

User Guide

Account Barcode Unsorted



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Introduction

Thousands of our customers enjoy the ease and convenience of handing us their letters and large letters to sort and they pay our standard tariff price to reflect the work we do to sort their mail before we can deliver it.

If you are one of these customers, you can save money by moving to our new account mail products – they are priced below our standard price – simply by displaying a barcode within the printed postage impression on your envelope.

To take advantage of the new product and the cost saving, you will first need to apply and accept our terms and conditions and once we've updated your online business account, you can print the postage impression including your barcode on your envelopes and record your posting details on an online business account sales order. No mail accreditation process is required to use account mail products.

Key product features

- You can post from 1 item.
- Letter and large letter formats.
- 1st Class and 2nd Class delivery speeds.
- No sortation of mail required – mail is unsorted.
- A high quality barcode must be printed on all mail pieces.
- All items must be placed in trays or bags before posting.
- All items must be correctly recorded on an online business sales order that is confirmed on the day of posting.
- Sales orders will be billed at the current rate card prices.
- We will bill at the current rate card prices for any volume variances between the weekly totals recorded on your sales orders and the volumes received by Royal Mail or read by Royal Mail's automation.



Product options at a glance

Type of mail	Minimum posting volume per class per sales order	Product options	VAT status
General correspondence, transactional or relationship communications. Customers can also send advertising mail with these products	1	Business Mail Account Unsorted or Account Mail Unsorted	VAT applicable VAT exempt
Mailings with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support a cause.	1,000 Letters or 250 Large Letters	Advertising Mail Account Unsorted	VAT applicable

Existing products and corresponding new products and product codes

Use the new product codes in the table below when completing an online business accounting sales order for your account posting.

Existing product	Existing product code	New account product	New product code
Business Mail Unsorted 1 st Class	STL	Business Mail Account 1C Unsorted	UNA
Business Mail Unsorted 2 nd Class	STL	Business Mail Account 2C Unsorted	UNB
1 st and 2 nd Class Account	BPL	Account Mail Unsorted 1C	UNG
1 st and 2 nd Class Account	BPL	Account Mail Unsorted 2C	UNH
Advertising Mail Unsorted 1 st Class	CLN	Advertising Mail Account 1C Unsorted	UNC
Advertising Mail Unsorted 2 nd Class	CLN	Advertising Mail Account 2C Unsorted	UND

How to get started

To register your interest in our account mail product visit www.royalmail.com/barcodesavings to submit your details.

Please note the Account and Advanced products cannot be used on the same Royal Mail account.

Mail piece production

Mail piece sizes:

Letter items minimum size is 140mm x 110mm x 0.25mm

Letter items maximum size is 240mm x 165mm x 5mm

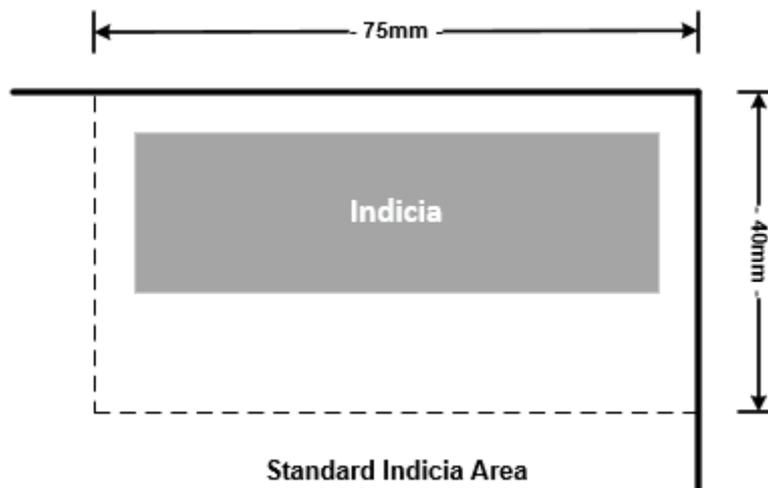
Large letters maximum size is 353mm x 250mm x 25mm

Letter maximum weight is 100g

Large letter maximum weight is 750g

Printed postage impression and barcode

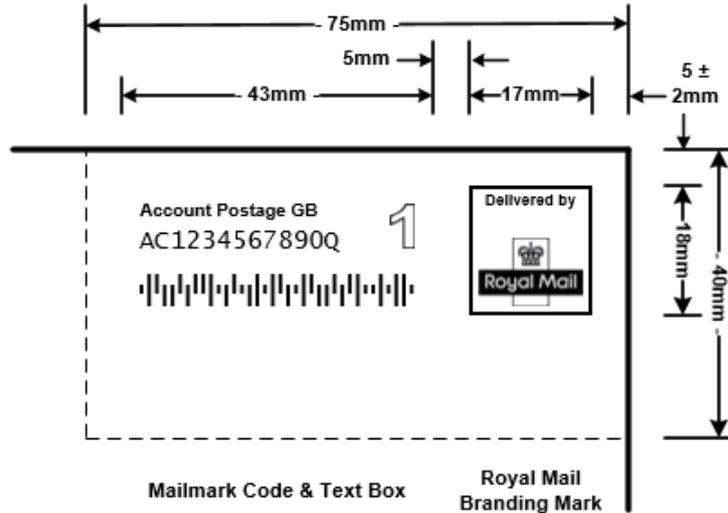
Print the printed postage impression and barcode in the top right corner of the mail piece in an area 75mm in length and 40mm in depth as illustrated below.



