These standards outline the requirements for machine sorted Bulk Mail. (There are no longer manually sorted products)

New Zealand Post uses two types of sorting/sequencing machines from NEC and Siemens for processing bulk mail products.

NEC’s ‘BCM/BCS’ machines sort:
- VolumePost
- Approved FreePost
- Adcard

Siemens’s ‘OMS’ machines sort:
- GoFlexible
- PrintPost
- PrintPost Samples

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# Bulk Mail overview

This table provides an overview of the general requirements for domestic Bulk Mail products. For full product specifications, please refer to the Postal Users' Guide. Bulk mail products can be used with window, non-window envelopes and flow wrap items.

## Bulk Mail

<table>
<thead>
<tr>
<th>VolumePost™</th>
<th>GoFlexible™</th>
<th>PrintPost™</th>
<th>Adcard™</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maximum Quantity</strong></td>
<td>300</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td><strong>Minimum Quantity</strong></td>
<td>123</td>
<td>123</td>
<td>123</td>
</tr>
<tr>
<td><strong>Minimum Dimensions</strong></td>
<td>Medium: 88mm x 138mm</td>
<td>Large: 88mm x 138mm</td>
<td>Oversized: 260mm x 160mm</td>
</tr>
<tr>
<td><strong>Maximum Dimensions</strong></td>
<td>Medium: 100mm x 240mm</td>
<td>Large: 100mm x 260mm</td>
<td>Oversized: 260mm x 320mm</td>
</tr>
<tr>
<td><strong>Maximum Thickness</strong></td>
<td>6mm</td>
<td>20mm</td>
<td>20mm</td>
</tr>
<tr>
<td><strong>Maximum Weight</strong></td>
<td>M 3g  L 3g</td>
<td>M 20g  L 20g  OS 20g</td>
<td>M 500g  L 500g  OS 1kg</td>
</tr>
<tr>
<td><strong>Stock Type</strong></td>
<td>Paper</td>
<td>Paper/Plastic</td>
<td>Paper/Plastic</td>
</tr>
<tr>
<td><strong>Presentation</strong></td>
<td>SOA</td>
<td>SOA</td>
<td>SOA</td>
</tr>
<tr>
<td><strong>Address Data</strong></td>
<td>Address match to New Zealand Post postal address file</td>
<td>Address match to New Zealand Post postal address file</td>
<td>Address match to New Zealand Post postal address file</td>
</tr>
<tr>
<td><strong>Envelope Layout Standards</strong></td>
<td>Machinable</td>
<td>Machinable</td>
<td>Machinable</td>
</tr>
<tr>
<td><strong>General Checks</strong></td>
<td>• Statement of Posting</td>
<td>• Statement of Posting</td>
<td>• Statement of Posting</td>
</tr>
<tr>
<td></td>
<td>• No prohibited or dangerous contents</td>
<td>• No prohibited or dangerous contents</td>
<td>• No prohibited or dangerous contents</td>
</tr>
</tbody>
</table>

### Address Data

- **SOA**: Address match to New Zealand Post postal address file
  - SOA is available from any SendRight certified provider – go to www.nzpost.co.nz/sendright
  - SOA certificate is valid for 12 months
- **Address Sequencing**
  - Matches a sender’s address list to the New Zealand Post postal address file and sorts into the postie delivery run order; the physical route each postie takes, to achieve best results
  - Sequencing is available from any PreSort certified provider
  - A minimum 85% sequence rate is required

### Common Requirements

- **Use the correct product code**: ABC123
- **Before 5pm**: Lodge or drop off by 5pm Monday – Friday
- **Permit Post impression**: Use the correct product code
- **New Zealand Return Address**: Use the correct product code
- **NZ PO0014 ADV396GG19 Feb 19 Bulk Mail Desk Chart 9 kc 5 FA.indd 1**

---

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
Introduction

This guide will help you to meet the envelope layout standards for machine sorted Bulk Mail products which include:

**NEC ‘BCM/BCS’ Sort/Sequence:**
- VolumePost
- Approved FreePost
- Adcard (Postcard)

**Siemens ‘OMS’ Sort/Sequence:**
- GoFlexible
- PrintPost/PrintPost Samples

These standards apply from 1 July 2019 and replace all previous versions.

<table>
<thead>
<tr>
<th>Key changes from the July 2018 edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document restructured by product processing stream</td>
</tr>
<tr>
<td>Detail added to clarify:</td>
</tr>
<tr>
<td>Specifications for flow wrap seamed and seamless</td>
</tr>
<tr>
<td>Specifications for Inserts, Onserts and Samples</td>
</tr>
<tr>
<td>Specifications for Self mailers</td>
</tr>
<tr>
<td>General clarification of clear zone areas</td>
</tr>
<tr>
<td>Postcards under AdCard only</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key changes from the September 2018 edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarification on Magnetic materials and spiral binders.</td>
</tr>
<tr>
<td>Changes to Adcard to meet machine processing requirements.</td>
</tr>
</tbody>
</table>

**Bulk Mail trays, lids and labels**

You can collect trays and lids from your local Business Mail Centre.

If you need more than 50 trays, they can be pre-ordered by calling 0800 501 501 – press 1 for business.

Tray labels for non mailhouse customers can be printed from nzpost.co.nz/traylabels.

**Additional information**

To ensure your mail piece meets our addressing accuracy and address layout standards, including terms and conditions and other product requirements, refer to our website at [www.nzpost.co.nz/addressing](http://www.nzpost.co.nz/addressing) and [www.nzpost.co.nz/bulkmail](http://www.nzpost.co.nz/bulkmail).

If the documentation does not reflect the characteristics of the actual lodgement, we’ll change it and notify you of the change – this could involve a higher postage rate being applied.

Please note, when developing this guide we have endeavoured to make this as clear and concise as possible. However, if you are unsure about any aspect of your envelope design and layout, please contact us on 0800 501 501.

---

Lodging your mail piece

‘Mail piece’ is used throughout this document to refer to window and non-window envelopes, approved flow-wrap and self-mailers.

Before you lodge your mail piece please check that:
- you have completed the lodgement documentation correctly
- your mail meets the applicable minimum volumes and product requirements.
Introduction - continued

This section outlines the requirements for machine sorted mail, which applies to:

- **VolumePost & Adcard**
- **GoFlexible**
- **PrintPost**
- **Approved FreePost**

The tables below and to the right are a quick reference for envelope stock and materials.

