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Poštne storitve - Povratna ovojnica - Zahteve za oblikovanje in tiskanje

Postal services - Reverse envelope - Design and printing requirements

Postalische Dienstleistungen - Briefumschlag mit rückseitiger Adressierung - Anforderungen an Ausführung und Druck

Services postaux - Enveloppes avec fenêtre au verso - Exigences de conception et d'impression

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Postal services - Reverse envelope - Design and printing requirements

Services postaux - Enveloppe inversée - Exigences de conception et d'impression

Postalische Dienstleistungen - Briefumschlag mit rückseitiger Adressierung - Anforderungen an Ausführung und Druck

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EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

CEN-CENELEC Management Centre: Rue de la Science 23, B-1040 Brussels

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European foreword

This document (CEN/TS 17217:2018) has been prepared by Technical Committee CEN/TC "Postal services", the secretariat of which is held by NEN.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN shall not be held responsible for identifying any or all such patent rights.

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Introduction

This Technical Specification will serve as a reference for large or small mailers willing to benefit from the enhanced marketing capabilities offered by the reverse envelope, without compromising the reliability and cost of the mail preparation, and the envelope manufacturers willing to supply them.

With the exception of bulk mailings (>100K), batches of reverse envelopes are typically in the range of 2K to 10/20K. Reverse envelopes are likely to be handled in high end desktop and production mail inserters. Both permit mail and franking will be considered. Reverse envelopes will be processed by designated operators in existing sorting machines. Envelope and equipment manufacturers have participated in the development of this TS, through the design, production and testing of a large batch of envelopes.

As the materials used to manufacture and print on reverse envelopes are basically the same as for existing envelopes, no specific environmental impact is expected. However, consumer associations representing the recipients of the printed advertising or communication may be consulted.

Despite a general decrease in letter volumes across Europe, promotional mail is resisting and even growing in some countries, as it is still perceived as one of the most effective media to communicate directly with consumers. Moreover, physical mail becomes triggered by Internet sales or inquiries and benefits indirectly from the expansion of e-commerce. The reverse envelope is a means to make letters more appealing to customers by using the full plain face for advertising and communication.

Reverse envelopes already exist in various countries, with windows on either side. Postage marks are printed on the flap. Because the address is on the same side, the content is inserted upside-down. This has many implications and potential drawbacks for the manufacturing, inserting, addressing, franking and sorting. The challenges are predominantly experienced during the fulfilment phase.

Reverse envelopes are currently processed by several designated operators in Europe but are not standardized. The purpose of this TS is to define a set of physical properties and manufacturing requirements for reverse envelopes in order to guarantee the proper insertion of mail, the printing of addresses and postage marks on the flap side, and the sorting of letters in existing equipment.

1 Scope

This document covers physical properties and manufacturing requirements for envelopes having an address window on the flap side. It covers the main design features of the reverse envelope, notably of the flap and address window, and the materials used for the manufacturing thereof. It applies to reverse envelopes with advertising or communication printed on the plain side, eventually on its entire surface.

This document covers empty envelopes, but also finished mailpieces that have been properly inserted, addressed and franked (reversed mailpieces) and are submitted to Postal Operators. In particular, reverse mailpieces will be compliant with relevant Postal standards applicable in the member states.

By extension, these requirements also apply to non-window envelopes used for reverse mailpieces and having the address printed on the flap side.

This document does not apply to:

— envelopes with a large window on the plain side (opposite to the flap) as these are already common and widely accepted;

— paper requirements to ensure print quality (except for the postage mark and address) and notably colour rendering.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

UPU S19a-10, *Encoding on envelopes - Placement area definitions - Part A: General concepts and definition of the coordinate system - October 2008*

UPU S19b-10, *Encoding on envelopes - Placement area definitions - Part B: Areas used by postal handling organisations for the encoding of ID-tags and routing information - October 2008*

UPU S19c-9, *Encoding on envelopes - Placement area definitions - Part C: Areas used for postmarks, indicia and service endorsements - October 2008*

UPU S19d–2, *Encoding on envelopes - Placement area definitions - Part D: Areas used for the printing of addresses and associated customer applied encoding - October 2008*

EN 13619, *Postal services - Mail item processing - Optical characteristics for processing letters*

EN 14615, *Postal services - Digital postage marks - Applications, security and design*