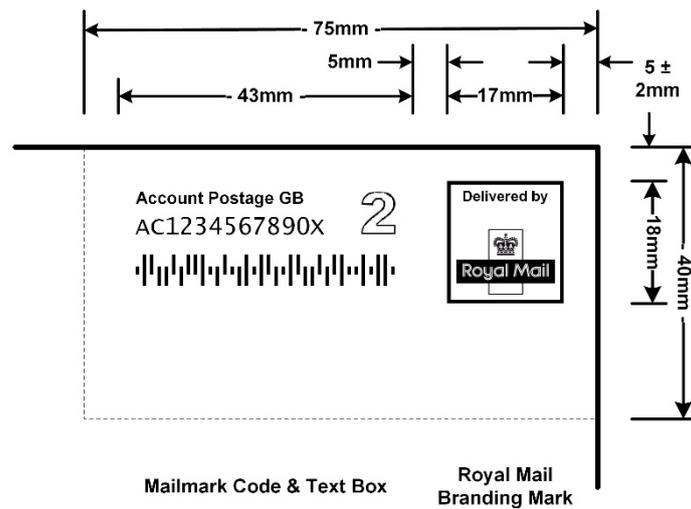
The printed postage impression contains a 4 state barcode.

Please find below the dimensions for a 1st class and 2nd class English printed postage impression with a 4 state barcode (bi-lingual Welsh / English designs are also available).

The full specifications for all the printed postage impression and barcodes are in appendix 1 at the end of this user guide.



1st Class printed postage impression and 4 state barcode



2nd Class printed postage impression and 4 state barcode

Help producing your mail pieces

To assist you with the production of your mail pieces we have developed an artwork generator at www.royalmail.com/artwork

To access the artwork generator please use the password you provided when setting up your account product.

The artwork generator provides 2 file outputs:

1. EPS Vector for use by professional printers. EPS Vector is the recommended output to support high quality printing and efficient delivery and billing of your mail.
2. JPeg outputs.

Mail piece material, colour and addresses

Letters must be paper based and white or cream colour envelopes provide the best background for Royal Mail's machines to process and bill.

For full details on mail piece and address specifications please refer to the clear addressing guide in appendix 2 at the end of this user guide.

Posting your letters and large letters

To post your letters and large letters please place 1st class and 2nd class items in separate trays or bags and apply a label noting the product, class and format you are posting.

Trays are the recommended containers because they support maintaining the quality of your mail and efficient processing and delivery of your mail.

Letter items should be placed in trays upside down with the address facing the front of the tray.

Large Letters should be placed in the tray with the address facing upwards, and with the Indicia away from the tray barcode and label for landscape mail and with the Indicia adjacent to the tray barcode and label for portrait mail.

The weight of a tray must not exceed 10kg and the weight of a bag must not exceed 11kg.

Sales Order completion

You must record the details of each of your postings on an online business accounting sales order.

You can log in to online business accounting at www.royalmail.com/oba.

The web page contains a training video to help you complete an online business accounting sales order, the emergency posting process in case you cannot access the system and information on your invoices.

Posting your mail

You can have your mail collected by Royal Mail or take your mail to an approved acceptance point. For further details on our collection service or to book a collection please go to www.royalmail.com/collections.

Billing and adjustments

The details you record on your on line business accounting sales orders will be billed at the published rate card prices that may include volume related discounts. Each week for postings Monday to Saturday you may be retrospectively billed for any volume variances between the weekly totals recorded on your sales orders and the volumes received by Royal Mail. Please see our rate cards for the published adjustment fees. Any such adjustments will appear on your invoice (s) with the following descriptions:

Type of adjustment	Format	Class	Description on invoice
Items with no barcode read	Letter	1 st	Barcode not seen letter 1c
Items with no barcode read	Letter	2 nd	Barcode not seen letter 2c
Items with no barcode read	Large Letter	1 st	Barcode not seen large letter 1c
Items with no barcode read	Large Letter	2 nd	Barcode not seen large letter 2c
Items not declared on Sales Orders	Letter	1 st	Letters undeclared 1c
Items not declared on Sales Orders	Letter	2 nd	Letters undeclared 2c
Items not declared on Sales Orders	Large Letter	1 st	Large letters undeclared 1c
Items not declared on Sales Orders	Large Letter	2 nd	Large letters undeclared 2c
Items not declared on Sales Orders (International destinations)	Letter or Large Letter	NA	Intl letter undeclared Intl large letter undeclared

Adjustments for account mail VAT Exempt postings will have VAT E at the end of the description on your invoice for items with no barcode read and items not declared on Sales Orders.

Further help

For further assistance on completing your sales orders, understanding your invoices, requesting copy invoices and raising enquiries please visit our help pages below.

Online Business Accounting Help:

https://business.help.royalmail.com/app/answers/detail/a_id/869/kw/

Invoice enquiries:

www.royalmail.com/myaccount

You can also contact your usual service contact or call us on 0845 7 950 950.



Appendices

Appendix 1 – Full specification for printed postage impression and barcodes

Introduction

The designs in this specification are to be used with the new unsorted Account product. Artwork for the new Account product can be obtained at www.royalmail.com/artwork.

Purpose

The document specifies requirements for the designs. They feature a Royal Mail Branding Mark surrounded by a border, with text and a code content to the left of the Mark.

Each design includes the following elements:-

- Account Postage Text
- Account Number
- Service Indicator
- Mailmark 4-State Barcode
- Royal Mail Branding Mark in English or Bi-Lingual Welsh / English surrounded by a border

Scope

- 1st & 2nd Class designs are required together with Bi-Lingual Welsh / English variants.
- Potential issues with the printing of the design on envelopes have not been considered within this document.
- The designs will be printed onto the mailpiece either by customers or by their suppliers. The current option to apply the indicia using a Handstamp will no longer be permitted.
- Scaling of the designs is not permitted.
- The minimum mail size for use with these designs is C6 (162mm long x 114mm high)

Indicia Location

The Indicia designs (and their associated clear zones) must be wholly positioned in the top right corner of the mailpiece in an area 75mm long and 40mm high.

