



Envelope Layout Standards

Your guide to envelope layout standards for machine-sorted mail
(VolumePost and Approved FreePost)

Effective from October 2007

Contents

Machine-sorted mail

This details the layout standards for machine-sorted mail.

These standards apply to:

- VolumePost
- Approved FreePost.

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Introduction

This guide will help you to meet the envelope layout standards for machine-sorted mail. This will enable you to access the best postal rates as well as ensuring your mail gets processed efficiently and reliably. Please adhere to these standards when you are preparing mail for:

- **VolumePost**
- **Approved FreePost.**

These standards are mandatory from 1 July 2008, and replace:

- **the Bulk Mail Guidelines (ADV359)**
- **the Envelope Layout Standards – Machinable Mail (ADV363AJ06).**

Lodging your mailing

Before you lodge your mailing, it's essential to double check:

- you have completed the lodgement documentation correctly.
- your mailout meets the applicable minimum volumes.

If the documentation does not reflect the characteristics of the actual lodgement, we'll change it and notify you of the change – this could involve a higher rate being applied.

If you are unsure about any aspect of your envelope design and layout, please contact us.

You can email us at envelopelayouts@nzpost.co.nz or call **0800 501 501**.

Additional information

These documents will ensure your mail piece meets our addressing and layout standards, including terms and conditions and other product requirements:

- Address and Layout Guide (ADV356)
- SendRight Address Accuracy Programme brochure (ADV369)
- PermitPost brochure (ADV37)
- VolumePost brochure (ADV7)
- FreePost brochure (ADV24).

All brochures can be found online at www.nzpost.co.nz

1.0 Which envelope sizes are machinable?

Not all envelope sizes can be processed by our sorting machines. This table lists envelope stock currently used and produced in the domestic New Zealand market whose dimensions are compatible with the machines.

Envelope type	Industry standard envelope sizes (height x length)	Can they be machine processed?
E8	90mm x 152mm	Yes
E9	92mm x 165mm	Yes
E16	92mm x 191mm	Yes
DLE	114mm x 225mm	Yes
DLEE	114mm x 235mm	Yes
Max POP	120mm x 235mm	Yes
Specialist Max POP	120mm x 235mm	Yes
C6	114mm x 162mm	Yes
CM	102mm x 215mm	Yes
C5	162mm x 229mm	Yes

1.1 Key areas

Our sorting machines can only detect information printed in certain areas, which is why specific layout requirements apply.

There are three key areas:

- **Sender address area**
- **Address block and object¹ area**
- **Indicia area²**

You can print in these areas (subject to the clear zone rules – see page 4) as illustrated in the following diagrams on pages 5-12.

About the address block and object area

The address block (which contains the delivery address) and an object can be located anywhere inside the address block and object area. However, you need to make sure they are at least:

- **8mm clear of each other**
(as measured from the edge of the window or address label, or the perimeter of the address block text if printing directly onto the envelope).

As long as this requirement is met, objects can be any shape or colour, but cannot contain or resemble an address.

¹ An 'object' is defined as any text, graphic or colour which is considered to be non-readable by the machine.

² Both the permit impression and the delivery address must be on the same side of the envelope.

1.2 Clear zones

Machine-sorted mail includes a number of designated 'clear zones'. Clear zones are needed so the machine can find the information it needs easily. This ensures your mail can be processed efficiently.

1. Clear zone around the sender address area

Make sure there's a minimum 5mm clear zone between the top and left-hand edges of the envelope and the sender address area. If any graphics spill over into these clear zones, they must be white or an approved Pantone colour.

2. Clear zones within and around the address block and object area

Make sure there is:

- an 8mm clear zone between the address block and any other object in the address block and object area.
- an 8mm clear zone immediately above the length of the address block and object area.

If any graphics spill over into these clear zones, they must be white or an approved Pantone colour.

3. Clear zones within the indicia area

When using a PermitPost impression, make sure there is:

- a clear zone of 5–10mm between the top and right-hand edges of the envelope and the PermitPost impression located within the indicia area,
- a 10mm clear zone to the left of and immediately below the permit impression.

If any graphics spill over into this clear zone, they must be white or an approved Pantone colour.

When using a Facia Indicia Mark or FIM, make sure there is:

- a minimum clearance of 10mm all the way around the FIM bars (Approved FreePost envelopes use the type 3 FIM i.e. the triple black bars)
- a minimum 10mm clearance between the FIM and any product logo.

If any graphics spill over into this clear zone, they must be white or an approved Pantone colour.

4. The sortcode clear zone

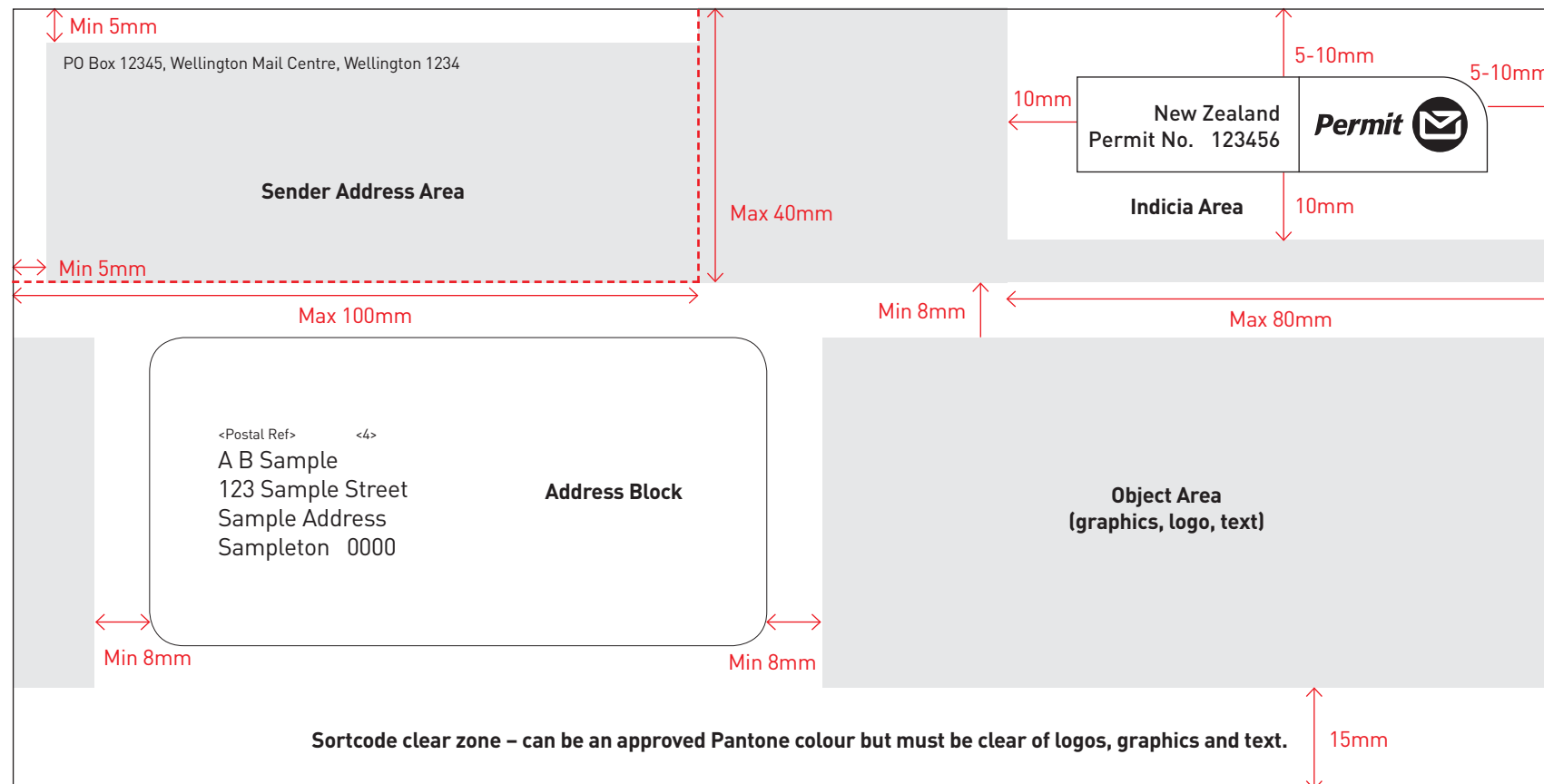
Make sure there is a 15mm-high clear zone along the bottom edge of the mail piece for sortcode printing. This sortcode clear zone can be white or an approved Pantone colour but must be kept completely clear of text or graphics.