### Envelope type

<table>
<thead>
<tr>
<th>Envelope type</th>
<th>Product size</th>
<th>Industry standard mail piece sizes (height x length)</th>
<th>Stock material VolumePost</th>
<th>Stock material GoFlexible</th>
<th>Stock material PrintPost</th>
</tr>
</thead>
<tbody>
<tr>
<td>E16</td>
<td>Medium (M)</td>
<td>92mm x 191mm</td>
<td>Paper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DLE</td>
<td>Medium (M)</td>
<td>114mm x 225mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>DLEE</td>
<td>Medium (M)</td>
<td>114mm x 235mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>Max POP</td>
<td>Medium (M)</td>
<td>120mm x 235mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>Specialist Max POP</td>
<td>Medium (M)</td>
<td>120mm x 235mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>C6</td>
<td>Medium (M)</td>
<td>114mm x 162mm</td>
<td>Paper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C5</td>
<td>Medium (M)</td>
<td>114mm x 162mm</td>
<td>Paper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C4</td>
<td>Medium (M)</td>
<td>114mm x 162mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>CM</td>
<td>Medium (M)</td>
<td>102mm x 215mm</td>
<td>Paper</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>C3</td>
<td>Medium (M)</td>
<td>120mm x 235mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>C2</td>
<td>Medium (M)</td>
<td>120mm x 235mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
<tr>
<td>C1</td>
<td>Medium (M)</td>
<td>120mm x 235mm</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
</tr>
</tbody>
</table>

### Characteristic

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Stock type</th>
<th>VolumePost</th>
<th>GoFlexible</th>
<th>PrintPost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Envelope Stock</td>
<td>Paper Envelope</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Seamed flow wrap</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Seamless soft wrap</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seamless Creaseless/ Stretched Plastic</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cardboard/Courier Bag</td>
<td>Yes</td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Self Mailer</td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Permit</td>
<td>Standard</td>
<td>Customised/Standard</td>
<td>Customised/Standard</td>
<td></td>
</tr>
<tr>
<td>Barcode Clearzone</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sender Address</td>
<td>Top left</td>
<td>Any corner</td>
<td>Any corner</td>
<td></td>
</tr>
<tr>
<td>Address block</td>
<td>Clearzone required</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
1.0 Address Printing - all machine sorted products

The BCM and OMS sorters are using identical reader software for reading addresses. Once the software has determined the correct address block which contains the Delivery Address it processes the address in four steps:

1. Line Segmentation: Looking for a clear path between the address lines
2. Character Segmentation: Looking for a clear path around the individual characters
3. Character recognition: Matching against an extensive set of fonts
4. Address Lookup: Matching address to NPAD

To achieve the four steps there has to be clear spacing around the characters as per the diagram below and the font needs to be size 10 point to 12 point. This is irrespective of font type though san serif fonts are generally more acceptable.

Upper case must be used for the first letter of each word and the remaining letters can be written in all upper or all lower case.

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To achieve the four steps there has to be clear spacing around the characters as per the diagram below and the font needs to be size 10 point to 12 point. This is irrespective of font type though san serif fonts are generally more acceptable.

Upper case must be used for the first letter of each word and the remaining letters can be written in all upper or all lower case.

The table above shows a list of machine readable fonts and sizes.

Other fonts can be used if they comply with the information on this page but it is best to get these approved by NZ Post prior to lodgement. Please contact NZ Post for approval.

1.0.1 Font styles

Please do not use the styles below (or other highly ornamental/stylised versions of the fonts shown above), as they cannot be read by the machines:

- Bold
- Underlined
- _Italic_.
Address Printing continued

1.0.2 Font colour
Delivery addresses must be printed in a CMYK minimum of 80% black. It is preferred to be in black or dark blue.

1.0.3 Print quality
The characters forming the delivery address must be clean, sharp, dark and uniformly printed. (no dot matrix printing) The address must be printed clearly [i.e. dark text on a light background – never light text on dark background] without any shadowing or blurring.

1.0.4 Left justification
The delivery address must be left justified without any empty lines. This includes all lines of the address block.

1.0.5 Character spacing
There must be a minimum space of 0.3mm and a maximum space of 1mm between characters.

1.0.6 Word spacing
There must be a minimum of 1 and a maximum of 2 character spaces between words/numbers.

1.0.7 Line spacing
There must be a minimum space of 0.8mm and a maximum space of 4mm between address lines. This spacing must be consistent between each of the address lines and the customer number and/or barcode if included.

1.0.8 Address characters
All address characters must clearly appear in the window. If using a window envelope, the edge of the address carrier must not be visible in the window, given the complete range of movement of the insert inside the window. The address block skew must be less than 5 degrees relative to the bottom edge of the mail piece.

1.0.9 Address labels and stickers
Address labels must be fastened securely. The address label skew must be less than 5 degrees relative to the bottom edge of the mail piece. The label must not interfere with other clear zones; permit, sort code or return address. The label must be legible (and orientated to the longest edge of the mail piece and only contain delivery address information for VolumePost). See section 3.14 for GoFlexible and PrintPost Labeling options.

1.0.10 Customer reference and / or barcodes in the address block
In addition to the delivery address, the address block can also contain a customer reference [which can be alphanumeric] and/or barcode.

The location of the customer reference and/or barcode must meet the following requirements to ensure it does not impact on the reading of the delivery address:
- it must be on one single line on the line above the recipient name
- the line spacing must be consistent with the rest of the address
- reference needs to be printed in a font size of 8pt or less or the same size as the address if no barcode is included
- it can be left or right justified, but it cannot extend further than 100mm to the right of:
  - the left hand edge of the envelope window, or
  - the left hand edge of the recipient address if this is printed onto the envelope.

Alternatively, the barcode can be printed anywhere as long as it is more than the minimum required distance from the address block clear zone (8mm away from the delivery address block in the case of VolumePost). See section 3.2 for GoFlexible and PrintPost address block clear zones.

Acceptable example with even line spacing

Acceptable example with uneven line spacing. 8mm gap from address block required for Volume Post.
2.0 VolumePost mail piece construction and materials

2.0.1 Mail piece dimensions
Mail pieces must be rectangular with an aspect ratio\(^1\) of 1.4–2.6. To ensure your mail piece can be machine sorted, the dimensions must be:

<table>
<thead>
<tr>
<th>VolumePost</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>88mm</td>
<td>165mm</td>
</tr>
<tr>
<td>Length</td>
<td>138mm</td>
<td>240mm</td>
</tr>
<tr>
<td>Thickness</td>
<td>0.3mm</td>
<td>6mm</td>
</tr>
<tr>
<td>Weight</td>
<td>3g</td>
<td>Medium: 55g Large: 75g</td>
</tr>
</tbody>
</table>

2.0.2 Incompatible paper types for VolumePost machine sorted items include:
- Decorative paper containing dark fibres, background patterns or textures
- ANY plastic material, poly, flow or shrink wrap
- ANY non paper based material
- silver foil
- any material containing metal
- ANY gloss or chemical seal

If using any of the above, please refer to GoFlexible requirements.

2.0.3 Mail piece construction and envelope weight
The minimum paper weight for VolumePost envelopes is 70gsm.

2.0.4 Paper type
The paper used for the envelope [and the insert if using window envelopes] must be opaque or dense enough to prevent any printing or graphics from the inside of the mail piece showing through.

Envelope paper for machine sorted mail items must:
- be constructed of paper only and not be synthetic
- not be phosphorescent
- be suitable for ink to dry in less than a second
- have a matte finish

Any Kraft envelopes or recycled paper [bleached or non-bleached] needs to be submitted to NZPost for testing and approval prior to lodgement [including artwork] to determine that the NZPost applied barcode is readable.

Please e-mail us on elsapprovals@nzpost.co.nz with your mail piece design for assessment before printing.

2.0.5 Sealing methods
In general, all sealing methods should be sufficiently secure to prevent tearing during high speed processing. Clasps, clamps, string, buttons, partial gluing of flaps, flaps not properly closed and similar protrusions shall not be used to close mail items as they can jam equipment and damage mail during high speed processing. For the same reason, edges should not be torn, curved or folded.

2.0.6 Perforations/Tear Tabs
Envelopes with perforations or tear tabs require approval prior to lodgement due to strength issues and potential for damage during processing.

2.0.7 Inserts and contents / samples
VolumePost mail pieces must not contain magnetic items or items causing an uneven thickness, such as pens, pencils, liquids and loose keys or coins. This includes product samples as they cause uneven surfaces and pose a risk to the machine and the mail piece itself should any breakages occur. Thin items such as credit cards must be firmly secured to the contents of the mail piece.

