

Single piece mailer reference guidelines v1.0

Requirements for creating envelope designs from one continuous sheet of paper

These instructions are to help you design a rectangular or square mail piece which has been folded and sealed along its edges which has been created from one continuous sheet of paper.

Any unfolded edges must be sealed by glue spots or a continuous glue line so your mail piece is robust and it can be processed via our machines and delivered in perfect condition. Creative inserts are allowed as we recognise these may enhance your mail piece and details of insert requirements are provided.

The details in this shortened checklist are taken from the Royal Mail ‘Requirements for creating envelope designs from one continuous sheet of paper’. The full specifications can be found and referred to in this aforementioned Royal Mail document and in the Royal Mail’s User Guide, which must be referred to for full compliance when preparing your Letters.¹ All other requirements for mail presentation and specifically OCR and CBC letters apply as detailed in the relevant appendices in the Royal Mail Access Letters User Guide.

There are 3 generic envelope designs created using one continuous sheet of paper, and information for each is provided. The table below provides a summary of the generic design features.

Generic construction	Features and construction
1. Sealing and flap requirements	Generic construction required for all 3 generic creative designs
Generic design	Features and construction
2. Standard	One sheet of paper with one fold on the outer edge, sealed on all 4 edges and opens into a single letter
3. Standard + coupon	As above but with the addition of including a small booklet
4. Standard including feature content	As standard but when open it unfolds in to a feature article such as a brochure or poster

1. Sealing and flaps

These requirements apply to all creative designs.

1.1. Sealing:

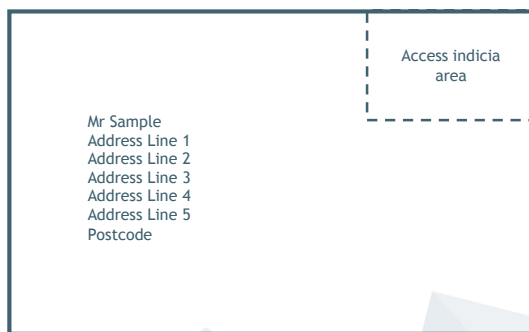
- The mail piece must be securely sealed
- The glue must not be brittle or easily broken
- The viscosity of the glue must be sufficient to ensure that the glue does not run out onto the front face and doesn’t produce protruding mounds on the mail piece



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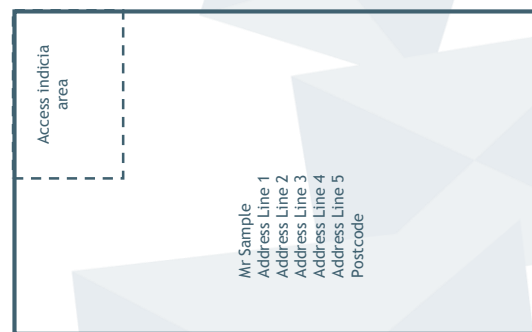
- The cure time for the glue must be sufficient to ensure that it has fully cured prior to posting
- The glue must not seep to the outside of the mail piece
- The bottom edge of the mail piece must be a fold. This is to ensure the fold is on the bottom edge when presented to the machines:
 - For landscape mail pieces this is the longest edge beneath the delivery address, please see illustration 1²
 - For portrait mail pieces (CBC only) this is the longest edge on the left of the mail piece, please see illustration 2

Illustration 1 - Landscape orientation



Reference edge

Illustration 2 - Portrait orientation



Reference edge

1.2. Flaps

Where flaps are present they must comply with the following requirements:

- All edges, other than the fold must be glued
- The sealing of the flap must meet the gluing requirements outlined above (either spot or continuous glue seal)
- The minimum fold for a flap is 25mm
- The maximum fold for a flap depends on the mail piece size, but the edge of the flap must be 40 mm or more from the bottom of the mail piece
- For OCR mail pieces where the flap is on the front (i.e. where the delivery address and indicia are), the edges of the flap must not interfere with the 'tag code' clear zone³

