These standards outline the requirements for Bulk Mail for both Domestic and incoming International product.

(Note that incoming International Bulk mail uses a 'Direct' impression rather than 'PermitPost' - the document uses 'PermitPost' in examples for convenience only)

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

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

Siemens’ OMS machines sort:
- GoFlexible
- PrintPost (and 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 wrapped items.

### Bulk Mail

<table>
<thead>
<tr>
<th>VolumePost™</th>
<th>GoFlexible™</th>
<th>PrintPost™</th>
<th>Adcard™</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum Quantity</strong></td>
<td>300</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td><strong>Minimum Dimensions</strong></td>
<td>Medium: 88mm x 138mm</td>
<td>Large: 165mm x 240mm</td>
<td>Oversize: 145mm x 245mm</td>
</tr>
<tr>
<td><strong>Maximum Dimensions</strong></td>
<td>Medium: 130mm x 240mm</td>
<td>Large: 165mm x 240mm</td>
<td>Oversize: 260mm x 360mm</td>
</tr>
<tr>
<td><strong>Maximum Weight</strong></td>
<td>L 75g</td>
<td>M 55g</td>
<td>M 50g</td>
</tr>
<tr>
<td><strong>Stock Type</strong></td>
<td>Paper/Plastic</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>SOA Address match to New Zealand Post postal address file</td>
<td>SOA Address match to New Zealand Post postal address file</td>
<td>SOA Address match to New Zealand Post postal address file</td>
</tr>
<tr>
<td><strong>Envelope Layout Standard</strong></td>
<td>Machinable</td>
<td>Machinable</td>
<td>Machinable</td>
</tr>
<tr>
<td><strong>Common Requirements</strong></td>
<td>New Zealand Post credit account</td>
<td>Lodge Items Monday – Friday</td>
<td>PermitPost impression</td>
</tr>
<tr>
<td><strong>ABC123</strong></td>
<td>Before 5pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please note this guide is intended as a summary only. 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 or in our catalogues. 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. VolumePost, PrintPost, GoFlexible, Adcard and PostShop are trade marks of New Zealand Post Limited.

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:

- **VolumePost**
- **GoFlexible**
- **PrintPost / PrintPost Samples**
- **Adcard**
- **Approved FreePost**

The products above have the same design constraints for both the Domestic Bulk Mail products and their incoming International equivalents.

These standards apply from 1 July 2020 and replace all previous versions.

### Key changes from the July 2019 edition

- GoFlexible and PrintPost Oversize reduced to '240 by 360'
- GoFlexible and PrintPost (print on plastic) requires a white coversheet on publications which show through banner during processing under illumination
- New VolumePost Permit Impression options
- Clarification on onserts for PrintPost and GoFlexible
- VolumePost Sender address of 3 lines needs nzpost approval

### Key changes from the September 2018 edition

- Clarification on Magnetic materials and spiral binders.
- Changes to Adcard to meet machine processing requirements.

### Lodging your mail piece

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

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.

### 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**.
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.

<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 type PrintPost™</th>
<th>Stock material Adcard™</th>
</tr>
</thead>
<tbody>
<tr>
<td>E16</td>
<td>Medium (M)</td>
<td>92mm x 191mm</td>
<td>Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DLE</td>
<td>Medium (M)</td>
<td>114mm x 225mm</td>
<td>Paper</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper</td>
</tr>
<tr>
<td>DLEE</td>
<td>Medium (M)</td>
<td>114mm x 235mm</td>
<td>Paper</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper</td>
</tr>
<tr>
<td>Max POP</td>
<td>Medium (M)</td>
<td>120mm x 235mm</td>
<td>Paper</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper</td>
</tr>
<tr>
<td>Specialist Max POP</td>
<td>Medium (M)</td>
<td>120mm x 235mm</td>
<td>Paper</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper</td>
</tr>
<tr>
<td>C6</td>
<td>Medium (M)</td>
<td>114mm x 162mm</td>
<td>Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C5</td>
<td>Large (L)</td>
<td>162mm x 229mm</td>
<td>Paper</td>
<td>Paper / Plastic</td>
<td>Paper / Plastic</td>
<td>Paper</td>
</tr>
<tr>
<td>C4</td>
<td>Oversize (OS)</td>
<td>International VolumePost™</td>
<td>Paper / Plastic</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Stock type</th>
<th>VolumePost™</th>
<th>GoFlexible™</th>
<th>PrintPost™</th>
<th>Adcard™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Envelope Stock</td>
<td>Paper envelope</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Flow wrapped: seamed</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flow wrapped: seamless</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seamless, uncreased or stretched plastic</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cardboard / courier bag</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-mailers</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Card</td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barcode clear zone</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sender address</td>
<td>Top left</td>
<td>Any corner</td>
<td>Any corner</td>
<td>Top left / Top right</td>
<td></td>
</tr>
<tr>
<td>Address block</td>
<td>(clear zone required)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
1.0 Address Printing - for all products