Mail pieces should have an even thickness, stiffness, form and weight distribution, and should be free of creases, folds, tears, or other irregularities not compatible with processing on automated equipment. For any queries regarding a product sample, please contact elsapprovals@nzpost.co.nz or view section 3.12 GoFlexible/PrintPost Samples for more options.

2.0.8 Self mailers
Folded self mailers (i.e. mail pieces made from a folded single sheet of paper) and other similarly built mail pieces must be fully sealed with gum, tape or glue all the way around the mail piece.

The paper weight for self mailers needs to be at least 140gsm. The paper dimensions for self mailers cannot exceed 165mm x 240mm. (See section 3.13 Self mailers)

---

\(^1\) To determine the aspect ratio, divide the mail piece length by its height.
Mail piece construction and materials continued

2.0.9 Acceptable Pantone colours

The acceptable range of Pantone colours for use in the clear zones with machine sorted mail is shown in the table. Key points to note are:
1. The actual colours shown below are approximate representations only
2. Acceptable Pantone colours can be created as solid pantone colour or replicated out of CMYK
3. Screens of acceptable Pantone colours are also acceptable
4. CMYK colours with less than 30% in all components is also acceptable. We will need to assess and approve these envelope designs on a case by case basis
5. If in doubt, please ask us! We will be happy to help.

You can email us your mail piece design and layout at elsapprovals@nzpost.co.nz or call 0800 501 501.

2.0.10 Envelopes, insert material and address labels

The envelope, any visible insert material and address labels must be white and/or an approved Pantone colour in all clear zones (see section 2.1). This is to ensure there is sufficient contrast between the background and the text/graphics.

Outside the clear zones, any colours may be used.

2.0.11 Multiple window envelopes

Multiple windows can be included on the envelope providing they do not conflict with the clear zones or contain information that may be interpreted as a delivery address.

2.0.12 Window covering

The envelope window must be transparent and the delivery address must be clearly visible through it. Window coverings must be tight and free of any wrinkles, streaks, fogging or colour. Open windows are not permitted.

2.0.13 Gloss / shine - VolumePost/Adcard

The mail piece material must be matte and non-reflective. Glossy or shiny materials are not compatible with our sorting machines. If in doubt please ask.

2.0.14 Mail piece flexibility - VolumePost/Adcard

The VolumePost piece must be flexible enough to go through the sorting machine without damaging the mail piece or the machine. As a guide, the mail piece and its contents must be easily bent evenly around a 280mm diameter circular surface.

Want to use a colour you can’t see here? Refer to our manually sorted products in section 5.
2.1 VolumePost - BCM/BCS: Key areas

Our NEC BCM/BCS sorting machines detect information printed in four key areas, specifically the:

1. **Address block and object area**
2. **Sender address area**
3. **Indicia area**
4. **Barcode area**

Clear zones enable the sorting machines to locate or read specific information that is critical for us to process your mail efficiently.

You can print in these areas, subject to the clear zone requirements in sections 2.2-2.5

---

### 2.1.1. Address block and object area

The delivery address (or envelope window) **can be located anywhere** within the address block and object area that extends across the width of the mail piece subject to the clear zone rules in section 2.2.

Apart from the delivery address, the address block should not contain other text, graphics or colours that could be interpreted as a delivery address or impact readability of the address.

### 2.1.2. Sender address area

When the sender address is located on the front of the mail piece it must be located in the top left hand corner in an area no larger than 40mm high by 100mm wide.

The specific formatting requirements for the sender address are in section 2.3.

### 2.1.3. Indicia area (PermitPost impression/FreePost impression)

The indicia and delivery address must be on the same side of the mail piece.

The PermitPost or FreePost impression must be located in the upper right hand corner in an area no larger than 40mm high by 80mm wide. Only the standard Permit format is permitted for VolumePost.

If using reusable envelopes, the PermitPost or FreePost impression must be positioned in the top centre on the delivery address side of the envelope.

Section 2.4 outlines the requirements for the PermitPost impression and section 2.8 outlines the requirements for the FreePost impression.

### 2.1.4. Sort code clear zone

The sort code clear zone is a 15mm high area that runs across the entire bottom edge of the mail piece. It is critical that the entire area be kept clear of logos, graphics and text, unless they are an approved Pantone colour and/or white.
2.2 Delivery Address Area/Clear Zone

2.2.1. Delivery address clear zones

A clear zone is required to ensure that the machines can accurately read the delivery address.

The requirements for this clear zone depend on whether you are using a window envelope or printing the address directly onto non-window envelopes.

Where addresses are printed directly onto envelopes the location of the address is fixed.

The clear zone requirements for the delivery address details are as follows:

**Window envelopes**

VolumePost requires an 8mm clear zone around both:

- The perimeter of the delivery address on the insert
- The outside perimeter of the window.

Other content can appear elsewhere in the window providing it does not resemble an address (i.e. left justified blocks of text).

For DLE and E8 envelopes, some of the 8mm clear zone below the window can overlap with the 15mm sortcode clear zone.

Please ensure there is minimal movement of the insert within the envelope and that the edge of the letterhead is never visible, the address is always visible given the full range of movement of the insert inside the envelope.

**Non-window envelopes**

VolumePost requires an 8mm clear zone around the perimeter of the delivery address only.

For both window and non-window envelopes the 8mm clear zone around the perimeter of the delivery address can include:

- A horizontal customer reference and/or barcode (please refer to section 1.0.10)
- White or an approved Pantone colour (please refer to section 2.0.9)

2.2.2 Address movement in window envelopes

If using a window envelope the contents need to be sufficiently secure to prevent movement that may:

- obscure or prevent the complete delivery address being read
- the address block must be completely visible given the full range of movement of the insert
- result in a paper edge exposing the back of the envelope through the window
- If the address can be obscured by movement, the product will not meet the envelope layout standards

As an example movement can occur when a MaxPOP envelope is used for a folded DLE letter.
2.3 Sender Address Area/Clear Zone

All VolumePost mail items must include a sender address. This can be located on the front or the back of the mail piece.

2.3.1 Sender address area – front of mail piece
The sender address must include a postcode and must appear in the sender address/company logo area in the top left-hand corner of the mail piece. The sender address area is a maximum of 100mm length x 40mm height. For E8 envelopes, the maximum sender address area is 64mm length and 34mm height.

- if written over two lines include a ‘sender keyword’ (please refer to ‘sender keywords’ in section 2.3.3)
- Sender address should not be over more than two lines
- the sender address area can also include graphics and logos.
- if there is other information in the sender address area such as email, website or 0800 number, there should be at least one clear line spacing between that and the sender address

2.3.2 Sender address area – back of mail piece
The sender address can be located anywhere on the back of the mail piece. It must include a postcode and can be written as a block or on one line with commas separating the address lines. The sender address font size must be 8pt or less.

2.3.3 Sender keywords
Sender keywords are specific words that are included at the beginning of a sender address.
Sender keywords should be used when the:
- sender address on the front of the mail piece extends over more than one line, or
- sender address is included on the reverse of the mail piece.

Valid keywords are; Return Address, From, If not delivered, should be used as single word terms.

Sender keywords should be located to the left or immediately above the first line of the sender address.

