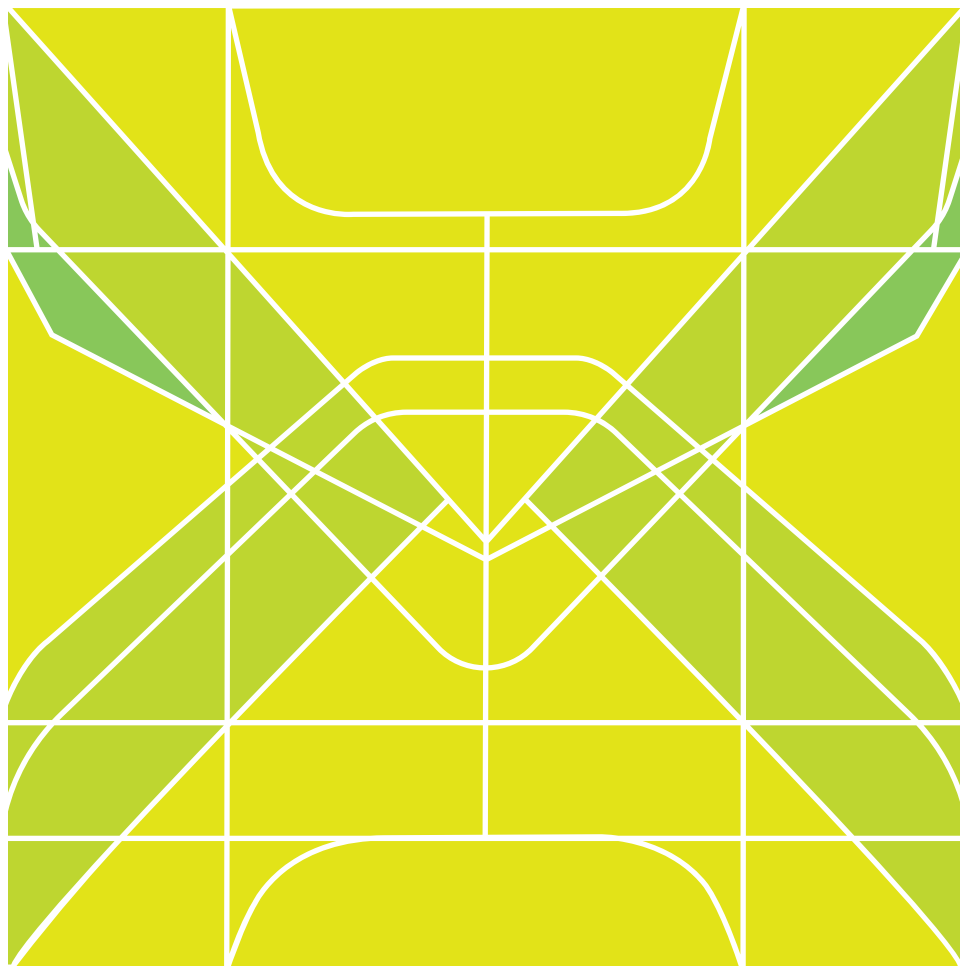


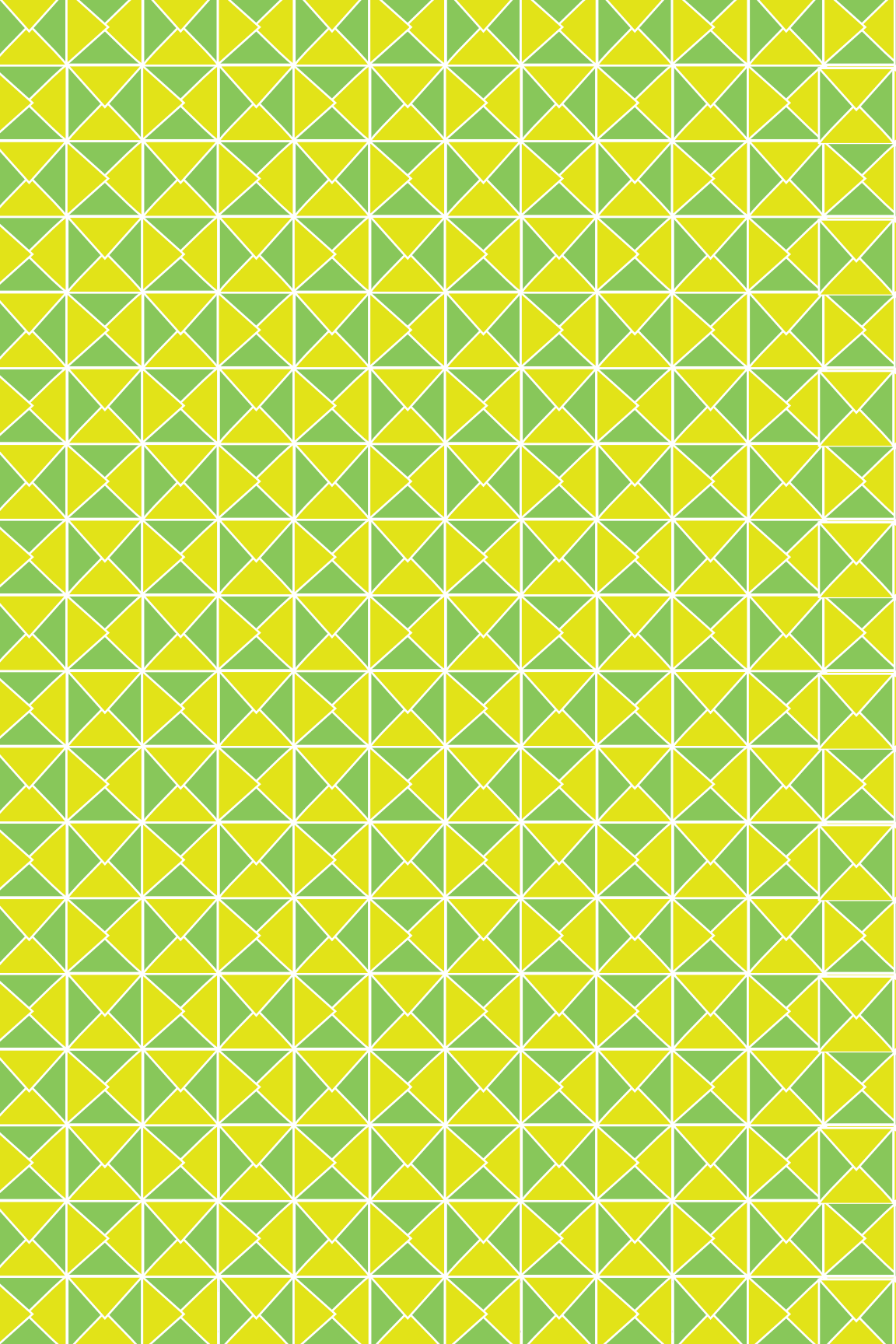


Cool solutions in print.

# ENVELOPE BASICS

MEASURING  
MAILING  
WINDOWS  
PRINTING  
SIZING  
DEFINITIONS  
SPECIFYING





# In an increasingly electronic world, people are turning to traditional methods of communicating when it matters the most.

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Printed collateral—something you can hold in your hand—is tactile, impactful, permanent and infinitely more memorable than an email, tweet or blog post. Studies show a return to using print as an important part of the marketing mix to support electronic campaigns, promote luxury goods, document an event, or just surprise the prospective recipient.

And how does that recipient receive that correspondence? Usually in an envelope, that container for everything from bills to birthday cards. Unfortunately, it is often an afterthought in the design process.

Think about this: a finely crafted envelope is often your first impression. This guide is an effort to give you the information you need to consider the envelope at the outset of a project: to choose wisely, specify accurately and make the most of that first impression.

