

Mailmark User Guide Review 04 February 2025

Mailmark Letters

Ref.	Section	Original Text	New Text	Rationale
1.1	Physical	Content / Inserts The spines on booklet inserts should be located on the reference edge.	Unchanged text. Risk changed from low to High.	
		Material Envelopes must be made from paper only and have NO open apertures	Mailpieces must be made from paper only and have NO open apertures	Clarification
		Reference Edge The reference edge must also be a fold.	The reference edge must be a fold.	Clarification
		Paper Weight Recommended minimum 200gsm for postcards	Recommended minimum 250gsm for postcards	
		Logos & Advertising Any graphic outside of the indicia area, which looks like a payment indicia. e.g. stamp, PPI should be avoided.	Any graphic outside of the indicia area, which looks like a payment indicia. e.g. stamp, PPI indicium should be avoided.	Textual clarification
1.3	Delivery Address	10-12pt font	A minimum of 10-12pt font Now a mandatory requirement	Smaller fonts are more difficult to read.
	Return Address	Return Address Example	Letter Gothic example provided	Additional example
		Content The return address must be a PAF address that includes a premise element, thoroughfare element, locality, and the postcode.	New footnote- Freepost Name addresses are not acceptable as a Return Address.	Reiteration- Freepost Name Addresses are not PAF addresses.

Ref.	Section	Original Text	New Text	Rationale
1.3 Cont.	Return Address Cont.	Fonts	Italic, bold, pseudo script, serifs, computer zero (Ø) and underlining must not be used.	Clarification- These use of these attributes would make the Return Address more difficult to read. (aligned to the Delivery Address requirements.
		Print Quality	The Delivery Address block MUST be printed using a dark colour (preferably black) on a light background.	Reiteration of existing requirement.
		Location The return address must be either located: <ul style="list-style-type: none"> On the back of the Letter and centred within the top 40mm. This is the preferred location as it avoids any confusion with the Delivery Address block (See Figure 14). On the front of the Letter in the top left corner with no element closer than 75mm to the right edge and no closer than 12mm to the Delivery Address. (See Figure 15 & Figure 16). 	The return address must within the top 40mm of the mailpiece and may be located :- <ul style="list-style-type: none"> On the back of the Letter and centred. This is the preferred location as it avoids any confusion with the Delivery Address block (See On the front of the Letter from the top left corner to the left end of the indicia area, with no element closer than 75mm from the right edge and no closer than 12mm to the Delivery Address. (See Figure 16 & Figure 17). 	Clarification of the location options
2.6	Other Physical Mailmark Letter Reqt.		Section restructured to provide sections for :- <ul style="list-style-type: none"> One Piece & Paper Wrap Letter Mailers Perforated Letter Mailers Tabbed mailers 	All perforated mailers designs are now within the same section.

Ref.	Section	Original Text	New Text	Rationale
1.6.1.1	One Piece & Paper Wrap Letter Mailers	One-Piece Mailer / Paper Wrap Purpose- This option covers the multi-fold mailer, together with designs that provide a one-piece alternative to the traditional envelope.	Advertising Paper Wrap Letters This option is a two-fold mailer with permanently sealed sides that provides a one-piece alternative to the traditional envelope. It has a single fold on the (reference) edge on which the mail is processed and a folded opening flap along the top edge of the mailpiece.	Clarification – this is not intended to be a roll-fold design.
		Purpose- This option covers the multi-fold mailer, together with designs that provide a one-piece alternative to open or poly-wrapped large letters that are no more than 248mm long.	This option is a two-fold mailer with permanently sealed sides that provides a one-piece alternative to open or poly-wrapped large letters that are no more than 248mm long. It has a single fold on the (reference) edge on which the mail is processed and a folded opening flap along the top edge of the mailpiece.	Clarification – this is not intended to be a roll-fold design.
		One-Piece Mailer / Paper Wrap- Sealing <u>No Inserts</u> (M) All unfolded sides (including the flap) must be glued using a spot seal or a continuous seal.	<u>No Inserts</u> (M) All unfolded sides (including the flap) must be glued using a spot seal or a continuous seal.	Adding an omission
1.6.1.2	Roll Fold Mailer	-	New section added (based upon tested designs)	New approved Letter design for customers to use.
1.6.1.3	Feature Mailers	This mailer is specifically designed to open out easily into a full-page feature that is not damaged by fibre tear because of adhesive.	This mailer is specifically designed to open out easily into a full-page feature or a 4pp piece of mail that is not damaged by fibre tear because of adhesive. It has a single fold on the bottom (reference) edge on which the mail is processed, and the three remaining edges are sealed.	Clarification
		Dimensions	(M) The front and the back of the mailer must be of equal size.	Additional entry for clarification