A minimum clear zone of 5mm is required around the indicia design on all sides.

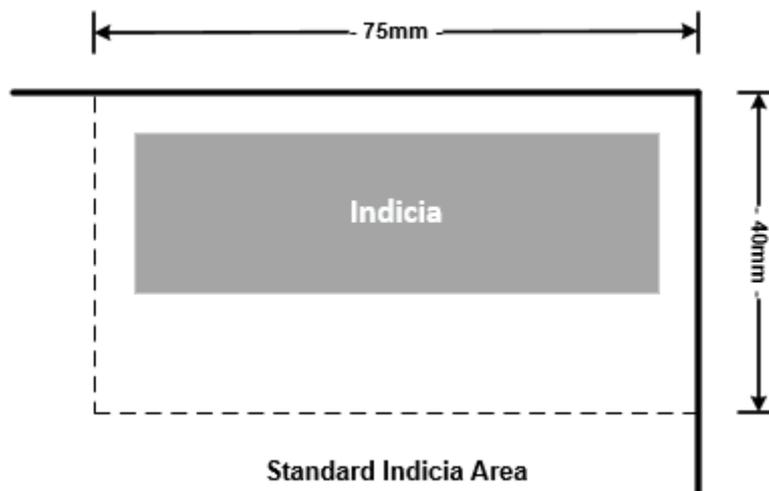


Figure 1 - Indicia Area (Not to Scale)

Indicia Design

The design consists of the Royal Mail Branding Mark which is surrounded by a border and positioned to the right of text and a 4-State Barcode. English and Bi-Lingual Welsh / English design variants are provided as illustrated in Figure 2 - Figure 3. The dimensions for the designs are provided below, and the details of the content are provided in section 0 and illustrations are provided in section 0.

	English PPI with 4-State Barcode	Bi-Lingual Welsh / English PPI with 4-State Barcode
Overall Dimensions	64mm long x 18mm high	62mm long x 21mm high
Text & Code Area Dimensions	40mm long x 18mm high	40mm long x 21mm high
Branding Dimensions	17mm long x 18mm high	17mm long x 21mm high

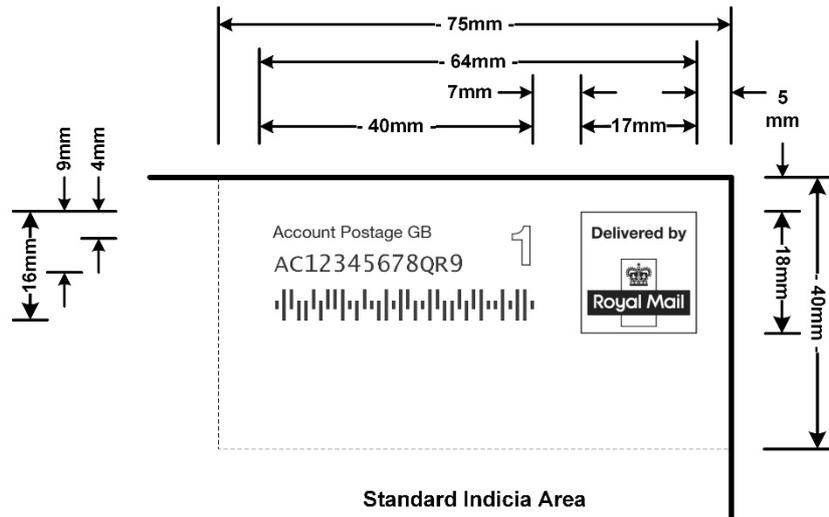


Figure 2 – 1st Class English (Not to scale)

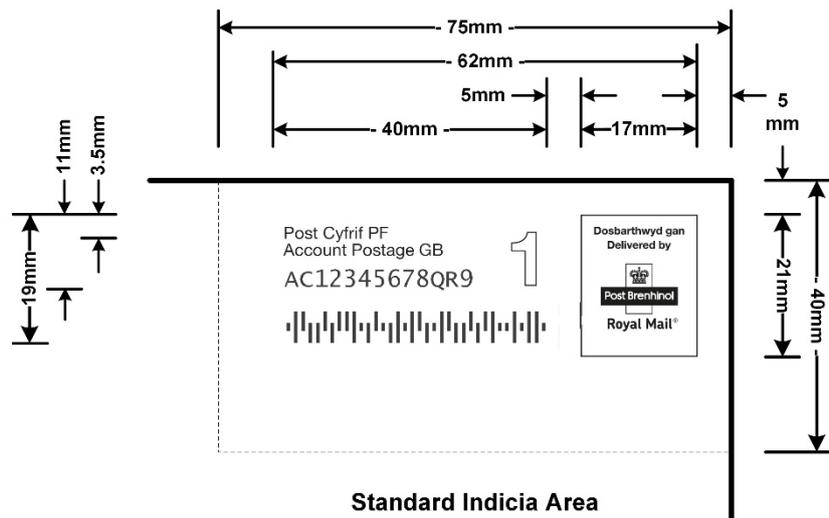


Figure 3 – 1st Class Bi-lingual Welsh / English (Not to scale)

