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NATIONAL ENVELOPE™



The Envelopery™

HOLD IT. You now have in your hands everything you need to specify millions of envelopes: *The Envelopery*. Designed to be helpful in many ways, it keeps you posted on the types of envelopes available, the newest trends, important differences between envelopes, and helps you select the appropriate one for each mailing. Postage classes, envelope imprinting, and how to increase mailing returns are all subjects covered in the handy envelope selector.

YES, THE RIGHT POSTAL PROCEDURES CAN SPEED YOUR MAIL...AND SAVE YOU MONEY!

Zip it: Zip coding, which is mandatory for bulk mail, can speed up delivery. Where sorting machines actually "read" zip codes, more mail per hour is speeded through at every operation station. Mail minus a zip code must be held for conventional sorting at slower speeds! Be sure, too, that your own zip code shows on your return address. And for easy coding, use the National Zip Code Directory.

Addresses: For automatic machine sorting that gives you faster service, follow these simple rules:

1. City, State and Zip Code should appear in that sequence on bottom lines.
2. Delivery point must appear on the second line from the bottom, directly above the name of the city. If both a street address and post office box used, mail will be delivered to the location given on the line immediately above the city, state, and zip code.
3. Apartment, suite and room numbers should appear immediately after the street address on the right side.
4. Accounting numbers, subscription and presort codes should be entered on the line immediately above addressee's name.
5. Lower right half of envelope must be kept free of printing or symbols.
6. Addresses should be placed at least 1" in from the left and right edge of the envelope and the bottom of the last line should be at least 5/8" up from the bottom edge of the envelope. The last line should be no more than 2 1/4" from the bottom edge of the envelope.
7. Using block-style type, address should be in upper-case letters without punctuation.
8. Window envelope inserts should show only address in window, with at least 1/4" between address and all four edges of envelope.

For detailed Postal Addressing Standards consult U.S. Postal Service Publication 123.

Your Paper Merchant Knows

The experienced personnel at your paper merchant are the ones to talk to for pricing, availabilities, stocking and manufacturing schedules. They have a ready inventory of envelopes to fill your needs. They are always available for information or samples. So, if you can't find the information you're looking for in the Envelopery, just give them a call. Your paper merchant's staff are good people to know.

STANDARDS FOR LETTER-SIZE MAIL

To avoid the per-piece postal surcharge on "non-standard size" mail stick to the following: All mailpieces that are 1/4" thick or less must be rectangular, at least 5" long and at least 3 1/2" high. All mailable matter must be at least .007" thick, weigh no more than 70 pounds, and be no more than 108" in combined length and girth. Use this chart for quick size referencing:

When Height of Envelope is	Length of Envelope Minimum	Must Be Between Maximum
3 1/2	5	8 3/4
3 5/8	5	3 1/16
3 3/4	5	9 3/8
3 7/8	5	9 11/16
4	5 3/16	10
4 1/8	5 3/8	10 5/16
4 1/4	5 1/2	10 9/8
4 3/8	5 11/16	10 15/16
4 1/2	5 7/8	10 15/16
4 1/2	5 7/8	11 1/4
4 5/8	6	11 1/2
4 3/4	6 3/16	11 1/2
4 7/8	6 5/16	11 1/2
5	6 1/2	11 1/2
5 1/8	6 11/16	11 1/2
5 1/4	6 13/16	11 1/2
5 3/8	7	11 1/2
5 1/2	7 1/8	11 1/2
5 5/8	7 5/16	11 1/2
5 3/4	7 1/2	11 1/2
5 7/8	7 5/8	11 1/2
6	7 13/16	11 1/2
6 1/8	7 15/16	11 1/2

To meet standard postage rate regulations the thickness of letter-size mail cannot exceed 1/4".

Flat-size Mail Standards

Minimum: more than 11 1/2" long, or 6 1/2" high, or more than 1/4" thick.

Maximum: 15" long, 12" high, and 3/4" thick.

May be wrapped, unwrapped, sleeved, or enveloped.

For further details on Basic Mailability and Processing Categories consult U.S. Postal Service Quick Reference Guide (Publication 95).

BUSINESS REPLY MAIL

For an annual permit fee, a business reply mail (BRM) permit is available for distributing reply cards, envelopes, self-mailers, cartons, and labels. BRM allows the permit holder to receive First-Class Mail and Priority Mail back from customers by paying postage only on the mail returned. The BRM permit holder guarantees payment of First-Class Mail postage plus a per piece charge for pieces returned by the USPS. When designing a BRM mailpiece or label, mailers must consult with their local post office. The piece must conform to a specific format to qualify as BRM, including ZIP +4 code assigned by the USPS. Proofs for regular BRM should be approved by the USPS before printing. Proofs for Qualified BRM (QBRM) must be approved by the USPS. See below for a layout example for a BRM envelope. BRM templates are available on the Postal Explorer web site at <http://pe.usps.gov> by selecting "Mailpiece Design" in the left frame.

BASIC BRM

Annual permit: \$150
Per Piece: First Class Postage + \$.60
Letter (1 oz.): \$.37 + \$.60 = \$.97
Card Rate: \$.23 + \$.60 = \$.83

HIGH-VOLUME BRM (Return volume 950+ pieces annually)

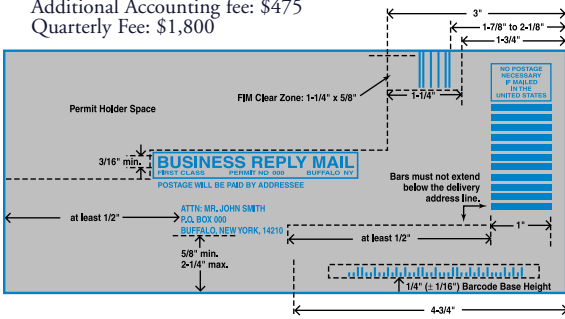
Annual permit: \$150
Per Piece: First Class Postage + \$.10
Letter (1 oz.): \$.37 + \$.10 = \$.47
Card Rate: \$.23 + \$.10 = \$.33
Additional Accounting fee: \$475 each separation

BASIC QBRM (Return volume 834+ pieces annually)

Annual permit: \$150
Per Piece: First Class Postage + \$.06
Letter (1 oz.): \$.34 + \$.06 = \$.40
Card Rate: \$.20 + \$.06 = \$.26
Additional Accounting fee: \$475 each separation

HIGH-VOLUME QBRM (Return volume 34,615+ pieces annually)

Annual permit: \$150
Per Piece: First Class Postage + \$.008
Letter (1 oz.): \$.34 + \$.008 = \$.348
Card Rate: \$.20 + \$.008 = \$.208
Additional Accounting fee: \$475
Quarterly Fee: \$1,800



- Postal regulations subject to change without notice. Consult your local Post Office for current information.
- For detailed information on business reply mail preparation, consult U.S. Postal Service Publication 123.