Front of DLE – measurements

(diagram shown at 100%)

Length = 225mm



Height = 114mm

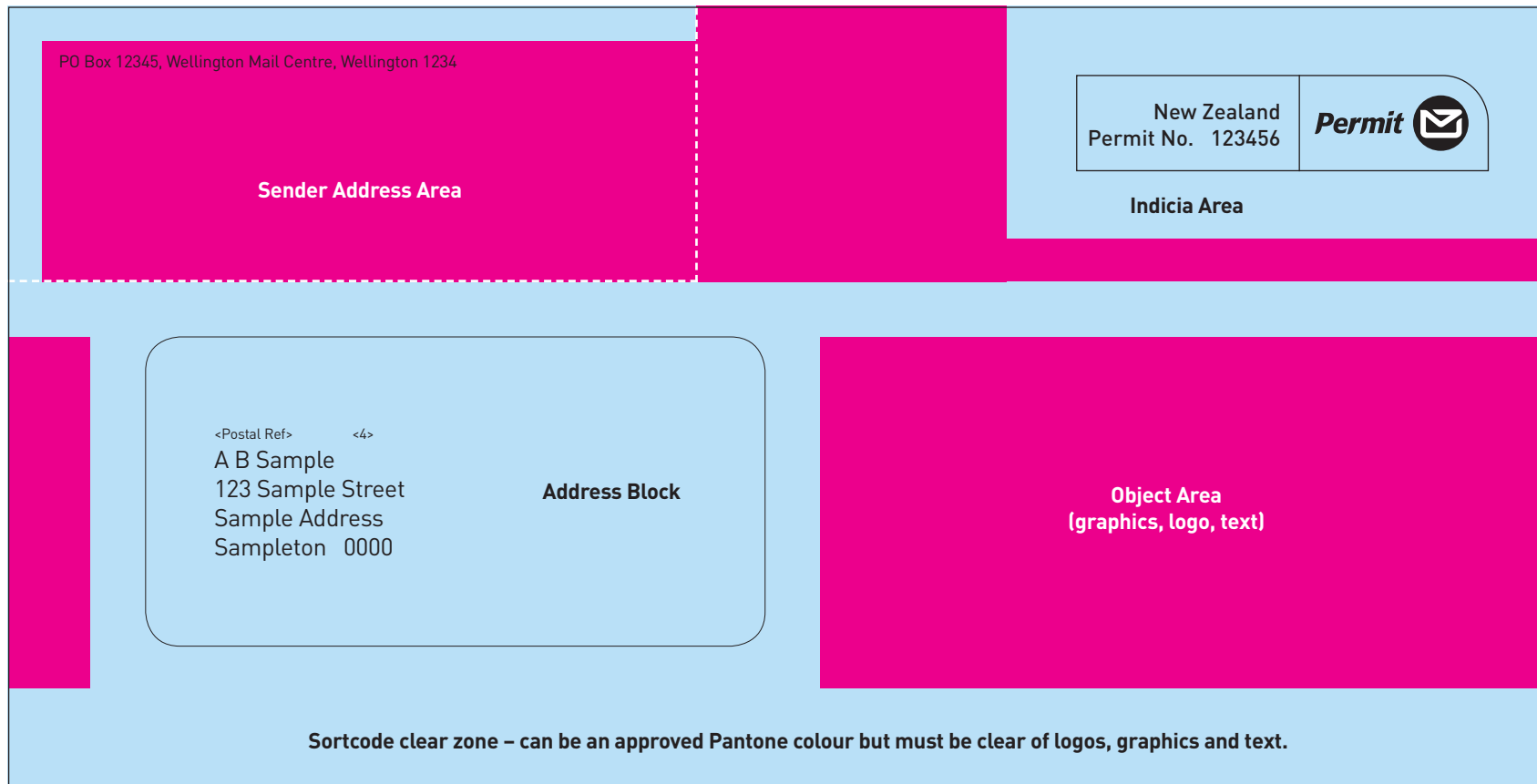


NB: For PermitPost dimensions see page 18.

Front of DLE – colour guide

(diagram shown at 100%)

 = any colour can be used in this area  = only approved Pantone colours or white can be used in this area