Content Definition

The Text & Code Area content is defined in the table below:-

Component	Text & Code Area
<p style="text-align: center;">'Account Postage' Text</p>	<p>The Account Postage text is printed in the top left corner of the Text & Code Area as follows :-</p> <ul style="list-style-type: none"> • 'Account Postage GB' is printed on English designs. • 'Account Postage GB' and 'Post Cyfrif PF' on the Bi-Lingual Welsh / English designs; the 'Post Cyfrif PF' text being printed above the 'Account Postage GB' text. • It is printed in title case using 7pt Helvetica font. • It is printed 2mm from the left edge of the Text & Code Area. 'Account Postage GB' is printed 4mm from the top of the Text & Code Area in the English design, and 'Post Cyfrif PF' is printed 3.5mm from the top of the Text & Code Area in the Bi-Lingual Welsh / English design.
<p style="text-align: center;">Account Number Text</p>	<p>The Account number is printed beneath the Account postage text as follows :-</p> <ul style="list-style-type: none"> • It is prefixed by 'AC' and includes 8 numerals, 2 alpha numerics, and a single character checksum suffix ¹ as defined in section 0. Where the Account Number has less than 10 characters, preceding zero's must be added. • It is printed using 10pt Lucida Console upper case font. A clear zone of 1.3mm ² is provided around the Account Number as illustrated in Figure 4. Error! Reference source not found. • It is printed 2mm from the left edge of the Text & Code Area, and is printed 9mm from the top of the Text & Code Area in the English design, and 11mm from the top of the Text & Code Area in the Bi-Lingual Welsh / English design.

¹ The suffix provides a checksum. It enables a level of error detection and correction to be performed on the account number.

² This equates to a minimum field size of 30.1mm x 5.8mm.

Component	Text & Code Area
Service Indicator - English	<p>A numeric service indicator is required as follows :-</p> <ul style="list-style-type: none"> • 1 or 2 only • It is printed using a Helvetica outline font and is 6mm high. The font outline thickness is as follows :- <ul style="list-style-type: none"> ○ 1st Class Design - 0.402pt ○ 2nd Class Design - 0.41pt • It is printed 1.5-2mm from the top of the Text & Code Area and is right justified.
Service Indicator - Welsh / English Bi-lingual	<p>A numeric service indicator is required as follows :-</p> <ul style="list-style-type: none"> • 1 or 2 only • It is printed using a Helvetica outline font and is 8mm high. The font outline thickness is as follows :- <ul style="list-style-type: none"> ○ 1st Class Design - 0.45pt ○ 2nd Class Design - 0.45pt • It is printed 2.5mm from the top of the Text & Code Area and is 1mm right from the right of the Text & Code Area.
4-State Barcode	<ul style="list-style-type: none"> • The Mailmark Barcode D is positioned in the bottom left corner of the Text & Code Area as follows. The requirements for the barcode are provided in at a pitch of 24 bars per 25.4mm. • The bars must be printed in a field that is 38.1mm long and 4.6mm high. • A clear zone of 2mm is required on all four sides around the Barcode. • The Barcode has 36 bars and is printed in a barcode field size of 42.1mm x 8.6mm.) • It is printed 2mm from the left and bottom of the Text & Code Area.

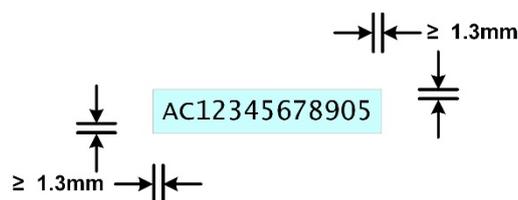


Figure 4 – Account Number Clear Zone (Not to scale)

The Branding content is defined in the table below:-

Design	Branding
English	<ul style="list-style-type: none"> • The English Branding consists of 'Delivered by' text printed above an English Royal Mail cruciform. • The border that surrounds Branding is 0.5pt wide. • The 'Delivered by' text is printed in title case using Helvetica 6.75pt bold font. It is printed 2mm below the top border and is centre justified. • The Royal Mail cruciform is 10mm high and is inset by 1mm from the left bottom, and right borders.
Welsh / English Bi-lingual	<ul style="list-style-type: none"> • The Bi-Lingual Welsh / English Branding consists of 'Dosbarthwyd gan' text followed by 'Delivered by' text on a second line above a Welsh Royal Mail cruciform. • The border that surrounds Branding Area is 0.5pt wide. • 'Dosbarthwyd gan' text is printed above 'Delivered by' text. Both are printed in title case using Helvetica 4.5pt bold font. 'Dosbarthwyd gan' is printed 1.5mm below the top border and is centre justified. • The Welsh Royal Mail cruciform and 'Royal Mail' text is 10mm high and is inset by 3mm from the left bottom, and right borders.

Account Number Format

The Account Number is defined as follows:

AC<Digit><Digit><Digit><Digit><Digit><Digit><Digit><Digit><AlphaDigit><AlphaDigit><ChkSum>

e.g. AC12345678AZ8

The leading characters AC must be in upper case.

<Digit> contains characters in the range 0 to 9 inclusive

<AlphaDigit> contains characters in the range 0 to 9 inclusive and A to Z (upper case only inclusive)

<ChkSum> contains characters in the range 0 to 9 inclusive and is calculated as follows:

Modulo 10 sum of the elements

<Digit><Digit><Digit><Digit><Digit><Digit><Digit><Digit><AlphaDigit><AlphaDigit> from the account number defined above. i.e. all elements **except** the AC and <ChkSum>.