POSTAL ENVELOPE ENDORSEMENTS

A mailer's specific instructions for forwarding mail, as well as requests for address correction service or return, must appear below the sender's complete return address.

Endorsement:	Service if undeliverable as addressed (UAA):
Address Service Requested	Forwarding and Return. New separate address notification provided. Months 1-12: mailpiece forwarded; separate notice of new address provided. Months 13-18: mailpiece returned with new address attached. After 18 months or if undeliverable at any time: mailpiece returned with reason for nondelivery attached.
Forwarding Service Requested	Forwarding and Return. New Address notification provided only with return. Months 1-12: mailpiece forwarded. Months 13-18: mailpiece returned with new address attached. After 18 months or if undeliverable at any time: mailpiece returned with reason for nondelivery attached.
Return Service Requested	No forwarding, only return. New address notification provided. Mailpiece returned with new address or reason for nondelivery attached.
Change Service Requested	No forwarding, or return. New address notification provided. Separate notice of new address or reason for nondelivery provided, mailpiece disposed of by USPS.
No Endorsement	UAA handled by class of mail: • First-Class Mail and Priority Mail: same as action for "Forwarding Service Requested." • For Standard Mail: mailpiece disposed of by USPS.

STANDARD SIZES OF ENVELOPES

Following is a listing of the standard sizes of envelopes, arranged from smallest to largest. For an illustration and more information on any envelope listed below, refer to the applicable section and style on back of this sheet.

