



# SLOVENSKI STANDARD SIST-TS CEN/TS 17217:2025

01-februar-2025

---

## Poštna 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 - Enveloppe inversée - Exigences de conception et d'impression

Ta slovenski standard je istoveten z: **CEN/TS 17217:2024**

---

### ICS:

03.240	Poštna storitve	Postal services
85.080.10	Pisarniški papir	Office paper

**SIST-TS CEN/TS 17217:2025**

**en,fr,de**



TECHNICAL SPECIFICATION  
SPÉCIFICATION TECHNIQUE  
TECHNISCHE SPEZIFIKATION

**CEN/TS 17217**

December 2024

ICS 85.080.10

Supersedes CEN/TS 17217:2018

English Version

**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

This Technical Specification (CEN/TS) was approved by CEN on 13 October 2024 for provisional application.

The period of validity of this CEN/TS is limited initially to three years. After two years the members of CEN will be requested to submit their comments, particularly on the question whether the CEN/TS can be converted into a European Standard.

CEN members are required to announce the existence of this CEN/TS in the same way as for an EN and to make the CEN/TS available promptly at national level in an appropriate form. It is permissible to keep conflicting national standards in force (in parallel to the CEN/TS) until the final decision about the possible conversion of the CEN/TS into an EN is reached.

CEN members are the national standards bodies of Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Republic of North Macedonia, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye and United Kingdom.

Document Preview

[SIST-TS CEN/TS 17217:2025](https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/sist-ts-cen-ts-17217-2025)

<https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/sist-ts-cen-ts-17217-2025>



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

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

<b>Contents</b>	<b>Page</b>
European foreword.....	3
Introduction .....	4
1 Scope.....	5
2 Normative references.....	5
3 Terms and definitions .....	5
4 Physical properties.....	6
4.1 Envelope format .....	6
4.2 Thickness .....	6
4.3 Flap location.....	6
4.4 Flap shape and dimensions .....	6
4.5 Throat shape and dimensions .....	6
4.6 Coefficient of friction (static).....	7
4.7 Paper background and reflectance.....	7
4.8 Address window location.....	7
5 Printing requirements .....	7
5.1 Printing of addresses.....	7
5.2 Advertising and communication .....	7
6 Manufacturing requirements .....	8
6.1 Paper weight.....	8
6.2 Sealing gum .....	8
6.3 Side seams.....	8
6.4 Window material and assembly .....	9
6.5 Applying of postage stamps.....	9
Annex A (normative) Envelope design and layout.....	10
Annex B (informative) National examples of reverse envelope and window location.....	12
B.1 Reverse envelope for Germany.....	12
B.2 Reverse envelope for United Kingdom.....	13
B.3 Reverse envelope for France.....	13
Bibliography.....	15

## European foreword

This document (CEN/TS 17217:2024) has been prepared by Technical Committee CEN/TC “Postal services”, the secretariat of which is held by AFNOR.

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.

This document supersedes CEN/TS 17217:2018.

Any feedback and questions on this document should be directed to the users’ national standards body. A complete listing of these bodies can be found on the CEN website.

According to the CEN/CENELEC Internal Regulations, the national standards organisations of the following countries are bound to announce this Technical Specification: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Republic of North Macedonia, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye and the United Kingdom.

**iTeh Standards**  
**(<https://standards.iteh.ai>)**  
**Document Preview**

[SIST-TS CEN/TS 17217:2025](https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/sist-ts-cen-ts-17217-2025)

<https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/sist-ts-cen-ts-17217-2025>

## CEN/TS 17217:2024 (E)

### Introduction

This document 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.

Except for bulk mailings (>100K), batches of reverse envelopes are typically in the range of 2K to 20K. Reverse envelopes are likely to be handled in high end desktop and production mail inserters. Both permit mail and franking are applicable. Reverse envelopes are processed by designated operators in existing sorting machines. Envelope and equipment manufacturers have participated in the development of this document, 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 document 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.

[SIST-TS CEN/TS 17217:2025](https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/sist-ts-cen-ts-17217-2025)

<https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/sist-ts-cen-ts-17217-2025>