EXPERIENCE THE THRILL OF LABEL CREATION:
THE POWER OF THE FORMS PROCEDURE

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Why The Fuss About Mailing Labels?

At first glance, it does not appear that mailing labels can make a significant impact in business. However, Postal costs can and do create variable expense costs to every company. In fact, Frito Lay, Inc. could save at least $138,000 annually with the implementation of a corporate database for mailing addresses.

There are several hundred mass mailings made by our corporate headquarters to field locations each year. The problem is to lower postal expenses while increasing timeliness and accuracy of mail delivery.

Like businesses everywhere, management suggested that variable expenses be curtailed when possible. The solution required streamlining the method to obtain labels, providing accurate addresses, and migrating to bulk mailings whenever possible. Bulk mail cost less than regular first-class business mail.

A SAS database and the FORMS Procedure let us meet our mailing needs and foster more accurate and less costly mailings.

What's the Problem...

Inaccurate addresses or out-of-date mailing lists contributed to increased overhead by forcing the company to incur mailing costs twice: once to send it to the wrong address and once to remail to the correct address.

Each function (sales, marketing, manufacturing, etc.) had more than one department performing a mass mailing each month. Some departments chose to use bulk mail while others used only direct mail. In addition, each department kept their own list of addresses. Over 20 individual mailing lists for the same locations were found in the sales function.

The U.S. Postal Service issued new guidelines in 1987 which pressured businesses to use the 9-digit zipcode by charging more for mail which used a 5-digit zipcode. Unfortunately, most of our departmental lists used 5-digit zipcodes.

The following objectives were identified:

1. Maintain one master list for all locations both bulk and direct mail
2. Update or modify the master list to maintain accuracy
3. Provide labels in a timely fashion to each department as needed
4. Promote the use of lower-cost bulk mailing

To accomplish these objectives, it was determined that the following had to happen:

1. Build a single corporate database
2. Design labels to meet postal regulations
3. Provide database update capabilities

DATABASE

First we built a preliminary corporate database. We consolidated the 20+ user lists into one master list. Frito Lay Mail Services took ownership and scrubbed it for validity. Mail Services also provided all available bulk mailing addresses.

Software presented no difficulty. Base SAS software is supported and available for all functions and departments both at headquarters and in the field. However, expertise in SAS coding is not as widespread. The SAS system was perceived as something 'programmers' used. There was a definite mindset to overcome when we began designing this application.

In order to increase the use of less expensive bulk mail, we defaulted labels to print bulk mail addresses. If no bulk
address existed, the direct mail address was printed.

LABEL DESIGN
Next we attacked the label design itself. PROC FORMS was a very flexible tool used to create labels. Examples of coding and output following the paper explain the options we found most useful.

Postal Service representatives provided guidelines for abbreviations and punctuation plus they provided free-of-charge a service to crosscheck our labels and give us an 'error rating'. This allowed us to perfect our label format and ensure the highest possible compliance with postal regulations.

Next, we took advantage of another free Postal service, conversion of 5-digit zipcodes to 9-digit zipcodes.

DATABASE MAINTENANCE
Mail Services was provided an edit screen using SAS* Full Screen Product. We now accomplished one major goal - sole ownership of address labels within Mail Services.

Did It Work?...

Several departments realized productivity gains by eliminating the clerical time used to update mailing list.

Additionally, there was one contact point for both field and headquarters locations to contact regarding address corrections or changes.

By lowering mailing costs at least $138,000 annually, we will take this one step further in 1988. Frito Lay is purchasing a labeling machine to be operated by Mail Services.

The labeling machine will affix the labels directly on the envelopes. A significant productivity gain for clerical support staff.

Questions or inquiries should be directed to:

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SAS/Full Screen Product is a registered trademark of SAS Institute Inc., Cary, NC, USA.
There are six frequently used options which describe the physical placement of labels:

1. **WIDTH (W)**
   - The width (maximum number of characters) in each line of the label

2. **NACROSS (NA)**
   - The number of labels across each page

3. **SKIP (S)**
   - The number of blank lines to skip vertically between each label

4. **BETWEEN (B)**
   - The number of blank spaces horizontally between each label

5. **LINES (L)**
   - The maximum number of lines within each label

6. **INDENT (I)**
   - The number of blank spaces to indent before printing the first label

Example Coding: PROC FORMS DATA=ALL
INDENT = 1 WIDTH = 30 LINES = 5 NACROSS = 2 BETWEEN = 8 SKIP = 1;

* Options can be invoked by using the fully-qualified name (INDENT) or the short-form (I).
There are two useful options to modify each line of the label:

1. PACK (P)
   Pack removes excess blanks from a line to ensure that there is only one blank space between each variable.