CEN/TS 14826, *Postal services - Automatic identification of items - Two dimensional bar code symbol print quality specification for machine readable Digital Postage Marks*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- IEC Electropedia: available at http://www.electropedia.org/
- ISO Online browsing platform: available at http://www.iso.org/obp

3.1
reverse envelope
envelope having an address window, or the address printed, on the flap side

3.2
reverse mailpiece
mailpiece inserted in a reverse envelope or a mailpiece having the address printed on the flap side

3.3
window envelope
envelope having a transparent window to show the address through

4 Physical properties

4.1 Envelope format

DL	110x220 mm
C6/5	114x229 (&x235) mm
C5	162x229 (&x235, &x240) mm
NB	smaller, and larger envelopes such as C4/C4+ are not covered by this TS.

4.2 Thickness

For complete mail piece after insertion:

— up to 5 mm (max).

Paper thickness:

— not specified (consistent with weight specification).

4.3 Flap location

The flap shall be located at the top of the envelope as defined by UPU S19a.

4.4 Flap shape and dimensions

The flap shall cover the entire UPU postage mark area, except for a small clearance on the right side, in order that the postage mark can be printed entirely thereon, thus the height of the flap shall be equal to 40 mm.

The angle on the edges of the flap shall be equal to 10° and the radius at the corners equal to 4 mm.

The flap shall have a vertical negative or null curvature (slightly concave or flat) when folded down.

4.5 Throat shape and dimensions

The throat shall overlap with the flap at least 20 mm. The bottom of the throat shall be a straight line located at a distance of 18 mm to 20 mm from the crease, except on the sides where the throat reaches the corners with an angle of 20°, consistent with a width of around 50 mm to 55 mm on both sides.

4.6 Coefficient of friction (static)

The static coefficient of friction between opposite sides of the envelope shall be less than 0.6 whether the plain side is printed or not. This applies also to finished reverse mailpieces after sealing.

4.7 Paper background and reflectance

The paper shall be preferably of a light or pastel colour, compatible with the printing and reading of postage marks, notably digital postage marks according to EN 14615 and CEN/TS 14826.

The symbol contrast shall be compliant with the national requirements of the country of origin.

The reflectance of the paper shall be at least 65 % and preferably higher than 75 %.

4.8 Address window location

The address window shall be located according to postal specifications and shall not interfere with the flap or the area reserved for the ID tag. As a general guidance, the provisions of UPU S19d shall be respected.

Examples of reverse envelopes having an address window compatible with specific national requirements or Postal standards are provided in Annex B.

If the envelope is intended for international mail, the address window, or address area, shall be 140 mm at most from the right-hand edge of the envelope, according to the UPU Letter Post Manual (for reference, see Postal Addressing System – International addressing).

5 Printing requirements

5.1 Printing of addresses

The address shall be printed upright with respect to the orientation given in UPU S19a.

The provisions of UPU S19d apply to reverse mailpieces inserted into window envelopes, and by extension to reverse mailpieces inserted into non-window envelopes and having the address printed on the flap side. In particular, for reverse mailpieces inserted into window envelopes:

"The address shall be printed at least 5 mm from the edge of the window. Care should be taken in the case of windows or labels with rounded corners: if the radius of curvature of the corner is greater than 5 mm, it might be necessary to allow a clear zone of more than 5 mm at the top, bottom and sides in order to ensure that printing near the corners remains at least 5 mm from the window or label edge."

[SOURCE: UPU S19d]

The contrast shall be compliant with the national requirements of the country of origin.

For optical recognition, the characters shall preferably be printed according to EN 13619.

5.2 Advertising and communication

The sender may apply on both side of the envelope his own advertising and communication in the form of adhesive tapes, labels, inscriptions, pictures and drawings (e.g. company logo), provided that:

1) they do not make it difficult to read the destination address, or to affix labels, place inscriptions or apply postage or other fee stamps according to postal requirements;

2) they do not resemble postage stamps or other fee stamps, as well as postal imprints applied by franking machines used by the designated operators;

3) they cannot be mixed with adhesive tapes, labels and inscriptions indicating the manner of handling the item during conveyance and delivery, the usage of which is allowed to the sender exclusively in case of having ordered supplementary services;

4) their content and image are not prohibited by law.

Advertising and communication shall preferably be applied on the plain side (back side) of the envelope.