

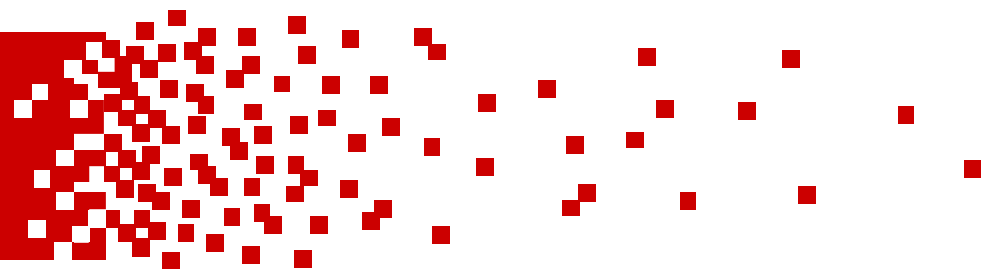
Royal Mail Mailmark[®]

Quick Guide: Letters



Royal Mail Mailmark®

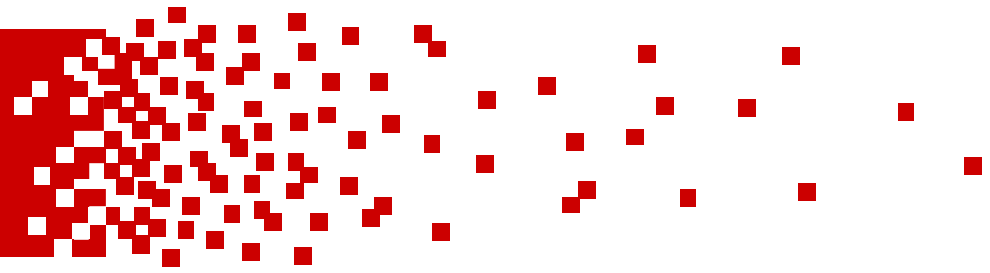
Quick Guide – Contents



Product options	03	• Mailmark content	07	• Postcode	14
Quick Guide:		• Print		• Perforations	14
• Address	04	- Mailmark- 4-state	08/09	• Punctuation and non-alpha numeric symbols	14
- Elements	04	- Mailmark - 2D	09/10	• Return address	14
- Printing	04/05	• Flexibility	10	• Sealing	15
- Layout	05	• Fonts		• Shapes	16
• Addressing	06	- Characteristics	11	• Size	16
• Clear zones		- Print	11/12	• Tap test	16
- Delivery Address Block	06	• Indicia	12	• Text	17
- Mailmark	06	• Inserts	12	• Weight	17
- Route & Tag	07	• Material for letter format	12	• Window	16/17
• Location		• Material	12/13	Considerations	18
- Delivery Address Block	07	• Mailer defined information	13		
- Mailmark	07/08	• Outers - paper only	13/14		

Royal Mail Mailmark®

Quick Guide – Product Options



Product Options:

- Royal Mail Advertising Mail
- Sustainable® Advertising Mail
- Royal Mail Business Mail® 1st Class
- Business Mail
- Royal Mail Publishing Mail®
- Access 70 including Business Mail, Advertising Mail and **Responsible Mail**

Format:

- Letter
- Large Letter

Sortation:

- Low Sort
- Unsorted
- Access 70

Address and Postcode Accuracy:

No minimum, but the items which don't meet PAF® standards may attract a surcharge or pricing adjustment.

Options: 2D data matrix



Type 9

(32 x 32 modules)

45 characters not used

by Royal Mail



Type 7

(24 x 24 modules)

6 characters not used

by Royal Mail



Type 29

(16 x 48 modules)

25 characters not used by Royal Mail

Options: 4-state barcode



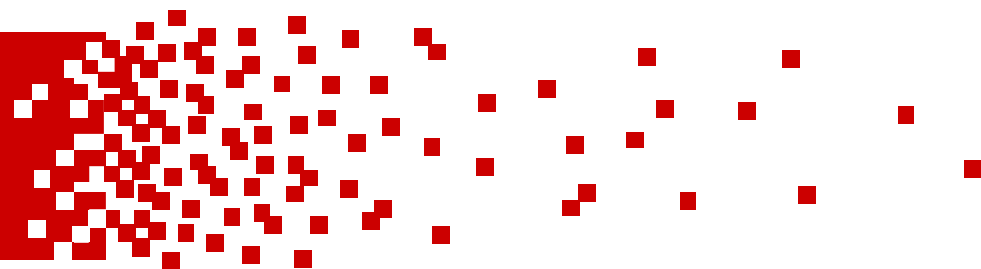
Barcode L (78 bars)



Barcode C (66 bars)



Royal Mail Mailmark®

Quick Guide – Letters



Category	Requirement	Mandatory	Recommended	Comments
Address	<ul style="list-style-type: none"> Full and accurate address and postcode On the same side as the payment indicia One Delivery Address Block on the item. 			
Address elements	<ul style="list-style-type: none"> Recipient name (may be 'The Occupier') Premise elements (one is required, second or more are optional – organisation, sub-building, building name, building number) Thoroughfare element (i.e. street name) Locality element (e.g. area name, village name, Post Town) Postcode. 			It's not a requirement to include every address element in PAF®.
Address printing (continues overleaf)	<ul style="list-style-type: none"> Where two elements are on the same line they are only separated by one space (e.g. 1 High Street). 			