2. Standard design and construction

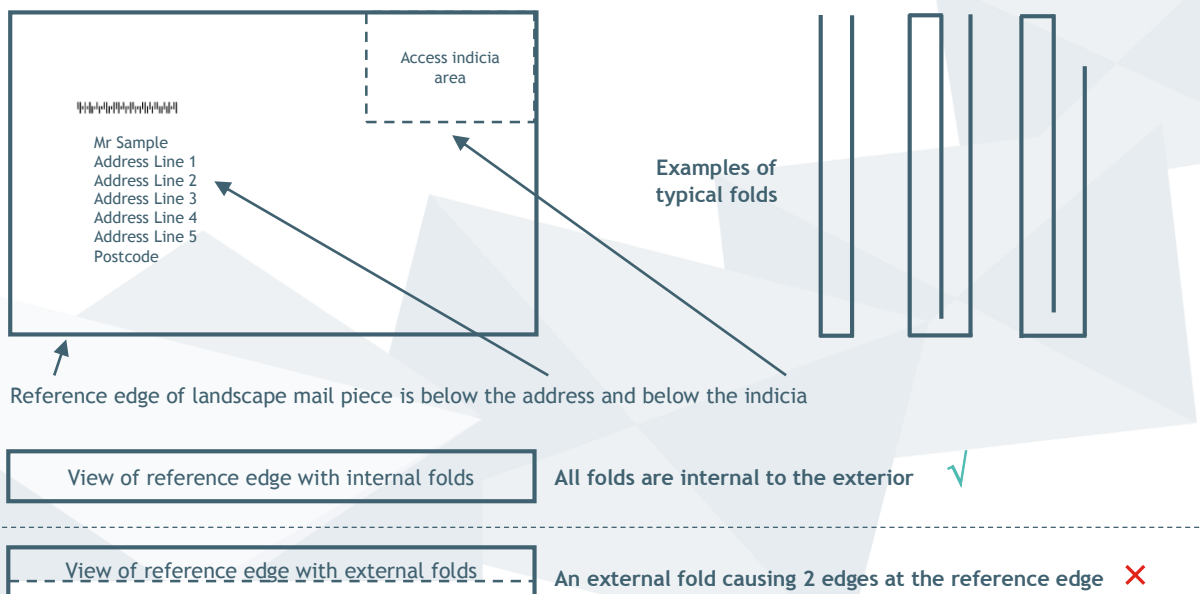
In addition to the requirements in section 1 when a mail piece is created out of one continuous sheet of paper with one or more folds then the following requirements also apply:



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- The peel adhesion strength of the glue must be $\geq 0.4N$ or fibre tear must be exhibited on separation
- The paperweight must be \geq than 100 gsm
- The face of paper on which the delivery address is printed must be $>85\%$ opaque to prevent any character on the reverse side showing through
- If the mail piece has multiple folds these must be tucked inside so that there is only one fold on the outer of the mail piece. If multiple folds are used, they must be glued such that all edges of the mail piece are fully sealed. Concertina folding is not accepted. Please see illustration 3 below
- The glue weld must be ≤ 80 microns thick
- The mail piece must be securely sealed by a number of glue spots or by a continuous glue line