Example 1: sender address written as one line
From: A B Sample, 123 Sample Street, Sample Address, Sampleton 0000

Example 2: sender address written as two lines (with sender keyword)
RETURN ADDRESS: A B Sample
123 Sample Street, Sampleton 0000

NOTE: sender address with more than 2 lines no longer permitted.
2.4 PermitPost Impressions/Clear Zone

PermitPost impressions must be located on the front of the mail piece on the same side as the delivery address. Only Standard PermitPost impressions are permitted for VolumePost. The table to the right lists the requirements for both Permit types.

A printable PDF of an approved Standard PermitPost impression is available for you to download and use at www.nzpost.co.nz/permitpost. All you need to do is insert your allocated PermitPost number.

2.4.1 Indicia area clear zone

The indicia area is a maximum of 40mm high by 80mm located in the upper right hand corner of the mail piece (or top centre for reusable envelopes). It is critical that aside from the indicia itself, the area be kept clear of logos, graphics and text, unless they are an approved Pantone colour and/or white.

When using a Facia Indicia Mark (FIM) for FreePost, make sure there is:
- a minimum clearance of 10mm all the way around the FIM bars (Approved FreePost envelopes use the type 3 FIM i.e. the triple black bars)
- a minimum 10mm clearance between the FIM and any product logo (refer to section 2.8).

If any graphics spill over into the indicia area, they must be white and/or an approved Pantone colour.

---

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Standard format (can be used with machine and manually sorted mail)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Must be in the indicia area in the upper right-hand corner of the mail piece</td>
</tr>
<tr>
<td>Clear Zones</td>
<td>5-10mm between the PermitPost impression and the top and right-hand edges of the mail piece</td>
</tr>
<tr>
<td>Colour</td>
<td>Approved black or dark blue colours or CMYK &gt;80% Black</td>
</tr>
<tr>
<td>Font size and style</td>
<td>Approved fonts only, size 9pt only</td>
</tr>
<tr>
<td>Mandatory features</td>
<td>The left side of the PermitPost impression must include:</td>
</tr>
<tr>
<td>Other</td>
<td>PermitPost impressions must be printed directly onto the mail piece in the correct location as shown below. Hand stamps and labels are not permitted.</td>
</tr>
</tbody>
</table>

Diagram not to scale

Approved colours for delivery addresses, PermitPost impressions and FIMs

- 072
- 2747
- 2757
- 2767
- Black

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
2.5 Sort code Clear Zone

2.5.1. Sort code clear zone

The sort code clear zone is a 15mm high area that runs across the entire bottom edge of the mail piece. It is critical that the entire area be kept clear of logos, graphics and text unless they are an approved Pantone colour and/or white.

Barcode area

Sort code clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.
2.6 Front of Medium (DLE example) sized mail piece - measurements

(design shown at 100%)  
Length = 225mm  
Height = 114mm

This example shows the clear zones for a Medium sized window mail piece. If you are printing the delivery address **directly** onto the **envelope** only one 8mm clear zone is required around the delivery address itself.

*For DLE, Max POP, E8 there may be insufficient space for an 8mm clear zone below the window. In these cases the 8mm clear zone can overlap with the 15mm sortcode clear zone.*
Front of Medium (DLE) sized mail piece - colour guide

(diagram shown at 100%)

= any colour can be used in this area
= only approved Pantone colours or white can be used in this area

PO Box 12345, Wellington Mail Centre, Wellington 5045

Sender address area

New Zealand Permit No. 123456

Indicia area

Graphics Clear area (CMYK colour <=30% Black) [no graphics, logos or text]

Address block (can extend across the width of the mail piece)

Object area (graphics, logo, text)

Sortcode clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.
2.7 Front of Large (C5) sized mail piece - measurements

Length = 229mm    Height = 162mm

This example shows the clear zones for a Large mail piece. If you are printing the delivery address directly onto the envelope only one 8mm clear zone is required around the delivery address itself.

PO Box 12345, Wellington Mail Centre, Wellington 5045

Sender address area

Address block (can extend across the width of the mail piece)

Object area (graphics, logo, text)

Sortcode clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.

New Zealand Permit No. 123456

Indicia area

PO Box 12345, Wellington Mail Centre, Wellington 5045

Address block (can extend across the width of the mail piece)

Object area (graphics, logo, text)
Front of Large (C5) sized mail piece - colour guide

(diagram shown at 90%)

= any colour can be used in this area
= only approved Pantone colours or white can be used in this area

PO Box 12345, Wellington Mail Centre, Wellington 5045

Sender address area

Graphics Clear area (CMYK colour <=30% Black) [no graphics, logos or text]

Object area [graphics, logo, text]

Address block (can extend across the width of the mail piece)

New Zealand Permit No. 123456

Indicia area

Object area [graphics, logo, text]

Sortcode clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.
2.8 Approved FreePost Envelopes and Postcards

FreePost is a versatile, cost-effective service for businesses, organisations or individuals wanting to maximise the response rates to their mailings, advertising and direct marketing promotions. It’s the mail version of a freephone number, enabling customers to contact businesses by mail free of charge. **Approved FreePost** can be used on medium sized, large sized and non-window envelopes which meet machine sorted envelope layout standards for VolumePost.

### 2.8.1 Key elements

- The minimum mail piece size is 92mm high and 165mm long
- Only medium-sized non-window envelopes can be used for Approved FreePost
- The FreePost Authority Number must be written on one line and located in the sender address/company logo area
- Use approved black or dark blue type 3 FIM indicia (i.e. triple bars), FreePost and New Zealand Post button impressions (please refer to section 2.4.1)
- Address panel bar widths (i.e. the black bars located at each end of the envelope) must be a minimum of 2mm and a maximum of 5mm, and cannot extend into the indicia area

Please see pages 18 - 19 for further information about layout. For more information on the FreePost service please refer to our website at [www.nzpost.co.nz/freepost](http://www.nzpost.co.nz/freepost)

### 2.8.2 FIM (Facia Indicia Marks)

FIMs must be located within the indicia area.

A type 3 FIM is used on Approved FreePost envelopes and:

- Each contrast bar must measure 20mm length x 2mm width
- There must be a 4mm space between each contrast bar. The FIM skew must be 0 degrees relative to the bottom edge of the mail piece. There must be no other objects between the FIM bars
- There must be a clearance of at least 10mm around the FIMs
- FIMs can be black or dark blue (see section 2.4.1 for approved colours for PermitPost Indicias and FIMs)

![Type 3 FIM for Approved FreePost](image-url)
Non-window envelopes and postcards, FreePost DLE – measurements

[Diagram showing measurements]

- FreePost Authority Number and company logo area:
  - Min 5mm
  - Max 10mm
  - Min 8mm

- Object area (graphics, logo, text):
  - Min 8mm
  - Max 10mm

- Sortcode clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text:
  - Min 8mm
  - Max 10mm

- Bar width: minimum 2mm, maximum 5mm

Length = 225mm  Height = 114mm

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Non-window envelopes, FreePost DLE – colour guide

(diagram shown at 100%)

FreePost Authority Number and company logo area

AB Company
PO Box 123
Box Lobby
City 1234

Object Area
(graphics, logo, text)

Sortcode clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
GoFlexible™ / PrintPost™

3.0 Mail piece construction and materials

3.0.1 Mail piece dimensions
Mail pieces must be rectangular with an aspect ratio\(^1\) of 1.4–2.6. To ensure your mail piece can be machine sorted, its dimensions must be:

<table>
<thead>
<tr>
<th>GoFlexible</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>85mm</td>
<td>240mm</td>
</tr>
<tr>
<td>Length</td>
<td>185mm</td>
<td>365mm</td>
</tr>
<tr>
<td>Thickness</td>
<td>1mm</td>
<td>20mm</td>
</tr>
<tr>
<td>Weight</td>
<td>20g*</td>
<td>Medium: 500g Large: 500g Oversize: 1kg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PrintPost</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>165mm</td>
<td>240mm</td>
</tr>
<tr>
<td>Length</td>
<td>240mm</td>
<td>365mm</td>
</tr>
<tr>
<td>Thickness</td>
<td>1mm</td>
<td>20mm</td>
</tr>
<tr>
<td>Weight</td>
<td>20g*</td>
<td>Up to 1kg</td>
</tr>
</tbody>
</table>

3.0.2 Mail piece construction and envelope weight
The minimum paper weight for machine sorted envelopes is 70gsm.

3.0.3 Paper type
The paper used for the mail piece [and the insert if using window envelopes] must be opaque or dense enough to prevent any printing or graphics from the inside of the mail piece clearly showing through.