<Digit> shall have the values defined by the characters

<AlphaDigit> for the numeric characters shall have the values defined by the characters and for the Alpha characters shall have values assigned as follows:

Character	Value
A	10
B	11
:	:
Z	35

Example checksum calculation

For example an account number without a checksum of: AC12345678AZ, would have the following value:

$$1 + 2 + 3 + 4 + 5 + 6 + 7 + 8 + 10 + 35 = 81$$

This would generate a checksum of: 1 (as the final number in the sum is assigned as the checksum.)

Giving a final printed account number of: AC12345678AZ1

Indicia Illustrations



Figure 5 - 1st Class English (Not to scale)



Figure 6 - 2nd Class English (Not to scale)



Figure 7 - 1st Class Bi-Lingual Welsh / English (Not to scale)



Figure 8 - 2nd Class Bi-Lingual Welsh / English (Not to scale)

4-State Barcode Requirements

The 4-State barcode is a Mailmark 4-State Barcode D that uses the bar symbology and dimensional standards of a Customer Barcode (also known as a CBC and Barcode) with a defined data content applicable to its type. The data is encoded to produce a barcode that includes bars in 4 possible states - “D” = Descender bar, “A” = Ascender bar, “F” = Full bar, “T” = Track bar (DAFT).

The codes must be printed in black on a lighter (contrasting) background. Details of the code content is provided in the EIB Barcode Specification v4-3 Final 20161220, and printing requirements for the code are provided in section 0.

Design Ref.	Code Content				
	Info Type (1)	Version (1)	Format (1)	Class (1)	Licence No. (6)
4E1	3	1	0	1	UBRALU
4E2	3	1	0	2	UBRALU
4W1	3	1	0	1	UBRALX
4W2	3	1	0	2	UBRALX

Printing Requirements

The printing requirements are aligned to the requirements for Mailmark 4-State Codes. The key requirements are provided in the following extract.

Printing Reqts.	
Location	<ul style="list-style-type: none"> The Indicia must be wholly positioned in the top right corner of the mailpiece and be 5mm ± 2mm from the top edge and 5mm ± 2mm from the right edge as illustrated in Figure 9.
Indicia & Substrate Colour	<ul style="list-style-type: none"> The Indicia must be printed in black on a lighter (contrasting) background subject to the contrast ratio requirements below. The design must not be printed as a negative. The print quality shall be consistent throughout the indicia. The edges of the barcode must be sharp and clearly defined. No other text, patterning, or graphics shall be printed in the indicia area and its clear zone.
Print Quality	<ul style="list-style-type: none"> The Indicia must be printed at a minimum resolution of 300dpi Indicia including 4-State barcodes must achieve a minimum Print Contrast Ratio of 40%, and a minimum Reflective Difference of 30%.
Skew	<ul style="list-style-type: none"> The maximum skew for the whole Indicia is 5° from the horizontal axis.

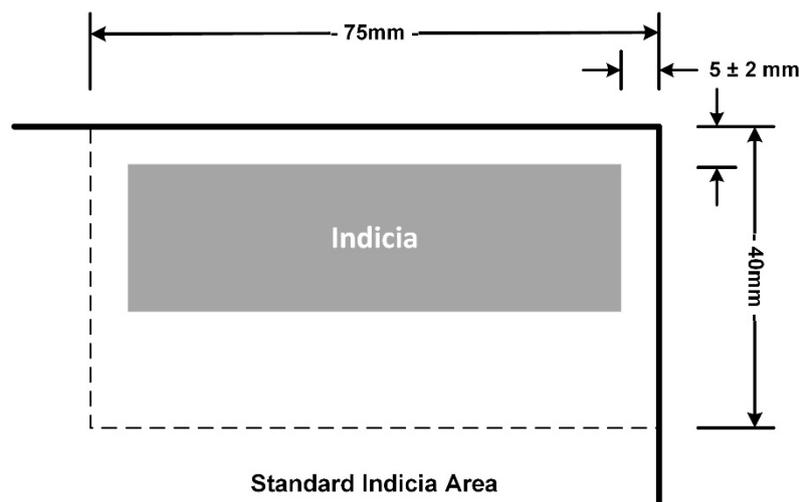


Figure 9 - Indicia Print Area (Not to Scale)

Appendix 2 Clear addressing guide

Addressing for Letters and Large Letters

- You must include one premise element, one thoroughfare element, one locality element and the postcode as a minimum.
- The post town should be included
- Other elements may be included.
- If there is no thoroughfare element contained in PAF® this need not be included.

(optional)	<i>Mailer Defined Information (MDI)*</i> e.g. ZW4367
	D Faydherbe Operations Director
Organisation	Royal Mail
Sub-building	South Wing
Building name	Bell House
Building number	B 25 Bell Complex
Dependent thoroughfare	The Mews
Thoroughfare	300 Western Road
Double dependent locality	Otterley
Dependent locality	Hedge End
Post Town	OXFORD
Postcode	OX4 5ZZ

**see Address structure and layout for details on Mailer Defined Information*

- Each address element must be on a separate line of the address with the postcode included as the last line of the address. The only exception to this is outlined in the Locality elements section.
- The county, although not required, may be included as the penultimate line of the address
- The phrases “England”, “Great Britain” or “United Kingdom” must not be used for addresses to the UK and posted within the UK.
- Each line of the address must be left justified

The simplest way to ensure an address is correct is to check that all the elements in the appropriate PAF® record are present.

To fully describe these requirements, each element is defined as follows,

Premise elements

You must include at least one of these four elements, so that a single delivery point is defined. You don't have to include all the premise elements, even if they are included in PAF®.