Illustration 3 - Single mail piece folding



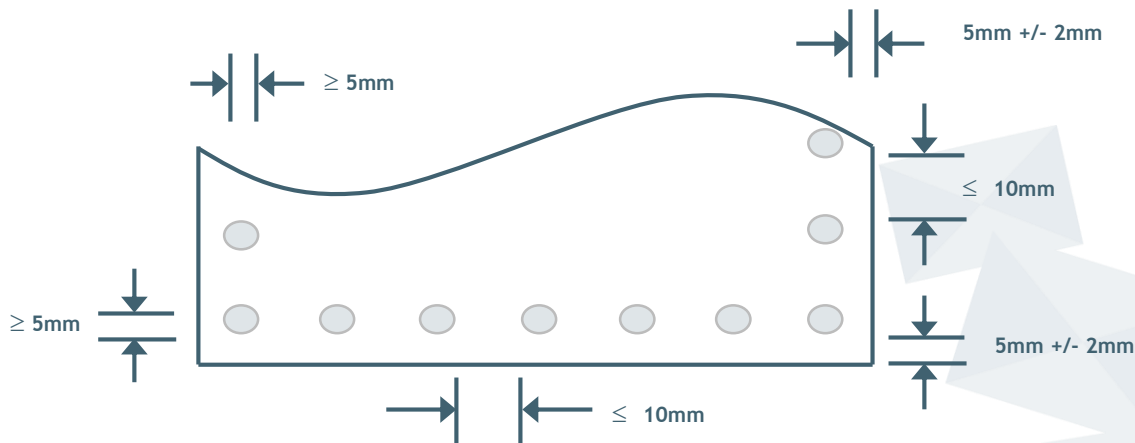
2.1. Spot gluing on a standard design

- The distance between the two closest edges of the spots must be $\leq 10mm$
- The size of the spot must be $\geq 5mm$ in diameter
- The maximum distance from the edge of the mail piece for the glue spots is $5mm \pm 2mm$, please see illustration 4 below



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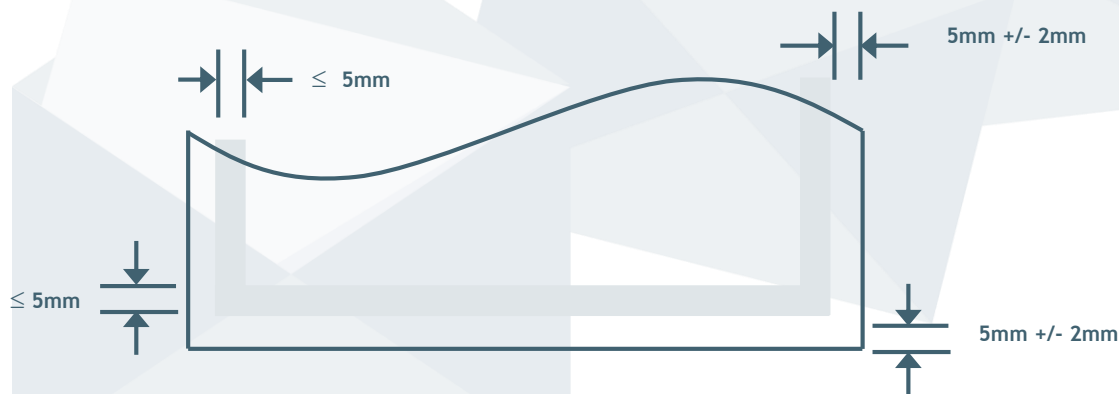
Illustration 4 - Spot gluing on standard design



2.2. Continuous gluing on a standard design

- The glue line must be $\leq 5\text{mm}$ wide
- The maximum distance from the edge of the mail piece for the glue strip is $5\text{mm} \pm 2\text{mm}$, please see illustration 5

Illustration 5 - Continuous gluing on standard design



2.3 General advice for a standard design

It is advisable to leave a 10mm clear zone around the perimeter of sheet clear of print to ensure the adhesive properties of the glue are not impaired due to the properties of the printing ink, see illustration 6 below.



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Illustration 6 - General advice for a standard design



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3. Inclusion of a booklet

This design is to allow the inclusion of a small booklet (e.g. coupons or vouchers). It is folded 3 times to produce a pocket in which the small coupon or voucher booklet can be inserted. In addition to the requirements in section 1 when then the following also apply:

3.1 Design

- The mail piece must be 165mm + / - 5mm x 145mm + / - 5mm
- A 165mm x 145mm mail piece is formed from a sheet of paper 395mm x 165mm, and it is folded as follows:
 - Fold 1 - 70mm from bottom edge to form a pocket that holds inserted coupon book
 - Fold 2 - 215mm from bottom forms back of mail piece
 - Fold 3 - 360mm from bottom of sheet forms sealing flap 35mm deep
- The booklet inserted must be $\leq 85\text{mm} \times \leq 130\text{mm}$ in size
- The maximum thickness for the mail piece, including the insert, is 1mm
- The booklet must be stuck to the back of the mail piece to preventing movement of the insert during processing
- The paper weight must be ≥ 115 gsm
- The mail piece weight must be $\leq 15\text{g}$

