

**Envelope and Card Carrier
Requirements**

Version: 06

Revision History

Date	Version	Description	Author
17 April 2008	01	Initial Concept	Lana Panchenko
21 April 2008	02	Revisions	Nick Cole
22 April 2008	03	Revisions	John Newman
22 April 2008	04	Layout changes, doc references updated	Lana Panchenko
7 May 2008	05	Updated information on insert requirements. Timeline section added.	Nick Cole
7 October 2011	06	Updated Section 2.1, paper finish.	John Newman

Distribution

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1. Envelopes

1.1. Size and layout

Size:	Standard DLE-E window envelope.
Layout:	Envelopes must comply with the NZ Post Envelope Layout Standards for machine-able mail (Ref Appendix 1 - NZ Post Envelope Layout Standards.pdf).

1.2. Stamps

You will not be able to add a personalized Postage Paid stamp as there will be no stamp as such. A logo can be included on the envelope instead.

1.2.1. Postage paid envelopes

Postage Paid envelopes require the postage cost to be paid upfront, before the envelopes are manufactured.

1.2.2. Permit Paid (recommended)

Permit Paid envelopes require no upfront payment for postage. Postage is invoiced to the permit holder upon lodgment with New Zealand Post.

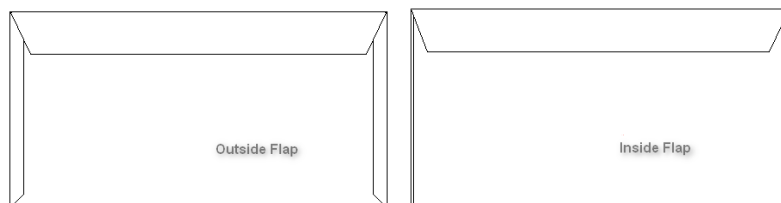
1.3. Return Address

All envelopes must have a return address printed either on the front or reverse of the envelope. (Ref Appendix 1 - NZ Post Envelope Layout Standards.pdf).

1.4. Special Requirements

1.4.1. Outside flaps

For machine inserting of carriers, all envelopes should have outside flaps. Envelopes with the outside flaps are not carried in the standard stock and need to be manufactured to order. There is an additional cost to manufacture envelopes with the outside flaps, but the difference in price is negligible – 50c per 1000 envelopes (quote as of August 2007).



1.4.2. Tropical Seal

The envelopes should be tropical (wet) seal, as opposed to self adhesive in order to be processed by our mailing equipment. Recommended supplier - Candida (04 471 2661), approx. 3 cents per item.

2. Carriers

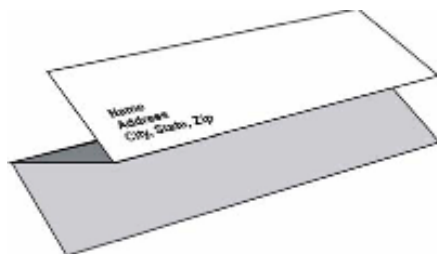
2.1. Specifications

Size:	A4 (210 x 297mm)
Finish:	Long grain. Long grain for the carriers is preferred as it is less prone to curls and thus runs through the printing and mail-out equipment with fewer jams and tears.
Paper weight:	Minimum 90 gsm offset laser stock required, although 110 gsm is preferred.
Colour:	The area for personalisation with the recipient address information should be white to allow for easy registration of delivery details by NZ Post equipment.
Perforation:	Perforated carriers are acceptable for tear-off cards. Perforations for tear-off must leave the carrier with sufficient strength to prevent tearing or jams. The optimum length of cuts and ties is dependent on paper type, paper weight, grain direction, etc. The paper vendor should choose the cuts and ties based on the paper stock so the sheet has sufficient strength for general laser printing applications. For reliable folding, perforations that are near a fold must be either exactly on the fold or at least 1cm away. Also, perforations should be at least 6cm from the leading (bottom) edge for reliable paper feeding.

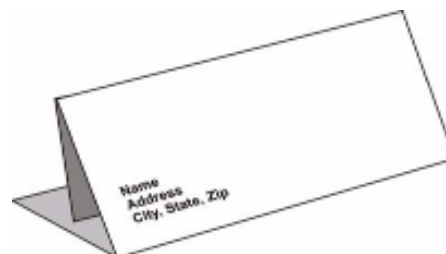
IMPORTANT: Please allow as much lead-time as possible for printing of the carrier stock to minimise the use of driers powder. This powder can interfere with the efficient operation of bureau equipment and incur additional maintenance charges.

2.2. Folding and Card Layout

Carriers will be tri-folded for mail-out to fit in a standard DLE-E window envelope. There are two tri-fold types possible; **Z-fold** (standard) and **C-fold**. The folds are located at 99mm and 198mm from the top/bottom of the carrier.



Z-fold



C-fold

Cards will be affixed onto the personalised carrier with a sticker that allows for removal of the card from the carrier with minimal residue left on the card. The card can be affixed in any of nine positions on the carrier (six

if more than one card per carrier); top-left, top-centre, top-right; middle-left, middle-centre, middle-right; bottom-left, bottom-centre, bottom-right. If there is to be more than one card per carrier, cards will be placed side-by-side to ensure a balanced feed for mailing equipment.

The carrier can be one page only. Additional pages will be treated as inserts and will not be affixed to the carrier.

2.3. Recipient Address Information

The recipient address information for personalisation on the carrier can contain up to five lines (recipient's name and up to four lines of address information including postcode). The recipient address information will be printed in a sans serif font, with a minimum font size of 10 and a maximum font size of 14 (Arial, font size 10 is recommended).

The location of this address block on the carrier depends on the type of fold to be used as it must be visible through a standard DLE-E envelope window (the envelope window is 90mm x 45mm and is located 20mm in from the bottom left-hand corner). For a Z-fold the address block should be located in either the top or bottom left-hand corner of the carrier. For a C-fold the address block should be located in the centre left-hand of the carrier.

The carrier must also allow room in the address block for a small barcode. This barcode is used for verification when affixing the card to the carrier to prevent card/carrier mismatch. The barcode will need to be placed immediately above the recipient's name and will be visible through the envelope window.

Personalisation of the carrier in excess of recipient address information will incur additional charge.

3. Inserts

Inserts are any additional carrier pages, brochures, pamphlets, etc which are to be included with the carrier in the mail-out. Inserts can be no smaller than 81mm x 127mm and no larger than 101mm x 210mm. For paper inserts the minimum paper weight is 90 gsm, maximum is 220 gsm. Maximum booklet insert thickness is 4mm. High gloss finishes are not recommended.

A mockup of the finished insert will be required for testing with mailing equipment and to ensure the insert fits correctly in the envelope. This should be provided **prior** to the full production of the inserts, as inserts that have not been successfully tested by Eyede will not be accepted.

Anything that cannot be inserted along with the carrier through the mailing equipment will require a manual insert. It is not possible to add additional materials manually after the carrier and any inserts have been put in, as the envelope is sealed as part of the mailing equipment process. Manual inserts can be arranged for smaller size special promotions. This will need to be discussed with and assessed by Eyede and will incur additional charge due to the extra time and effort involved.

4. Timeline

Please note that Eyede require upto 5 working days for testing of stock samples, and to allow for adequate acclimatisation, stock must be received **at least 5 working days** prior to the commencement of production. Please make allowances for this on top of stock manufacture times.

5. Variations

Because of variance in paper grades and manufacturers, Eyede cannot guarantee the performance of any particular envelope or carrier stock. Clients are therefore strongly encouraged to provide samples of stock to Eyede for testing prior to ordering large quantities.