(optional)	<i>Mailer Defined Information</i> e.g. ZW4367
	D Faydherbe Operations Director
Organisation	Royal Mail
Sub-building	South Wing
Building name	Bell House
Building number	B 25 Bell Complex

Thoroughfare elements

PAF® will give one of three possible combinations:

- No thoroughfare: no need to include anything in this part of the address.
- A thoroughfare but not a dependent thoroughfare: include the thoroughfare.
- Both a dependent thoroughfare and a thoroughfare: include the former. If space allows you can also include the thoroughfare, though it's not compulsory.

Dependent thoroughfare	The Mews
Thoroughfare	300 Western Road

Locality elements

You must include at least one locality element. You don't have to include them all, even if they are included in PAF®. The Post Town should have the first character(s) in capitals for example: Coventry, Milton Keynes, Ross On Wye, on a single line.

The Post Town maybe followed by a county on the penultimate line of the address, provided that the space between Post Town and county is no more than two character spaces and that the postcode is on the last line of the address.

The county and the postcode may be on the same line provided there are one or two character spaces between the two elements.

The Post Town and postcode can be on the same line, provided that the Post Town precedes the postcode and the space between the two elements is one or two character spaces.

Double dependent locality	Otterley
Dependent locality	Hedge End

Postcode

The address must contain the full and accurate postcode. The postcode must be able to generate an address from PAF® which can be matched to the minimum requirements above (at least one premise element, one thoroughfare element and one locality element).

The postcode must always appear in capital letters on the last line of the address.

Please put one or two character spaces between the two parts of the postcode. Typically, the first part (i.e. OX4) is the outward code and this identifies a post town or a district within a post town, the second (i.e. 5ZZ) is the inward code which represents the street information.

Post Town	OXFORD
Postcode	OX4 5ZZ

Punctuation

- Please do not underline any part of the address or postcode.
- Punctuation and non-alpha numeric symbols can only be used where it appears in the corresponding PAF™ record. It can also be used in the recipient's name or in the Mailer Defined Information (MDI) above the address within the address block. There must be no punctuation used to separate address elements or components within an address element.
- Alternatively, you may remove all punctuation from the address, even if it is contained in the corresponding PAF™ record
- For full details on allowable punctuation within a PAF record please see PAF™ Digest, available from www.royalmail.com or a member of your account team.
- Punctuation and graphical symbols may be used within any 'Mailer Defined Information' and addressee elements.

British Forces Post Office (BFPO) Addresses

A full list of BFPO addresses is available here [HM Forces Mail](#) .

Address layout is as follows & please note that the Town & Country must not be included:

Service No Rank Name

Unit/Regt

Operation Name

BPFO No

Please go to www.royalmail.com and HM Forces Mail for full details, and any restrictions - [Royal Mail HM Forces Mail](#) .

ADDRESS STRUCTURE AND LAYOUT

An address may consist of three elements, all of which are classed as the 'Address Block'.

1. Mailer Defined information (MDI) – reference information printed as part of the Address Block
2. Recipient details
3. Geographical address and postcode



Address requirements

	Requirements
	There must only be one Delivery Address Block on the mail piece
Mailer Defined Information format (MDI)	<ul style="list-style-type: none"> • Must be in a single line above the address • The first character of the MDI must be left justified and aligned to the address below it • Any separation between elements of the MDI should not exceed one space • The content may be of different font and size to the other Address Block elements • The font and size may vary within the Mailer Defined Information (MDI)

	Requirements																								
	<ul style="list-style-type: none"> • The line spacing must be consistent with the Delivery Address • The length of the MDI must not exceed 64 characters • When included as part of the address block, it may tap out totally or partially above and to the right 																								
Punctuation & graphic symbols	<ul style="list-style-type: none"> • Please refer to 'Punctuation' under 'Addressing' 																								
Fonts	<ul style="list-style-type: none"> • The font size for the Delivery Address must be the same or larger than the Return Address Block • <i>Italic</i> fonts must not be used • Bold fonts must not be used • Recommended fonts as follows and are point size 10-12. Non-Proportionally Spaced preferred fonts (7) Courier Courier New Letter Gothic Lucida Console Lucida Sans Typewriter OCR B Word Gothic <p>Acceptable Proportionally Spaced fonts (22)</p> <table> <tbody> <tr> <td>Arial</td> <td>Lucida Sans</td> </tr> <tr> <td>Avant Garde</td> <td>Mangal</td> </tr> <tr> <td>Calibri</td> <td>News Gothic MT</td> </tr> <tr> <td>Estrangelo Edessa</td> <td>Optima</td> </tr> <tr> <td>Eurostile</td> <td>Raavi</td> </tr> <tr> <td>Frankfurt Gothic</td> <td>Shruti</td> </tr> <tr> <td>Franklin Gothic (Book)</td> <td>Trebuchet MS</td> </tr> <tr> <td>Gautami</td> <td>Tunga</td> </tr> <tr> <td>Geneva</td> <td>Univers</td> </tr> <tr> <td>Gill Sans</td> <td>Verdana</td> </tr> <tr> <td>Helvetica</td> <td></td> </tr> <tr> <td>Latha</td> <td></td> </tr> </tbody> </table> <p>* Note that all the fonts above are in the correct type</p>	Arial	Lucida Sans	Avant Garde	Mangal	Calibri	News Gothic MT	Estrangelo Edessa	Optima	Eurostile	Raavi	Frankfurt Gothic	Shruti	Franklin Gothic (Book)	Trebuchet MS	Gautami	Tunga	Geneva	Univers	Gill Sans	Verdana	Helvetica		Latha	
Arial	Lucida Sans																								
Avant Garde	Mangal																								
Calibri	News Gothic MT																								
Estrangelo Edessa	Optima																								
Eurostile	Raavi																								
Frankfurt Gothic	Shruti																								
Franklin Gothic (Book)	Trebuchet MS																								
Gautami	Tunga																								
Geneva	Univers																								
Gill Sans	Verdana																								
Helvetica																									
Latha																									
Address Block Text formatting	<ul style="list-style-type: none"> • The address must be provided as a 'block' of text. • The content of one address line must not be wrapped on to a second line of text i.e. London Road must be printed on the same line and not be spread over 2 lines. • Characters of the same font and point size must be used for each line of the address • Character pitch must be 10-12 characters per 25.4mm with clear vertical gaps of at least 0.25mm between the extremities of adjacent characters. 																								