SIZE (Inches, Shortest dimension always given first)	SECTION STYLE	SIZE (Inches, Shortest dimension always given first)	SECTION STYLE
1 ¹¹ / ₁₆ x 2 ³ / ₄	21 Coin	6 x 9 ¹ / ₂	26 Booklets
1 ³ / ₄ x 2 ¹ / ₁₆	16 Drug & Pay	27 Catalog	27 Catalog
2 ¹ / ₁₆ x 3 ¹ / ₂	16 Drug & Pay	+6 x 12	12 Safety Mail
2 ¹ / ₄ x 3 ¹ / ₂	21 Coin	+6 ¹ / ₂ x 6 ¹ / ₂	3 Squares
2 ⁵ / ₁₆ x 3 ³ / ₈	17 Drug & Pay	6 ¹ / ₂ x 9 ¹ / ₄	25 Bus. Announc. Folders
2 ¹ / ₂ x 4 ¹ / ₄	4 Latex Seal	+6 ¹ / ₂ x 9 ¹ / ₂	2 Clasp/String & Button
	16 Drug & Pay		4 Latex Seal
	21 Coin		26 Booklets
2 ⁷ / ₈ x 5 ¹ / ₄	21 Coin		27 Catalog
3 x 4 ¹ / ₂	21 Coin		28 Peel & Seal
3 x 4 ⁷ / ₈	21 Coin	+7 x 10	2 Clasp/String & Button
3 ¹ / ₈ x 5 ¹ / ₂	2 Clasp/String & Button		4 Latex Seal
	4 Latex Seal		26 Booklets
	21 Coin		27 Catalog
3 ³ / ₈ x 6	2 Clasp/String & Button		26 Booklets
	21 Coin	7 x 10 ¹ / ₄	25 Bus. Announc. Folders
3 ¹ / ₂ x 4 ⁷ / ₈	25 Bus. Announc. Cards	+7 ¹ / ₂ x 7 ¹ / ₂	3 Squares
3 ¹ / ₂ x 6	1 Commercial & Officials	+7 ¹ / ₂ x 10 ¹ / ₂	2 Clasp/String & Button
	11 Remittance/Wallet Flap		4 Latex Seal
*3 ¹ / ₂ x 6 ¹ / ₄	11 Remittance/Wallet Flap		5 First Class Mail
*3 ¹ / ₂ x 6 ¹ / ₂	4 Latex Seal		26 Booklets
	21 Coin		27 Catalog
*3 ⁵ / ₈ x 5 ¹ / ₈	17 Baronial	+8 x 8	28 Peel & Seal
	25 Bus. Announcements	+8 ¹ / ₂ x 8 ¹ / ₂	3 Squares
*3 ⁵ / ₈ x 6 ¹ / ₂	1 Commercial & Officials	+8 ³ / ₄ x 11 ¹ / ₄	2 Clasp/String & Button
	11 Remittance/Wallet Flap		13 Job Ticket & Filing
	20 Hitch-Hiker		27 Catalog
	29 Flip n' Stic	*8 ³ / ₄ x 11 ¹ / ₂	26 Booklets
*3 ⁵ / ₈ x 8 ⁵ / ₈	1 Commercial & Officials	+9 x 9	3 Squares
*3 ⁵ / ₈ x 8 ⁷ / ₈	21 Hitch-Hiker	+9 x 11 ¹ / ₄	14 File-Velope
3 ³ / ₄ x 6 ¹ / ₂	23 Drive-In Banking	+9 x 12	2 Clasp/String & Button
*3 ³ / ₄ x 6 ³ / ₄	1 Commercial & Officials		4 Latex Seal
3 ³ / ₄ x 7	23 Drive-In Banking		5 First Class Mail
*3 ³ / ₈ x 7 ¹ / ₂	1 Commercial & Officials		19 Business Mailer
*3 ³ / ₈ x 8 ¹ / ₈	1 Commercial & Officials		26 Booklets
	6 A-Style		27 Catalog
	11 Remittance/Wallet Flap		28 Peel & Seal
4 x 5 ¹ / ₄	23 Drive-In Banking		30 Perfect Vision Display
	25 Bus. Announc. Cards		31 Proxy
4 x 6 ¹ / ₄	23 Drive-In Banking	9 x 16	24 Jumbo
4 x 6 ³ / ₈	2 Clasp/String & Button	+9 ¹ / ₂ x 9 ¹ / ₂	3 Squares
4 x 8	18 Official M1 Coupon	+9 ¹ / ₂ x 11 ³ / ₄	13 Job Ticket & Filing
4 x 9	22 Policy	+9 ¹ / ₂ x 12	7 Document File or Legal
4 x 9 ¹ / ₂	31 Proxy	+9 ¹ / ₂ x 12 ¹ / ₂	2 Clasp/String & Button
4 x 9 ¹ / ₂ x 2	32 Expansion		4 Latex Seal
*4 ¹ / ₈ x 5 ¹ / ₂	17 Baronial		5 First Class Mail
	25 Bus. Announcements		8 Inter-Office, Open End
*4 ¹ / ₈ x 9 ¹ / ₂	1 Commercial & Officials		19 Business Mailer
	15 Air Mail		27 Catalog
	22 Policy		28 Peel & Seal
	28 Peel & Seal	+9 ¹ / ₂ x 12 ⁵ / ₈	26 Booklets
	29 Flip n' Stic	9 x 18	24 Jumbo
*4 ¹ / ₄ x 5 ¹ / ₂	25 Bus. Announc. Cards	+10 x 12	2 Clasp/String & Button
*4 ¹ / ₄ x 6 ¹ / ₂	20 Hitch-Hiker	10 x 12 x 1 ¹ / ₂	32 Expansion
*4 ¹ / ₄ x 8 ¹ / ₈	20 Hitch-Hiker	10 x 12 x 2	32 Expansion
*4 ¹ / ₈ x 5 ¹ / ₄	6 A-Style	+10 x 13	2 Clasp/String & Button
	17 Baronial		4 Latex Seal
	25 Bus. Announcements		5 First Class Mail
*4 ¹ / ₂ x 10 ⁵ / ₈	1 Commercial & Officials		8 Inter-Office, Open End
	2 Clasp/String & Button		19 Business Mailer
	9 Inter-Office, Open Side		26 Booklets
	22 Policy		27 Catalog
*4 ⁵ / ₈ x 6 ¹ / ₄	25 Bus. Announc. Cards		28 Peel & Seal
*4 ⁵ / ₈ x 6 ³ / ₄	2 Clasp/String & Button	10 x 13 x 1 ¹ / ₂	32 Expansion
	4 Latex Seal	10 x 13 x 2	32 Expansion
	27 Catalog	+10 x 15	2 Clasp/String & Button
*4 ³ / ₄ x 6 ¹ / ₂	6 A-Style		7 Document File or Legal
	17 Baronial		27 Catalog
	25 Bus. Announcements		28 Peel & Seal
*4 ³ / ₄ x 11	26 Booklets	10 x 15 x 2	32 Expansion
4 ⁷ / ₈ x 7	1 Commercial & Officials	10 x 16	24 Jumbo
*5 x 7 ¹ / ₂	25 Bus. Announc. Folders	10 x 18	24 Jumbo
	2 Clasp/String & Button	10 x 22	24 Jumbo
	27 Catalog	11 x 14	24 Jumbo
5 x 11 x 2	32 Expansion	11 x 14 x 2	32 Expansion
5 x 11 x 3	32 Expansion	11 x 15 x 2	32 Expansion
*5 x 11 ¹ / ₂	1 Commercial & Officials	11 x 17	24 Jumbo
	2 Clasp/String & Button	+11 ¹ / ₂ x 14 ¹ / ₂	2 Clasp/String & Button
*5 ¹ / ₈ x 7	22 Policy		4 Latex Seal
*5 ¹ / ₄ x 7 ¹ / ₄	25 Bus. Announc. Cards		27 Catalog
	6 A-Style		28 Peel & Seal
	25 Bus. Announcements	11 x 21	24 Jumbo
*5 ¹ / ₄ x 8	25 Bus. Announc. Folders	11 ¹ / ₂ x 11 ¹ / ₂	24 Jumbo
*5 ¹ / ₂ x 7 ¹ / ₂	2 Clasp/String & Button	11 ¹ / ₂ x 12 ¹ / ₂	24 Jumbo
	4 Latex Seal	11 ¹ / ₂ x 13 ¹ / ₂	24 Jumbo
	26 Booklets	11 ¹ / ₂ x 17 ¹ / ₂	24 Jumbo
	27 Catalog	12 x 15 x 2	32 Expansion
*5 ¹ / ₂ x 8 ¹ / ₈	6 A-Style	12 x 15 x 3	32 Expansion
	27 Booklets	+12 x 15 ¹ / ₂	2 Clasp/String & Button
	2 Clasp/String & Button		4 Latex Seal
	27 Catalog		27 Catalog
*5 ¹ / ₂ x 8 ¹ / ₂	25 Bus. Announc. Folders		28 Peel & Seal
*5 ¹ / ₂ x 11 ¹ / ₂	12 Securo Mail	12 x 16 x 2	32 Expansion
5 ¹ / ₄ x 8 ³ / ₄	6 A-Style	12 x 17	24 Jumbo
*5 ³ / ₄ x 8 ¹ / ₈	26 Booklets	12 x 18	24 Jumbo
*6 x 9	2 Clasp/String & Button	12 x 22	24 Jumbo
	4 Latex Seal	12 ¹ / ₈ x 12 ¹ / ₈	24 Jumbo
	26 Booklets	12 ¹ / ₈ x 14 ¹ / ₂	24 Jumbo
	27 Catalog	12 ¹ / ₈ x 16	24 Jumbo
	28 Peel & Seal	12 ¹ / ₈ x 18 ¹ / ₂	24 Jumbo
	30 Perfect Vision Display	12 ¹ / ₈ x 20 ¹ / ₂	24 Jumbo
*6 x 9 ¹ / ₂	2 Clasp/String & Button	13 x 15	24 Jumbo
	6 A-Style	13 x 16	24 Jumbo
		13 x 17	24 Jumbo
		13 x 19	24 Jumbo
		13 x 23	24 Jumbo

STANDARD SIZES (CONT'D)

SIZE (Inches, Shortest dimension always given first)	SECTION STYLE	SIZE (Inches, Shortest dimension always given first)	SECTION STYLE
<i>13½ x 13½</i>	24 Jumbo	17 x 22	24 Jumbo
<i>13½ x 18½</i>	24 Jumbo	17 x 27	24 Jumbo
<i>14 x 16</i>	24 Jumbo	17½ x 17½	24 Jumbo
<i>14 x 17</i>	24 Jumbo	17½ x 20½	24 Jumbo
<i>14 x 18</i>	24 Jumbo	18 x 23	24 Jumbo
<i>14 x 21</i>	24 Jumbo	18½ x 18½	24 Jumbo
<i>14 x 24</i>	24 Jumbo	18½ x 20½	24 Jumbo
<i>14½ x 14½</i>	24 Jumbo	19 x 26	24 Jumbo
<i>15 x 18</i>	24 Jumbo	19½ x 19½	24 Jumbo
<i>15 x 20</i>	24 Jumbo	20 x 25	24 Jumbo
<i>15 x 22</i>	24 Jumbo	20 x 30	24 Jumbo
<i>15 x 25</i>	24 Jumbo	20½ x 20½	24 Jumbo
<i>15½ x 15½</i>	24 Jumbo	21½ x 21½	24 Jumbo
<i>16 x 20</i>	24 Jumbo	21 x 24	24 Jumbo
<i>16 x 26</i>	24 Jumbo	22 x 27	24 Jumbo
<i>16½ x 16½</i>	24 Jumbo		

Envelopes smaller than 3½" high and 5" long (listed above in italics) are prohibited from the mails.

