly for all boxes mailed back to laboratory.
 - b. Costs² will be approximately US\$0.98 for 1 ounce (21 cents each additional ounce; a fraction of an ounce considered to be a whole ounce) package price plus US\$0.83 per piece price only.
 - c. You will only get charged for returned parcels.
 - d. Charges will be deducted from your BRM permit account daily and forwarded to the BRM delivery address provided, as long as there is enough money in your account and your annual fee has been covered.
 - e. Average weight of the two-way mailer box with sample is 3.15 ounces and cost is approximately US\$2.44².



Outbound to donor steps:

1. For outbound postage paid labels, you will need to have a printer configured for in-house label printing.
2. Same process using established BRM account above applies.
 - a. You will be supplied artwork by the Mailpiece Design Analyst for outbound label template with unique barcode.
 - b. Outbound label to be individually printed by you with unique address and contact information of donor/physician (input into template prior to printing).
 - c. You must then shrink wrap the boxes at this time IF boxes were not already shrink wrapped inline during production of customized kits by DNA Genotek.
 - d. Outbound (postage paid) printed label to be affixed to shrink wrapping and positioned to completely hide the inbound address label which lies beneath.
 - e. Outbound postage charges occur same as they do for inbound mailing charges.

See next page for various fulfillment options when using a BRM label.

¹Subject to USPS changes without notice, as well as IATA guidelines.

²All prices are as of March 25, 2015. Refer to <http://pe.usps.com/text/dmm300/Notice123.htm#2612533> for current USPS Business Reply Mail pricing.



3 possible USPS mailing workflows for a DNA Genotek two-way mailer box *(for exempt human or animal specimens only)*

1. Most effort for you - you must print and affix mailing labels to bottom of box:

1. Arrange USPS account and provide Business Reply Mail artwork for laboratory address to DNA Genotek.
2. Scan the barcode on a boxed kit and “consume” it from the Excel barcode data file listing all barcodes in your shipment.
3. Temporarily remove the sleeve (if it was required).
4. Print and affix Business Reply Mail laboratory return address on the box (can be printed by either you or DNA Genotek), which covers the window in box bottom. Then slide the printed sleeve back onto the box. Note: this may present risk of material damage if care is not taken.
5. Shrink wrap the completed box with your own equipment – can be transparent or opaque material as per equipment abilities. Note: DNA Genotek cannot shrink wrap for this workflow as additional steps are occurring after manufacture. This workflow however does allow you to add or delete printed marketing materials to the box as needed up to the time the box is shrink wrapped.
6. Print and affix outbound mailing label with donor address to bottom of box (must completely cover the laboratory label below if using transparent shrink wrap).

2. Medium effort for you - Laboratory mailing label inserted into box at time of manufacture by DNA Genotek:

1. Arrange USPS account and provide Business Reply Mail artwork for laboratory address to DNA Genotek.
2. DNA Genotek prints the USPS label and inserts it INTO the box at time of manufacture (along with any other materials), slides sleeve over top of box (if applicable) and using transparent shrink wrap completely encloses the assembly. Note: You will have no additional access to box unless prepared to remove shrink wrapping.
3. Scan the barcode on a boxed kit through the transparent shrink wrap and “consume” the barcode from the Excel barcode data file of all barcodes listed in your shipment. Note: no need to remove the sleeve with this workflow.
4. Print and affix the outbound mailing label with donor address to place on bottom of box (must completely cover the laboratory label beneath shrink wrap).
5. **Note: Donor requires some instructions inside kit** on how to place sample in biobag, locate and affix laboratory postage paid label to bottom of box over window and only then remove the peel here strip, seal box closed and drop in mail.

3. Minimal effort for you - Laboratory mailing label printed as part of the box artwork:

1. Arrange USPS account and provide Business Reply Mail artwork for laboratory address as part of your box design to DNA Genotek.
2. DNA Genotek prints the box (along with any other materials), slides sleeve over top of box and using transparent shrink wrap only completely encloses the assembly. Note: you will have no additional access to box unless prepared to remove shrink wrapping.
3. Scan the barcode on a boxed kit and “consume” it from the Excel barcode data file of all barcodes listed in your shipment. Note: no need to remove the sleeve with this workflow.
4. Print and affix outbound mailing label with donor address to place on bottom of box (must completely cover the laboratory label beneath shrink wrap).

See your DNA Genotek Account Manager for more details.