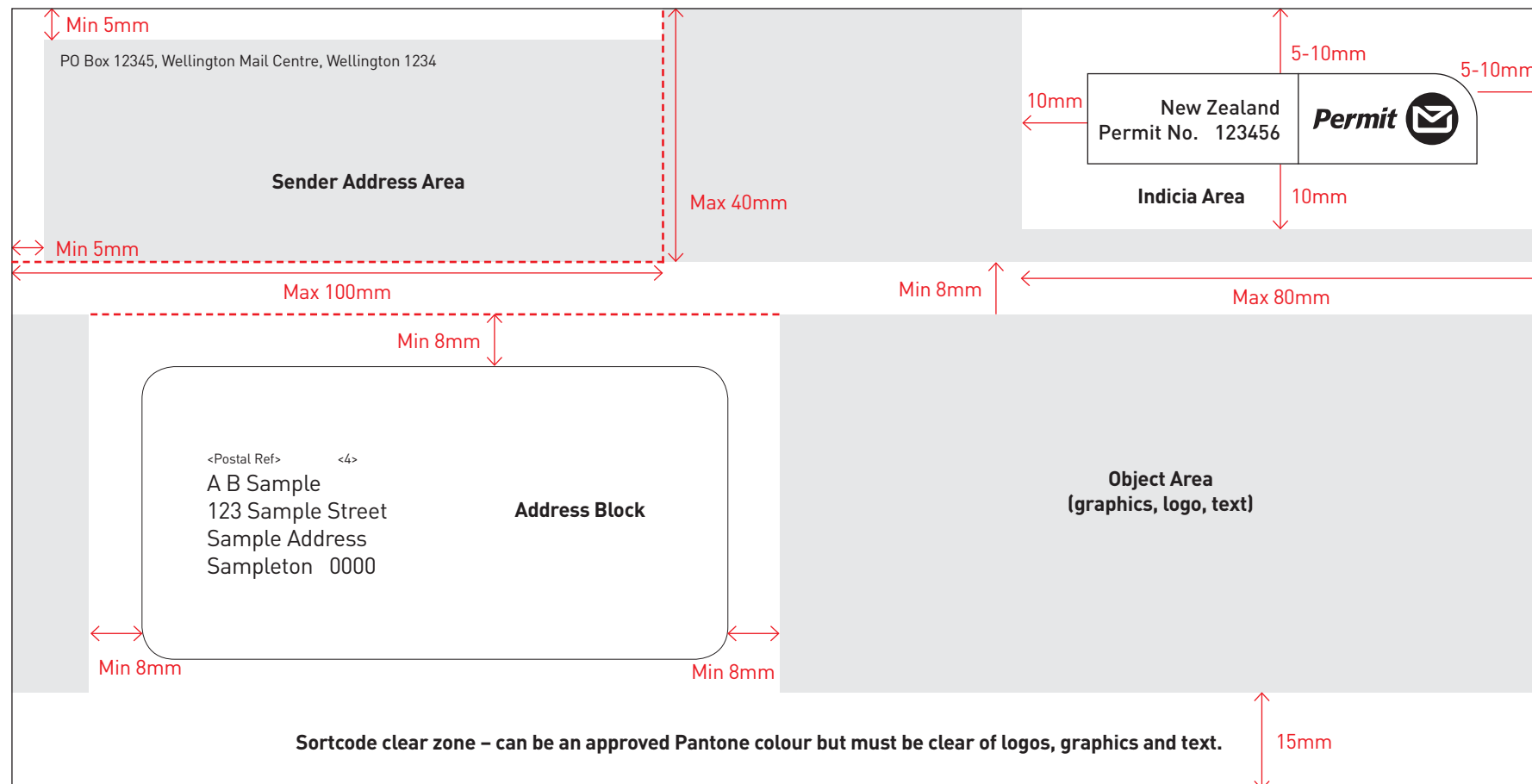


Front of Max POP – measurements

(diagram shown at 100%)

Length = 235mm



Height = 120mm

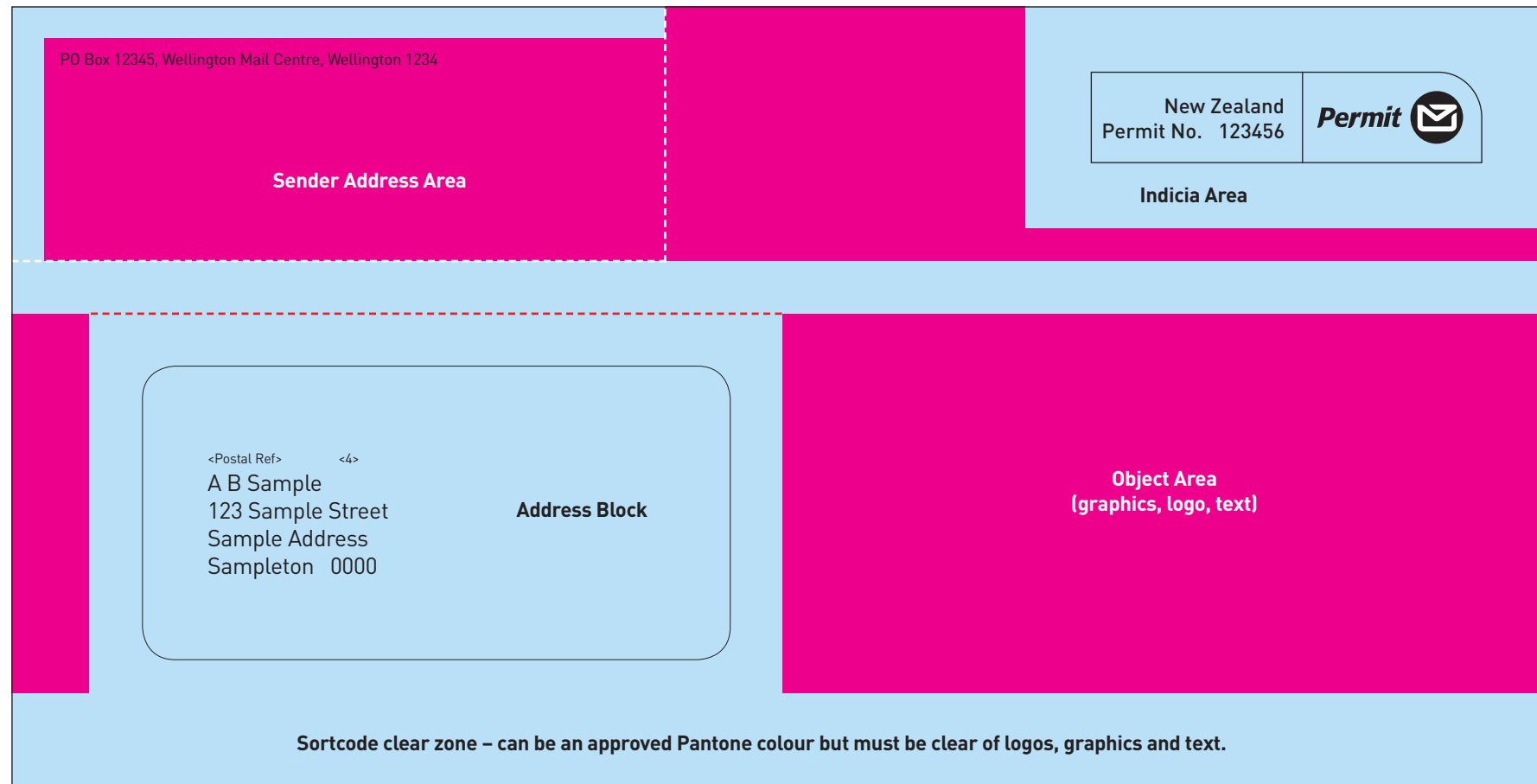


NB: For PermitPost dimensions see page 18.