Envelopes larger than 12" high and 15" long (listed above in boldface) are subject to a postage surcharge.

*Sizes conforming to "letter-size" mail dimensions.

†Sizes conforming to "flat-size" mail dimensions.

HOW TO SIZE UP AN ENVELOPE

Save time and money by using standard size envelopes. For best results, they should be at least ½" longer than the longest insert. Recommended clearance from top to bottom is no less than ¼". However, when inserts are thick or bulky, extra allowances must be made. Minimum size envelope as specified by postal regulations is 3½" x 5".

Handling Hints

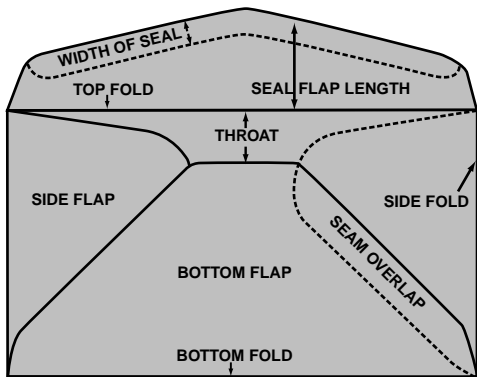
1. If address is to appear on the envelope, a regular, full-face envelope should be used.
2. For enclosure addressing, use a type of window envelope.
3. If insertion is to be done by machine, use an open side envelope.

ANATOMY OF AN ENVELOPE

A standard diagonal seam envelope is the most common style envelope in use today. Its parts are basically the same regardless of its size or name. The corners, flaps, shoulders, throat, seal and seams may vary slightly in size, curvature or shape in different makes and models.

To help you understand the terms used by envelope manufacturers, we have illustrated a basic diagonal seam envelope showing the most common terms applied to its parts. These terms are used regardless of its style - diagonal, side or center seam - open end or open side.

In the glossary you will find additional terms defined that will help you know envelopes better. We hope you will take a few minutes of your valuable time to read and become familiar with them.



Back view of standard commercial diagonal seam envelope.

SHOULD YOU CONSIDER A CUSTOM ENVELOPE?

Where a particular enclosure need exists, or when a routine job requires special handling, a custom envelope may be indicated. Or perhaps choosing one of a dozen specialized envelopes would be more suitable. For a completely new design, or the adaptation of an existing envelope, there is virtually no limit to the variety of styles that can be produced in any size for any purpose. In addition to standard envelopes, we have hundreds of non-standard dies on file which are adaptable to new applications at surprisingly little cost.

Types of Specialized Envelopes

- Business Mailer
- Drive-In Banking
- File-Velope
- Squares
- Jumbo
- Hitch-Hiker #1 and #2
- Latex Seal
- M-1 Coupon
- Peel & Seal®
- Flip n' Stic™

GLOSSARY OF ENVELOPE TERMINOLOGY

Here are some of the most widely used terms in the envelope industry. It is recommended that you familiarize yourself with these terms so that you may better understand their connection with envelopes.

ADJUSTABLE DIE CUTTING: This is a cost effective way to produce small, odd size runs where the only alternative is purchasing a new high die.

A-STYLE: Announcement style, open side envelope with double side seam construction and a square flap. Available in six standard sizes and most often converted from text paper.

BANG-TAIL ENVELOPE: An open side, wallet flap, double side seam envelope that has a perforated ""tail" of paper attached to the back flap for additional information or to be used as an order form.

BARONIAL: Baronial envelopes are used primarily for invitations and greetings. They are available in many colors and finishes. Matching panel and plain cards and folders are available. Baronial envelopes have diagonal seams, and pointed flaps. Standard size dimensions range from 3-5/8" x 5-1/8" to 5-1/4" x 7-1/4".

BUSINESS REPLY (BRE) or RETURN ENVELOPE: These two envelopes can be any style or size. The distinct difference between them is -- ""who pays the postage?"" A business REPLY is referred to as the envelope that has a pre-printed First Class Permit and return address on it and the original sender pays for its return. The Business RETURN has a pre-printed return address but the individual returning the envelope must apply the postage. The most commonly used envelopes for either purpose are the commercial style 6-1/4, 6-3/4, or 9. Another frequently used style is the remittance.

BUTTON & STRING: A closure most often used on catalog style envelopes consisting of a round, heavy tag stock button which is secured to the back of the envelope, and a similar button with a heavy duty string which is attached to the seal flap. The string is wound around the two buttons securing the inside contents of the envelope.

CATALOG ENVELOPE: Open end envelopes, usually having center seam construction and a wallet style flap. There are many standard sizes available, with the 9 x 12 size being the most popular.

CENTER SEAM: Usually found on open end or catalog style envelopes, it is permanent seam connecting the two side flaps which meet in the center of the envelope.

CLASP ENVELOPE: Normally manufactured using an open end envelope with a gummed seal flap, a metal clasp is secured to the back side of the envelope and a small reinforced hole is punched in the flap for the clasp to slip through and be secured. The clasp used in conjunction with the seal gum provides added security.

COIN ENVELOPE: A small open end envelope usually with center seam construction used for small parts, jewelry, coins, etc. There are eight standard size coin envelopes readily available.

COMMERCIAL STYLE ENVELOPE: Open side envelope with diagonal or double side seams with a commercial style flap. The most popular envelope for business, it is sometimes referred to as an ""official"" envelope. It is readily available in many paper varieties and comes in 11 common sizes.

DIAGONAL SEAM: A seam running diagonally from the bottom fold and corner upward toward the center of the envelope.

HITCH-HIKER ENVELOPE: A dual purpose envelope for use in both outbound and return response mailing.

GLOSSARY OF ENVELOPE TERMINOLOGY (CONT'D)

LATEX SEAL®: A self-adhering envelope seal that requires no moisture. Latex gum is applied to the seal flap and the back of the envelope. When the two strips of latex gum are pressed together they create a bond which seals the envelope.

OPEN END ENVELOPE: A style of envelope on which the opening or seal flap is on the shorter side of the envelope.

OPEN SIDE ENVELOPE: A style envelope on which the opening or seal flap is on the longer side of the envelope.

PEEL & SEEL: The original and most trusted brand of pressure-sensitive, self-sealing envelopes, using a release liner strip on the flap to protect the adhesive. This allows the envelope to be packed "flaps down" making it easy to print.

