

Deliver your brand with Envelope Overprinting



Envelope Overprinting:

- is a cost-effective way to grab your customer's attention, and have them open your mail first
- allows you to maximise customer appeal by including your business logo or a special message
- is a smart way to manage your mail and present your brand to customers (when combined with postage included envelopes).

What is Envelope Overprinting?

Envelope Overprinting allows you to express your brand or deliver a special message to your customers by having the messages printed on your envelopes. With two options to choose from, you'll find a solution that best suits your business needs. The Economy option is perfect if you are more cost-conscious or change envelope designs frequently. The Premium option is perfect if you require a higher quality print finish.

Benefits of Envelope Overprinting

Envelope Overprinting has been designed so your business can enjoy the benefits of a professional looking envelope.

- **Maximise brand exposure** – Your envelope is a blank canvas to help deliver your brand. From simply printing your business logo to a customised direct marketing campaign, you can maximise the customer impact of your mail.
- **Great value** – With free delivery within New Zealand, no minimum order and volume discounts, Envelope Overprinting is great value.
- **Easy to order** – Place your order by post, fax, email, or by phone.
- **Free no obligation proof** – You'll know exactly what the finished article will look like before going to print.

Economy and Premium – two Envelope Overprinting options to choose from

To cover a wide range of business needs, there are two options available to you – Economy and Premium.

The Economy option uses modern print technology and is great if your business is on a tight budget or you change your envelope design frequently.

Premium Envelope Overprinting uses offset printing technology, which is suited to businesses who have more specific or creative design requirements or who require a higher print quality for a truly professional image.



Which option is best for me?

To help you decide which option will suit your needs, the table below gives you a comparison of the Economy and Premium Envelope Overprinting options.

| | Economy Envelope Overprinting | Premium Envelope Overprinting |
|-------------------------------------|---|---|
| Print quality | Medium quality print finish (600dpi resolution) | Professional quality print finish – similar to this brochure |
| Colour range | Maximum of two colours – choose from black, red, light blue, dark blue, navy blue, jade, grass and hunter green | Full colour range including special colours |
| Set-up cost (Prices include GST) | \$11.20 | 1 colour: \$67.40 2 colours: \$89.90 3 colours: \$101.20 4 colours: \$123.60 |
| Delivery cost | Free within New Zealand | |
| Envelope sizes | Any paper envelope up to E35 size (254 x 381mm, height x length) | |
| Lead Time | Delivery of overprinted envelopes within 10 working days from proof approval | |
| Minimum order quantity | None | |
| Maximum order quantity | None – but if you routinely order over 10,000 envelopes we recommend considering BrandPost™, our customised postage included envelope service. You'll find more information about BrandPost™ on page 4. | |

Getting started with Envelope Overprinting

To enjoy the benefits of Envelope Overprinting, please:

- Post, fax or email a completed order form (attached) or call our Customer Service Centre on 0800 501 501.
- Our printer will then contact you for a copy of your electronic design/logo. A free no obligation proof of your envelope design will be sent to you for approval before printing.

Paying

You can pay by:

- Credit card.
- New Zealand Post Account.
- Cheque (phone orders only).

What does Envelope Overprinting cost?

Envelope Overprinting prices are based on the overprinting option chosen, number of envelopes printed and number of colours.

These prices are for printing only and exclude setup cost and the cost of paper postage included envelopes.

Economy Envelope Overprinting prices

| Number of envelopes | One colour Price (incl. GST) | Two colours Price (incl. GST) |
|---------------------|---------------------------------|----------------------------------|
| 1-500 | \$33.70 | \$50.60 |
| 501-1000 | \$44.90 | \$71.90 |
| 1,001-1,500 | \$60.70 | \$93.30 |
| 1,501-2,000 | \$76.40 | \$116.90 |
| 2,001-2,500 | \$92.20 | \$142.80 |
| 2,501-3,000 | \$107.90 | \$168.60 |
| 3,001-3,500 | \$123.60 | \$194.50 |
| 3,501-4,000 | \$139.40 | \$220.30 |
| 4,001-4,500 | \$155.10 | \$246.20 |
| 4,501-5,000 | \$170.90 | \$272.10 |
| per 500 over 5,000 | \$15.70 | \$25.80 |

