

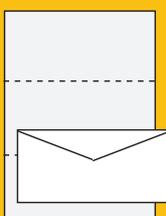
The Essential Guide to Envelopes

How to pick the perfect envelope

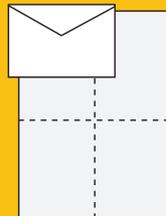
Envelopes are a simple product but play a much more integral part in our lives than most people give any credit for. With all the different sizes, shapes, styles and colours that are available, it is hardly surprising it can be confusing.

For a product that is used every day, most people give little thought to envelopes until they run out of them! Envelopes are a big business despite alternative forms of communication. In fact the Internet, take examples like Amazon and eBay, is actually generating new types of postal traffic e.g. padded bags, gusset envelopes etc.

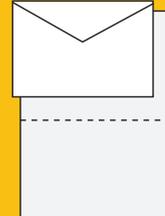
Understanding sizes



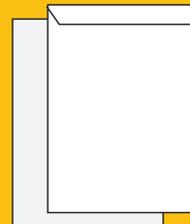
A4 folded into 3
DL 110x220mm



A4 folded into 4
C6 114x162mm

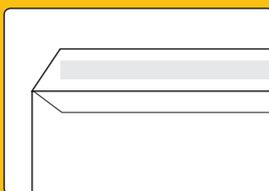


A4 folded in half
C5 229x162mm



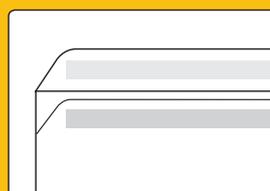
A4 unfolded
C4 324x229mm

Sealing methods made easy



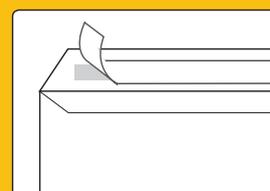
Gummed

A water soluble gum - The most common sealing method and always used for mailing.



Self-Seal

This method has strip of latex on each flap and is pressed together to form an instant bond.

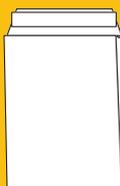


Peel and Seal

Peel away the release tape from the flap to reveal a strip of latex and press down to form bond. Gives extended shelf-life over self seal.

Envelopes Styles

When measuring the size of an envelope the side which the flap is on is always given as the first dimension e.g. 110 x 220mm indicates a wallet, 220 x 110mm indicates a pocket.



Gusset

Usually a pocket envelope with expandable sides to increase the capacity of the envelope.



Wallet

The flap is always on the long edge of the envelope and this defines the envelope wallet.



Mailing Wallet

The flap is always trapezium and is designed for use with automatic mailing machines.



Pocket

The flap is always on the short edge and this defines the envelope as a pocket.

A simple guide to windows and how to measure them

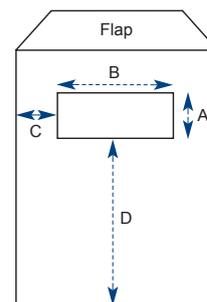
Simple rules to understanding windows

Measure HEIGHT first then WIDTH second (AxB).

Position

Measure distance in from left hand side (C) and then up from the base (D) ensuring the flap is at the top (except C5 pockets which are measured with the flap to the right).

Bespoke envelopes can be produced with any shape window including circular. Some promotional mailshots have multi-windows or windows in the reverse of the envelope.



Glossary of Envelope Terms

Like most industries, the envelope industry has its own technical terms or jargon. The following list summarises many of the terms and definitions used.