# ENVELOPE BASICS

## OPENINGS

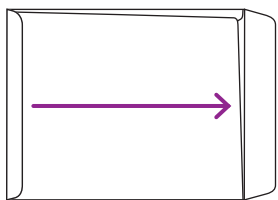
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Envelopes can be manufactured in an almost endless number of sizes and shapes. It is important to specify how the envelope should open for aesthetic reasons as well as for functional considerations. Almost all envelopes stem from two basic constructions: they are either open side or open end.

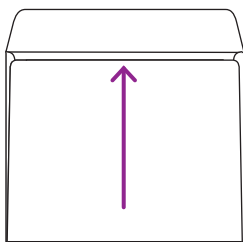
- Open end envelopes have the opening and seal flap on the short dimension and are well-suited to hand insertion applications. Large open end envelopes are called catalog envelopes.
- Open side envelopes have the opening and seal flap on the long dimension and are ideal for automatic insertion applications and well-suited for hand insertion applications.

When machine inserting envelope contents it is critical that you choose an envelope that is compatible with the inserting equipment that will be used. We recommend contacting your mail house prior to ordering your envelopes to determine what construction is compatible with their machinery.

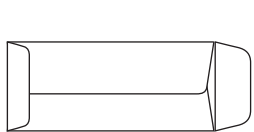
Envelopes being machine inserted usually require a shorter flap (one to 1.75 inches).