	Requirements
	<ul style="list-style-type: none"> • Spacing between words must be < 5mm • Maximum characters per line of the Address Block is 64 characters (including spaces) • Spacing between lines must be uniform: Minimum – 1mm, Maximum – 4mm • There must be no “blank” lines in the address • All elements of the Address Block (including the Mailer Defined Information) must be left justified • The Address Block skew must be no more than ± 5 degrees

Address print requirements

	Requirements
Print colour & quality	<ul style="list-style-type: none"> • Preferred colour is black. If this cannot be achieved then adequate contrast must be achieved • Negative contrast is not allowed • The characters must not be blurred, smudged, deformed or incomplete • No splashing or ink splatter around characters
Print contrast	<ul style="list-style-type: none"> • Required Print Contrast Ratio for addresses printed on envelopes ≥ 50 % • Required Print Contrast Ratio for addresses printed on window inserts ≥ 55 % • Required Value: Minimum Reflective Difference ≥ 30 % • Required Value: Minimum Background Reflectance ≥ 35 % • Inverse printing is not allowed (address block lighter than background)

Address print advice for labels

If you wish to print all your address and indicia information on a label we would recommend that, as per the advice in this guide, you follow the general principle of ensuring that

- a) the indicia is to the top right of the item
- b) the delivery address is central and to the left of the indicia
- c) the delivery address and indicia are both orientated in the same direction
- d) the return address to be above and to the left of the delivery address
- e) all other requirements e.g. clear zones, layout, address structure remain as per this guide

Return Addresses – Letters

We recommend that in each instance you apply a valid UK return address to all your mail as this not only allows us to return items which cannot be delivered but helps you maintain accurate address files. The preferred requirements are that the Return Address is on the back of the item and in an area no more than 40mm from the top, it is positioned central and left justified

The content of any return address must follow the structure as shown for the delivery address but most importantly it has to have the words 'Return Address' as the standard prefix on the top line of the block of text.

When on the front, it must be in the top left corner, no more than 75mm from the right edge and cannot extend to lower than 40mm from the top edge of the letter and cannot be closer than 12mm to the Delivery Address Block

Return Addresses – Large Letters

There must be only one Return Address Block on the large letter and if the size of the finished mail piece is C5 (162mm x 229mm) then it must be placed on the back of the mail piece. This is because we need to ensure that we reduce any Instances where the incorrect address will be read, possibly resulting in poor quality of service.

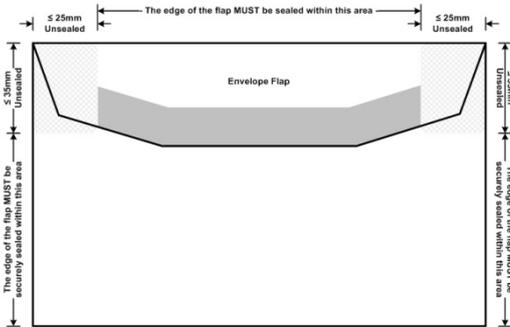
When on the back, it must be within an area within 40mm zone from the top of the mail piece.

For items larger than C5 (>162mm in length and > 229mm in height) we recommend the return address to be on the back. This is not mandatory

- When on the front, it must be in the top left corner, and cannot extend to lower than 40mm from the top edge of the letter and cannot be closer than 12mm to the Delivery Address Block