Front of Max POP – colour guide

(diagram shown at 100%)

 = any colour can be used in this area  = only approved Pantone colours or white can be used in this area

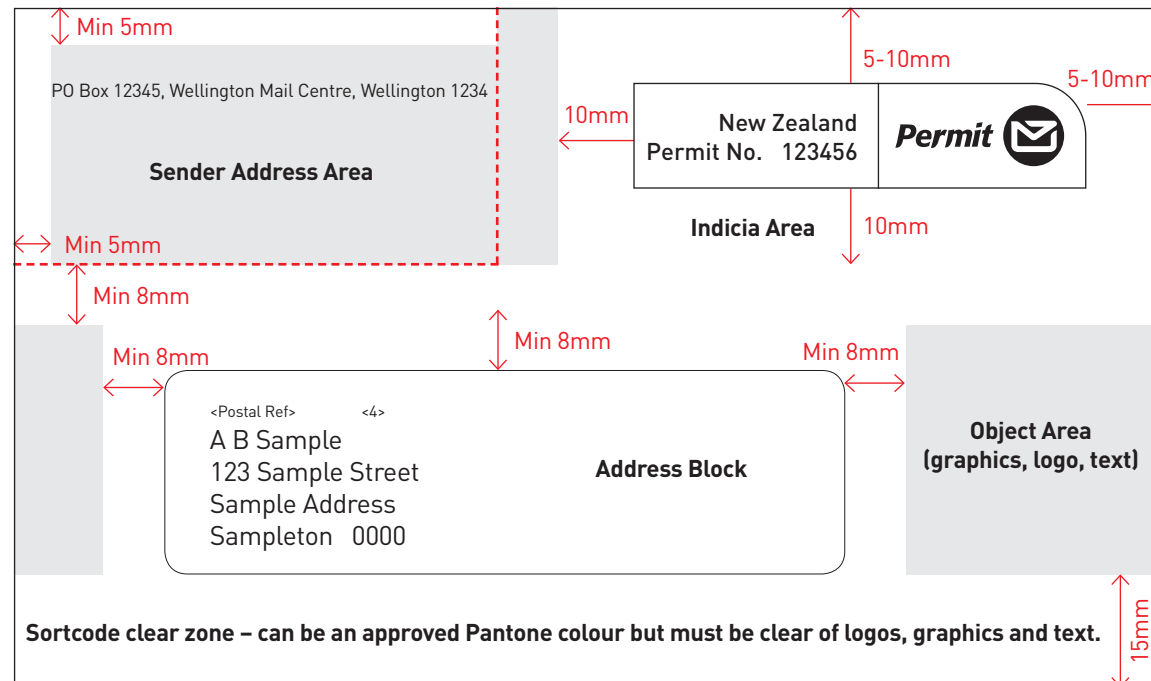


Front of E8 – measurements

(diagram shown at 100%)

Length = 152mm



Height = 90mm

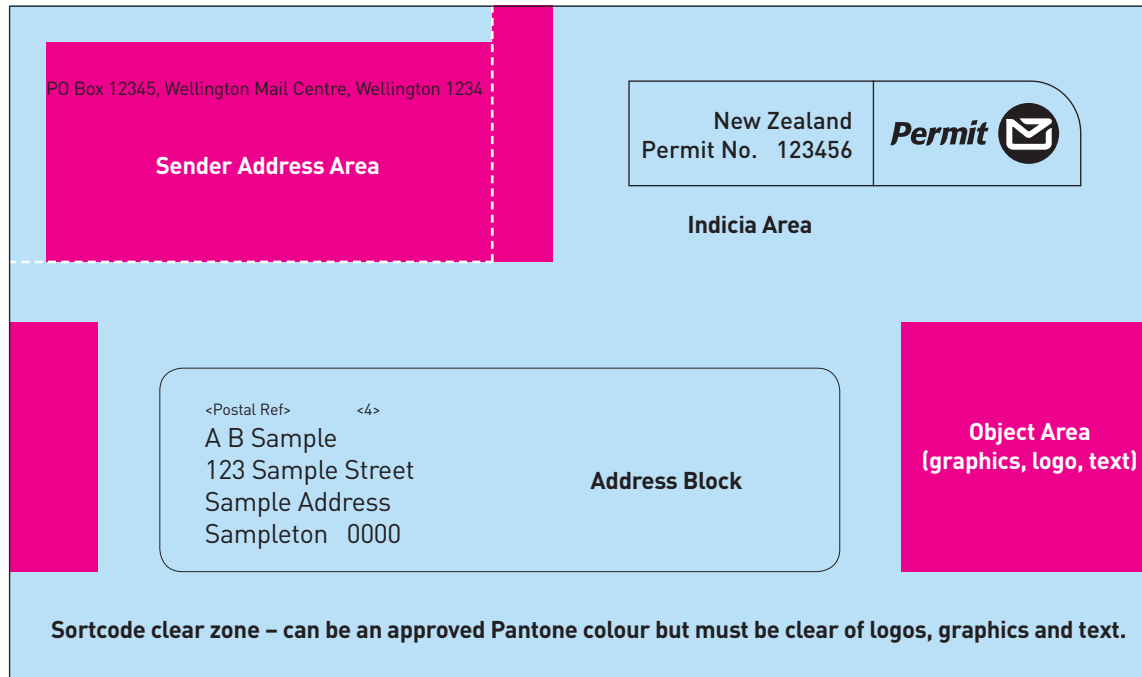


NB: For PermitPost dimensions see page 18.

Front of E8 – colour guide

(diagram shown at 100%)

 = any colour can be used in this area  = only approved Pantone colours or white can be used in this area