The BCM and OMS sorters use identical reader software for reading addresses. Once the address block has been identified by the software, there are four steps to process the delivery address:

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 Validation: 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.

### Between decenders and ascenders
0.5mm – 2.5mm

### Between characters
0.3mm – 1.0mm

### Character height range
2.3mm – 4.7mm

### Space between words (1-2 characters)
2.0mm – 5.0mm

---

**Fig.:** Character and line spacing for segmentation required for address reading.

---

<table>
<thead>
<tr>
<th>Font</th>
<th>10pt</th>
<th>11pt</th>
<th>12pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Bookman Old Style</td>
<td>⨿</td>
<td>⨿</td>
<td></td>
</tr>
<tr>
<td>Calibri</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Century</td>
<td>⨿</td>
<td>⨿</td>
<td></td>
</tr>
<tr>
<td>Century Gothic</td>
<td>⨿</td>
<td>⨿</td>
<td></td>
</tr>
<tr>
<td>Din</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Ebrima</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Euphemia</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Franklin Gothic Book</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Gothic 720</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Helvetica</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>ITC Avant Garde Book</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Kartika</td>
<td></td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Lao UI</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Letter Gothic</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>LITHOS PRO</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Lucida Sans</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Mangal</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Microsoft Sans Serif</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Myriad Pro</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Orator Std</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Verdana</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
<tr>
<td>Vrinda</td>
<td>⨿</td>
<td>⨿</td>
<td>⨿</td>
</tr>
</tbody>
</table>

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

Acceptable example with uneven line spacing. 8mm gap from address block required for VolumePost.

Acceptable example with even line spacing
2.0 VolumePost mail piece construction and materials

2.0.1 Mail piece dimensions
Mail pieces must be rectangular with an aspect ratio 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 NZ Post for testing and approval prior to lodgement (including artwork) to determine that the NZ Post 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)
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.

<table>
<thead>
<tr>
<th>128</th>
<th>127</th>
<th>126</th>
<th>125</th>
<th>124</th>
<th>123</th>
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<th>121</th>
<th>120</th>
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<tbody>
<tr>
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<td>117</td>
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<td>32</td>
<td>31</td>
<td>30</td>
<td>29</td>
</tr>
</tbody>
</table>

Want to use a colour you can’t see here? Please contact elsapprovals@nzpost.co.nz for assistance.

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*
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*
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.
2.1 VolumePost: key areas

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

Clear zones enable the reading of 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 area

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

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 (ie. left justified blocks of text).

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

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.

- 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:
- 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 3 lines needs to be approved by elsapprovals@nzpost.co.nz

Diagram not to scale

To prevent the sender address being misread as the delivery address, the sender address must be printed on the mail piece as follows:
- font size must be 8pt or less but still needs to be easily legible
- preferably written on one line with commas separating the address line
- sender address should not be over more than two lines
2.4 Indicia (PermitPost or Direct) impression area

Indicia 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 or Direct impressions for International VolumePost. The table to the right lists the requirements for both Permit types.

A printable PDF of an approved Standard Indicia impression is available for you to download and use at www.nzpost.co.nz/permitpost or at /global-business for the Direct impression.

All you need to do is insert your allocated indicia 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.

### Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Standard format</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 (or Direct) 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 indicia impression must include:</td>
</tr>
<tr>
<td></td>
<td>– New Zealand</td>
</tr>
<tr>
<td></td>
<td>– Permit No. [Permit Number] or [Direct No. [Direct Number]] for International incoming</td>
</tr>
<tr>
<td></td>
<td>– the New Zealand Post Button</td>
</tr>
<tr>
<td>Other</td>
<td>PermitPost (or Direct) 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></td>
<td>The box around the impression is ‘preferred’ but ‘optional’</td>
</tr>
</tbody>
</table>

[Diagram not to scale]

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 area

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.
2.6 Front of Medium (DLE example) sized mail piece - measurements

(diagram 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 sort code clear zone.

