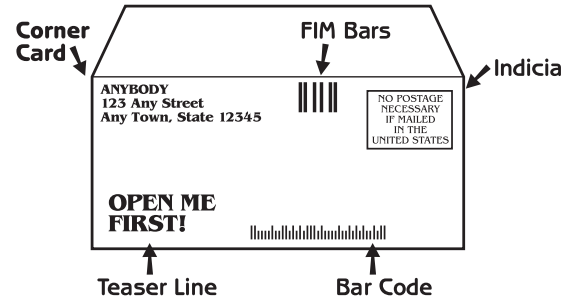
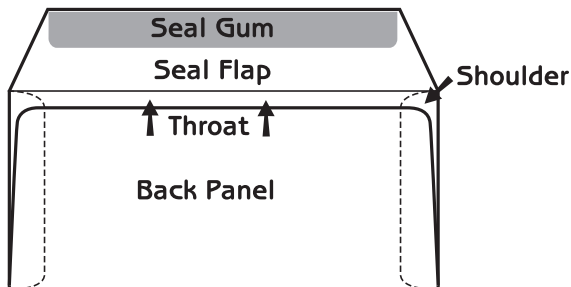
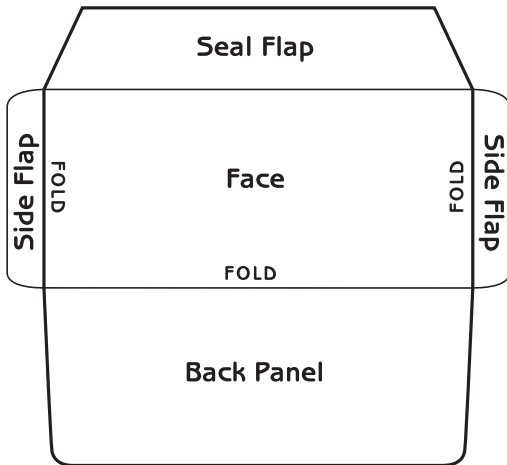


ENVELOPE BASICS

This guide will provide you with some basic information about envelopes and envelope printing

THE ANATOMY OF AN ENVELOPE

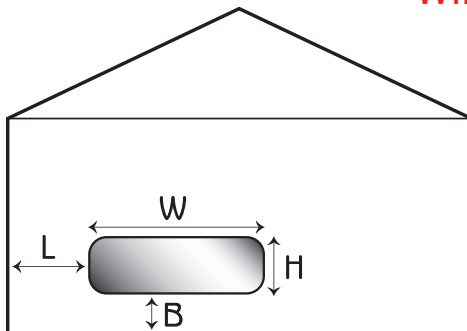


POSTAL REGULATIONS*

Size	The maximum letter size is 6 1/4" x 11 1/2"; the minimum size is 3 1/2" x 5".
Bar Codes	Preferred baseline for barcode is 1/4" from bottom, with first bar between 3 1/2" and 4 1/4" from right and the last bar more than 1/4" from the right.
FIM Bars	FIM bars should be 5/8" high, within 1/4" of the top of the envelope and the last bar 2" from the right.
Font Size	All postal information must be larger than 8 points.
Endorsement	Postal endorsements consist of the following words—"address", "forwarding", "return", or "change"—combined with "service requested".

*postal regulations are subject to change at any time. Check with your local post office before finalizing artwork.

WINDOWS



Measuring a Window

A window is always measured with the flap at the top. Its size and position must be given exactly in the following order (as per the diagram): Height (H) x Width (W), Left Margin (L), Bottom Margin (B). Windows can be located on either the front or the back of the envelope.

Window Shapes

A window is usually square (straight edges with slightly rounded corners) although circular, oval and "L" shaped (pistol) windows are possible.

Window Patches

A window will either be open, or it will have a transparent patch over it. Poly, a very clear plastic, is the most common patching material. Cello is a stronger and stiffer patch often used on very large windows. Glassine is a less transparent material that is biodegradable; it is typically found on recycled envelopes.

ENVELOPE BASICS

DESCRIBING AN ENVELOPE

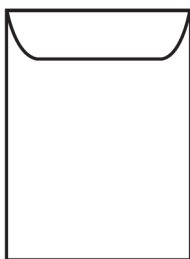
Size

An envelope is measured in inches, with the shortest dimension given first. Although envelopes of almost any size can be manufactured, some sizes are more common than others. See pages 6-16 for a listing of stock envelope sizes.

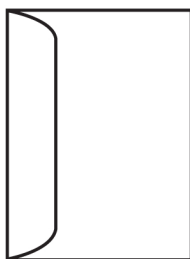
Opening

An envelope is either open on the end, open on the side, or square. This is determined by looking at the envelope with the short dimension at the top.

Open-end Envelopes- Catalogs, scarfs, coins, policies and gloves are types of open-end envelopes.



Open-side Envelopes -Booklets, commercials and announcements are types of open-side envelopes.



Flaps

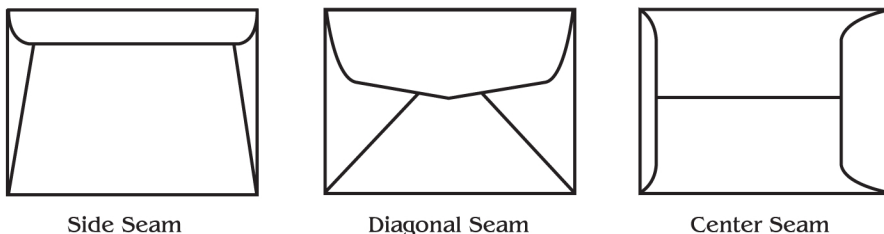
Envelopes have a variety of flap styles and sizes. Flaps are measured from the top edge of the fold to the very bottom edge of the flap. The most common flap shapes are:



Having the proper flap can be important when using automatic insertion machines. Flap size is also important when printing on the flap.