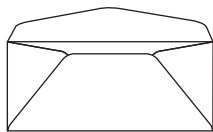
OPEN END



OPEN SIDE



OPEN END

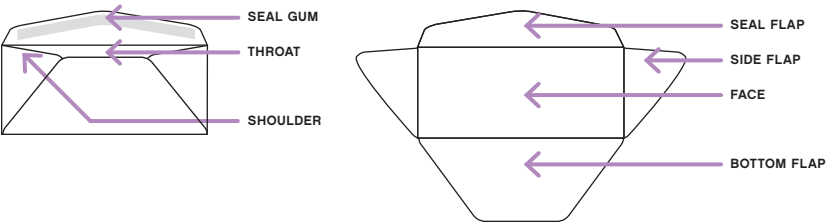


OPEN SIDE

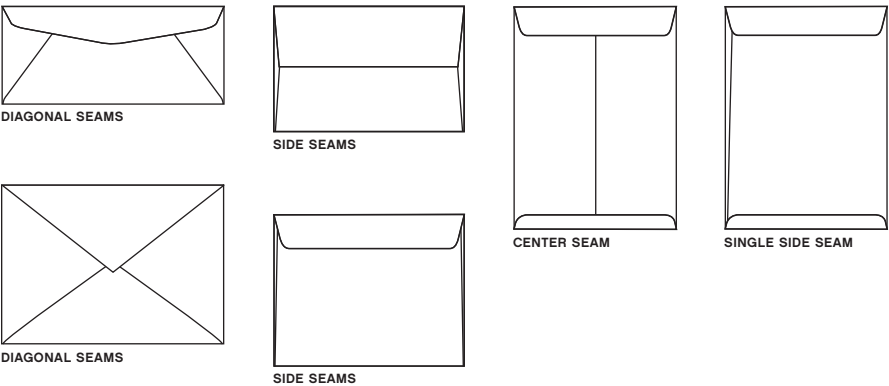
# ENVELOPE BASICS

## CONSTRUCTION

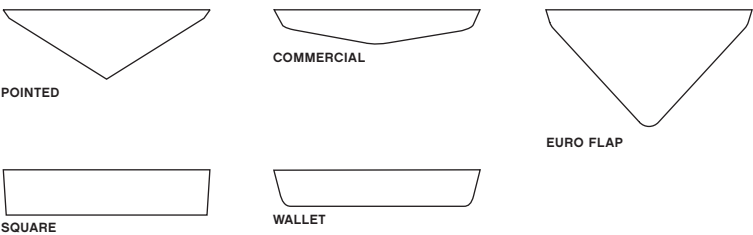
### PARTS OF AN ENVELOPE



### SEAM STYLES



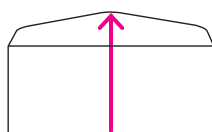
### FLAP STYLES



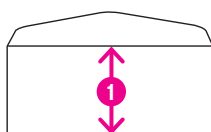
# ENVELOPE BASICS

## MEASURING

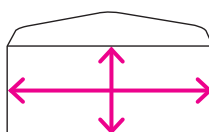
- Always measure an envelope with the flap at the top
- Envelope size is always stated in inches with the shortest dimension first
- The overall size is measured from the top fold to the bottom fold and from one side fold to the other
- Flap length is measured from the top fold score line to the tip of the flap
- Seal gum is measured from the edge of the seal flap to where the gum line stops
- Throat depth is measured from the top fold score line to the top of the bottom flap
- Side flap is measured from the side fold to its farthest point at the envelope center



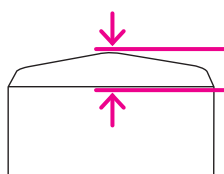
FLAP AT TOP



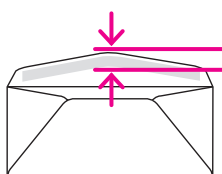
SHORT DIMENSION FIRST



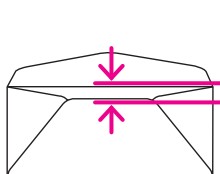
MEASURE FOLD TO FOLD



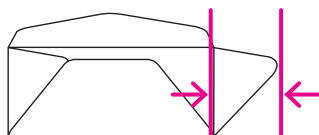
FLAP LENGTH



SEAL GUM



THROAT DEPTH



SIDE FLAP

# ENVELOPE BASICS

## PAPER + CONVERTING

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Commercial and monarch envelopes are typically made from writing paper. Announcement, baronial, booklet and catalog envelopes are typically made from text weight paper. Current trends favor heavier, even cover weight, paper. Check with your envelope supplier on feasibility of machine folding when specifying heavier weight papers.

Designers can specify from a full range of brands, textures, colors, coated and uncoated envelopes. Commodity envelopes are made from economical white wove or kraft paper. However, the more an envelope gets away from white wove, the better chance it has of getting noticed. When specifying envelopes be sure to include all of the characteristics that you want and always check with your mail house or the post office before committing to a design.

Paper for envelopes can be made from wood pulp, cotton fiber, or synthetic substrates such as Tyvek. Sustainable choices include papers made with postconsumer waste fiber, papers manufactured with FSC-certified fiber, papers made carbon neutral with Verified Emissions Reduction credits, papers made with emission-free renewable energy, papers made with process chlorine free or elemental chlorine free pulps.

Envelopes can be purchased pre-converted—already cut, folded, and glued into envelopes—or you can print flat sheets of paper and have them converted after printing. Litho converting, or printing then converting, is usually more expensive and will take more time but allows for uninterrupted graphics and/or graphics that wrap smoothly from front to back.

# ENVELOPE BASICS

## GRAIN DIRECTION

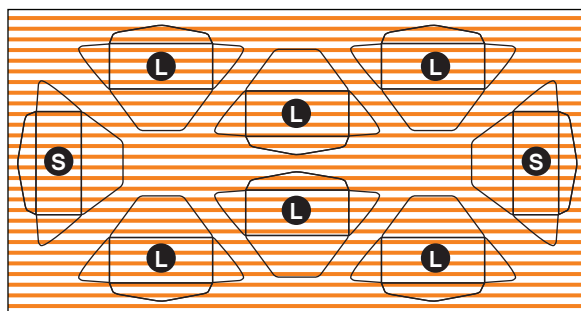
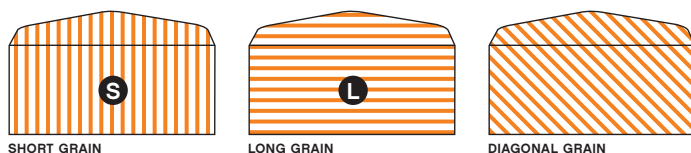
A paper's grain direction is a factor in folding and binding. For any type of paper a fold parallel to the grain direction will always be better than one against the grain direction.