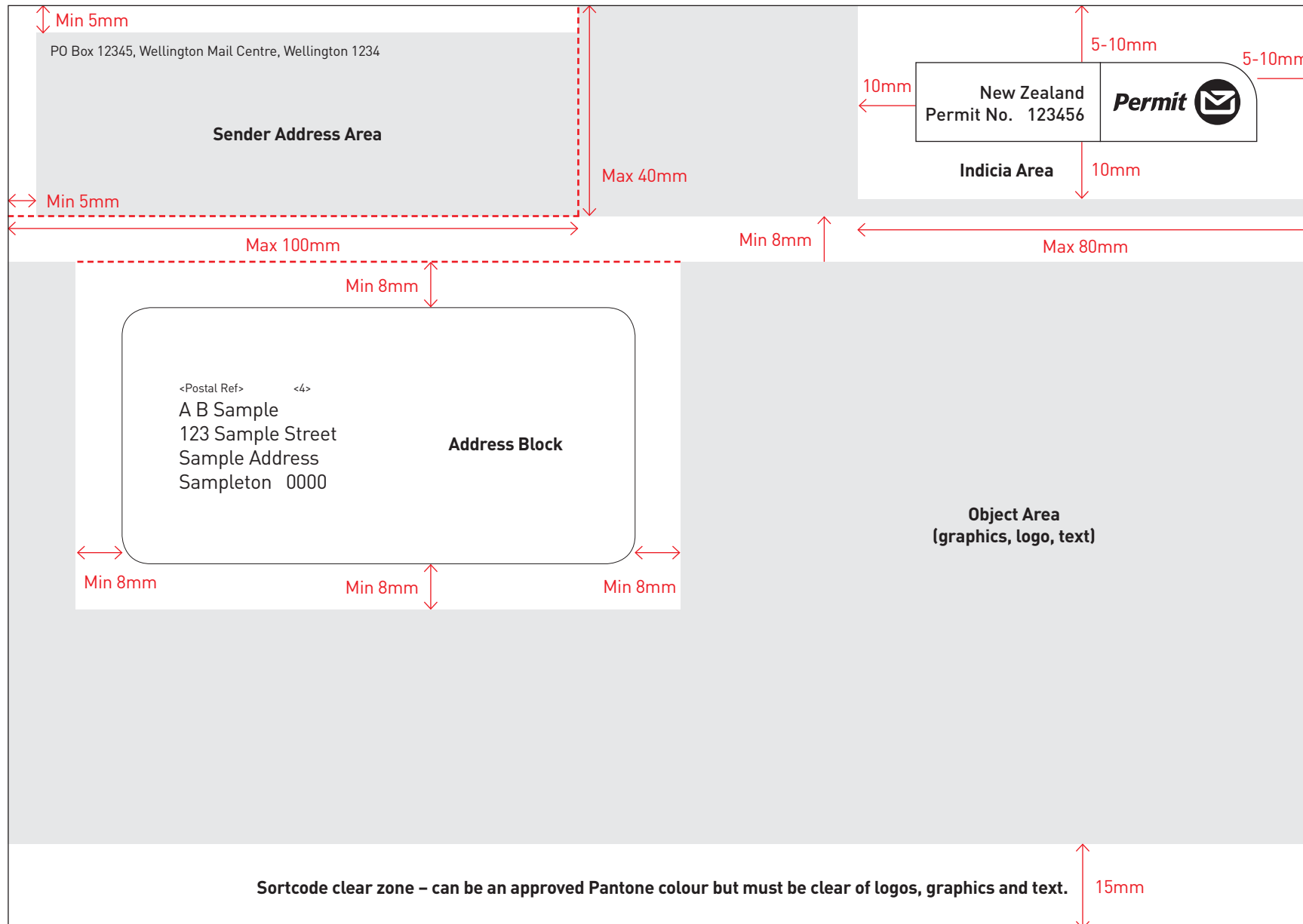


Front of C5 – measurements

(diagram shown at 100%)

Length = 229mm


Height = 162mm



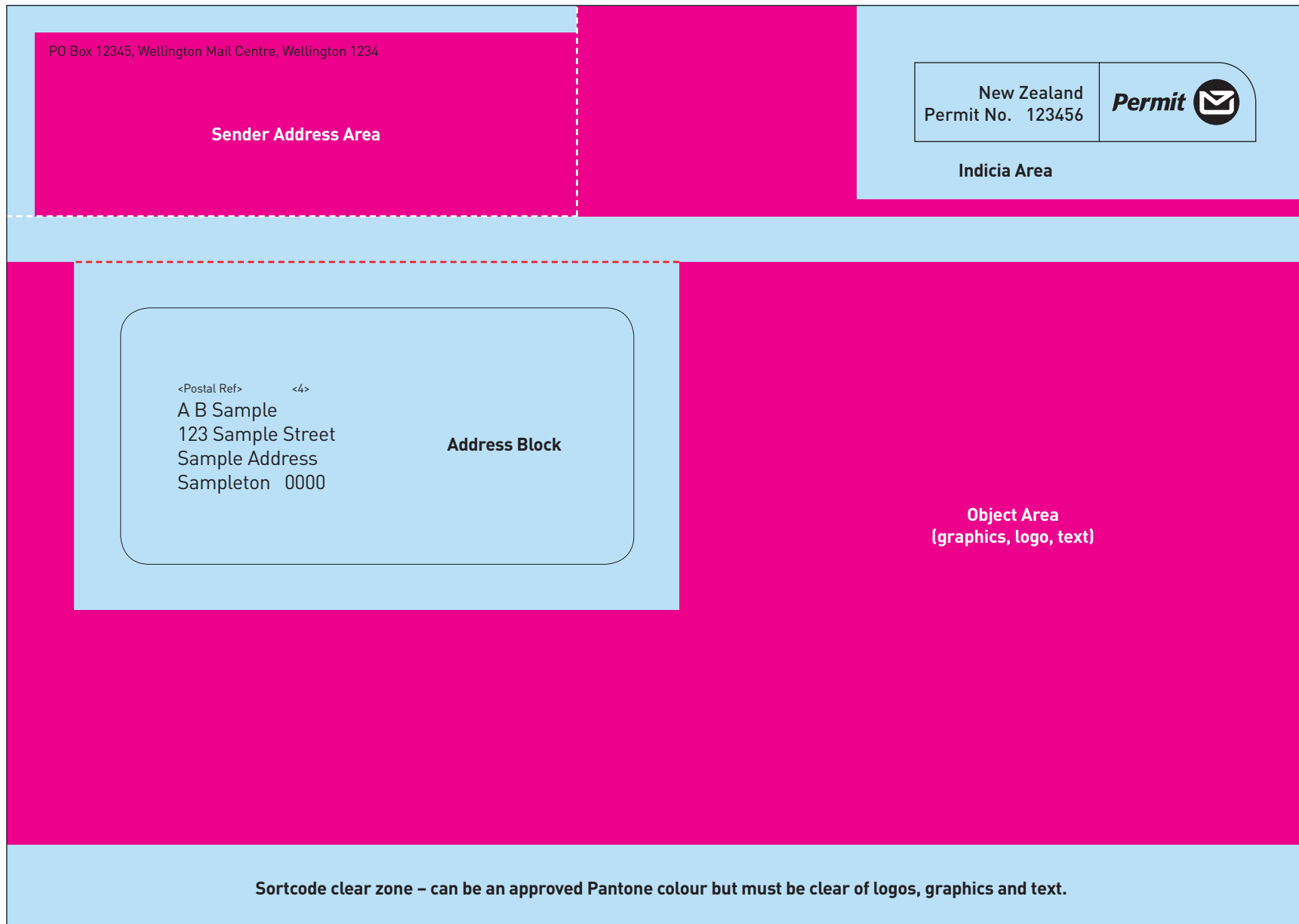
NB: For PermitPost dimensions see page 18.

Front of C5 – colour guide

(diagram shown at 100%)

 = any colour can be used in this area

 = only approved Pantone colours or white can be used in this area



1.3 Mail piece construction and materials

Mail piece dimensions

Mail pieces must be rectangular with an aspect ratio¹ of 1.4–2.6. To ensure your mail piece can be machine-sorted, its dimensions must be:

	Minimum	Maximum
Height	88mm	165mm
Length	138mm	235mm
Thickness	0.15mm	6mm

Mail piece construction and envelope weight

The minimum paper weight for machinable envelopes is 70gsm. This equates to a minimum envelope weight of 140gsm (i.e. paper weight of 70gsm folded in two equals 140gsm).

Postcards

To machine-sort postcards, they must fall within the above range, and have a paper weight range between 155gsm and 230gsm (we recommend using 230gsm for maximum product integrity during machine sorting). You need to make sure the side of the postcard on which the delivery address and permit impression or FreePost indicia are printed complies with all the envelope layout specifications set out in this document.

Self mailers

Folded self mailers (i.e. mail pieces made from a folded single sheet of paper) and other similarly built mail pieces must be fully sealed with gum, tape or glue all the way around the mail piece. Clasps, buttons, string or staples are not compatible with the machines. The paper weight for self mailers needs to be at least 140gsm (when folded).

Paper type and sealing methods

The paper used for the envelope (and the insert if using window envelopes) must be opaque or dense enough to prevent any printing or graphics clearly from the inside of the mail piece clearly showing through.

Envelope paper must:

- be constructed of paper only and not be synthetic
- not be phosphorescent
- be suitable for ink to dry in less than a second
- have a matt finish

Kraft envelopes and recycled paper are acceptable paper types for machinable mail products.

Paper containing dark fibres, background patterns or textures is not suitable.

Incompatible paper types include:

- polywrap
- shrinkwrap
- spunbonded olefin (sheet product made of high-density polyethylene fibres).