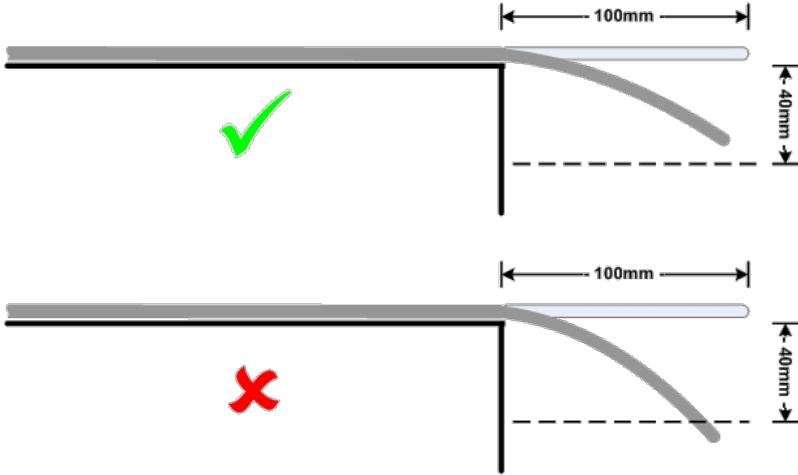
Letters detail

	Requirements
Material	<ul style="list-style-type: none"> Paper only
Paper weight (minimum)	<ul style="list-style-type: none"> Envelope paper: 70gsm Single piece mailer: 100gsm Postcards: 200gsm
Shape	<ul style="list-style-type: none"> Four sides that are straight lines all intersected by a 90° angle i.e. Rectangular, square shapes
Orientation	<ul style="list-style-type: none"> Landscape is preferred
Paper Opacity	<ul style="list-style-type: none"> ≥ 85 % (BS ISO 2471 - Paper and board. Determination of opacity (paper backing))
Paper Absorbency	<ul style="list-style-type: none"> 15 – 35 gsm of water in 1 minute (BS EN 20535 - Paper and board. Determination of water absorptiveness.)
Paper Porosity	<ul style="list-style-type: none"> < 700 ml/minute (BS 6538-2 - Air permeance of paper and board.)
Paper Colour	<ul style="list-style-type: none"> White, pale and buff coloured envelopes work best through our machines. If your envelope has designs printed on it we ask that you maintain two 'clear zones' free of colour, print, graphics or window material. More information on clear zone design requirements can be found here; Link section, 'Clear zones for letter format mail pieces'
Thickness	<ul style="list-style-type: none"> Minimum: 0.25mm Maximum: 5mm
Lateral movement of largest insert	<ul style="list-style-type: none"> If the total item (envelope + contents) thickness is up to or equal to 2mm it can be less than or equal to 30mm If the total item (envelope + contents) thickness is up to or equal to 5mm this must be less than or equal to 20mm
Inserts	<ul style="list-style-type: none"> Large metal objects not permitted e.g. keys, coins Staples maximum size permitted is 24mm by 6mm Paper clips maximum size permitted is 23mm long
Rigidity / Stiffness	<ul style="list-style-type: none"> Items must be able to bend into a 'U' shape.

	Requirements
<p>Construction</p>	<ul style="list-style-type: none"> • The front of envelope is defined as the side bearing the delivery address and payment indicia • Envelope to be paper-based • Securely sealed on the front, back and all edges • Opening flap may be on the front or the back of the mail item. If the flap folds to the front it must not <ul style="list-style-type: none"> a) fall within the 'clear zones' – see 'Clear Zones – Design Requirements' Link section, 'Clear zones for letter format mail pieces' or, b) have a Barcode printed over it • Envelopes with apertures must have a window film covering the aperture • All window film must be securely and evenly sealed to the inside of the envelope and must be flat when fixed to the envelope • Adhesives used must not leak onto the open envelope surface and must be dry on presentation so that items are not stuck together
<p>Sealing</p>	<ul style="list-style-type: none"> • Opening flaps to be sealed to within 25mm of the envelope sides and within 35mm from the top of the envelope – as shown below. This applies to all envelope types. 
<p>Perforations</p>	<ul style="list-style-type: none"> • Roulette perforations are permitted.
<p>Zip Ties</p>	<ul style="list-style-type: none"> • Zip Tie perforations are permitted.

Large Letters detail

	Requirements
Material	<ul style="list-style-type: none"> Paper only
Paper weight (minimum)	<ul style="list-style-type: none"> Envelope paper: 70gsm
Shape	<ul style="list-style-type: none"> Four sides that are straight lines all intersected by a 90° angle i.e. Rectangular, square shapes
Orientation	<ul style="list-style-type: none"> Landscape is preferred
Paper Opacity	<ul style="list-style-type: none"> ≥ 85 % (BS ISO 2471 - Paper and board. Determination of opacity (paper backing))
Paper Absorbency	<ul style="list-style-type: none"> 15 – 35 gsm of water in 1 minute (BS EN 20535 - Paper and board. Determination of water absorptiveness.)
Paper Porosity	<ul style="list-style-type: none"> < 700 ml/minute (BS 6538-2 - Air permeance of paper and board.)
Paper Colour	<ul style="list-style-type: none"> White, pale and buff coloured envelopes work best through our machines. If your envelope has designs printed on it we ask that you maintain two 'clear zones' free of colour, print, graphics or window material. More information on clear zone design requirements can be found here; Link section, 'Clear zones for letter format mail pieces'
Thickness	<ul style="list-style-type: none"> Minimum: 0.5mm Maximum: 25mm
Lateral movement of largest insert	<ul style="list-style-type: none"> If the total item (envelope + contents) thickness is up to or equal to 2mm it can be less than or equal to 30mm If the total item (envelope + contents) thickness is up to or equal to 10mm this must be less than or equal to 20mm
Inserts	<ul style="list-style-type: none"> Large metal objects not permitted e.g. keys, coins Staples maximum size permitted is 24mm by 6mm Paper clips maximum size permitted is 23mm long

	Requirements
Rigidity / Stiffness	<p>The Acceptable Rigidity / Stiffness for a Large Letter is greater than or equal to 8N.mm. This is determined using the test below:-</p> <ul style="list-style-type: none"> • A single Large Letter is placed on a flat surface with the shortest edge of the Large Letter overhanging a straight edge of a flat surface by a horizontal distance of 100mm. • The leading edge of the Large Letter is then released and allowed to bend down under its own weight. • If the leading edge drops to 40mm or more, then the stiffness is less than 8N.mm and the Large Letter unmachineable. 
Construction	<ul style="list-style-type: none"> • The front of envelope is defined as the side bearing the delivery address and payment indicia • Envelope to be paper-based • Securely sealed on the front, back and all edges • Opening flap may be on the front or the back of the mail item. If the flap folds to the front it must not; <ul style="list-style-type: none"> a) fall within the 'delivery address block b) have a Barcode printed over it • Envelopes with apertures must have a window film covering the aperture • All window film must be securely and evenly sealed to the inside of the envelope and must be flat when fixed to the envelope • Adhesives used must not leak onto the open envelope surface and must be dry on presentation so that items are not stuck together

	Requirements
Sealing	<ul style="list-style-type: none"> Opening flaps to be sealed to within 25mm of the envelope sides and within 35mm from the top of the envelope – as shown below. This applies to all envelope types. 