Grain direction is determined on the paper machine. As the fibers come together, they align in the same direction that the machine is moving. Then, when the paper is sheeted from a paper roll, or subsequently cut down from larger sheets, the grain will either run parallel to the long dimension of the sheet (grain long), or to the short dimension (grain short).

In both printing and in envelope folding, the grain direction is an important consideration for folding, registration and binding operations and can have a noticeable effect on the quality of the envelopes being produced.

Most envelopes are straight grain. Envelopes are laid out on a sheet of paper to maximize efficiency with the least waste. Consequently, in any given run of envelopes there may be some finished envelopes that are short grain and some that are long grain. This will be more noticeable in envelopes made from papers with a linear texture.

Envelopes may also be specified as diagonal grain. Diagonal-grain cutting results in more envelopes per sheet, however, these envelopes can be prone to warping and may be more difficult to run through automated equipment.



STRAIGHT GRAIN CUTTING RESULTS IN ENVELOPES WITH VARYING GRAIN DIRECTION

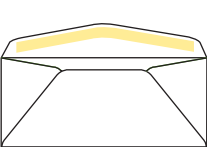


# ENVELOPE BASICS

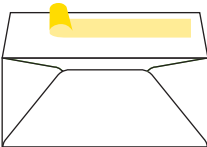
## CLOSURES

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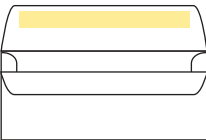
The standard closure for envelopes is a gum seal but many other options exist—pressure sensitive, self adhesive, latex, metal clasp and string and button.



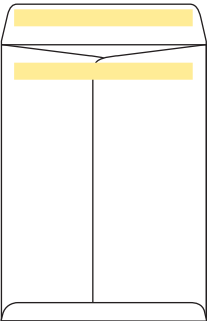
GUM



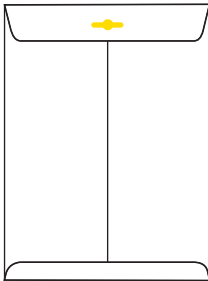
PRESSURE SENSITIVE



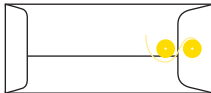
SELF ADHESIVE



LATEX



METAL CLASP



STRING AND BUTTON

# ENVELOPE BASICS

## PRINTING

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The two most common methods for printing envelopes are offset and flexographic printing.

Offset offers the highest quality of envelope printing. It produces a clear, well-defined image area and provides excellent ink coverage. It is effective on many different paper surfaces from smooth and vellum to laid and felt. Offset printing can be done before or after folding. After-fold envelopes are printed upon completion of the folding process. Offset printing is generally done after the envelope is folded, but envelopes can be cut from pre-printed sheets which allows for copy to wrap around the back of the envelope.

Flexographic printing is done from polymer plates on which the image to be printed is raised above the non-printing surface. Ink is applied to the raised surface while the surrounding areas are lower and do not receive ink. The inked image is then pressed directly onto the paper. High-speed flexography equipment uses water based inks for fast drying on the folding machine. Envelopes can be printed prior to being run through the folding machine (before fold) or in-line on the folding machine.

### DIGITAL

Increasingly new machines are being developed to digitally print envelopes. While generally reserved for smaller quantities digital printing offers quick turnarounds, high-resolution full-color and the opportunity for customization.

### SPECIALTY PROCESSES

Letterpress printing, embossing, engraving and other specialty processes should be done before converting so the impression doesn't show through.

Regardless of the processes you use you should talk to your printer early in the design process. Keep in mind that each press has different tolerances and requirements. For instance, flaps and gum area can affect printing of solids and window envelopes may not be able to run through high-heat digital presses.

# ENVELOPE BASICS

## THE INSIDE STORY

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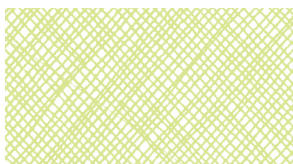
### SECURITY TINTS

Inside solid or patterned security tints are a popular method for adding privacy to check envelopes and other mail. There are many standard tint patterns available. In place of generic tints, customized tints can also be designed. These can include logos or messages that show through a window. Remember that full coverage of darker ink colors may show through the envelope paper, detracting from the envelope's appearance.

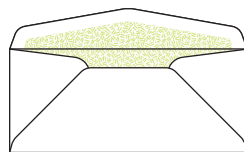
Special patterned security tints are available upon request.



CONFETTI (STANDARD)



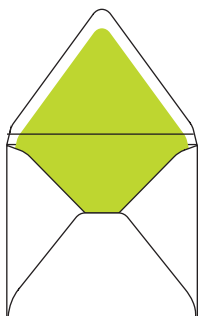
LINEN



SECURITY TINT ENVELOPE

### LINERS

Lined envelopes can make a big impression. Envelopes can be purchased with colorful or specialty liners laminated to the inside of the envelope. Patterned and decorative liners can also be added to standard envelopes (pre-cut liners with adhesive).