3.0.4 Incompatible materials for GoFlexible and PrintPost machine sorted items include:
- shrink wrap - if resultant mail piece is bent
- silver foil
- any material containing metal

3.0.5 Sealing methods
In general, all sealing methods should be done in a sufficiently secure way to prevent tearing during high speed processing. Clasps, clamps, string, buttons, partial gluing of flaps, flaps not properly closed and similar protrusions should not be used to close mail items as they can jam equipment and damage mail during high speed processing. For the same reason, edges should not be torn, curved or folded.

Envelopes with perforations require approval prior to lodgement due to strength issues and potential for damage during processing. If you are using a mail house who has had their perforations tested and approved this is considered prior approval.

3.0.6 Self mailers - see section 3.13
Folded self mailers (i.e. mail pieces made from a folded single sheet of paper) and other similarly built mail pieces must be fully sealed with gum, tape or glue all the way around the mail piece. Clasps, buttons, string, staples, glue dots and similar devices are not compatible with the machines and cannot be used. The paper weight for self mailers needs to be at least 240gsm in a C-Fold. The paper dimensions for self mailers cannot exceed 165mm x 240mm.

*Mail piece weight/dimension - exemptions
NZPost is working to reduce the item weight limit based on the material used and construction. Regarding both PrintPost and GoFlexible the ELS specifies generic requirements by product type. Contact elsapprovals@nzpost.co.nz for clarifications and testing of items outside of the specifications.

Note: PrintPost Samples has a maximum thickness of 32mm.

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\(^1\) To determine the aspect ratio, divide the mail piece length by its height.
3.0.7 Inserts and contents/samples - see section 3.12
Mail pieces must not contain strongly magnetic items (flux measurements greater than 0.002 gauss when measured 7” from the package - by IATA regulations) or items causing an uneven thickness, such as pens, pencils, liquids and loose keys or coins (spiral bound items must not interlock with each other). This includes product samples as they cause uneven surfaces and pose a risk to the machine and the mail piece itself should any breakages occur. Thin items such as bank cards must be firmly secured to the contents of the mail piece. Inserts should not be of a larger size than the cover.

Mail pieces should have an even thickness, stiffness, form and weight distribution, and should be free of creases, folds, tears, or other irregularities not compatible with processing on automated equipment. For any queries regarding a product sample, please contact elsapprovals@nzpost.co.nz.

3.0.8 Wrapping - GoFlexible and PrintPost
Flow wraps with insufficient strength, badly closed seams, wrappings, high friction material and inelastic films are unsuitable for machine processing e.g. creased plastic films (as for example stretched Polypropylene), silver foil, material containing metal.

See section 3.10 or 3.11 for GoFlexible and PrintPost flow wrap standards.

3.0.9 Hem and surplus material
The wrapping should be as tight as possible without causing the mail piece to bend. Excess wrapping will interfere with processing and is unallowable. The wrapping of a mail piece should be sealed and have no open parts. Shrink-wrapped mail must lay flat and not be curved by tension.

See section 3.10 for Seamed Wrap
See section 3.11 for Seamless Wrap

3.0.10 Acceptable background colours
The acceptable range of colours for use in the clear zones with GoFlexible and PrintPost mail is wider than for VolumePost as there is no Sort code Clear zone. Key points to note are:
1. The Delivery Address Block is the only Clear zone with a colour limitation for GoFlexible and PrintPost
2. CMYK colours with all components of less than 30% are all acceptable as long as the text is Black (or greater than CMYK 90% Black)

If in doubt, please ask us! We will be happy to help. You can email us your mail piece design and layout at elsapprovals@nzpost.co.nz.

3.0.11 Envelopes, insert material and address labels
The envelope or any visible insert material and address labels must be white or an approved colour in all clear zones. This is to ensure there is sufficient contrast between the background and the text/graphics.

Outside the clear zones any colours may be used.

3.0.12 Multiple window envelopes
Multiple windows can be included on the envelope providing they do not conflict with the clear zones or contain information that may be interpreted as a delivery address.

3.0.13 Window covering
The envelope window must be transparent and the delivery address must be clearly visible through it. Window coverings must be tight and free of any wrinkles, streaks, fogging or colour. Open windows are not permitted.

3.0.14 Mail piece rigidity - GoFlexible / PrintPost
For GoFlexible and PrintPost lodgements, a horizontally clamped piece of mail must not fall more than 70mm beneath the horizontal edge due to its own weight at a distance of 100mm from the clamp in any direction. Rigidity is measured in both the horizontal and vertical axis.
3.1 GoFlexible/PrintPost - Key areas

The Siemens OMS sorting machines detect regions of interest (ROI) on the addressed side of the mail piece. It then uses software to determine which is the address block based on rules and logic.

Therefore both GoFlexible and PrintPost have more design flexibility than VolumePost. There are no barcode, return or sender address clear zone requirements. The following diagrams specify requirements for the address block area and its clear zone, permit impression area and sender address area.

1. Address block and object area
2. Sender address area
3. Indicia area

You can print in these areas, subject to the clear zone requirements in sections 3.2 - 3.4.

3.1.1 Address block and object area

The delivery address (or envelope window) can be located anywhere within the address block and object area that extends across the width of the mail piece subject to the clear zone rules in section 3.2.

If using a window envelope the contents need to be sufficiently secure to prevent movement that may:

- obscure or prevent the complete delivery address being read
- the address block must be completely visible given the full range of movement of the insert
- result in a paper edge exposing the back of the envelope through the window

If the address can be obscured by movement, or a paper edge is visible - the product will not be compliant.

An example of a typical situation where movement can occur is when a MaxPOP envelope is used for a folded DLE letter.

For both window and non-window envelopes the clear zone around the perimeter of the delivery address can include:

- A horizontal customer reference and/or barcode (please refer to section 1.0.10)
- White or CMYK background with all components less than 30%
- Other graphics providing all CMYK components are less than 30%. We will need to assess and approve these graphics on a case by case basis, before they go to print

3.1.2 Sender address area – front of mail piece

The sender address must include a postcode and ideally should appear in the sender address/company logo area in the top left-hand corner of the mail piece. The Sender address can in fact be anywhere on the front of the item outside of the delivery address clear zone.

3.1.3 Indicia area clear zone

The indicia area is a maximum of 40mm high by 80mm located in the upper right hand corner of the mail piece (or top centre for reusable envelopes). The Sender address can be directly below the PermitPost indicia. If any graphics spill over into this clear zone, they must be white and/or an approved Pantone colour.