Ref.	Section	Original Text	New Text	Rationale
1.6.1.3	Coupon Mailers	This mailer is specifically designed to provide a pocket in which a small booklet can be inserted.	This mailer is specifically designed to provide a pocket in which a small booklet or coupons can be inserted. It has a single fold on the bottom edge and a folded opening flap along the top edge of the mailpiece. The inserts are fixed within the mailer.	Clarification
1.6.1.4	Machineable Postcard		Two references added to state that 'The mailer is not designed to be opened.'	Clarification
1.6.2	ALL		The perforations must be robust enough to remain intact during processing. (M)	Clarification
1.6.1.5	Fold & Seal Mail	Intro – This section defines the specific construction characteristics of the Fold & Seal mailer. This is a one page, folded, sealed mailpiece design with a perforated flap that is designed to open to give access to printed content inside.	This section defines the specific construction characteristics of the Fold & Seal mailer. This is a one page, folded, sealed mailpiece design with a perforated flap that is designed to open to give access to printed content inside. All edges are permanently sealed, there is a permanently sealed flap. The pack opens out into an A4 size mailer by inset perforations. A design variation incorporates a perforated coupon into the perforated flap.	Clarification
1.6.2	Perforated Letter Mail		Document restructured to include all kinds of perforated mailer together in 1 section. This includes the Fold & Seal design.	
1.6.2.1	Roulette Perforated Mailer	Roulette Perforated Mailer	Retitled as Tamper Evident- Roulette Perforated Mailer	Clarification
		The perforated edges must be securely sealed all round from the perforation to the letter edges.	Changed from a High to Mandatory requirement.	Unsealed mail in not machineable.
1.6.2.2	Pressure Seal Perforated Mailer	Pressure Seal Perforated Mailer	Retitled as Tamper Evident- Pressure Seal Perforated Mailer	Clarification

Ref.	Section	Original Text	New Text	Rationale
1.6.2.3	Fold & Seal Mail	Fold Perforation - Perforations are required along the length of Fold 1 and Fold 2 to facilitate construction.	Perforations are required along the length of Fold 1 and Fold 2 to facilitate construction :- <ul style="list-style-type: none"> The perforations must be die cut into the mailpiece. The cut of the perforations along the top edge of the mailpiece must be no more than 2mm, with a bridge of at least 1mm. The cut of the perforations along the bottom (Reference) edge of the mailpiece must be no more than 2mm, with a bridge of at least 1.5mm 	Clarification of original requirements
1.6.2.4	Fold & Seal Mail with Coupon	-	<ul style="list-style-type: none"> New designs included. 	New Fold & Seal Letter design for customers to use.
1.6.2.5	Zip Tie Perforations		<p>New introduction section added :-</p> <p>This section defines the specific construction characteristics of the Zip Tie Perforations. They provide a means of opening a mailpiece by tearing off a single 'zip strip'.</p> <p>Other physical requirements together with Indicia, addressing and Mailmark requirements remain as standard.</p>	Clarification
			<p>Three new requirements added :-</p> <ul style="list-style-type: none"> ¹All sides of the mailpiece must be folded. (M) The zip tie must be robust enough to remain intact during processing. (M) Inserts may be included. (H) 	Clarification