Premium Envelope Overprinting prices

| Number of envelopes | One colour Price (incl. GST) | Two colours Price (incl. GST) | Three colours Price (incl. GST) | Four colours Price (incl. GST) |
|---------------------|---------------------------------|----------------------------------|------------------------------------|-----------------------------------|
| 1-500 | \$52.80 | \$76.40 | \$263.10 | \$427.20 |
| 501-1000 | \$68.50 | \$101.20 | \$293.40 | \$454.20 |
| 1,001-1,500 | \$79.80 | \$125.90 | \$324.90 | \$473.30 |
| 1,501-2,000 | \$92.20 | \$150.60 | \$346.30 | \$497.00 |
| 2,001-2,500 | \$105.60 | \$175.40 | \$376.60 | \$519.40 |
| 2,501-3,000 | \$120.30 | \$205.70 | \$401.40 | \$528.40 |
| 3,001-3,500 | \$132.60 | \$230.50 | \$429.50 | \$552.10 |
| 3,501-4,000 | \$149.50 | \$255.20 | \$456.50 | \$575.70 |
| 4,001-4,500 | \$160.70 | \$283.30 | \$483.50 | \$598.20 |
| 4,501-5,000 | \$165.20 | \$299.10 | \$511.60 | \$621.80 |
| per 500 over 5,000 | \$11.20 | \$17.90 | \$28.10 | \$28.10 |

Note: Prices are current as at 1 October 2010 and are subject to change without notice. Orders for different envelopes cannot be consolidated to achieve lower pricing. For example, 500 DLE one colour window envelopes and 500 DLE one colour non-window envelopes would be charged as two separate Envelope Overprinting orders.

Paper postage included envelope features:

- A convenient 'all in one' delivery service for sending letters within New Zealand and available for the Standard Post™, FastPost™ and BoxLink™ services.
- A range of sizes (E9, DLE, C5, C4 and E35) and styles (window or non-window). Plastic postage included bags are not suitable for overprinting.
- Standard Post and FastPost postage included envelopes can be posted in any New Zealand Post street posting box.

Below are the prices of some of our more popular paper postage included envelopes. These prices are for the paper postage included envelopes only and exclude the cost of Envelope Overprinting. To see the full range, visit our website at www.nzpost.co.nz/pie.

| Envelope type | Dimensions | Maximum weight | Maximum thickness | Product code | Units per box | Price (incl. GST) |
|--------------------------|---------------|----------------|-------------------|--------------|---------------|-------------------|
| Standard Post | | | | | | |
| DLE Non Window | 114mm x 225mm | 500g | 6mm | BSP5 | 500 | \$332.50 |
| DLE Window | 114mm x 225mm | 500g | 6mm | BSP10 | 500 | \$336.80 |
| DLE Window Tropical Seal | 114mm x 225mm | 500g | 6mm | BSP20 | 500 | \$336.80 |
| C5 Non Window | 162mm x 229mm | 500g | 10mm | BSP50 | 250 | \$324.10 |
| C4 Non Window | 229mm x 324mm | 750g | 20mm | BSP40 | 250 | \$512.50 |
| C4 Window | 229mm x 324mm | 750g | 20mm | BSP41 | 250 | \$514.10 |
| FastPost | | | | | | |
| DLE Window | 114mm x 225mm | 500g | 6mm | BSFP10 | 500 | \$642.40 |
| DLE Non Window | 114mm x 225mm | 500g | 6mm | BSFP5 | 500 | \$638.10 |

Note: Unless otherwise stated all paper postage included envelopes are self seal. Prices are current as at 1 October 2010 and are subject to change without notice.