LINED ENVELOPE

# ENVELOPE BASICS

## WINDOWS

Windows can be any shape and run parallel or perpendicular to the seal flap. Windows are generally parallel to the seal flap but other variations include perpendicular, square, oval, pistol grip and rounded.

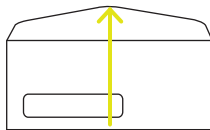
To ensure an accurate quote on a special window, it is advisable to scan and/or email a drawing to inside sales. Custom window shapes can be made in any shape and size.

When ordering window envelopes be sure to specify size, position, window material and shape.

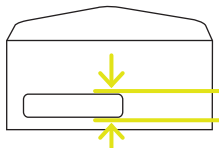
### MEASURING A WINDOW

- Always measure a window envelope with the flap at the top
- Window size is always stated in inches with the height first, then length
- Position is stated relative to the left and bottom flaps of the envelope

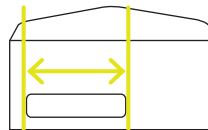
A commercial flap envelope with a standard window has a 1.125 x 4.5 inch rectangular window with rounded corners. It is positioned .875 inches from the left fold and .5 inches from the bottom fold.



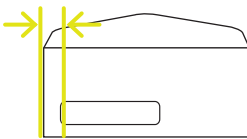
FLAP AT TOP



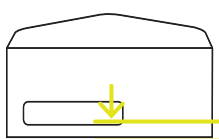
MEASURE HEIGHT FIRST



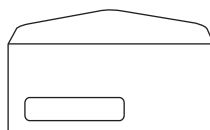
MEASURE LENGTH SECOND



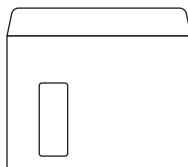
POSITION TO LEFT FOLD



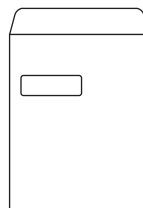
POSITION TO BOTTOM FOLD



COMMERCIAL WINDOW



BOOKLET WINDOW



CATALOG WINDOW

# ENVELOPE BASICS

## WINDOW MATERIALS

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### **POLY**

The most popular and inexpensive patching material, slightly opaque in appearance. Resistant to humidity, will melt in the thermographic process or high-heat digital printing.

### **CLEAR**

Completely transparent, but cannot withstand the heat of the thermographic process or high-heat digital printing.

### **OPEN FACE OR OPEN PANEL**

This type of window has no patch material added.

### **SPECIAL**

Environmental window materials available by special order.

### **GLASSINE**

Glassine lacks clarity and does not react well under humid conditions. Safe for thermography, and recyclable, because it is a wood product.

### **HEAT RESISTANT**

Recommended for thermography and digital printing.

# ENVELOPE BASICS

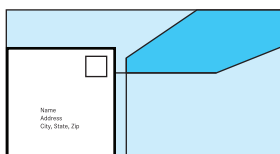
## MAILING

The United States Postal Service (USPS) establishes regulations for the mailing of business and personal correspondence. The Domestic Mail Manual provides a comprehensive list of business mailing requirements including bar coding, graphic restrictions, acceptable areas to place the address, and mandatory unprinted zones. Order the manual or view the latest envelope design requirements online at [usps.com](https://usps.com). While there, read or sign up for *Deliver* magazine, the leading online resource for mail marketing strategies brought to you by the USPS.

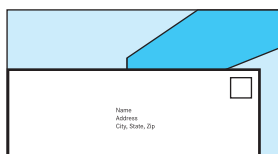
The envelope mailability template is a convenient guide to the proper ratio of a mail piece's length to height. It shows the minimum size of an acceptable mailing piece and the dimensions that are subject to a surcharge for first- or third-class pieces weighing up to one ounce. The USPS requires a height-to-length ratio to fall between 1 to 1.3 and 1 to 2.5. Mailing pieces that are outside these ratios will be subject to a surcharge. On this template, a standard envelope will have an upper right corner that falls within the shaded area.

### TO AVOID A SURCHARGE

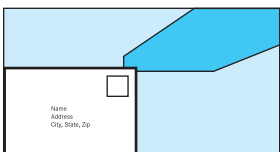
- Minimum of 3.5 x 5 inches.
- Maximum of 6.125 x 11.5 inches
- Maximum thickness is .25 inches
- Aspect ratio (length divided by height) fall between 1.3 to 1 and 2.5 to 1



TOO TALL (SUBJECT TO SURCHARGE)



TOO WIDE (SUBJECT TO SURCHARGE)



WITHIN RATIO

# ENVELOPE BASICS

## STORAGE + PACKING

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Always store envelopes in a cool, dry, well-ventilated place. Store envelopes standing on edge in closed and sealed boxes. The oldest envelopes should be rotated and used first.

### STANDARD PACKING

Commercial envelopes are packed 500 per box and 2,500 per carton.

Catalog and booklet envelopes are bulk packed 500 per carton.

# A specifier's guide to standard envelope styles, sizes and inserts.

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The look, feel, and color of an envelope can improve response rates, present a particular image, or evoke a desired emotion. When designing an envelope consider the printing process, color, texture, recycled content, and paper weight to eliminate show through and minimize mailing costs, budget, deadline and if the perception of quality is important to the intended audience.