3.1.4 Sort code clear zone - Not applicable

There is no sort code clear zone for GoFlexible or PrintPost as the Siemens OMS uses a different item tracking technology.
3.2 Delivery Address Area/Clear Zone

3.2.1 Delivery address clear zones

A clear zone is required to ensure that the machines can accurately detect the delivery address for reading.

The requirements for this clear zone depend on whether you are using a window envelope or printing the address directly onto non-window envelopes. This is because with window envelopes the contents, and therefore location of the address, may move.

Please ensure:

- there is minimal movement of the insert within the envelope
- the edge of the letterhead paper must never be visible through the window

Where addresses are printed directly onto envelopes the location of the address is fixed.

The clear zone requirements for the delivery address details are as follows:

- Both PrintPost and GoFlexible require a clear zone of:
  - Medium (DLE) - 8mm around the outside perimeter of the address text
  - Large (C5) - 12mm around the outside perimeter of the address text
  - Oversize (C4) - 20mm outside perimeter of the address text

3.2.2 Address block area – Non window items

a. The clear zone of the address block must be either a white background or an approved Pantone colour.
b. The address text must be black or a dark colour.
c. No light text or dark backgrounds to be used.
d. The address can be anywhere on the front of the mail piece if indented 40mm from the top and 20mm from any other edge of the mail piece.

3.2.3 Address block area – Window Envelopes

a. The clear zone of the address block must be either a white background or an approved Pantone colour.
b. The address text must be black or a dark colour of over CMYK 80% black.
c. No light text on dark backgrounds to be used.
d. Address must be completely visible given the full range of movement of the insert.
e. The address can be anywhere on the front of the mail piece (subject to full visibility) but indented by 20mm from side and bottom edges (40mm from top).
f. No other content can appear elsewhere in the window that can limit the address recognition. (graphics, text etc)

Example: Oversize item Sender Address Clear zone

Example: Large item Sender Address Clear zone

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3.3 Sender Address area

All GoFlexible and PrintPost must have a sender address. This can be located on the front or the back of the mail piece.

3.3.1 Sender address area – front of mail piece

The sender address must include a postcode and ideally should appear in the sender address/company logo area in the top left-hand corner of the mail piece. The Sender address can in fact be anywhere on the front of the item outside of the delivery address clear zone.

• if it is written over two lines include a ‘sender keyword’ (please refer to ‘sender keywords’ in section 3.3.3)
• Sender address should not be over more than two lines
• the sender address area can also include graphics and logos.
• any 90 degree orientation

3.3.2 Sender address area – back of mail piece

The sender address can be located anywhere on the back of the mail piece. It must include a postcode and can be written as a block or on one line with commas separating the address lines. The sender address font size must be 8pt or less.

3.3.3 Sender keywords

Sender keywords are specific words that are included at the beginning of a sender address.

Sender keywords need to be used when the:
1. sender address on the front of the mail piece extends over more than one line, or
2. sender address is included on the reverse of the mail piece.

Valid keywords are; Return Address, From, If not delivered, should be used as single word terms.

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
3.4 PermitPost Impressions

PermitPost impressions must be located on the front of the mail piece on the same side as the delivery address. PermitPost impressions can be designed as Standard or Customised formats and are required for both machine sorted and manually sorted mail piece. Customised permits can be used for both PrintPost and GoFlexible. The table on the right details the requirements for both types.

A PDF of an approved Standard PermitPost impression is available for you to download and use at www.nzpost.co.nz/permitpost. All you need to do is insert your allocated PermitPost number.

The PermitPost impression can be any CYMK equivalent colour with at least a 50% Black or Light on a dark background as long as it is legible.

3.4.1 Indicia area (PermitPost™ impression)
The Permit impression can be located anywhere on the front of the mail piece (i.e. same side as the delivery address). Both standard and customised Permit impressions are acceptable.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Standard format (can be used with all products mail)</th>
<th>Customised format (GoFlexible, PrintPost and Adcard products)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Must be in the indicia area in the upper right-hand corner of the mail piece</td>
<td>Anywhere on the front of the mail piece (on the same side as the delivery address)</td>
</tr>
<tr>
<td>Clear Zones</td>
<td>5–10mm between the PermitPost impression and the top and right-hand edges of the mail piece</td>
<td>None</td>
</tr>
<tr>
<td>Colour</td>
<td>Any (including light on dark background)</td>
<td>Any (Including light on dark background)</td>
</tr>
<tr>
<td>Font size and style</td>
<td>Approved fonts only, size 9pt</td>
<td>Any font style. Must be legable by naked eye</td>
</tr>
<tr>
<td>Mandatory features</td>
<td>The left side of the PermitPost impression must include:</td>
<td>PermitPost impressions must be printed directly onto the mail piece in the correct location as shown below. Hand stamps and labels are not permitted.</td>
</tr>
<tr>
<td>Other</td>
<td>PermitPost impressions must be printed directly onto the mail piece in the correct location as shown below. Hand stamps and labels are not permitted.</td>
<td>PermitPost impressions can appear on labels however hand stamps are not permitted.</td>
</tr>
</tbody>
</table>

3.4.2 Standard PermitPost impression
a. The Permit impression can be anywhere on the front of the mail piece (same side as the delivery address)
b. The Permit impression measurements shown are in relation to the top right hand corner of the permit area

3.4.3 Customised PermitPost impression
a. Can be located anywhere on the front of the mail piece (same side as the delivery address)
b. Must contain, permit number, the words New Zealand and the NZ Post Button (as pictured)
3.5 Front of Medium (DLE) sized mail piece - measurements

(diagram shown at 100%)  
Length = 225mm  
Height = 114mm  

This example shows the clear zones for a Medium sized mail piece. If you are printing the delivery address directly onto the envelope only one 8mm clear zone is required around the delivery address itself.

* For DLE, MaxPOP, E8 there may be insufficient space for an 8mm clear zone below the window. In these cases the 8mm clear zone can overlap with the 15mm sort code clear zone.
Front of Medium (DLE) sized mail piece - colour guide
(diagram shown at 100%)

GoFlexible™ / PrintPost™

Any colour can be used in this area

= only approved Pantone colours or white can be used in this area

PO Box 12345, Wellington Mail Centre, Wellington 5045

Preferred sender address area

Graphics Clear area (CMYK colour <=30% Black (no graphics, logos or text))

A B Sample
123 Sample Envelope Street
Sample Address
Samplenton 0000

Address block
(can extend across the width of the mail piece)

Min 8mm

Permit New Zealand Permit No. 5312

Preferred indicia area

Object area
(graphics, logo, text)

<Postal ref/barcode> <>

PO Box 12345, Wellington Mail Centre, Wellington 5045

New Zealand Permit No. 123456

Object area
(graphics, logo, text)

Sortcode clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.