Category	Requirement	Mandatory	Recommended	Notes
Address printing (continued)	<ul style="list-style-type: none">- No address element wrapped over two or more lines- No two elements separated by punctuation- No two words more than 5mm apart- No blank lines- Uniform spacing between lines of the address block between 1mm and 4mm- Delivery Address Block justified left- Post Town on it's own line- Postcode last element of the Delivery Address Block, on it's own line, in full capitals and one or two spaces between inward and outward codes- Remainder of address is in title case- County not included- Country not included- Punctuation only included when in PAF® or removed totally.			
Address layout	<ul style="list-style-type: none">- Post Town + postcode.			Preferred (for alternatives please see User Guide).



Addressing

- At least 90% / 95% address (and postcode) match to latest used version of PAF®.



Adjustment surcharges may apply for poor address quality.

Clear Zone - Delivery Address Block (DAB)




- With exception of the Mailmark, 5mm clear all around the DAB (this can be on the envelope itself when the edge of the window falls into the 5mm zone)
- If the Mailmark is directly below the DAB there is no requirement for a clear zone in the window above the DAB. Some or all of the MDI and recipient's name, title and organisation name can tap out of the window as long as it is capable of being tapped back in.

Clear Zone - Mailmark™




- At least 4x the module size around a 2D (if module is 0.5mm then minimum of 2mm; if module is 0.7mm then minimum of 2.8mm)
- At least 2mm around a 4-state barcode
- The Mailmark can fall into the 5mm clear zone around the DAB (see Clear zone - DAB requirements) as long as the Mailmark clear zone is maintained.






No marking, print or other patterning to appear in the clear zone. Mailmark and clear zone must be visible behind a window (the window edge cannot fall into the Mailmark clear zone).



Category	Requirement	Mandatory	Recommended	Notes
Clear Zone - Route & Tag	<ul style="list-style-type: none"> 60mm up and extending 10mm high stretching from the right hand edge 100mm 18mm from the bottom edge and 130mm from the right hand edge. 			Description relates to landscape items; if portrait rotate item so indicia is in top left hand corner.
Delivery Address Block (DAB) Location	<ul style="list-style-type: none"> Beneath and to the left of the indicia At least 15mm from the short edges of the mailpiece At least 18mm from the long edge furthest from the indicia (bottom) At least 40mm from the long edge closest to the indicia (top) When near the top (ie. within 40mm), the postcode to be at least 50mm from the top Edges to be parallel with one of the four mailpiece edges. 			
Mailmark™ - Location (continued overleaf)	<ul style="list-style-type: none"> Same side as the indicia and Delivery Address Block. Can be above or below or to the left or right of the Delivery Address Block Must be beneath and to the left of the indicia At least 15mm from the short edge. 			






Category	Requirement	Mandatory	Recommended	Notes
Mailmark - Location (continued)	<ul style="list-style-type: none"> - At least 18mm from the long edge (furthest side from indicia) - At least 40mm from the long edge closest to the indicia - Must not be in designated area(s) which are to be kept clear of print or graphics such as the Route & Tag Clear Zone. 			
Mailmark content	<ul style="list-style-type: none"> - Unique item identifier - Customer details and details of other participants in supply chain (supply chain ID) - Postcode - DPS - No confidential or classified content in available space which will / could breach data protection obligations. 			<p>2D differentiated from other Data Matrices by 6 character string in first bit of code.</p> <p>UPU Id x 1 (J)</p> <p>RM UPU Id x 3 (GBA / GB<sp>)</p> <p>Info / product ID x 1</p> <p>Info type ver x 1.</p>
Mailmark print (4-state) (continued overleaf)	<ul style="list-style-type: none"> - No missing bars or space characters - continuous - Track bars to be symmetrical about the centre line of the code - Print contrast ratio (bars and background) minimum 40% - Background reflectance min of 35% 			<p>Bar symmetry (+/- 10% tolerance of the height of the track bar).</p>





