SLOVENSKI STANDARD
kSIST-TS FprCEN/TS 17217:2024

01-september-2024

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 - Enveloppe inversée - Exigences de conception et d'impression

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

Ta slovenski standard je istoveten z: **FprCEN/TS 17217**

---

kSIST-TS FprCEN/TS 17217:2024
https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/ksist-ts-fprcen-ts-17217-2024

ICS:

03.240	Poštne storitve	Postal services
85.080.10	Pisarniški papir	Office paper

kSIST-TS FprCEN/TS 17217:2024 **en,fr,de**

2003-01.Slovenski inštitut za standardizacijo. Razmnoževanje celote ali delov tega standarda ni dovoljeno.

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

kSIST-TS FprCEN/TS 17217:2024
https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/ksist-ts-fprcen-ts-17217-2024

kSIST-TS FprCEN/TS 17217:2024

TECHNICAL SPECIFICATION

SPÉCIFICATION TECHNIQUE

TECHNISCHE SPEZIFIKATION

FINAL DRAFT
FprCEN/TS 17217

June 2024

ICS 85.080.10

Will supersede 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 draft Technical Specification is submitted to CEN members for Vote. It has been drawn up by the Technical Committee CEN/TC 331.

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.

Recipients of this draft are invited to submit, with their comments, notification of any relevant patent rights of which they are aware and to provide supporting documentation.

Warning : This document is not a Technical Specification. It is distributed for review and comments. It is subject to change without notice and shall not be referred to as a Technical Specification.

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

kSIST-TS FprCEN/TS 17217:2024
https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/ksist-ts-fprcen-ts-17217-2024

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

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

© 2024 CEN All rights of exploitation in any form and by any means reserved worldwide for CEN national Members.

Ref. No. FprCEN/TS 17217:2024 E

kSIST-TS FprCEN/TS 17217:2024

Contents

Page

iTeh Standards
(https://standards.iteh.ai)
Document Preview
kSIST-TS FprCEN/TS 17217:2024
https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/ksist-ts-fprcen-ts-17217-2024

kSIST-TS FprCEN/TS 17217:2024

European foreword

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

This document is currently submitted to the Vote on TS.

This document supersedes CEN/TS 17217:2018.

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

kSIST-TS FprCEN/TS 17217:2024
https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/ksist-ts-fprcen-ts-17217-2024

kSIST-TS FprCEN/TS 17217:2024

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.

iTeh Standards
(https://standards.iteh.ai)
Document Preview
kSIST-TS FprCEN/TS 17217:2024
https://standards.iteh.ai/catalog/standards/sist/b0339b51-d2c2-40f2-b9d6-77cea3d89eb5/ksist-ts-fprcen-ts-17217-2024