Object area
(graphics, logo, text)

A B Sample
123 Sample Envelope Street
Sample Address
Samplenton 0000

Address block
(can extend across the width of the mail piece)

Min 8mm

Graphics Clear area (CMYK colour <=30% Black (no graphics, logos or text))
3.6 Front of Large (C5) sized mail piece - measurements

(diagram shown at 80%) Length = 229mm Height = 162mm

This example shows the clear zones for a Large sized mail piece. If you are printing the delivery address directly onto the envelope only one 12mm clear zone is required around the delivery address itself.
Front of Large (C5) sized mail piece - colour guide

(diagram shown at 90%)

- Any colour can be used in this area
- Only approved Pantone colours or white can be used in this area

PO Box 12345, Wellington Mail Centre, Wellington 5045

Preferred sender address area

Permit
New Zealand Permit No. 5312

Preferred indicia area

Graphics Clear area (CMYK colour <=30% Black [no graphics, logos or text])

Address block
(can extend across the width of the mail piece)

Min
12mm
<Postal ref/barcode>
123 Sample Envelope Street
Sample Address
Sampleton 0000

Min
12mm

Min
12mm

Min
12mm

Object area
[graphics, logo, text]

Min
12mm

Min
12mm

Min
12mm

Min
12mm

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GoFlexible™ / PrintPost™

3.7 Front of Oversize (C4) sized item measurements

(diagram shown - top half of C4 envelope)

This example shows the clear zones for a Large sized mail piece. If you are printing the delivery address **directly** onto the envelope only one 20mm clear zone is required around the delivery address itself.
Front of Oversize (C4) sized mail piece - colour guide

(diagram shown - top half of C4 envelope)

ny colour can be used in this area

= only approved Pantone colours or white can be used in this area

PO Box 12345, Wellington Mail Centre, Wellington 5045

Preferred sender address area

New Zealand Permit No. 5312

Preferred indicia area

Graphics Clear area (CMYK colour <=30% Black) (no graphics, logos or text)

Address block (can extend across the width of the mail piece)

Min 20mm

Min 20mm

Min 20mm

Min 20mm

A B Sample

123 Sample Envelope Street

Sample Address

Sampleton 0000

Object area (graphics, logo, text)

Min 20mm

Postal ref/barcode

Min 20mm

Object area (graphics, logo, text)
3.8 Front of Oversize (C4) non-window mail piece/Cover Sheet/Full Digital Print - layout options

The Address Block (dotted red box around Delivery Address) can be within the extents of the outer ‘address block extents’ box. Therefore the Delivery address cannot be within 20mm of the edge of the mail piece or 40 mm from the top of the item.

The example to the left can be rotated 90 degrees counter clockwise to form the equivalent portrait layout version.

The mail piece must meet rigidity requirements on page 21.

The insert booklet should be against the blue line.
3.9 Oversize (C4) Window Item – Layout Options

This example shows the layout options for Oversized window mail pieces. The blue line indicates the bottom edge of the mail piece to feeder.

The mail piece **must** meet rigidity requirements in section 3.0.14. The insert booklet should be against the blue line.

If a cover sheet is used the address block must be clear of the plastic join and excess material.

Note: spine of booklet must be inserted using these orientations if flexible.
3.10 Flow Wrap: Seamed
(Applies for all conforming mail piece sizes)

3.10.1 Plastic overhang
The wrapping should be as tight as possible but without bending the mail piece. Excess wrapping will interfere with processing and is unallowable. (See figure to the right for maximum allowable overhang.) The wrapping of an item should be sealed and have no open parts. Shrink-wrapped mail is not allowable. Seamless overhang is less - see section 3.11

3.10.2 Hem and seal
The hem and seal can be on the front or back of the item relative to the Delivery Address.

3.10.3 Address Block clear of hem and seal
The address should never be under the hem or seal weld as it impacts the address reading capability. Printing on the Plastic wrap must not obscure the address block. (Example being: branding on eco plastic).

3.10.4 Sealing methods
The weld must be strong enough to not split during machine processing.
- Soft plastic - seamed - works well for all products wrapped
- Stretched plastic/Ccreaseless plastic - a seamed wrap is preferable over seamless welds as the plastic is not flexible and the welds undergo risk of splitting.

3.10.5 Wrapping - GoFlexible and PrintPost
GoFlexible and PrintPost may use poly wrap films that adhere to the following standards:

- **LDPE: (Low Density Polyethylene)**
  - Minimum thickness: 25 µm
  - Tensile strength lengthwise min. 20 N/mm2
  - Tensile strength crosswise min. 15 N/mm2
  - Elongation lengthwise min. 150 %
  - Elongation crosswise min. 300% Coefficient of friction for pure film < 0,4 (according to ISO 8295)

- **HDPE: (High Density Polyethylene)**
  - Minimum thickness: 18 µm
  - Tensile strength lengthwise min. 40 N/mm2
  - Tensile strength crosswise min. 30 N/mm2
  - Elongation lengthwise min. 200 %
  - Elongation crosswise min. 400% Coefficient of friction for pure film < 0,4 (according to ISO 8295)

- **PP: (Poly Propylene)**
  - Minimum thickness: 22 µm
  - Tensile strength lengthwise min. 40 N/mm2
  - Tensile strength crosswise min. 30 N/mm2
  - Elongation lengthwise min. 200 %
  - Elongation crosswise min. 400% Coefficient of friction for pure film < 0,4 (according to ISO 8295)
Flow Wrap: Seamed - Layout (print on plastic) (Oversize example)

If a cover sheet is used the address block must be clear of the plastic join and excess material.

Sender address must be 8pt font or smaller.

Strip must be opaque enough to ensure machine readability is not compromised by background graphics.

The mail piece must meet rigidity requirements in section 3.0.14

The insert booklet should be against the blue line.

Direction of feed to OMS sorter

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
3.11 Flow Wrap: Seamless

(Applies for all envelope sizes for these products)

Seamless flow wraps with insufficient strength, badly closed (seams) wrappings, too high friction material and inelastic films are unsuitable for machine processing (e.g. creased plastic films, silver foil, material containing metal, spunbonded olefin - as for example stretched Polypropylene). They must be tested for compliance as welds and perforations can split during processing. For testing please contact elsapprovals@nzpost.co.nz.

3.11.1 Processing Issues

- The material must be within the specifications for machinability. See section 3.10
- The sealing welds must be strong enough to withstand rapid acceleration.
- The spine of mailings must be into the folded seam of the mail piece. The OMS machine must process items spine down for stability.

3.11.2 Perforations

The Perforation line must be parallel to the longest edge of the item and at least 80mm above the bottom edge to be above OMS stripper belts. The perforation should never be perpendicular to the longest edge.

The perforation has to be strong enough to withstand OMS machine pickoff. The perforation strength needs to be tested to ensure it can withstand high speed machine processing. Please contact elsapprovals@nzpost.co.nz to arrange testing.

3.11.3 Plastic overhang

- The horizontal overhang of the plastic should ideally be no longer than 12mm to ensure structural integrity of the welds during OMS pickoff
- The vertical overhang of plastic should ideally be no higher than 10mm to ensure the welds do not split during OMS pickoff
- When the total inserted item is thicker than 3mm the overhang can be 5mm longer.

3.11.4 Wrapping - GoFlexible and PrintPost

GoFlexible and PrintPost may use poly wrap films that adhere to the following standards:

**LDPE: (Low Density Polyethylene)**
- Minimum thickness: 25 µm
- Tensile strength lengthwise min. 20 N/mm²
- Tensile strength crosswise min. 15 N/mm²
- Elongation lengthwise min. 150 %
- Elongation crosswise min. 300% Coefficient of friction for pure film < 0,4 (according to ISO 8295)

**HDPE: (High Density Polyethylene)**
- Minimum thickness: 18 µm
- Tensile strength lengthwise min. 40 N/mm²
- Tensile strength crosswise min. 30 N/mm²
- Elongation lengthwise min. 200 %
- Elongation crosswise min. 400% Coefficient of friction for pure film < 0,4 (according to ISO 8295)

**PP: (Poly Propylene)**
- Minimum thickness: 22 µm
- Tensile strength lengthwise min. 40 N/mm²
- Tensile strength crosswise min. 30 N/mm²
- Elongation lengthwise min. 200 %
- Elongation crosswise min. 400% Coefficient of friction for pure film < 0,4 (according to ISO 8295)
3.12 Samples, Onserts and Inserts - Construction

(Applies for all envelope sizes for these products)

3.12.1 Inserts, Onserts and contents/samples

The OMS can process items up to 32mm thick with a uniform profile. This thickness is measured by proximity sensors and is the uncompressed item thickness when standing on its longest edge in the channel of the machine.