Save time and money by using standard sizes. For best results, the envelope should be at least .25 inches longer than the longest insert. Recommended clearance from top to bottom is no less than .25 inches.

When having an envelope quoted, remember to specify paper grade, finish, shade, basis weight, size, flap opening, seam construction, delivery date, quantity, packaging requirements, and any special requests such as windows, non-standard glue placement or printing type and location.



# COMMERCIAL FLAP

For a variety of business and personal correspondence, including invoices, statements, stationery, and direct mailings.

ENVELOPE	SIZE	ENCLOSURE
6¼	3.5 x 6	3.25 x 5.75
6¾	3.625 x 6.5	3.5 x 6.25
8⅝	3.625 x 8.625	3.5 x 8.325
7	3.75 x 6.75	3.5 x 6.5
7¾	3.875 x 7.5	3.75 x 7.25
monarch	3.875 x 7.5	3.75 x 7.25
9	3.875 x 8.875	3.75 x 8.625
10	4.125 x 9.5	4 x 9.25
11	4.5 x 10.375	4.25 x 10.125
12	4.75 x 11	4.5 x 10.75
14	5 x 11.5	4.75 x 11.25



COMMERCIAL FLAP



MONARCH POINTED FLAP



COMMERCIAL WINDOW

# EURO FLAP

The modern choice for stationery and cards features a distinctive deep flap with a rounded tip.

ENVELOPE	SIZE	ENCLOSURE
4 baronial	3.625 x 5.125	3.5 x 4.875
A2	4.375 x 5.75	4.25 x 5.5
A6	4.75 x 6.5	4.625 x 6.25
A7	5.25 x 7.25	5.125 x 7
5½	5.5 x 5.5	5.25 x 5.25
A8	5.5 x 8.125	5.375 x 7.875
A9	5.75 x 8.75	5.5 x 8.5



SQUARE EURO FLAP



BARONIAL EURO FLAP

# SQUARE FLAP

Contemporary flap style that adds a touch of elegance to any business correspondence. Particularly popular as part of an executive stationery suite.

ENVELOPE	SIZE	ENCLOSURE
monarch	3.875 x 7.5	3.75 x 7.25
9	3.875 x 8.875	3.75 x 8.625
10	4.125 x 9.5	4 x 9.25



SQUARE FLAP

# A-STYLE ANNOUNCEMENT

For invitations, notecards, small booklets, and promotional pieces and, more recently, for distinctive business stationery. This style envelope is enhanced by the use of text paper.

ENVELOPE	SIZE	ENCLOSURE
A2	4.375 x 5.75	4.25 x 5.5
A6	4.75 x 6.5	4.625 x 6.25
A7	5.25 x 7.25	5.125 x 7
A8	5.5 x 8.125	5.375 x 7.875
A9	5.75 x 8.75	5.625 x 8.625
A10	6 x 9.5	5.875 x 9.25



A-STYLE

# MACHINE INSERTABLE

A-style envelope that will be mechanically inserted. Has a shorter flap, like a booklet style envelope. Normally used for bulk mail and direct marketing campaigns.

We cannot guarantee that our envelopes will work on a specific inserter due to the number and variety of different inserters on the market. We suggest that you request samples for testing.

ENVELOPE	SIZE	ENCLOSURE
A2	4.375 x 5.75	4.25 x 5.5
A6	4.75 x 6.5	4.625 x 6.25
A7	5.25 x 7.25	5.125 x 7
A8	5.5 x 8.125	5.375 x 7.875
A9	5.75 x 8.75	5.625 x 8.625
A10	6 x 9.5	5.875 x 9.25



MACHINE INSERTABLE

# BARONIALS

Deep pointed flap used for formal announcements and invitations.

ENVELOPE	SIZE	ENCLOSURE
4	3.625 x 5.125	3.5 x 4.875
5	4.125 x 5.625	4 x 5.25
5½	4.375 x 5.75	4.25 x 5.325
6	4.75 x 6.5	4.625 x 6.25
lee	5.25 x 7.25	5.125 x 7
8	5.75 x 8	5.625 x 7.75



BARONIAL

# SQUARE

Square flap and side seam construction for printing uninterrupted by seams. Requires a surcharge for mailing.

ENVELOPE	SIZE	ENCLOSURE
5	5 x 5	4.75 x 4.75
5½	5.5 x 5.5	5.25 x 5.25
6	6 x 6	5.75 x 5.75
6½	6.5 x 6.5	6.25 x 6.25
7	7 x 7	6.75 x 6.75
7½	7.5 x 7.5	7.25 x 7.25
8	8 x 8	7.75 x 7.75
8½	8.5 x 8.5	8.25 x 8.25
9	9 x 9	8.75 x 8.75
9½	9.5 x 9.5	9.25 x 9.25
13½	13.5 x 13.5	13.25 x 13.25



SQUARE

# BOOKLET

For annual reports, brochures, sales literature, and a variety of printed material. Can be used in volume mailings processed by inserting and sealing equipment.