REGULAR STYLE ENVELOPE: A style of commercial, official, or bankers flap envelope which does NOT have a window panel cut in it.

REMITTANCE ENVELOPE: An open side envelope with a large wallet flap used for returning payments.

SEAL GUM (REMOISTENABLE): The re-moistenable gum on the seal flap which when moisture is applied allows the envelope to be permanently sealed.

SIDE SEAMS: An envelope seam that runs almost parallel to the side fold.

SQUARE FLAP: A rectangular style flap with square corners.

WALLET FLAP: A rectangular style seal flap with rounded corners.

THE BRIGHT IDEAS COME OUT IN PRINT

First impressions are always made by the envelope in any mailing. No wonder research shows that the success of any direct mail campaign depends greatly upon the type of envelope used. To make that first impression a favorable one, there are important guidelines.

Printing on envelopes is a good way to increase awareness and response. For instance, teaser copy is often and excellent way to command attention. Interesting graphics can set the scene for the message inside. Color printing is another consideration. It's worth remembering that the use of colored paper stock achieves a two-color effect with the economy of one-color printing.

Certain envelope styles, like side-seam, lend themselves to addressing on what would normally be the back of the envelope, leaving the entire face free for eye-catching graphics. It's important to remember that the inclusion of a paid postage envelope markedly increases returns.

Sometimes it's a good idea to have envelopes printed in flat sheets, then die-cut and folded. Your paper merchant is the one to advise you. If preprinting is indicated, the Paper Merchant will work closely with us to see that your wishes are carried out.

Offset quality envelopes are available in commercials, officials, coins, catalogs, booklets and specials.

Sizes: 3 x 5½ up to 12 x 15½

- Entire face or entire block (4-side bled if required)
 - Up to and including 150 line screen
 - Hairline register assured
 - Excellent color control
- (original artwork and negatives required to produce quality offset envelopes)

IT PAYS TO HANDLE ENVELOPES WITH CARE

For stored envelopes, proper stacking is important to keep them in good condition. In cartons, or boxes, envelopes should always be standing on edge. Lying flat or in partially used boxes, it's too easy for them to become distorted, or have their flaps stick. Keep boxes and cartons closed and sealed, and store in a dry, well-ventilated place.

Proper sealing is achieved by making sure enclosures are not too bulky for the envelope, by moistening entire gum surface, and by holding firmly until sealed.

For machine sealing, moisture applicator should be cleaned at least once a month, depending upon usage. Check the water feed line for air bubbles or obstructions. Press the pile after every 25 envelopes to ensure sealing.

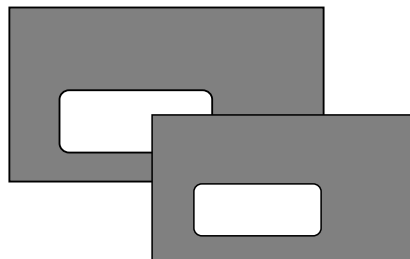
WINDOW ENVELOPES

Standard Size Windows And Positions

Size	Standard Size Window	Standard Position from	
		Left	Bottom
6¼ Window	1⅛ x 4½	¾"	½"
6¾ Window	1⅛ x 4½	7⁄8"	½"
7 Window	1⅛ x 4½	7⁄8"	½"
7¾ Window	1⅛ x 4½	7⁄8"	½"
8⅝ or Check Window	1 x 3¾	1⅛"	¾"
9 Window	1⅛ x 4½	7⁄8"	½"
10 Window	1⅛ x 4½	7⁄8"	½"
10 Window	1⅛ x 4½	7⁄8" (right)	½"
11 Window	1⅛ x 4½	7⁄8"	½"

Postal Regulations Governing Window Envelope

- The address window must be parallel with the length of the envelope and should be placed in the lower portion of the address side.
- Leave at least 3 1/2" of clear space on the right hand end to allow ample space for stamps, postmarking, forwarding address, etc.
- Nothing but the name, address and any key number used by the mailer may appear through the address window.
- The return address should appear in the upper left corner. If there is no return address and the delivery address does not show through the window, the piece will be handled as dead mail.
- The address disclosed through the window must be on white paper or paper of very light color.
- Consult U.S. Postal Service Domestic Mail Manual for social regulations concerning window envelopes used for registered mail and business reply mail.
- A strictly mandated clear zone of 5⁄8" from the bottom of the envelope must be maintained to participate in FASTforward. This is in the area in which the FASTforward text and coding imprint occur. Since the standard window position of a #10 commercial is only ½" from the bottom, it clearly encroaches into the clear zone of 3⁄8"x 4¾" (lower right corner). Repositioning the window to 11⁄16" from the bottom avoids any potential overprint problems and possible rejection by the USPS.



HOW TO CHOOSE THE RIGHT ENVELOPE EVERY TIME

Selecting the right envelope for each type of mailing and using it effectively need not be difficult. Required is only a basic understanding of envelope construction, paper, and graphics. Immediate considerations include: the size and content of the material involved, how it is to be mailed, how the postage will be paid, and whether a reply is desired. To make an informed selection, be guided by the following criteria.

Enclosures	Envelope Styles
Personal Letters	Bond or White Wove, Commercial and Official (Regular and Self-Seal)
Processed Letters and Circulars	Bond, White Wove, Colored Wove, Manila, Commercial and Official
Broadsides	Booklet Envelopes, Flat Mailers, Open Ends (Regular and Self-Seal)
Booklets	Booklet Envelopes, Clasp, String and Button, Open Ends (Regular and Self-Seal)
Magazines	Booklet Envelopes, Open Ends, Clasp
Catalogs	Clasp, String and Button, Open Ends (Regular and Self-Seal)
Reply Envelopes	Colored Wove, Commercial and Official



Where applicable, the following code is used to designate stocking colors by envelope size:

B - Brown Kraft
 C - Colored Wove
 G - Gray Kraft
 H - White Kraft

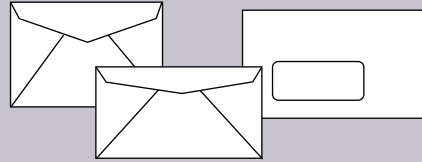
M - Manila Kraft
 MT - Manilla Tag
 PW - Preservation Wove
 T - Tyvek

W - White Wove
 WT - White Tag

1 COMMERCIALS AND OFFICIALS

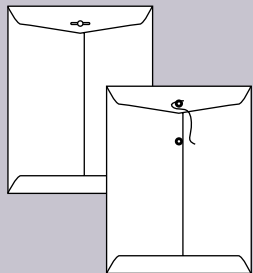
● = Regulars - stocking item
 ★ = Windows - stocking item

All sizes available to order in any style and paper grade.