Category	Requirement	Mandatory	Recommended	Notes
Mailmark print (4-state) (continued)	<ul style="list-style-type: none"> • Reflective difference min of 30% • Black bars on a white background • 20-24 bars per inch (25.4mm) and equally spaced • Track element of bars to be symmetrical about the centre line of the code (+/-10% of the centre line height). 			Bar symmetry (+/- 10% tolerance of the height of the track bar).
Mailmark print (4-state)	<ul style="list-style-type: none"> • Use the 4-state Mailmark font (referred to as 4-state Jack in the encoder) using a font size between 19.5 and 22.5 point • Do not use dot-matrix printers. 			
Mailmark print (2D) (continued overleaf)	<ul style="list-style-type: none"> • Datamatrix type ECC200 code • Defined by ISO/IEC16022.2006 • Data within the code to comply with the C40 encodation scheme (character set out in ISO 16022 – C40 Basic Character set = Uppercase Alphas, Numerals and <space> only) • Data will not comply with optional message structures referenced from ISO16022. e.g ISO15434 or 15418. No header, footer or data identifiers included 			Module size 0.60mm is recommended.

Category	Requirement	Mandatory	Recommended	Notes
Mailmark print (2D) (continued)	<ul style="list-style-type: none"> Attributes to start at a defined point in data string, any missing or optional attributes to be filled with a <space> character except for unused customer data space where available Positive contrast Modules ranging from 0.5mm to 0.7mm Four straight edges Four right-angled corners Can be horizontal or vertical but edges to be parallel with mailpiece edges Background reflectance min of 35% Reflective Difference min of 30%. 			Module size 0.60mm is recommended.
Flexibility	<ul style="list-style-type: none"> Be capable of being transported around a pulley with a radius of 140mm with a max force of 26 Newtons. 			A single DVD can be machine sorted.
Fonts - characteristics (continued overleaf)	<ul style="list-style-type: none"> List of 30 recommended in User Guide Height: 2mm min, 7mm max Width: 7mm max Ratio of lower case height (b) to upper case height (a) of between 2:3 and 3:4; and Ratio of width (c) to height (a) of approximately 2:3 			





Category	Requirement	Mandatory	Recommended	Notes
Fonts – characteristics (continued)	<ul style="list-style-type: none">• No serif• No bold• No italic• No script• No underlined• No computer zero• Non proportionally spaced preferred.			
Font – print (continued overleaf)	<ul style="list-style-type: none">• Each line is same font, typeface and size• Material on which DAB printed is at least 35% in the red region (600nm) when measured by a spectral reflectometer and white, cream, buff or other light pastel shade that has a minimum reflectance difference of at least 30%• Characters are clear, uniform, high resolution and individual stroke thickness between 8% and 16% of character height• Contrast between characters and background on which they are printed (50% or 55% if through a window)• For proportionally spaced text – spacing at least +0.75 (significantly improves the rate at which addresses can be read)			

Category	Requirement	Mandatory	Recommended	Notes
Font – print (continued)	<ul style="list-style-type: none"> Fixed pitch of between 10-12 characters per inch (10-12pt font size) and clear vertical gaps of at least 0.25mm between extremities of adjacent characters. 			
Indicia	<ul style="list-style-type: none"> Accurate indicia must be present Top right hand corner. 			
Inserts (movement of largest paper insert)	<ul style="list-style-type: none"> Up to 2mm thick no more than 30mm Over 2mm and up to 5mm thick no more than 20mm No metal. 			
Material for Letter format	<ul style="list-style-type: none"> Paper only. 			
Material (continued overleaf)	<ul style="list-style-type: none"> Opacity (paper insert) – paper on the insert has opacity of at least 85% (BS ISO 2471) Opacity (outer on which the address is printed on) – must be more than 85% opaque to prevent any character on the reverse side showing through (BS ISO 2471 paper and board) Porosity of <700ml/minute 			

Category	Requirement	Mandatory	Recommended	Notes
Material (continued)	<ul style="list-style-type: none"> - Absorbency of 15-35gsm water in one minute - Density of no less than 70gsm. Postcards no less than 200gsm. 			
Mailer Defined Information	<ul style="list-style-type: none"> - No type of barcode other than a Mailmark is permitted as a line of Mailer Defined Information (MDI) directly above the Delivery Address Block. 			
Mailer Defined Information	<ul style="list-style-type: none"> - In a single line with no more than 64 characters - Above recipients name - Left justified and aligned with the rest of the DAB elements - Maintains the same line spacing as the rest of the DAB - Uses typeface rather than pictures or non-typeface graphic - Optional to have one. 			2D Mailmark barcodes have space which can be used for MDI.
Outers (paper only) (continued overleaf)	<ul style="list-style-type: none"> - >85% opaque (BS ISO 2471) - <700ml/minute porosity (BS ISO 6538-2) - 15-35 gsm absorbency of water in one minute 			