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

Indicia area

New Zealand Permit No. 123456

Object area

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

Graphics clear area (CMYK colour <=30% Black)

Sort code 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
2.7 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 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.
Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501.
2.8 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

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

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
Non-window envelopes and postcards, FreePost DLE – measurements

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

FreePost Authority Number and company logo area

Min 5mm Max 10mm

Min 8mm

AB Company
PO Box 123
Box Lobby
City 1234

Min 8mm

Sort code 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)

Bar width: minimum 2mm maximum 5mm

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
Non-window envelopes, FreePost DLE – 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

FreePost Authority Number and company logo area

AB Company
PO Box 123
Box Lobby
City 1234

Object area
(graphics, logo, text)

Sort code clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.
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>360mm</td>
</tr>
<tr>
<td>Thickness</td>
<td>1mm</td>
<td>20mm</td>
</tr>
</tbody>
</table>
| Weight     | 20g\(^*\) | Medium: 500g  
             |          | Large: 500g   
             |          | Oversize: 1 kg|

<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>360mm</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>

\(^*\)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 Envelope Layout Standards 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.

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.

Please note that black envelopes and black magazines (without a white coversheet) are unable to be machine processed.

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

Mail pieces must not be sealed using clasps, buttons, string, staples or similar devices.

If using any of the above, please refer to the non-compliance information under section 6.0 of this document.

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

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.

---

\(^1\)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 wrapped mail pieces 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 wrapped mail piece 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 wrapping
See section 3.11 for seamless wrapping

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.

Any colours may be used outside of the clear zones.

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 50mm 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

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 (or Direct) 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 are no sort code clear zone requirements for GoFlexible or PrintPost.
3.2 Delivery address area

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 the 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. (grapics, text etc)
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.

Sender keywords need to 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)**

with sender keyword to left of the first line of the address

RETURN ADDRESS: A B Sample
123 Sample Street, Sampleton 0000

**NOTE: sender address with more than 2 lines no longer permitted.**
3.4 Indicia (PermitPost/Direct) impressions

Indicia impressions must be located on the front of the mail piece on the same side as the delivery address. PermitPost (or Direct) impressions can be designed as Standard or Customised formats and are required for both machine sorted and manually sorted mail piece. Customised indicia 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 or /global-business for the Standard Direct impression. All you need to do is insert your allocated PermitPost (or Direct) number.

The indicia 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™ or Direct impression)
The Permit (or Direct) impression can be located anywhere on the front of the mail piece (i.e. same side as the delivery address). Both standard and customised indicia 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 indicia 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>
</tbody>
</table>
| Mandatory features | The left side of the indicia impression must include:  
- New Zealand  
- Permit No. [Permit Number] (or Direct No. [Direct Number])  
- the New Zealand Post Permit Button | PermitPost (or Direct) impressions must be printed directly onto the mail piece in the correct location as shown below. Hand stamps and labels are not permitted. |
| Other        | PermitPost (or Direct) impressions can appear on labels however hand stamps are not permitted. | |

3.4.2 Standard PermitPost (or Direct) impression
a. The indicia impression can be anywhere on the front of the mail piece (same side as the delivery address)
b. The indicia impression measurements shown are in relation to the top right hand corner of the indicia area
c. Use ‘Direct’ in place of ‘Permit’ for International Product

3.4.3 Customised PermitPost (or Direct) impression
a. Can be located anywhere on the front of the mail piece (same side as the delivery address)
b. Must contain, permit (or direct) 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%)

= any colour can be used in this area

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

GoFlexible™ / PrintPost™

PO Box 12345, Wellington Mail Centre, Wellington 5045

Preferred 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)

<Postal ref/barcode> <>
A B Sample
123 Sample Envelope Street
Sample Address
Samplenton 0000

PO Box 12345, Wellington Mail Centre, Wellington 5045

Permit New Zealand Permit No. 5312

Preferred 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.

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
3.6 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.