3.2. Gluing requirements

- The sides of the mail piece (excluding the flap) must be sealed with continuous 10mm band of adhesive, to the edge of the mail piece the peel adhesion strength of the glue used for the side seals must be $\geq 0.25\text{N}$ or fibre tear must be exhibited on separation.
- The long edge of the flap must be sealed with:
 - Single 6mm-9mm wide line of adhesive, or 2 lines of adhesive that are 2-3mm wide and 2-3mm apart
 - The adhesive must be no more than 5mm from the edge of the flap
- The sides of the flap must be sealed to the edge of the mail piece with single 6mm-9mm wide line of adhesive, or 2 lines of adhesive that are 2mm-3mm wide, and 2mm-3mm apart
- The peel adhesion strength of the glue used for the flap must be $\geq 0.2\text{N}$ or fibre tear must be exhibited on separation

Please see illustrations 7 & 8 below for clarity.



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Illustration 7 - Coupon mailer dimensions

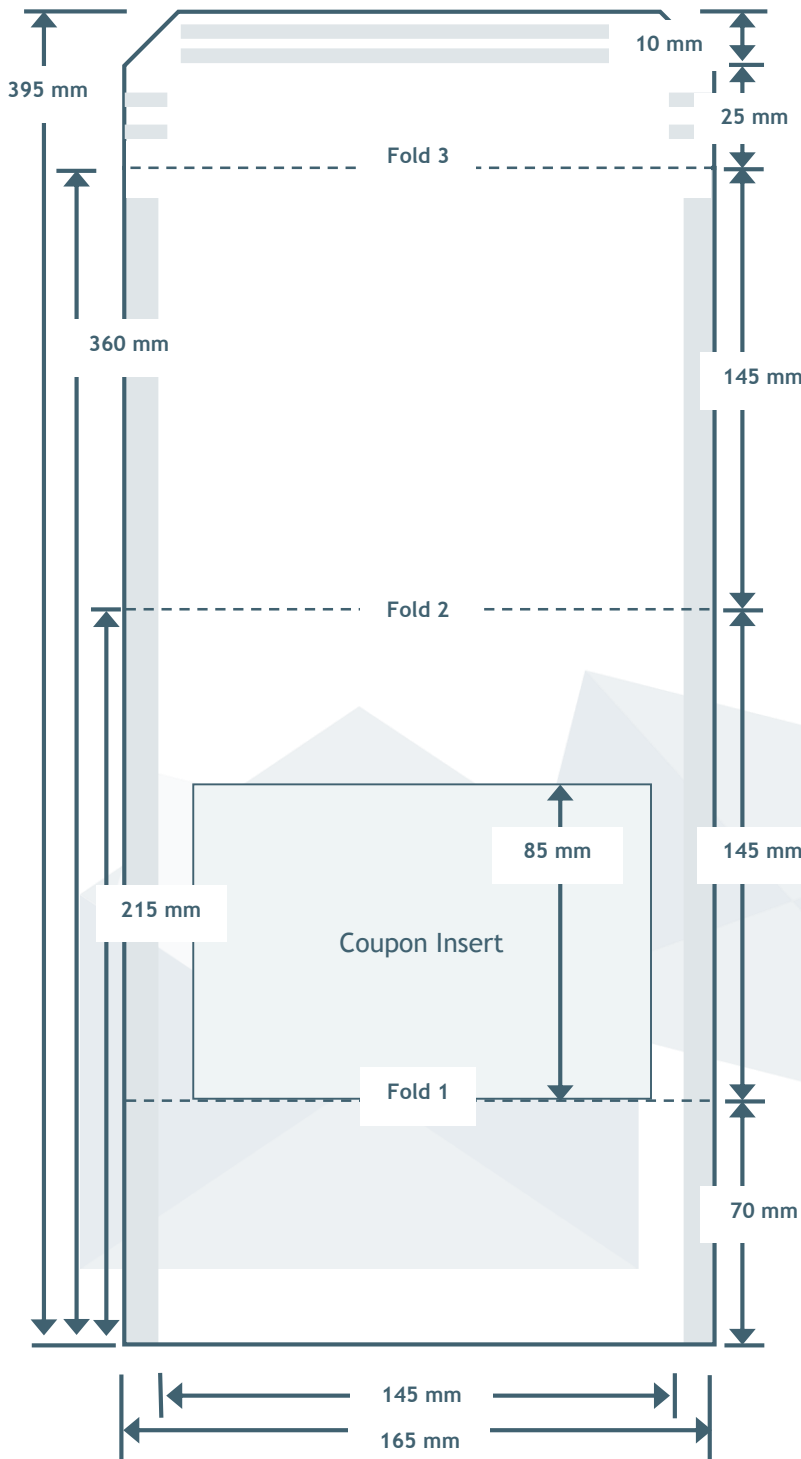
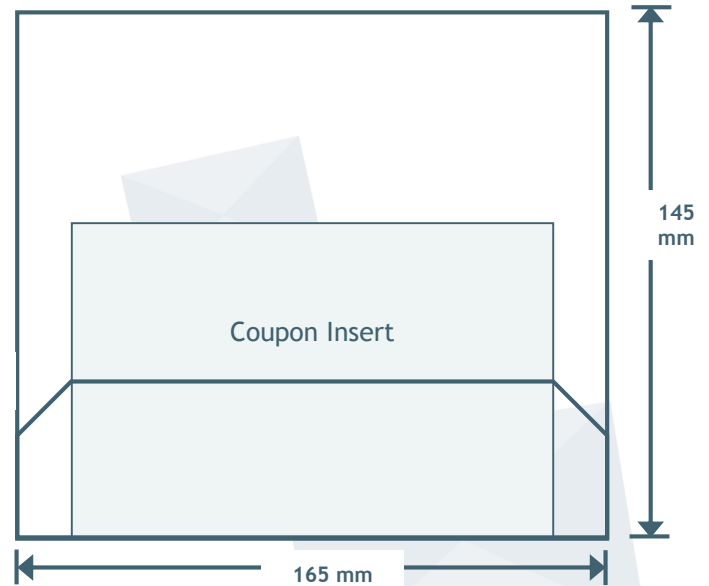