2. REMOVE (R)
   Remove deletes the entire line if the variables are missing or contain only blanks.

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**LABEL WITHOUT LINE OPTIONS**

Example Coding:
```plaintext
PROC FORMS DATA=ALL
  INDENT=1 WIDTH=30 LINES=5 NACROSS=2 BETWEEN=8 SKIP=1;
  LINE 1 FL ZDR;
  LINE 2 DIVNAME TITLE;
  LINE 3 ADDRESS1;
  LINE 4 ADDRESS2;
  LINE 5 CITY STATE ZIP;
```

Example Output:

```
FRITO LAY, INC 21
LOUISVILLE DIVISION
1401 RACE STATION RD
LOUISVILLE KY 40223-8762
```

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**LABEL WITH LINE OPTIONS**

Example Coding:
```plaintext
PROC FORMS DATA=ALL
  INDENT=1 WIDTH=30 LINES=5 NACROSS=2 BETWEEN=8 SKIP=1;
  LINE 1 FL ZDR / PACK REMOVE;
  LINE 2 DIVNAME TITLE / PACK REMOVE;
  LINE 3 ADDRESS1 / PACK REMOVE;
  LINE 4 ADDRESS2 / PACK REMOVE;
  LINE 5 CITY STATE ZIP / PACK REMOVE;
```

Example Output:

```
FRITO LAY, INC 21
LOUISVILLE DIVISION
1401 RACE STATION RD
LOUISVILLE KY 40223-8762
```

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EXAMPLE CODING USED TO CREATE SAS DATABASE

@RWSWART.LJOB (5400,P93),'SWARTZ',MSGCLASS=A,CLASS=B,
MSGLEVEL=(0,0),NOTIFY=@RWSWART
/STEP01 EXEC SAS
//DATAOUT DD DSN=@RWSWART.CORPMAIL.SASDATA,
  DISP=OLD
//SYSIN DD *

OPTIONS NOSORTMSG;
/
* ----------------------------------------------- *
* EXAMPLE OF CODING USED TO CREATE MAILING LABEL  *
* DATABASE.                                       *
* ----------------------------------------------- *

DATA DATAOUT.CORPMAIL;
  INPUT @1 DIVNAME $15. @20 TITLE $8.
  @30 ADDRESS1 $31. @45 ADDRESS2 $11. @60 CITY $20.
  @83 STATE $2. @85 ZIP $5. @105 ZDR $3.
  @109 NAME $20.;
CARDS;

  CHICAGO     DIVISION 1. EAST 22ND STREET
  ST LOUIS    DIVISION 4282 SHORELINE DRIVE
  MINNEAPOLIS DIVISION 1900 W. 96TH STREET
  LOUISVILLE  DIVISION 10401 LIND STATION ROAD
  DETROIT     DIVISION 12000 REECK ROAD
  OHIO VALLEY DIVISION 10200 ALLIENCE ROAD

  SUITE 125 LOUISVILLE KY 40223 11 FRED LINDSAY
  SUITE 220 BLUE ASH OH 45242 24 GARY CATES
  LOOMBARD IL 60148 11 FRED LINDSAY
  EARTH CITY MO 63045 12 BILL THOMPSON
  BLOOMINGTON MN 55431 13 LED SHORE
  SOUTHGATE MI 48195 22 FRED CAHILL
  CHICAGO IL 60601 21 MIKE CRONE

PROC SORT; BY ZDR;
DATA DATAOUT.CORPMAIL; SET ALL;
EXAMPLE CODING USED TO PRINT MAINFRAME LABELS

//@RSWARTL JOB (5400,P93), 'SWARTZ', MSGCLASS=Q, CLASS=B,
// MSGLEVEL=(0,0), NOTIFY=@RSWART
//STEP91 EXEC SAS
//SAS.FT12F001 DD SYSOUT=*,
// LABELS DD SYSOUT=(l,0175), CORPENTY defined form number
// COPIES=3, Unique number assigned for each type of continuous feed label forms.
// DATAIN DD DSN=@RSWART.CORPMAIL.SASDATA,
// DISP=SHR
//SYSIN DD *

OPTIONS NOSORTMSG;

/*. LABEL CREATION USING MAINFRAME Printer  *"

* EXAMPLE OF CODING USED TO PRINT LABELS ON MAINFRAME *

DATA ALL;
SET DATAIN.CORPMAIL;
LENGTH FL $15.;
FL = 'FRITO LAY, INC.,'

PROC SORT; BY TITLE ZDR;

PROC FORMS DATA=ALL DDNAME = LABELS ALIGN=0
  TITLE ZDR/ P R;
LINE 1 FL ZDR/ P R;
LINE 2 DIVNAME TITLE / P R;
LINE 3 ADDRESS1 / P R;
LINE 4 ADDRESS2 / P R;
LINE 5 CITY STATE ZIP/ P R;