PO Box 12345, Wellington Mail Centre, Wellington 5045

Preferred sender address area

Max 100mm

Max 40mm

Min 12mm

Object area

(graphics, logo, text)

Min 12mm

Min 12mm

Min 12mm

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

Min 12mm

Min 12mm

Min 12mm

Object area

(graphics, logo, text)

Min 12mm

Min 12mm

Min 12mm

New Zealand Permit No. 5312

GoFlexible™ / PrintPost™
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]

Object area (graphics, logo, text)

Address block [can extend across the width of the mail piece]

Min 12mm

Min 12mm

Min 12mm

Min 12mm

Object area (graphics, logo, 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
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)

- 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)

Min 20mm

Postal ref/barcode

< 4 >

A B Sample

123 Sample Envelope Street
Sample Address
Sampleton 0000

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

Min 20mm

Min 20mm

Object area (graphics, logo, text)

Min 20mm

Min 20mm

Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501
3.8 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 and spine at blue line.

GoFlexible™ / PrintPost™
3.9 Oversize (C4) window mail piece - 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 wrapped mail pieces: 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. The maximum length of a mailpiece including overhang is 360mm.

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/Creaseless 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)
Seamed flow wrapped mail piece - Oversize layout example (printed on plastic)

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

The maximum length of the item for oversize includes the flow wrap overhang.

Sender address must be 8pt font or smaller.

Strip must be opaque enough to ensure machine readability is not compromised by background graphics or text else a white cover sheet will be required.

The mail piece must meet rigidity requirements in section 3.0.14.

The insert booklet spine should be against the blue line.

Direction of feed to sorter.
3.11 Seamless flow wrapped mail pieces

(Applies for all envelope sizes for these products)

Seamless flow wrapped mail pieces 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, spunbined 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. Mail pieces must be processed 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 the stripper belts. The perforation should never be perpendicular to the longest edge.

The perforation has to be strong enough to withstand 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 pickoff
• The vertical overhang of plastic should ideally be no higher than 10mm to ensure the welds do not split during pickoff
• When the total inserted item is thicker than 3mm the overhang can be 5mm longer.
• The maximum length of a mailpiece including overhang is 360mm

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 Samples, onserts and inserts

The OMS machine 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.

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.

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 flowwrapped interrupts machine processing thus is non-compliant unless submitted for testing and approval.

3.12.4 Samples

Product samples should be preapproved by elsapprovals@nzpost.co.nz to ensure they can be processed. 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

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

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 labels - layout

(Appplies 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 NZ Post 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 labels - continued

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

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

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

As Adcard is now machine processed, there is the requirement for a clear zone around the sort code area and minimum card thickness as captured in the table.

### Adcard Layout (landscape only)

<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>
<tr>
<td>PermitPost indicia required</td>
<td>Standard or Customised format permitted.</td>
</tr>
<tr>
<td>Font size and style</td>
<td>Any style. At least size 10 font for the delivery address.</td>
</tr>
<tr>
<td>Mail piece size, thickness and colour</td>
<td>Card minimum size: 88mm by 138mm. Card maximum size: 165mm by 240mm. Card thickness between 0.3mm and 1mm thick. Any colour permitted.</td>
</tr>
<tr>
<td>Delivery address</td>
<td>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.</td>
</tr>
<tr>
<td>Return to Sender address</td>
<td>Must be a valid New Zealand Post address, can be anywhere on the mail piece and be clearly distinguishable from the delivery address.</td>
</tr>
<tr>
<td>Sort code clear zone</td>
<td>15mm clear zone with a matte finish for sort code.</td>
</tr>
<tr>
<td>Full product specifications</td>
<td>Full product specifications are set out in the Public Contract and Postal Users Guide (PUG).</td>
</tr>
<tr>
<td>Delivery Round Code</td>
<td>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.</td>
</tr>
</tbody>
</table>

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.
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.

~ Is your mail piece a machinable size?

~ Have all the clear zone requirements been met? See sections 2.2-2.4 (for VolumePost) or sections 3.2-3.4 (for GoFlexible or PrintPost) or section 4.0 (for Adcard)

~ Have you got an approved Standard PermitPost impression (or FIM if using Approved FreePost) overprinted onto your mail piece?

~ Check that all dimensions for the Standard PermitPost impression match those shown in section 2.4 or 3.4 depending on the postal product used.

~ Have you used compliant colours and materials?

~ Is your font size and style machine compatible?

~ Have you included a sender address and is it correct and in the right place?

If you can’t meet this checklist, please refer to Standard Mail or contact elsapprovals@nzpost.co.nz.
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 elapprovals@nzpost.co.nz, or call our Customer Service Centre on 0800 501 501.

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