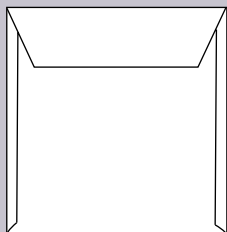
Size	Dimensions	White Wove	Confetti Tint Blue	Confetti Tint Black	Brown Kraft	Colored Wove	Air Mail Envelope	PrintMaster® Recycle Wove
6¼	3½ x 6	● ★						
6¾	3⅝ x 6½	● ★	● ★	● ★	●	● ★		● ★
7	3¾ x 6¾	● ★						
7¾	3⅞ x 7½	● ★	● ★		●			
Monarch	3⅞ x 7½	● ★	●		●			
Check	3⅝ x 8⅝	● ★	● ★	★	●			
9	3⅞ x 8⅞	● ★	● ★	● ★	●	● ★		● ★
10	4⅞ x 9½	● ★	● ★	● ★	●	● ★	● ★	● ★
11	4½ x 10⅜	● ★			●			
12	4¾ x 11	●			●			
14	5 x 11½	●			●			

2 CLASP OR STRING & BUTTON



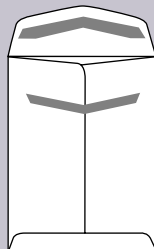
Item	B	G	H
5	3 1/8 x 5 1/2	•	
10	3 3/8 x 6	•	
15	4 x 6 3/8	•	
11	4 1/2 x 10 3/8	•	
25	4 5/8 x 6 3/4	•	
35	5 x 7 1/2	• •	
14	5 x 11 1/2	• •	
50	5 1/2 x 8 1/4	•	
55	6 x 9	• •	
63	6 1/2 x 9 1/2	• • •	
68	7 x 10	•	
75	7 1/2 x 10 1/2	• • •	
83	8 1/2 x 11 1/2	•	
95	10 x 12	•	
97	10 x 13	• • •	
98	10 x 15	•	
105	11 1/2 x 14 1/2	• • •	
110	12 x 15 1/2	• • •	

3 SQUARES



Size	W
6 1/2 x 6 1/2	•
7 1/2 x 7 1/2	•
8 x 8	•
8 1/2 x 8 1/2	•
9 x 9	•
9 1/2 x 9 1/2	•

4 LATEX SEAL



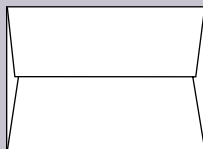
Item	Size	W	B
3 Coin	2 1/2 x 4 1/4		•
5 1/2 Coin	3 1/8 x 5 1/2		•
7 Coin	3 1/2 x 6 1/2		•
1 Scarf	4 5/8 x 6 3/4		•
4 1/4 Scarf	5 1/2 x 7 1/2		•
1	6 x 9	•	•
1 3/4	6 1/2 x 9 1/2	•	•
3	7 x 10		
6	7 1/2 x 10 1/2	•	•
10 1/2	9 x 12	•	•
12 1/2	9 1/2 x 12 1/2	•	•
13 1/2	10 x 13	•	•
14 1/2	11 1/2 x 14 1/2	•	•
15 1/2	12 x 15 1/2	•	•

5 FIRST CLASS MAIL



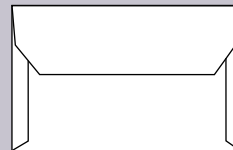
Item	Size	W	B
6	7 1/2 x 10 1/2	•	•
10	9 x 12	•	•
12 1/2	9 1/2 x 12 1/2	•	•
13 1/2	10 x 13	•	•

6 A-STYLE



Item	Size	W	PW
A-2	4 3/8 x 5 3/4	•	•
A-6	4 3/4 x 6 1/2	•	•
A-7	5 1/4 x 7 1/4	•	•
A-8	5 1/2 x 8 1/8	•	
A-9	5 3/4 x 8 3/4	•	
A-10	6 x 9 1/2	•	
Slimline	3 7/8 x 8 7/8	•	

7 DOCUMENT



Size	B (Ungummed)	B (gummed)
9 x 12	•	•
9 1/2 x 12 1/2	•	•
10 x 15	•	•

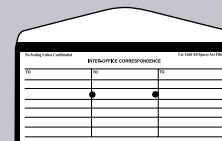
Gummed or Ungummed

8 INTER-OFFICE, OPEN END



Size	B
9 1/2 x 12 1/2	•
10 x 13	•

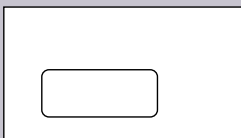
9 INTER-OFFICE, OPEN SIDE



Size	M
11 (4 1/2 x 10 3/8)	•

10 STANDARD WINDOW SIZES AND POSITIONS

Size	Standard Size Window	Standard Position from	
		Left	Bottom
6 ¹ / ₄ Window	1 ¹ / ₈ x 4 ¹ / ₂	3/4"	1/2"
6 ³ / ₄ Window	1 ¹ / ₈ x 4 ¹ / ₂	7/8"	1/2"
7 Window	1 ¹ / ₈ x 4 ¹ / ₂	7/8"	1/2"
7 ³ / ₄ Window	1 ¹ / ₈ x 4 ¹ / ₂	7/8"	1/2"
8 ⁵ / ₈ or Check Window	1 x 4	1"	3/4"
9 Window	1 ¹ / ₈ x 4 ¹ / ₂	7/8"	1/2"
10 Window	1 ¹ / ₈ x 4 ¹ / ₂	7/8"	1/2"
Right 10 Window	1 ¹ / ₈ x 4 ¹ / ₂	7/8" (right)	1/2"
11 Window	1 ¹ / ₈ x 4 ¹ / ₂	7/8"	1/2"



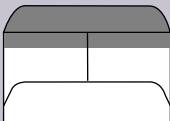
11 REMITTANCE OR WALLET FLAP



Item	Size	FLAP W	C
6 ¹ / ₄	3 ¹ / ₂ x 6	3 ³ / ₁₆	• •
6 ¹ / ₂	3 ¹ / ₂ x 6 ¹ / ₄	3 ³ / ₈	• •
6 ³ / ₄	3 ⁵ / ₈ x 6 ¹ / ₂	3 ¹ / ₂	• •
9	3 ⁷ / ₈ x 8 ⁷ / ₈	3 ⁵ / ₈	•

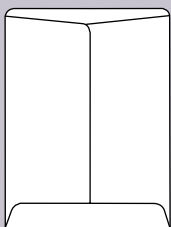
Packaged flaps extended.