Mail pieces must not be sealed using staples, clasps, buttons, string or similar devices.

Inserts

Mail pieces must not contain magnetic items or items causing an uneven thickness, such as pens, paperclips, pencils and loose keys or coins. This includes product samples (e.g. of food, toiletries or household products) as they cause uneven surfaces and pose a risk to the machine and the mail piece itself should any breakages occur (for full details, refer to the list of prohibited items online at www.nzpost.co.nz).

¹ To determine the aspect ratio, divide the envelope length by its height.

Mail piece construction and materials continued

Envelopes, insert material and address labels

The envelope, visible insert material (if using window envelopes) and address labels must be white or an approved Pantone colour. This is to ensure there is sufficient contrast between the background and the text/graphics. If a non-approved Pantone colour is used, please make sure the clear zone requirements are met (see section 1.2).

The acceptable Pantone colours for machinable mail pieces are:

120	127	128	134	135	141	148
149	155	162	169	196	203	250
277	290	304	317	331	332	337
344	351	358	365	366	373	386
393	400	406	413	427	434	441
453	454	461	467	468	474	475
482	488	489	496	502	503	510
524	530	531	538	545	552	559
566	573	579	580	586		

Multiple window envelopes

Multiple windows (the 'additional' window is usually located in the sender address/company logo area) can be used for additional non-address information – such as sender details – but please restrict it to one line so as not to confuse it with the delivery address.

Window covering

The window must be clear or transparent and the address characters must be clearly visible through it. Window coverings must be tight and free of any wrinkles, streaks, fogging or colour.

Gloss/shine

The envelope material must be matt and non-reflective. Glossy or shiny materials are not compatible with sorting machines.

Mail piece flexibility

The mail piece must be flexible enough to go through the sorting machine without damaging the mail piece or the machine. As a guide, the mail piece and its contents must be easily bent around a 280mm diameter circular surface.

1.4 Address printing

The table below comprises the current list of machine readable fonts:

Arial	123456789 ABCDEFGHI abcdefghi
Arial Narrow	123456789 ABCDEFGHI abcdefghi
Bookman Old Style	123456789 ABCDEFGHI abcdefghi
Century	123456789 ABCDEFGHI abcdefghi
Century Oldest	123456789 ABCDEFGHI abcdefghi
Courier New	123456789 ABCDEFGHI abcdefghi
Gothic 720	123456789 ABCDEFGHI abcdefghi
StoneSans	123456789 ABCDEFGHI abcdefghi
Times New Roman	123456789 ABCDEFGHI abcdefghi
Trade Gothic	123456789 ABCDEFGHI abcdefghi
Helvetica	123456789 ABCDEFGHI abcdefghi
Letter Gothic	123456789 ABCDEFGHI abcdefghi
Verdana	123456789 ABCDEFGHI abcdefghi

Fonts

Please use only laser or inkjet print – dot matrix print cannot be read reliably by our machines. Characters must be clear and well defined.

Font style

Do not use the below styles (or other highly ornamental/ stylised versions of the fonts shown at left):

- **Bold**
- Underlined
- *Italic.*

Upper case must be used for the first letter of each word and the remaining letters can be written in all upper or all lower case (as specified in the Address and Layout Guide ADV356).

Font size

Font sizes (for letters and digits) must be from 8pt to 12pt.

8 pt

9 pt

10 pt

11 pt

12 pt

NB: Please refer to the Address and Layout Guide (ADV356) if you need further guidance on addressing standards

Address printing continued

Font colour

Fonts must be in black or dark blue (see page 18 for approved Pantone colours).

Print quality

The address characters forming the address block need to be clean, sharp, dark and uniformly printed. The address must be printed clearly (i.e. dark text on a light background).

Character spacing

There must be a minimum space of 0.3mm and a maximum space of 1.5mm between characters.

Word spacing

There must be at least one character space – and no more than two character spaces – between words/numbers. Make sure there is a maximum of two character spaces between the town/city and postcode.

Line spacing

There must be a minimum space of 0.8mm and a maximum space of 6mm between address lines.

Character stroke width

Character stroke widths must be uniform.

The recommended width is 0.4mm. Common sans serif fonts satisfy this requirement e.g. Arial, Trade Gothic, Verdana.

Address characters

All address characters must appear in the window. The address block skew must be less than 5 degrees relative to the bottom edge of the mail piece. Make sure any non-address information included in the window (such as customer or account numbers/barcodes) is situated immediately above the recipient line. It must be a maximum of 100mm long and have a maximum font size of 8pt.

Address labels

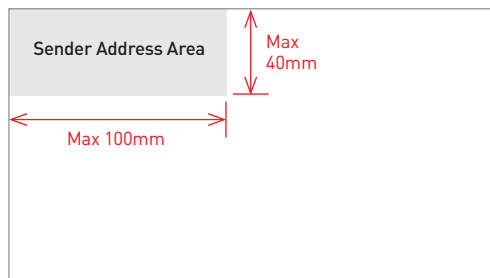
Address labels must be fastened securely. The address label skew must be less than 5 degrees relative to the bottom edge of the mail piece. All addressing information on the label must be legible and oriented to the longest edge of the mail piece. **The only acceptable non-address information is a reference, such as a customer account number and/or barcode.** Make sure this is printed immediately above the recipient line, is less than 100mm long and is printed in a font size of 8pt or less.

1.5 Sender address area

All machinable mail items must include a sender address. This can be located on the front or the back of the envelope.

Sender address area – front

The sender address should include a postcode and must appear in the sender address/company logo area in the top left-hand corner of the mail piece. It measures a maximum 100mm length x 40mm height. The sender address font size must be 8pt or less. It must be written on one line with commas separating the address lines.



Sender address area – back

The sender address can be located anywhere on the back of the envelope. It should include a postcode and can be written as a block or on one line with commas separating the address lines. The sender address font size must be 8pt or less.

Example 1: Sender address written as one line

A B Sample, 123 Sample Street, Sample Address, Sampleton 0000

Example 2: Sender address written as a block (with sender keyword)

a) With sender keyword/s to left of

If undeliverable return to: A B Sample
123 Sample Street
Sample Address
Sampleton 0000

b) With sender keyword/s immediately above the first line of the address

If undeliverable return to:
A B Sample
123 Sample Street
Sample Address
Sampleton 0000

Sender keyword

Using a sender keyword is not mandatory if the sender address is written on one line, but must be used if it is written as a block where it must be printed to the left of or immediately above the first line of the address. The sender keyword (options listed below) can be used by itself, in a combination or with another word or words:

- **Sender**
- **Return**
- **From**
- **Undeliverable.**

NB: For full-scale diagrams, please refer to pages 5-12.

Refer to pages 21-23 for information on Approved FreePost or refer to ADV24.

1.6 Indicia area

This section covers PermitPost impressions and Facia Indicia Marks (FIMs).