Ref.	Section	Original Text	New Text	Rationale
1.6.3	Tabbed Letter Mailers	<p>Intro</p> <p>This section defines the specific construction characteristics of Tabbed Mailers. These include mailers that are secured with tabs on either 2 or 3 sides. A folded reference edge is always required.</p> <p>Potential Tabbed mailer designs include :-</p> <ul style="list-style-type: none"> • A single sheet folded in half, with a long reference edge and secured with tabs folded over 3 sides • A booklet with a long reference edge and secured with tabs folded over 3 sides • A multiple folded mailer with folds on both long edges i.e. one long edge creating an opening flap and secured with tabs folded over 2 sides and sealing along the long edge flap. 	<p>This section defines the specific construction characteristics of Tabbed Mailers. These include mailers that are secured with tabs on either 2 or 3 sides. A folded reference edge is always required.</p> <p>A minimum of 3 tabs are required, with 5 tabs being required for thicker items.</p> <p>Potential Tabbed mailer designs include :-</p> <ul style="list-style-type: none"> • A single sheet folded in half, with a long reference edge and secured with tabs folded over 3 sides • A booklet with a long reference edge and secured with tabs folded over 3 sides • A multiple folded mailer with folds on both long edges i.e. one long edge creating an opening flap and secured with tabs folded over 2 sides and sealing along the long edge flap. <p>Other physical requirements together with Indicia, addressing and Mailmark requirements remain as standard.</p>	Clarification
		<p>Tab width / diameter must be no less than 25mm at the edge of the mailer when measured on both sides.</p>	<ul style="list-style-type: none"> • The minimum diameter / width for the tab must be no less than 25mm. • Each tab must be folded such that equal proportions of the tab are adhered to the front and back of the mailpiece. e.g. 12mm on the front, 1mm on the edge, and 12mm on the back. 	Clarification of existing requirements.

Mailmark Large Letters

Ref.	Section	Original Text	New Text	Rationale
1.1.1	Physical- Generic	-	Aspect Ratio Subject to maximum and minimum dimensions, the length of rectangular mailpieces must be at least 1.4 times greater than the width of the Large Letter. e.g. A Large Letter of 200mm in height would have a minimum length of 280mm ² . (H)	This enables effective presentation to the machine and subsequent processing.
		Content / Inserts	New Requirement Non-metallic Punch & bind bindings on the short edge ³ are acceptable if aligned to left edge of the mailpiece. i.e. To the left for landscape items and at the top for portrait items. (L)	New requirement to cover punch bindings.
		Flexibility The acceptable rigidity or stiffness for a Large Letter must be at least 8N.mm. This is determined using the test below (see Figure 2) :- <ul style="list-style-type: none"> ○ A single Large Letter is placed on a flat surface with the shortest edge of the Large Letter overhanging a straight edge of a flat surface by a horizontal distance of 100mm. ○ The leading edge of the Large Letter is then released and allowed to bend down under its own weight. If the leading edge drops to 40mm or more, then the stiffness is less than 8N/mm and the Large Letter is unmachineable. 	The acceptable rigidity or stiffness for a Large Letter must be at least 8N.mm. This is determined using the test below (see Figure 2) :- <ul style="list-style-type: none"> ○ A single Large Letter is placed on a flat surface with the shortest edge of the Large Letter overhanging a straight edge of a flat surface by a horizontal distance of 100mm (Footnote- Where there is a difference in the weight at the short edges, the heaviest edge must overhang.) ○ The leading edge of the Large Letter is then released and allowed to bend down under its own weight. If the leading edge drops to 40mm or more, then the stiffness is less than 8N/mm and the Large Letter is unmachineable. 	Clarification
1.3	Return Address	Fonts	Italic, bold, pseudo script, serifs, computer zero (Ø) and underlining must not be used. (M)	Clarification- These use of these attributes would make the Return Address more difficult to read. (aligned to the Delivery Address requirements.
1.3	Return Address	Print Quality	The Delivery Address block MUST be printed using a dark colour (preferably black) on a light background. (M)	Reiteration of existing requirement.

² Height @ 200mm x 1.4 = 280mm.

³ Long edge bindings have not yet been evaluated.

Ref.	Section	Original Text	New Text	Rationale
		<p>Location</p> <p>Large Letters over 162mm x 229mm</p> <p>The return address must be located either:</p> <ul style="list-style-type: none"> on the back of the Large Letter and centred within the top 40mm. This is the preferred location as it avoids any confusion with the Delivery Address block (see Figure 9), or on the front of the Large Letter in the top left corner (with no element closer than 75mm to the right edge, and no closer than 12mm to the Delivery Address (see Figure 10- Figure 11). 	<p><u>Large Letters over 162mm x 229mm</u></p> <p>The return address must within the top 40mm of the mailpiece and may be located :-</p> <ul style="list-style-type: none"> On the back of the Large Letter and centred. This is the preferred location as it avoids any confusion with the Delivery Address block (see Figure 9) (M) On the front of the Large Letter from the top left corner to the left end of the indicia area, with no element closer than 75mm from the right edge and no closer than 12mm to the Delivery Address. (see Figure 10- Figure 11). (M) 	<p>Clarification of the location options</p>