Seams

Envelopes typically have one of three seam types:



Closure

Most envelopes have regular gum, which seals the envelope when moistened. Usually the gum is applied across the entire flap, although special applications such as split seal gum and live stamp gum are possible. In addition to regular gum, there are a variety of other possible closures.

Latex Self-Adhesive Gum — Two strips of latex gum that seal upon contact, one on the underside of the flap and the other on the body of the envelope, are applied to the envelope, usually after printing.

Peel and Seal — A tacky adhesive on the flap covered by a removable lining.

Tac-n-Tac — A reusable seal which can be opened and closed multiple times.

Clasp — A double pronged metal closure which is easily opened and closed.

Button and String — Tie down closure for repeated opening and closing.

ORDERING CHECKLIST

When in doubt, answering the following questions will ensure accuracy when placing an order or requesting a quotation.

Envelopes

1. What is the size of the envelope?
2. Where is the opening (side or end)? Where are the seams located?
3. What type of closure does the envelope have?

Envelopes (continued)

4. Does the envelope have a standard or custom window? If custom, what is its size and position?
5. What type of paper is the envelope made from?
6. Is the paper printed with a standard or custom inside security tint? Which color?
7. Are you using automatic insertion equipment? If so, do you need a specific flap or throat dimension?

Printing

1. How many colors is the envelope printed with? What are they?
2. What is the copy like? (Is it heavy or light coverage?)
3. Are there bleeds?
4. Is the printing on the face, the back or both sides of the envelope?
5. How is the copy being supplied?

Other

1. Is there any post-printing work needed?
2. When and how is delivery required?

ENVELOPE BASICS

ENVELOPE PAPER

Envelopes can be made from almost any paper, except rigid grades like heavy cover stock. The most common paper types are listed below

White Wove is the most common paper used in envelopes. It is durable and inexpensive. It is available in 20#, 24#, or 28# weights. Colored Wove is also available.

Kraft paper is stronger and stiffer than wove. It is available in brown, gray, or white from 24# to 40# weights.

Fine Papers in many styles and colors are stock items in common sizes, such as #10s (regular and window), #9s, and Announcement sizes.

Our sales staff will advise you if your fine paper envelope is a stock item. Others sizes and papers can be custom manufactured.

Recycled paper is also available, both in commodity grades (white wove) and many fine paper lines.

Translucent paper is available as a stock item in a number of different envelope sizes

Tyvek is a Dupont fiber renowned for its lightweight strength. Tyvek envelopes are more expensive than regular paper envelopes, but they are lighter and tearproof. Tyvek is environmentally friendly: it is recyclable, and biodegradable.

ENVELOPE PRINTING TERMS

Bleed	Printing which extends past the edge of the envelope. Envelopes can bleed on any side, and into the window.
Converting	The process of making envelopes from plain or printed paper.
Coverage	Measures the percentage of the envelope to be covered by printing. Coverage is usually defined as: light (cornercard), moderate, heavy, or full.
Duotone	A halftone composed of dots in two colors.
Flat Print & Convert	Certain jobs cannot be printed on ready-made envelopes. They can, however, be printed on flatsheet presses and converted (see above) into envelopes.
Flexography	A high-speed direct printing process which uses raised plates. Often used to print envelopes as they are being converted. For very large runs, it can be less expensive than offset printing (see below), but the quality is inferior.
Four-Color Process	Technique by which images composed of almost infinite colors can be produced by printing a combination of four basic colors — cyan, magenta, yellow and black.
Offset Printing	Printing process (used by our envelope presses) in which ink is transferred from the plate onto an intermediate blanket, then onto the paper. The result is a more consistent image than direct printing methods.
Perfecting	Printing both sides of the envelope in one pass. (Our presses can perfect up to two colors.)
PMS Colors	The Pantone Matching System is a set of color definitions which allows a printer to accurately match selected spot colors.
Registration	The degree to which different color images must fit together when printed. Registration is usually defined as: loose, tight or perfect.
Screens	Halftones produced by breaking the basic color into dots of various sizes and spacing. The number and size of dots is defined by the line screen. Typical line screens are 120, 133 or 150 lines per inch.
Trapping	Overlapping two images to eliminate misregistration when printing one color adjacent to another.

CUT-OUT SCHEDULE FOR CONVERTING PRINTED SHEETS

	11x17	14x20	17x22	19x25	23x29	23x35	25x38	28x40
#6 3/4 comm.	2	2	5	6	10	11	13	13
#9 comm.	1	1	3	4	6	8	9	9
#10 comm.	1	1	2	4	5	6	8	8
6x9 Bklt	-	1	2	2	4	4	4	6
6x9 OE	-	1	1	2	3	4	4	6
7.5x10.5 Bklt	-	-	1	1	2	2	3	4
7.5x10.5 OE	-	-	1	1	2	2	3	4
8.75x11.5 Bklt	-	-	1	1	2	2	2	4
8.75x11.25 OE	-	-	1	1	1	2	2	2
9x12 Bklt	-	-	1	1	2	2	2	4
9x12 OE	-	-	1	1	1	2	2	2
10x13 Bklt	-	-	1	1	1	2	2	2
10x13 OE	-	-	1	1	1	2	2	2

Paper Weight Equivalents Writing/Envelope = Text (Fine papers)

20#	50#
24#	60#
28#	70#
32#	80#