PermitPost impressions

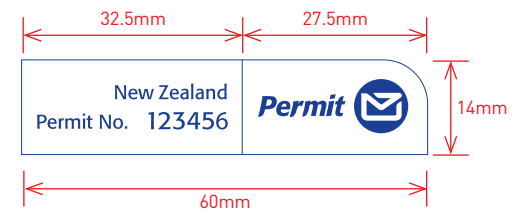
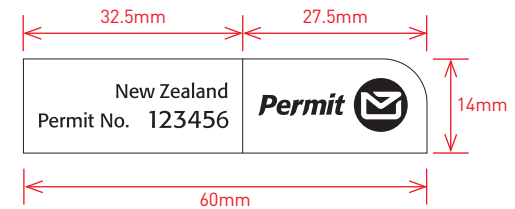
PermitPost impressions must be located in the indicia area at the upper right-hand corner of the mail piece. There must be a clear zone of 5–10mm between the PermitPost impression and the top and right-hand edges of the envelope. PermitPost impressions must be overprinted onto the mail piece – labels or hand-stamped impressions are not acceptable.

- PermitPost impressions must be in black or dark blue.
- The PermitPost impression number font should be 2.5mm high.
- The PermitPost impression number font should be fixed sans serif.
- The left side of the PermitPost impression must include:
 - New Zealand
 - Permit No. [Permit Number].
- There needs to be a 3mm space between Permit No. and the PermitPost impression number digits.

PermitPost impression dimensions

Length	60mm
Height	14mm
Mid-line to right edge	27.5mm
'Button' diameter	8mm

NB: From 1 July 2008, only approved standard PermitPost impressions with the above dimensions will be acceptable for machinable mail. You can still use your company logo, which can be located in the sender address/company logo area or elsewhere on the mail piece (as long as the clear zone requirements are observed).



Approved Pantone colours

072	2747
2757	2767

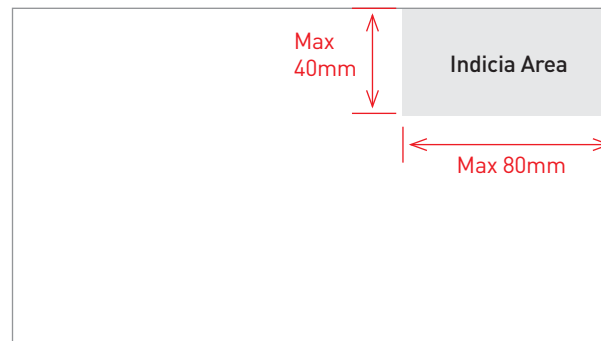
Indicia area continued

Facia Indicia Marks

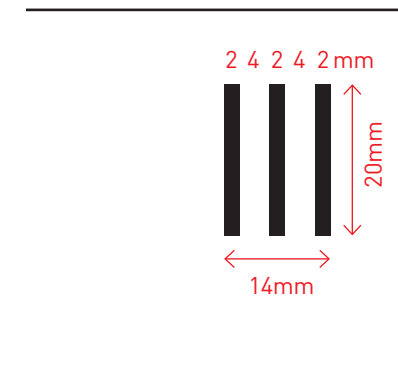
FIMs must be located within the indicia area.

A type 3 FIM is used on Approved FreePost envelopes.

- Each contrast bar must measure 20mm length x 2mm width.
- There must be a 4mm space between each contrast bar. The FIM skew must be 0 degrees relative to the bottom edge of the mail piece. There must be no other objects between the FIM bars.
- There must be a clearance of at least 10mm around the FIMs.
- FIMs can be black or dark blue (see page 18).



Type 3 FIM for Approved FreePost



1.7 VolumePost

We have two VolumePost products

- VolumePost 1 and VolumePost 3
- each with slightly different

requirements. You can read more about them in our VolumePost product brochure (ADV7).

Pricing information is set out on the VolumePost rate card¹ (ADV365).

You must use PermitPost with VolumePost. Our PermitPost brochure (ADV37) provides more information.

Key elements

- The sender address can be on the front or back of the envelope and must meet the requirements set out in section 1.5.
- An approved PermitPost impression containing the customer's uniquely allocated permit number must be overprinted within the indicia area.
- The envelope can be window or non-window.
- From 1 July 2008, a valid Statement of Accuracy (SOA) certificate will be required.

¹ The VolumePost rate card also includes PrintPost pricing.

NB: The reverse of the envelope (i.e. the side with the flap) can also be used as the 'front' which contains the delivery address and PermitPost indicia, leaving a blank canvas for your creative design/messages/logo on the reverse. This is acceptable as long as the flap is fully sealed so it does not 'catch' on the machines and all other applicable standards in this guide are adhered to.

1.8 Approved FreePost

FreePost is a versatile, cost-effective service for businesses, organisations or individuals wanting to maximise their response rates to mailings, advertising and direct marketing promotions. It's the mail version of a freephone number, enabling customers to contact businesses by mail free of charge. Approved FreePost is available for medium-sized, non-window envelopes only.

Key elements

- **The minimum envelope size is 92mm high and 165mm long.**
- **Only non-window envelopes can be used for Approved FreePost.**
- **The FreePost Authority Number must be written on one line and located in the sender address/company logo area.**
- **Use a black or dark blue type 3 FIM indicia (i.e. triple bars).**
- **Use black or dark blue FreePost and New Zealand Post button impressions.**
- **Address panel bar widths (i.e. the black bars located at each end of the envelope) must be a minimum of 2mm and a maximum of 5mm.**

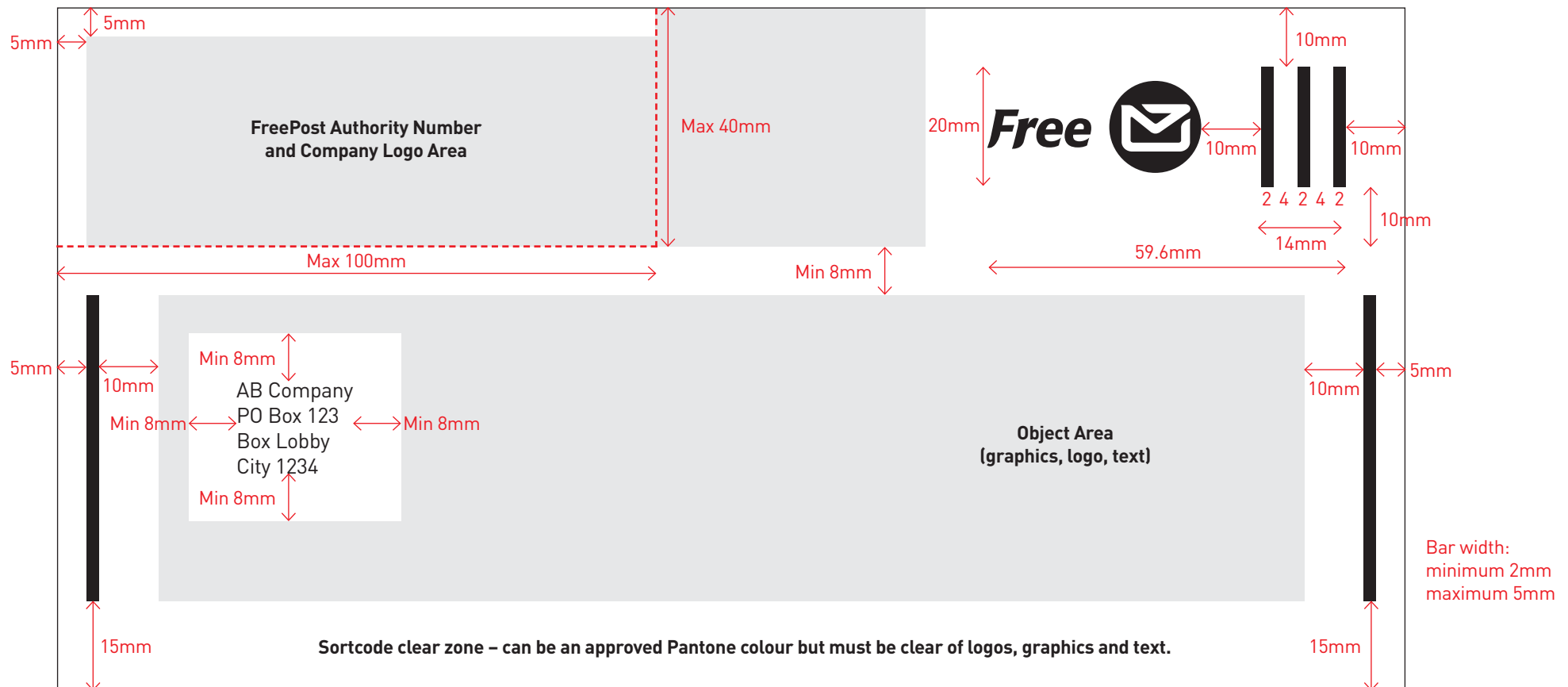
Please see pages 22-23 for further information about layout. Our FreePost brochure (ADV24) has more information on the FreePost service, terms and conditions and layout requirements for DLE, E9 and ChequeMailer envelopes.