ENVELOPE	SIZE	ENCLOSURE
4¾ x 6½	4.75 x 6.5	4.5 x 6
5½ x 7½	5.5 x 7.5	5.25 x 7
5½ x 8⅛	5.5 x 8.125	5.25 x 7.625
5¾ x 8⅞	5.75 x 8.875	5.5 x 8.325
6 x 9	6 x 9	5.75 x 8.5
6 x 9½	6 x 9.5	5.75 x 9
6½ x 9½	6.5 x 9.5	6.25 x 9
7 x 10	7 x 10	6.75 x 9.5
7½ x 10½	7.5 x 10.5	7.25 x 10
8¾ x 11½	8.75 x 11.5	8.5 x 11
9 x 12	9 x 12	8.75 x 11.5
9½ x 12⅝	9.5 x 12.625	9.25 x 12.125
10 x 13	10 x 13	9.75 x 12.5



BOOKLET



BOOKLET WINDOW

# CATALOG

For large document mailings including magazines, catalogs, sales literature, and annual reports. The heavily gummed flap offers protection for heavy enclosures. Catalogs, in most cases, cannot be processed through inserting or laser printing equipment.

ENVELOPE	SIZE	ENCLOSURE
5 x 5	5 x 5	4.75 x 4.75
6 x 9	6 x 9	5.75 x 8.5
6½ x 9½	6.5 x 9.5	6.25 x 9
7½ x 10½	7.5 x 10.5	7.25 x 10
9 x 12	9 x 12	8.75 x 11.5
10 x 13	10 x 13	9.75 x 12.5
10 x 15	10 x 15	9.75 x 14.5
12 x 15½	12 x 15.5	11.75 x 15



CATALOG



CATALOG WINDOW

# POLICY / COIN

Center seam with open end construction.

ENVELOPE	SIZE	ENCLOSURE
5½ coin	3.125 x 5.5	2.875 x 5.25
7 coin	3.5 x 6.5	3.25 x 6.25
10 policy	4.125 x 9.5	3.875 x 9.25



POLICY / COIN

# REMITTANCE

Open side, side seam envelope with a large remittance flap.

ENVELOPE	SIZE	ENCLOSURE
6¼	3.5 x 6	3.25 x 5.75
6¾	3.625 x 6.5	3.5 x 6.25
9	3.875 x 8.875	3.75 x 8.625



REMITTANCE

## GLOSSARY OF ENVELOPE TERMS

### **A-STYLE ENVELOPE**

Announcement style, open side envelope with double side seam construction and a square flap.

### **BACK GUM**

Also referred to as seam gum. The adhesive used to seal the seam on the back of the envelope.

### **BANDING**

A counting method in which a paper or plastic band is placed around a specific number of envelopes. Most commonly used for greeting card envelopes.

### **BANKERS FLAP**

A rectangular seal flap with rounded corners. Also known as a wallet flap.

### **BARONIAL**

Mostly used for announcements and greeting cards, this envelope style has a large pointed flap and diagonal seams.

### **BASIS WEIGHT**

Weighing 500 sheets of any grade of paper in its standard basic size will determine its basis weight. In other words, 500 sheets of 17 x 22 24-pound bond will weigh 24 pounds. The standard basic size for writing papers is 17 x 22, text is 25 x 38, and cover is 20 x 26.

### **BLEED**

When the printed image extends beyond the fold of an envelope or off the edge of an envelope blank

### **BOOKLET ENVELOPE**

An open sided envelope which seals on the long side.

### **BOTTOM FLAP**

That portion of the envelope folded up and sealed along the edges of the side flaps to form the pocket.

### **BANG TAIL**

An open side envelope with a perforated tail of paper attached to the back flap.

### **BUSINESS REPLY ENVELOPE (BRE)**

A pre-addressed envelope with a first class permit and return address in which the original sender pays for its return.

### **BUSINESS RETURN ENVELOPE**

An envelope with a pre-printed return address but no postage.

### **CATALOG ENVELOPE**

An open end, center seam envelope with the seal flap on the short end.

### **CENTER SEAM**

The permanent seam that joins the two side flaps together at the center of the envelope.

### **CLOSED FACE**

Also known as a regular envelope, an envelope with no window. The most common envelope format.

### **CLOSURES**

The method of securing the seal flap to the back of the envelope such as seal gum, string-and-button, metal clasp.

### **COIN ENVELOPE**

A small open end envelope used for small items such as coins, jewelry or parts.

### **COMMERCIAL STYLE**

Open side envelope with diagonal or double side seam with a commercial style flap.

### **COMMODITY ENVELOPE**

Mass produced, value priced, standard sized envelopes made from white wove or brown, or gray, kraft paper.

### **CONVERTING**

The process of manufacturing an envelope from parent-sized sheets of paper.

### **CORNER CARD**

The printed return address in upper left hand corner.

### **CROSS BACK**

The style of envelope, which when folded, has the seams diagonally across the back of the envelope. Sometimes abbreviated C/B. See also diagonal seam.

### **DECKLE EDGE**

The unfinished rough edge on hand-made and machine-made papers used to decorate the flap of an envelope.

**DIAGONAL GRAIN CUTTING**

The grain of the paper runs diagonally across the face of the envelope, corner to corner. Also known as cross grain or random cutting.