All content inserts, onserts and samples must be fixed positioned to the righthand leading edge of the item so they do not move (as per the Blue and Red shapes in the images shown.)

The leading edge profile must be uniform for the first 80mm up from the bottom of the leading edge to allow for machine pickoff in the OMS feeder.

Mail pieces must be packaged to form a uniform thickness. Mail pieces should have a even thickness, stiffness, form and weight distribution, and should be free of creases, folds, tears, or other irregularities not compatible with processing on machine processing.

3.12.2 Inserts

Inserts should not be of a larger size than the mail piece inserted into.

3.12.3 Onserts

The top onsert has to be the same size as the largest item in the pack. If flow wrapped there should be no movement of the onserts. Onsert movement when flow wrapped interrupts machine processing thus is non-compliant.

3.12.4 Samples

Product samples should be preapproved by elsapprovals@nzpost.co.nz to ensure compliance. They should be in a fixed position in the leading edge and be inserted between other items. Liquids and powders must obtain preapproval by default as breakages can damage sorting equipment and are a hazard.

Items such as pens, pencils, keys, coins etc need to be packaged to comply with the uniform profile requirement.

Note: GoFlexible has a maximum thickness of 20mm but PrintPost Samples has a maximum of 32mm.
3.13 Self Mailers - Construction

(Applies for all envelope sizes for these products)

3.13.1 Self mailer Construction

Folded self mailers (i.e. mail pieces made from a folded single sheet of paper) and other similarly built mail pieces must be fully sealed with gum, tape or glue all the way around the mail piece. Clasps, buttons, string, staples and similar devices are not compatible with the machines and cannot be used. The paper weight for self mailers needs to be at least 240gsm in a C-Fold. The paper dimensions for self mailers cannot exceed 165mm x 240mm. Glue dots must be applied to each open edge - see examples in figure to the right.

- the length of the item must be a minimum of 180mm long and the height a minimum of 85mm
- the leading edge and the base of the item must be straight edged for both pickoff and transportation purposes but the other two edges can be more creative
- the address should be above the fold as in the images shown
- folded booklets are acceptable but not Z folds
- card stock must be a minimum of 240gsm

(VolumePost Self Mailers must adhere to VolumePost layout requirements)

3.13.2 Transformer Mailers

Can be utilised as long as they comply with minimum weights and are sufficiently glued to ensure they will not open or cause mechanical issues during machine processing.
3.14 Self-adhesive Labeling - Layouts

(Applies for all envelope sizes for these products)

3.14.1 Labeling requirements

a. The label must be adhered to the item parallel to an edge
b. The label or text cannot be skewed
c. The label is best applied in an area where there is little surrounding background graphics and text, to enable it to be detected and read correctly

3.14.2 Customised PermitPost impression

a. Must be located in the upper right corner of the label (if printed on the label)
b. Must contain, permit number, the words New Zealand and the NZPost Button (as pictured). It can be any size as long as it is legible

3.14.3 Sender address area and lines

a. The sender address area must be one or two address lines only
b. Pt 8 Font or smaller
c. 10mm from the Recipient address block
d. If above or under the recipient address it must be indented 10mm
e. Any 90 degree orientation

3.14.4 Delivery address clear zones for labels - sliding scale

a. See section 3.2.1 for clear zones around the address block for Medium, Large and Oversize (with labels, this is a clear zone free of text and graphics, so that the address block is clearly distinguishable) Also see 3.14.1-c above
Self-adhesive Labeling - continued

The labeling requirements in the below diagram apply to all sized mail pieces but see section 3.14.4 for label clearzones.

- The mail piece **must** meet rigidity requirements in section 3.0.14.
- The insert booklet should be against the blue line.
- The label must be applied in parallel to the edge (i.e. not crooked).
- Sender address should be 8pt font or less.

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
4.0 Adcard

As Adcard is now machine processed, there is the requirement for a sortcode clearzone and minimum card thickness as captured in the table.

Adcard is an ideal solution for creative direct mail campaigns (of over 300 mail pieces)

To be eligible for Adcard product usage, lodgements must meet the specified requirements.

Non-Compliance to these Envelope Layout Standards, Product Specifications along with the Addressing Layout Standards may result in the entire lodgement being uprated to a Standard mail product, or the lodgement will be returned at your cost. Note that delivery targets may be impacted through non-compliance with the Product Specifications, Envelope Layout Standards and/or Addressing Layout Standards.

To ensure non-compliance is kept at a minimum we encourage you to contact elsapprovals@nzpost.co.nz for any mail pieces that you have questions or for an approval.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Adcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum volume</td>
<td>300 (Note: Postcard volumes under 300 are standard rate)</td>
</tr>
</tbody>
</table>
| PermitPost indicia required | Can be anywhere on the same side as the delivery address
Standard or Customised format permitted |
| Font size and style | Any style. At least size 10 font for the delivery address |
| Mail piece size, thickness and colour | Card minimum size: 88mm by 138mm. Card maximum size: 165mm by 240mm
Card thickness between 0.3mm and 1mm thick.
Any colour permitted |
| Delivery address | Must be a valid New Zealand Post address and be clearly visible on the front of the mail piece.
The delivery addresses in the sequenced portion of the lodgement must have a Round Number as well as a postcode. The Round Number must be ‘address line 1, be font size 12 and left justified. |
| Return to Sender address | Must be a valid New Zealand Post address, can be anywhere on the mail piece and be clearly distinguishable from the delivery address. |
| Sortcode Clear Zone | 15mm Clear Zone with a matte finish for Sortcode |
| Full product specifications | Full product specifications are set out in the Public Contract and Postal Users Guide (PUG). |
| Delivery Round Code | Positioned left hand justified above the address block in 12 font. A line number is required at a minimum of 15 spaces to the right of the Postal Reference. |
5.0 Checklist – for machine sorted mail pieces

Before going to print, please use the following checklist to ensure you’ve met all the requirements. If you have any questions, please call our customer service centre on 0800 501 501, or email us at elsapprovals@nzpost.co.nz.

* Mail piece refers to window envelopes, non-window envelopes as applicable.
6.0 Non-compliance

To ensure non-compliance is kept at a minimum we encourage you to contact elsapprovals@nzpost.co.nz for any mail pieces that you have questions on or for approval.

Non-Compliance to these Envelope Layout Standards (ELS) along with Addressing Layout Standards and product specifications may result in the entire lodgement being uprated to either a Standard mail rate or No / less than 80% Statement of Accuracy (SOA) price points or the lodgement will be returned at your cost. Note that delivery targets may be impacted through non-compliance with the ELS.

Before enforcing these actions, we will endeavour to contact the lodging party on their preferred action. Some discretion or an exemption may be provided based on the level of non-compliance e.g. Fonts or colour - the lodgement is still able to be machine processed without manual intervention.
Contact Us
For more information, please visit our website www.nzpost.co.nz, email elsapprovals@nzpost.co.nz, or call our Customer Service Centre on 0800 501 501.

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