| | |
|-----------------------------------|---|
| BANKER | Diamond shape or V-flap opening on the long edge, also known as invitation envelopes. |
| BANGTAIL | Special type of wallet incorporating a perforated flap extension from the throat e.g. Barclaycard cash envelope. |
| BASKETWEAVE | Manilla Paper with a weave effect finish, traditionally used for Heavy weight manilla papers typically in 115gsm. |
| BESPOKE | Envelopes made to customer specifications, not from stock. |
| BIODEGRADABLE / RECYCLABLE | These envelopes can be recycled and will biodegrade, so do not need to be used for landfill. |
| BLANK FED | Envelopes manufactured from flat sheets, punched out and made up. |
| BOARD BACK | Generally a pocket made with a cardboard back & paper front. 120gsm paper and around 1000 micron board. |
| BRE | Business Reply Envelope – normally an undersize DL (105x216mm or 102x216mm) also an undersize C5 (155x220mm) is now available and gaining popularity. |
| CARD ENVELOPE | An envelope made from card, for instance our Premium Optima range, not to be confused with an envelope that you would send a greetings card in. In this case this would refer to our Invitation envelopes. |
| COLOUR WASH | Printing technique used to give a tinted or coloured effect, often relates to internal opaque's. |
| CORN STARCH WINDOW FILM | Normal window films will not biodegrade, however using corn starch window film it will, under the right conditions, biodegrade in 30 days. See our recycled range. |
| DIAMOND ENVELOPE PRESS | A make of envelope printing press, good for larger sizes such as C3, board backs and gussets. |
| DRILLED HOLES | Holes drilled normally in internal mail transit pockets, used to check for inserts. |
| ENDURO | Tear resistant material made from a tri-laminate of Paper / Polythene / Paper, fully overprintable, an alternative to Tyvek. |
| FLEXO | Printing technique carried out during manufacture or printing in-line, for large quantities not up to the quality of litho printing. |
| FSC | Stands for Forestry Stewardship Council, gives full traceability on raw materials such as pulp/paper. |
| GLASSINE | Paper based material used for window and some wage and photographic pockets. |
| GREETING CARD ENVELOPES | A gummed envelope with a diamond flap usually used for greetings cards and invitations and sometimes referred to as a 'Banker'. |
| GSM / GRAMMAGE | Determines the weight of the paper, measured in g/m ² . |
| GUMMED | Refers to the envelope sealing method that requires moistening to seal, refer to the gummed sealing section of this guide. |
| GUSSET | Normally a pocket envelope with expandable sides. Can be block bottom or V-bottom. All our stock is V-bottom as it is suitable for over printing. |
| HALM JET PRESS | A make of envelope printing press most commonly used in the industry. Available in 2 and 4 colour and more recently 5, with dryers that enable the envelope to be printed 4 colours on face and 1 colour on the flap (i.e. return address) in one pass, known as EM 5000. |
| HOT MELT | Is a form of Peel & Seal adhesive, a narrow band of adhesive with a heavier gram weight than normal gives a shelf life of 5 years, looks similar to double sided tape adhesive. |
| INVITATION ENVELOPES | A gummed envelope with a diamond flap usually used for greetings cards and invitations and sometimes referred to as a 'Banker'. |
| LASER WINDOW FILM | This window film is double the thickness of normal film enabling it to go through laser / digital printers without melting in the machine. It measures 40-50 microns as opposed to standard 22 mm. |
| MACHINABLE | Envelope for use on an inserting/mailing machine. |
| MAILING WALLET | As machinable. |
| MATT COATED | Envelopes made from coated paper designed for full colour overprint |
| MICRON | Describes the thickness of paper in 1mm/1000 |
| OPAQUE | Printed design or wash inside an envelope typically for security. |
| PANTONE | Reference for shades of print colours – each one has an individual number. Also referred to as PMS colour (Pantone Machine Service). |
| PAS 2020 | Responsible mail - run by Royal Mail offering cheaper postal rates for environmentally sound mailings - our three recycled ranges meets the necessary criteria. |
| PDF | Method of supplying artwork via email (Portable Document Format) |
| PEFC | Programme for the endorsement of Forest Certification Schemes, gives full product traceability. |
| PERFECTING | Litho printing on both sides of an envelope at the same time. |
| PIP | 'Pricing in Proportion' is how The Royal Mail now charge for posting of mail, based primarily on the size of the envelope, small letter, large letter, parcel. |
| POCKET | Envelope with opening on short side. |
| PPI | Postage Paid Impression e.g. 1st Class, Mailsort. |
| RECYCLED | Envelopes made from post consumer waste, see our three Recycled ranges. |
| REEL FED | Envelope manufactured from reels of paper, most cost effective from out envelope |
| SELF-SEAL | Refers to the sealing method where the two flaps are pressed together to form an instant bond. |
| SECURITY SLITS | Small slits in the flap of some self seal envelopes designed as 'tear points' for tamper proof security. |
| SHelf LIFE | Useable life of an envelope. Generally applied to Self Seal and Peel & Seal envelopes. |
| SHOULDER | Top of the side-flaps of a wallet. Can be a critical design aspect for inserting machines. |
| SET-OFF | This is where the print on one envelope marks on another. UV driers will avoid this ensuring the envelope is dry when going onto the feed table. |
| STRING & WASHER | A type of fastener for the envelope flap, where a string is looped around two washers to enable re-use in internal mail applications. |
| THROAT | Gap between the score line and back flap of a wallet. Can be a critical design aspect for inserting machines. |
| THUMB CUT | Shape cut from a topless pocket or wallet, normally a semi circle. |
| TOPLESS | Pocket or wallet without a flap. |
| UV DRYER | Fitted to the back of the envelope press, it enables substrates such as matt coated envelopes to be printed without risk of set-off. |
| WALLET | Envelope with opening on the long edge. |
| W & D 212/214 | The Rolis Royce of envelope presses, more expensive than the other two mentioned, strongly built and with heavy roller power which is ideal for solid blocks of printed colour. The 212 is two colour whilst the 214 is four colour. |
| W & D 102 | Reel fed machine specifically used for producing gummed wallet envelopes up to oversize C5. Has the mantle of the most popular envelope manufacturing machine ever. |
| W & D 249 | Envelope press specifically for the production of larger format pocket envelopes particularly C4 size. |