Other things you should know about Envelope Overprinting

- You can also use the Envelope Overprinting service to print your PermitPost™ envelopes, FreePost™ envelopes and envelopes for franking machines. Blank envelope pricing is available on request.
- The set-up fee, covering printing plates and administration, is applicable for any new design or changes to an existing design or envelope type (e.g. changing from DLE to C4 envelopes).
- When determining printing costs, each envelope type is priced separately.
- If you wish to supply your own envelopes to be overprinted, delivery to our printer is at your cost and the envelopes must meet our specifications. Delivery details are on the attached order form.

BrandPost – our customised postage included envelope service.

For a complete solution that maximises your brand exposure choose BrandPost. With the flexibility of a variety of customisation options, for both inside and outside the envelope, you can take your branding to the next level. We can even take care of the storage and distribution of your envelopes. For more information about BrandPost, or to see if it's right for your business, contact the New Zealand Post Envelope Overprinting service on 0800 501 501. Note: Minimum print runs may apply for the BrandPost service.

Instructions

- Please complete **all** sections.
- Write clearly and neatly in the area provided.
- If faxing this order please **do not** post the original as well.

Sending us your order

- Fax: 0800 801 627
- Post: FreePost 184914, Envelope Overprinting, New Zealand Post, PO Box 4455, Manawatu Mail Centre, Palmerston North 4442
- Phone: 0800 501 501
- Email: envelope.overprinting@nzpost.co.nz

Customer details

Account/Business name

Delivery address

Customer account number (TPID)

Special delivery instructions

Postcode

Contact name

Contact phone ()

Contact fax ()

Customer signature

Date

Name

Email address

Overprinting details**Type of Envelope Overprinting** *(please tick one)*

- Economy option *(product code OPB)*
 Premium option *(product code OP)*

Order type *(please tick one)*

- New order
 Repeat order
 Repeat order with changes *(to be charged as a new order)*

Envelope type *(please tick one and complete table)*

- New Zealand Post postage included envelopes – complete sections a-d of table
 Supplying own envelopes – complete sections b-d of table *(deliver to address shown below with a copy of this order form)*
 – Economy option deliver to *Printing Services, Manawatu MSC, 9 Matthews Ave, Palmerston North 4410*
 – Premium option deliver to *Envelope Overprinting, KMG Print, 47 Felix Street, Penrose, Auckland 1061*

Number of colours *(please tick one)*

- One colour
 Two colours
 Three colours *(only available with Premium option)*
 Four colours *(only available with Premium option)*

| (a) Postage included envelope product code | (b) Envelopes per pack/box | (c) Total number of packs/boxes | (d) Total number of envelopes |
|--|----------------------------|---------------------------------|-------------------------------|
| | | | |
| | | | |
| | | | |

Payment details**Payment** *(please tick one)*

- Please invoice my New Zealand Post Account *(complete customer account number above)*
 Credit Card *(complete details below)*

Credit card details

- Visa MasterCard

Card number

Card expiry date

 /

Cardholder's name

Signature

New Zealand Post will collect and use the information set out in this form for the purpose for which it is provided. We will hold the information securely and will only use it in developing and running New Zealand Post and/or providing you information about products and services that we think might be of interest to you (including from our selected business partners). If you ask us not to provide you with this information, we will comply with your request. You may ask us to show you the personal information we hold about you and to make corrections to it.

New Zealand Post use only

- All sections complete
 Customer advised printer will contact for electronic copy of logo/design *(not for repeat order)*
 Fax order to processing site at 0800 801 627

Note: The processing site will order postage included envelopes and forward order to the printer.

Accepting Office

Date Stamp



You can contact us by phone:

0800 501 501

or visit our website at:

www.nzpost.co.nz

The standard terms and conditions of the products and services offered by New Zealand Post Limited, including information on the extent of our liability, are set out in the Public Contract and the Postal Users' Guide. These are available for reference at PostShop™ stores and selected New Zealand Post retail outlets, or can be viewed on our website at www.nzpost.co.nz/terms. Other conditions for New Zealand Post Account customers are contained in the terms and conditions provided when credit was arranged. New Zealand Post reserves the right to change the product specifications and prices. BrandPost™, Standard Post™, FastPost™, BoxLink™, FreePost™, PermitPost™ and PostShop™ are trademarks of New Zealand Post Limited.