12 SECUROMAIL®



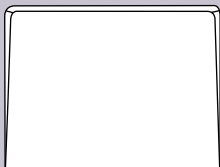
Size	B
5 ¹ / ₂ x 11 ¹ / ₂	•
6 x 12	•

13 JOB TICKET



Size	B	M
8 ³ / ₄ x 11 ¹ / ₄	•	•
9 ¹ / ₂ x 12	•	•

14 FILE-VELOPE



Size	MT	M	WT
9 x 11 ³ / ₄	•	•	•

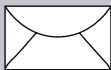
with 1/4" tab

15 AIR MAIL



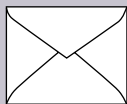
Item	Size	W
10	4 ¹ / ₈ x 9 ¹ / ₂	•

16 DRUG AND PAY



Item	Size	W
1 Drug	1 ³ / ₄ x 2 ⁷ / ₈	•
2 Drug	2 ¹ / ₁₆ x 3 ¹ / ₂	•
3 Drug	2 ⁵ / ₁₆ x 3 ⁵ / ₈	•
2 Pay	2 ¹ / ₂ x 4 ¹ / ₄	•

17 BARONIAL



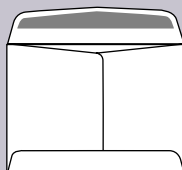
Item	Size	W
4 Baronial	3 ⁵ / ₈ x 5 ¹ / ₈	•
5 Baronial	4 ¹ / ₈ x 5 ¹ / ₂	•
5 ¹ / ₂ Baronial	4 ³ / ₈ x 5 ³ / ₄	•
6 Baronial	4 ³ / ₄ x 6 ¹ / ₂	•

18 OFFICIAL M1 COUPON



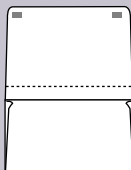
Size	Plain	Printed
4 x 8 ¹ / ₄	•	•

19 BUSINESS MAILER



Size	B
9 x 12	•
9 ¹ / ₂ x 12 ¹ / ₂	•
10 x 13	•

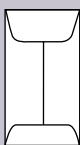
20 HITCH-HIKER



Size	Overall Size When Open	Flap Sealed Ready For Mail	Flap Sealed On Return
No. 1	8 ³ / ₈ x 6 ¹ / ₂	4 ¹ / ₄ x 6 ¹ / ₂	3 ⁵ / ₈ x 6 ¹ / ₂
No. 2	8 ³ / ₈ x 8 ⁷ / ₈	4 ¹ / ₄ x 8 ⁷ / ₈	3 ⁵ / ₈ x 8 ⁷ / ₈

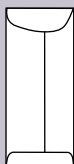
Available in white wove

21 COIN



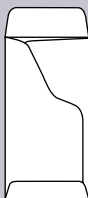
Item	Size	W	B	M
1	2 ¹ / ₄ x 3 ¹ / ₂	•	•	•
3	2 ¹ / ₂ x 4 ¹ / ₄	•	•	•
4	3 x 4 ¹ / ₂	•	•	•
4 ¹ / ₂	3 x 4 ⁷ / ₈	•	•	•
5	2 ⁷ / ₈ x 5 ¹ / ₄	•	•	•
5 ¹ / ₂	3 ¹ / ₈ x 5 ¹ / ₂	•	•	•
6	3 ³ / ₈ x 6	•	•	•
7	3 ¹ / ₂ x 6 ¹ / ₂	•	•	•

22 POLICY



Item	Size	W	B
#10	4 ¹ / ₈ x 9 ¹ / ₂	•	•
#11	4 ¹ / ₂ x 10 ³ / ₈	•	•
#14	5 x 11 ¹ / ₂	•	•

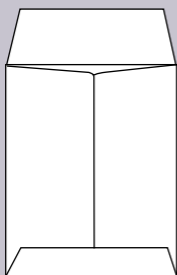
23 DRIVE-IN BANKING



Size	OPEN END
3 ³ / ₄ x 7	•

24 JUMBO

All available in Gummed, Ungummed, Clasp, or String & Button



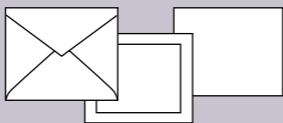
OPEN END (cont'd)

Size	B	W	G
13 x 15	•	•	
13 x 16			•
13 x 17	•	•	•
13 x 19	•	•	•
13 x 23	•		
13 1/2 x 13 1/2	•	•	
13 1/2 x 18 1/2	•		•
14 x 16	•	•	
14 x 17			•
14 x 18	•	•	•
14 x 21	•	•	•
14 x 24	•		
14 1/2 x 14 1/2	•		
15 x 18	•	•	•
15 x 20	•	•	•
15 x 22	•	•	•
15 x 25	•		
15 1/2 x 15 1/2	•		
16 x 20	•	•	•
16 x 26	•		
16 1/2 x 16 1/2	•		
17 x 22	•	•	•
17 x 27	•		
17 1/2 x 17 1/2	•		
17 1/2 x 20 1/2	•		
18 x 23	•	•	•
18 1/2 x 18 1/2	•		
18 1/2 x 20 1/2	•		
19 x 26	•	•	
19 1/2 x 19 1/2	•		
20 x 25	•		•
20 x 30	•		
20 1/2 x 20 1/2	•		
21 x 24	•		
21 1/2 x 21 1/2	•		
22 x 27	•	•	•

OPEN END

Size	B	W	G
9 x 16	•	•	
9 x 18	•		
10 x 16	•	•	
10 x 18	•		
10 x 22	•		
11 x 14	•	•	
11 x 17	•	•	
11 x 21	•		
11 1/2 x 11 1/2	•	•	
11 1/2 x 12 1/2	•		
11 1/2 x 13 1/2	•		
11 1/2 x 17 1/2			•
12 x 17	•	•	
12 x 18			•
12 x 22	•		
12 1/2 x 12 1/2	•	•	
12 1/2 x 14 1/2	•		
12 1/2 x 16	•	•	•
12 1/2 x 18 1/2	•	•	•
12 1/2 x 20 1/2	•		