Non-window envelopes, FreePost DLE – measurements

(diagram shown at 100%)



Length = 225mm

Height = 114mm



Non-window envelopes, FreePost DLE – colour guide

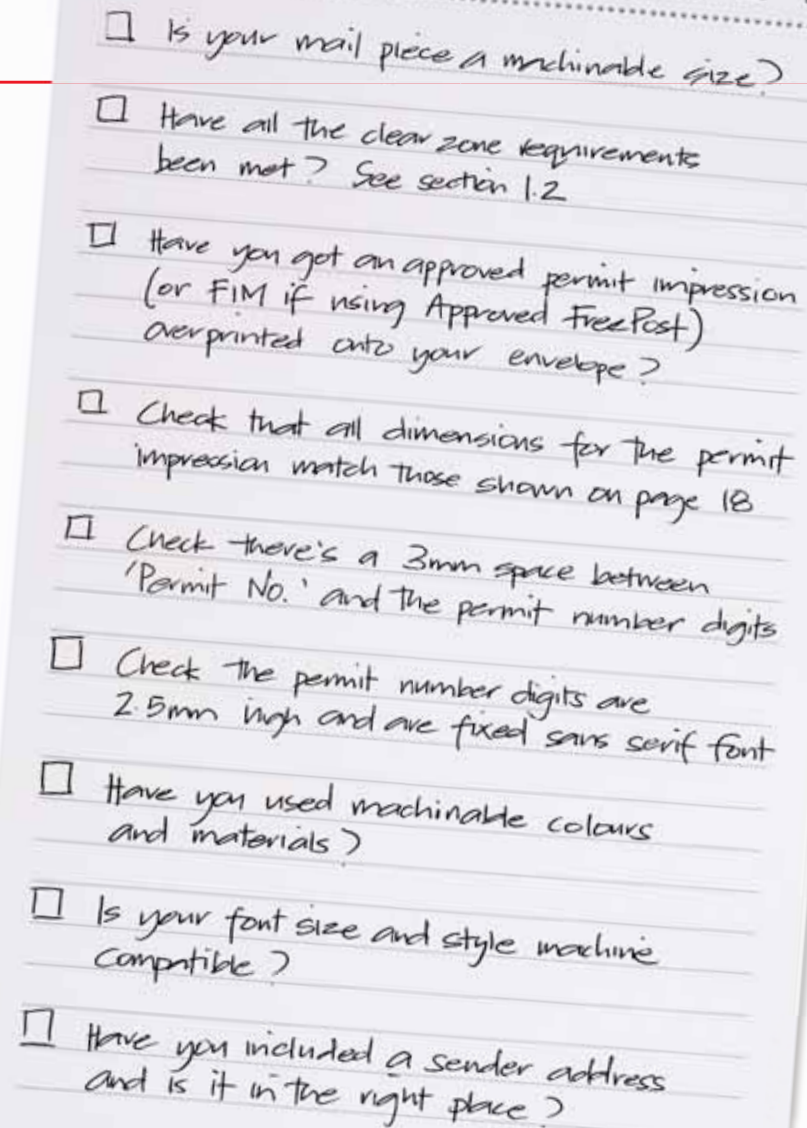
(diagram shown at 100%)

 = any colour can be used in this area  = only approved Pantone colours or white can be used in this area



Checklist

Before going to print, please use the following checklist to make sure you've met all the requirements. If you have any questions, please contact your account manager, call our customer service centre on **0800 501 501**, or email us at envelopelayouts@nzpost.co.nz.

- 
- Is your mail piece a machinable size?
 - Have all the clear zone requirements been met? See section 1.2
 - Have you got an approved permit impression (or FIM if using Approved FreePost) overprinted onto your envelope?
 - Check that all dimensions for the permit impression match those shown on page 18
 - Check there's a 3mm space between 'Permit No.' and the permit number digits
 - Check the permit number digits are 2.5mm high and are fixed sans serif font
 - Have you used machinable colours and materials?
 - Is your font size and style machine compatible?
 - Have you included a sender address and is it in the right place?

Glossary

Term	Description
Address block skew	The angle of the address text in relation to the bottom edge of the envelope.
Aspect ratio	The length-to-height ratio of the mail piece.
Character spacing	The horizontal clear spacing between each address character.
Character stroke width	The width of the line or lines that form each address character.
Clear zone	Designated white or approved Pantone colour areas of the mail piece.
Facia Indicia Mark (FIM)	Machine-detectable indicia used to face and cancel letters automatically. The FIM can also be used for automatically separating and sorting different letter products.
Line spacing	The clear, vertical space between the lines of an address.
Sortcode & Sortcode clear zone	Contained within the machine applied barcode located in the sortcode clear zone (i.e the 15mm high strip along the bottom of the envelope). This barcode is made up of approx. 35 characters of information including a sortcode, read by the sorting machine to determine where to sort the mail item.
Word spacing	The horizontal clear spacing between words in an address.

Contacts

For further information, please visit our website **www.nzpost.co.nz**, email **envelopelayouts@nzpost.co.nz**, or call our Customer Service Centre on **0800 501 501**.

This guide is correct at the time of going to press and is subject to change. The standard terms and conditions of the products and services offered by New Zealand Post Limited, including information on the extent of our liability, are set out in the Public Contract and the Postal Users' Guide. These are available for reference on our website **www.nzpost.co.nz** or at all PostShops and selected New Zealand Post retail outlets excluding stamp resellers. Other conditions for credit customers are contained in the business terms and conditions provided to these customers when credit was arranged.

ADV363BJ07