Category	Requirement	Mandatory	Recommended	Notes
Outers (paper only) (continued)	<ul style="list-style-type: none"> >70gsm density (>100gsm for one-piece mailers and >200gsm for postcards). 			
Postcode	<ul style="list-style-type: none"> Must be in numerals and uppercase letters on the last line of the Delivery Address Block. 			
Perforations	<ul style="list-style-type: none"> Mailpiece meets the published specifications. 			
Punctuation and non- alpha numeric symbols	<ul style="list-style-type: none"> Only used when in PAF® or outside the Delivery Address Block Only in the recipient's name, title, department or above the Delivery Address Block Not used to separate address elements or components. 			Punctuation can be removed.
Return address	<ul style="list-style-type: none"> Text 'Return Address' to be on its own line above the address and visible on the outside of the item. <p>N.B - Only mandatory for Retail if you want your mail returned.</p>			




Category	Requirement	Mandatory	Recommended	Notes
Return Address	<ul style="list-style-type: none">- A valid UK Return Address is applied- Entirely in 40mm from the top- Entirely at least 75mm from the right hand edge if on the front- Shows all elements of geographic address laid out below 'Return Address' as per same layout as a Delivery Address Block (DAB)- If on the front, font to be smaller than that used in DAB- One of the 7 non-proportional fonts recommended for DAB- The postcode of the Return Address is encoded in the Mailmark (where the data field is available).			Preferred on reverse but acceptable on front. Recommend the postcode of the return address is encoded in the Mailmark where such a field is available.
Sealing (flaps)	<ul style="list-style-type: none">- All edges are firmly sealed including the flap- Trayed DL and C5, tolerance of 35mm from left and right and 35mm from the top which does not have to be sealed or gummed- Bagged DL and C5, tolerance of 25mm from left and right and 35mm from the top which does not have to be gummed or sealed- No glue protrudes from the seal- Glue is fully cured before mail is handed over.			



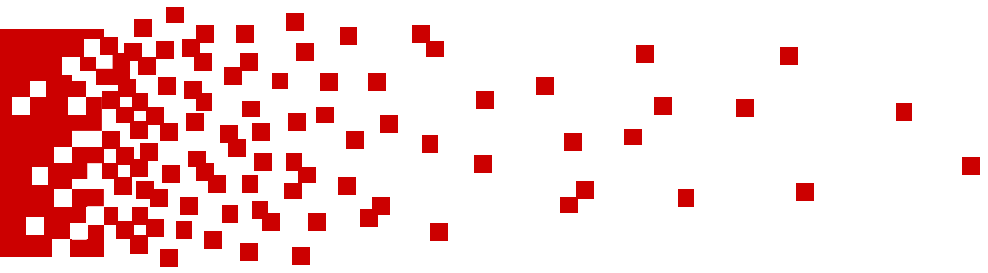
Category	Requirement	Mandatory	Recommended	Notes
Shapes	<ul style="list-style-type: none">- Square or rectangular- Edges must be straight sides.			
Size	<ul style="list-style-type: none">- Max : 165mm x 240mm (C5+) x 5mm- Min: 90mm x 140mm x 0.25mm- Square: 165mm x 165mm max- Square: 140mm x 140mm min.			H x L x D
Tap test	<ul style="list-style-type: none">- Mailer Defined Information, recipients name, title and organisation can tap out to the top or right as long as the organisation name can tap back in.			
Text	<ul style="list-style-type: none">- No other text that could be construed as a delivery address to appear on the front of the mailpiece.			
Weight	<ul style="list-style-type: none">- Maximum weight - 100gsm.			
Window (continued overleaf)	<ul style="list-style-type: none">- Strength - is robust enough not to become deformed;- Is evenly fixed to the paper			



Category	Requirement	Mandatory	Recommended	Notes
Window (continued)	<ul style="list-style-type: none">• Limited to one window on the front with none on the reverse• Have a maximum gloss value of 150 when measured at 60° in accordance with American Standard Test Method (ASTM) 2457• Has a haze that does not exceed 75% in accordance with ASTM D1003• Takes up no more than 50% of the front surface area• Meets published dimensions• Meets published position.			

Royal Mail Mailmark®

Quick Guide – Considerations



- 2D Mailmark barcode to be printed on a background of consistent contrast
- Certain recycled paper does give an inconsistent background but this is acceptable so long as the print quality criteria are achieved
- Performance = price
- Performance optimisation = address and postcode match
- eManifest + item + info in the code = design
- Adjustment Surcharge = manual handling or other intervention.

Royal Mail Mailmark®

Quick Guide – Contact Details