25 SOCIAL & COMMERCIAL ANNOUNCEMENTS

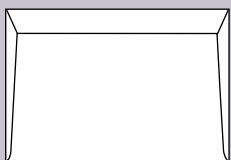


Item	Size	Panel
4 BARONIAL		
Envelope	3 5/8 x 5 1/8	
Panel Card	3 1/2 x 4 7/8	1/2"
Plain Card	3 1/2 x 4 7/8	
Plain Folder	4 7/8 x 7	
Panel Folder	4 7/8 x 7	1/2"
5 BARONIAL		
Envelope	4 1/8 x 5 1/2	
Panel Card	4 x 5 1/4	1/2"
Plain Card	4 x 5 1/4	
5 1/2 BARONIAL		
Envelope	4 3/8 x 5 3/4	
Panel Card	4 1/4 x 5 1/2	1/2"
Plain Card	4 1/4 x 5 1/2	
Plain Folder	5 1/2 x 8 1/2	
Panel Folder	5 1/2 x 8 1/2	1/2"
6 BARONIAL		
Envelope	4 3/4 x 6 1/2	
Panel Card	4 5/8 x 6 1/4	5/8"
Plain Card	4 5/8 x 6 1/4	
Plain Folder	6 1/4 x 9 1/4	
Panel Folder	6 1/4 x 9 1/4	5/8"
LEE		
Envelope	5 1/4 x 7 1/4	
Panel Card	5 1/8 x 7	5/8"
Plain Card	5 1/8 x 7	
Plain Folder	6 5/8 x 10	
Panel Folder	6 5/8 x 10	3/4"

Available in bright white and cream ivory

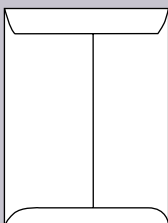
All sizes in this brochure are Standard Industry Sizes and do not necessarily indicate stocking items.

26 BOOKLETS



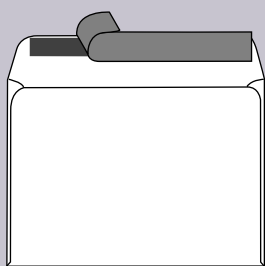
Item	Size	W	B	G	M	T
3	4 ³ / ₄ x 6 ¹ / ₂	•				
4 ¹ / ₂	5 ¹ / ₂ x 7 ¹ / ₂	•				
5	5 ¹ / ₂ x 8 ¹ / ₈	•				
6	5 ³ / ₄ x 8 ⁷ / ₈	•				
6 ¹ / ₂	6 x 9	•	•			
6 ⁵ / ₈	6 x 9 ¹ / ₂	•				
6 ³ / ₄	6 ¹ / ₂ x 9 ¹ / ₂	•				
7 ¹ / ₄	7 x 10	•				
7 ¹ / ₂	7 ¹ / ₂ x 10 ¹ / ₂	•				
9	8 ³ / ₄ x 11 ¹ / ₂	•				
9 ¹ / ₂	9 x 12	•	•	•	•	•
10	9 ¹ / ₂ x 12 ⁵ / ₈	•	•		•	
13	10 x 13	•	•	•		•

27 CATALOG



Item	Size	W	B	G	M	T
1 Scarf	4 ⁵ / ₈ x 6 ³ / ₄	•	•		•	
6 Scarf	5 ¹ / ₂ x 8 ¹ / ₄	•	•			
1 Catalog	6 x 9	•	•	•	•	•
1 ³ / ₄ Catalog	6 ¹ / ₂ x 9 ¹ / ₂	•	•		•	•
3 Catalog	7 x 10	•	•	•	•	•
6 Catalog	7 ¹ / ₂ x 10 ¹ / ₂	•	•		•	•
9 ³ / ₄ Catalog	8 ³ / ₄ x 11 ¹ / ₄	•	•		•	•
10 ¹ / ₂ Catalog	9 x 12	•	•	•	•	•
12 ¹ / ₂ Catalog	9 ¹ / ₂ x 12 ¹ / ₂	•	•	•	•	•
13 ¹ / ₂ Catalog	10 x 13	•	•	•	•	•
15 Catalog	10 x 15	•	•		•	•
14 ¹ / ₂ Catalog	11 ¹ / ₂ x 14 ¹ / ₂	•	•	•	•	•
15 ¹ / ₂ Catalog	12 x 15 ¹ / ₂	•	•		•	•

28 PEEL & SEEL®



BOOKLET

Size	W
9 x 12	•
9 ¹ / ₂ x 12 ⁵ / ₈	•

COMMERCIAL

Size	W
4 ¹ / ₈ x 9 ¹ / ₂	•

CATALOG

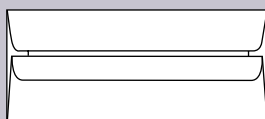
Size	W	B	G
6 x 9	•	•	
6 ¹ / ₂ x 9 ¹ / ₂	•	•	
7 ¹ / ₂ x 10 ¹ / ₂	•	•	
9 x 12	•	•	•
9 ¹ / ₂ x 12 ¹ / ₂	•	•	•
10 x 13	•	•	•
10 x 15	•	•	
11 ¹ / ₂ x 14 ¹ / ₂	•	•	
12 x 15 ¹ / ₂	•	•	

FIRST CLASS MAILERS

Booklet	Size	W
	9 ¹ / ₂ x 12 ⁵ / ₈	•
	10 x 13	•

Catalog	Size	W	B
	9 x 12	•	
	9 ¹ / ₂ x 12 ¹ / ₂	•	•
	10 x 13	•	

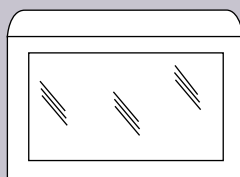
29 SIMPLE SEAL®



Item	Size	W
6 ³ / ₄	3 ⁵ / ₈ x 6 ¹ / ₂	
#10	4 ¹ / ₈ x 9 ¹ / ₂	•

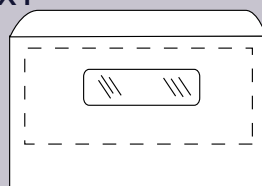
Available in Regulars and Windows

30 PERFECT VISION DISPLAY®



	Size	Window	W
Regular Gum	6 x 9	4 x 7	•
	9 x 12	6 ¹ / ₂ x 9 ¹ / ₂	•

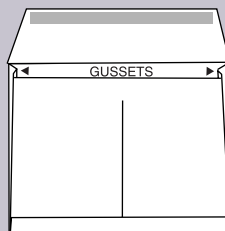
31 PROXY



Size	Poly Window	H
9 x 12	1 ¹ / ₄ x 3 ¹ / ₄	•
3 ⁵ / ₈ x 8 ¹ / ₂ pocket		

Poly Window 3³/₄" Left, 6" Bottom

32 EXPANSION



Size
4 x 9 ¹ / ₂ x 2
5 x 11 x 2
5 x 11 x 3
10 x 12 x 1 ¹ / ₂
10 x 12 x 2
10 x 13 x 1 ¹ / ₂
10 x 13 x 2
10 x 15 x 2
11 x 14 ¹ / ₂ x 2
11 x 15 x 2
12 x 15 x 2
12 x 15 x 3
12 x 16 x 2