Illustration 8 - Finished coupon mailer



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4. Standard design with feature article

This design is folded and designed to open out into a full page feature such as a brochure or poster that is not damaged by fibre tear as a result of gluing.

4.1. Design

- The fold must be on the bottom edge for landscape mail pieces and on the left edge for portrait mail pieces. This is to ensure the fold is on the bottom edge when the mail piece is presented to Royal Mail's machines
- Inserts are not permitted;
- The mail piece may have a maximum of 2folds
- The paper weight must be 150gsm-190 gsm
- The paper must have a thickness of 130-175 microns

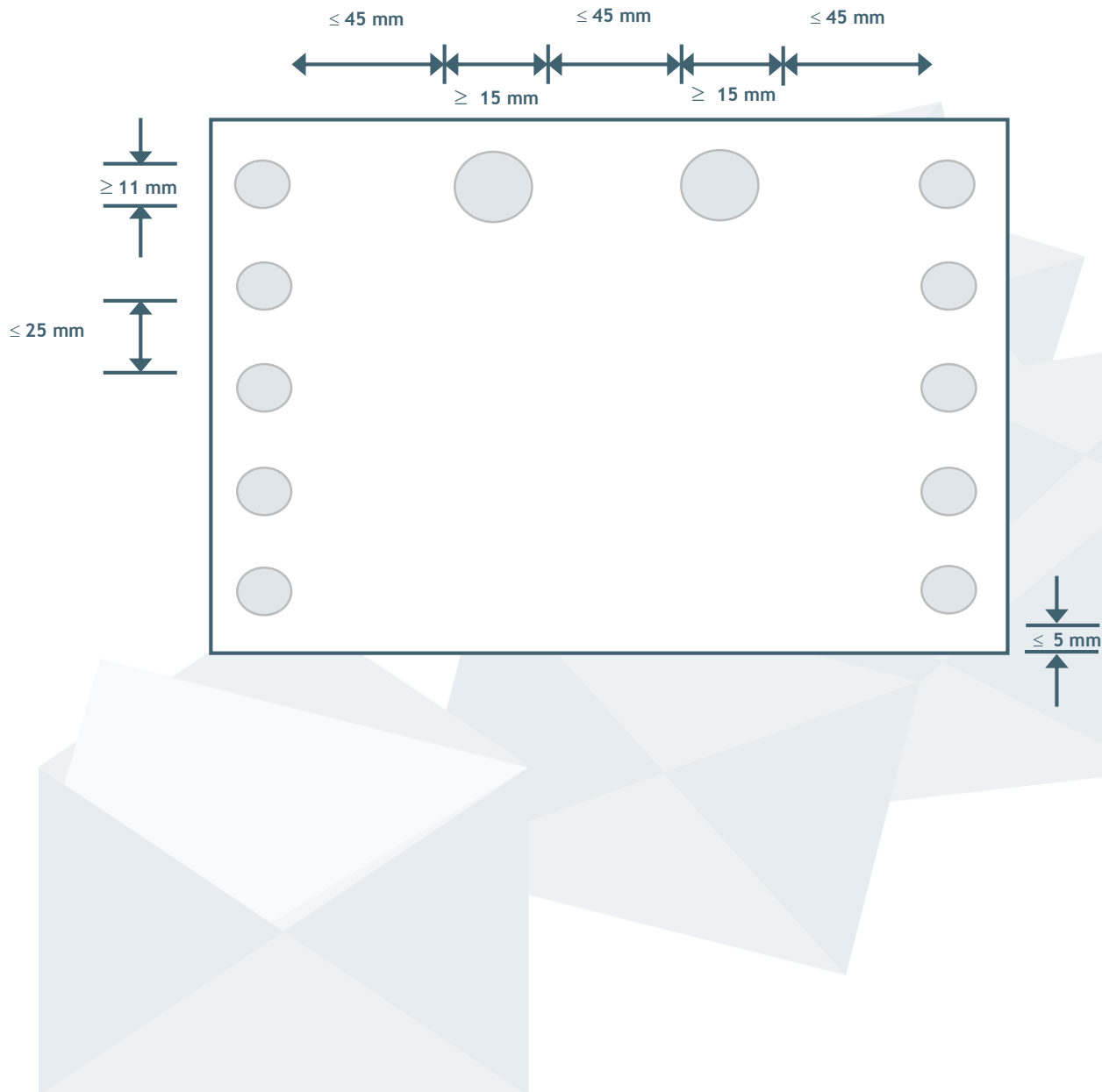
4.2. Gluing requirements

- The sides of the mail piece (excluding the flap) must be sealed with adhesive spots that are $\leq 5\text{mm}$ from the edge of the mailer. The glue spots on the side seals must have:
 - A peak peel adhesion strength of $\geq 0.2\text{N}$
 - Be $\geq 11\text{m}$ in diameter
 - Be $\leq 25\text{mm}$ apart.
- The long edge glue seal must:
 - Have a peak peel adhesion strength $\geq 0.25\text{N}$
 - Be $\geq 15\text{m}$ in diameter
 - Be $\leq 45\text{mm}$ apart
- The glue weld must be ≤ 80 microns thick



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Illustration 9 - Gluing requirements



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¹ For Downstream Access Services through Citipost Mail the full Royal Mail Access User Guide and particularly Royal Mails 'Requirements for creating envelope designs from one continuous sheet of paper' must be referred to when preparing a single piece mailer. Customers must ensure their posting complies with the most up to date Royal Mail User Guides and schedules; this 'Citipost Mail Single piece mailer reference guidelines' is a reference guide only. To ensure your single piece mailer also adheres to any Royal Mail machinable tariffs please refer to the following appendices to the Royal Mail Access User Guide: Appendix G - Using Optical Character Recognition (OCR) and Appendix H - Using Customer Barcode (CBC)

² Figures are not to scale

³ For information on clear zones please refer to the Royal Mail Access User Guide