**DIAGONAL SEAM**

A seam running diagonally from the bottom fold upward toward the throat of the envelope.

**DIE**

The metal form used to cut envelope blanks or a window opening.

**DIE CUT**

The process of cutting envelope blanks utilizing a die.

**DOCUMENT ENVELOPE**

Sometimes referred to as legal envelopes, these are large, open side, double side seam outside, hex flap envelopes produced from heavy manila or brown kraft stock with heavy seal gum, used for mailing and storage of documents requiring security and confidentiality.

**EDGE TIGHT**

Refers to the practice of gluing the window material all the way to the edge so it does not interfere with machine inserting equipment.

**EXPANSION ENVELOPE**

Gusseted envelope to allow expansion for bulky items.

**EXPANSION SCORE**

An added score along the length of a seal flap to accommodate bulky contents. Also referred to as double score.

**FIRST CLASS GREEN DIAMOND BORDER (FCGDB)**

Printed border identifying mail as first class.

**FIRST CLASS MAILER (FCM)**

Any type or size of envelope with a pre-printed diamond shaped border around its perimeter. The words "first class" are normally pre-printed on the face of the envelope but are not required.

**FLAPS EXTENDED**

Envelopes produced and packed with their flaps open and extended.

**FLUSH CUT**

An envelope with no seal flap, leaving a straight opening at the top of the envelope.

**FOIL LINED**

Envelopes with the inside of the flap and throat lined with a decorative colored foil

**FOLD**

Any folded edge of an envelope.

**GUM**

Any type of adhesive or glue used in the manufacturing of envelopes.

**GUM SLING**

A term used to describe a manufacturing problem caused by back gum applicators splattering gum onto other surfaces of the envelope resulting in consecutive envelopes tacking or sticking together.

**GUM SEEPAGE**

A term used to describe excessive application of back gum resulting in a consecutive envelopes sticking together at the seam or the inside pocket of the envelope being stuck closed at the seam.

**HITCH-HIKER ENVELOPE**

A dual-purposed envelope for use in both outbound and return response mailing.

**INDICIA**

Permit or markings on a mail piece showing that postage has been paid by the sender.

**JOB JACKET ENVELOPE**

A large envelope in which all aspects of a print job are kept for reference.

**PANTONE® MATCHING SYSTEM**

A widely adopted ink matching color system developed by the Pantone Company. Used to identify specific colors to be used on a print job.

**OPEN END**

An envelope with the flap on the shorter of the two dimensions.

**OPEN PANEL**

A window envelope that does not have any window patch material.

**OPEN SIDE**

An envelope with the flap on the longer of the two dimensions.

**OPEN SIDE, DIAGONAL SEAM (OSDS)**

An open side envelope with diagonal seams such as a commercial #10.

**OPEN SIDE, SIDE SEAM (OSSS)**

An open side envelope with side seams such as an A6.

**POLICY ENVELOPE**

A #10 through #14 size envelope with the flap on the shorter of the two dimensions.

**POLY**

The most commonly used window patch material.

**REGULAR**

Any commercial envelope that does not have a window.

**REMITTANCE ENVELOPE**

A booklet or side seam style envelope with a long wallet type seal flap covering most of the back of the envelope.

**SEAL GUM**

Any adhesive applied to the seal flap of the envelope in order to achieve a seal.

**SEAL FLAP**

The flap that folds down over the envelope's opening in order to seal it.

**SHOULDER**

The top edge of the side flaps at the envelope opening.

**SIDE FLAPS**

The sides of the envelope folded to the inside and sealed along the back flap to form a pocket.

**SIDE SEAM**

A seam that runs perpendicular to the envelope opening.

**SIDE SEAM INSIDE**

The term applied to the side seam when it folds under the bottom flap.

**SIDE SEAM OUTSIDE**

The term applied to the side seam when it folds over the bottom flap.

**SPECIAL**

Any envelope that is not of a standard size, window position or paper grade.

**STRAIGHT GRAIN CUTTING**

Cutting the blanks for an envelope so the grain of the paper runs parallel to the seams.

**SUBSTANCE WEIGHT**

Weighing 500 sheets of any grade of paper in its standard basic size will determine its substance weight. In other words, 500 sheets of 17 x 22 24-pound bond will weigh 24 pounds. The standard basic size for writing papers is 17 x 22, text is 25 x 38, and cover is 20 x 26. Also known as basis weight.

**TABBED**

A counting method for packaged envelopes whereby a paper tab is placed at specified quantities within the box or carton.

**TACKING**

The premature activation of the seal gum at the points where it is over the back seams of an envelope.

**THROAT**

The place between the top fold and top of the back flap that forms the opening.

**THUMB CUT**

A rounded opening cut through the back, front, or both sides of an envelope opening to facilitate the removal of its contents.

**TINTING**

Patterned printing on the inside of an envelope for added opacity and security.

**TYVEK®**

A brand of synthetic paper made of flash-spun, high density polyethylene fibers. A registered trademark of Dupont, it is ultra-lightweight, tear-proof, and waterproof.

**WALLET FLAP**

A rectangular seal flap with rounded corners.

**WINDOW**

An opening in the envelope with or without a translucent patch allowing the address to show through.

# Envelope checklist

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The look, feel, and color of an envelope can improve response rates, present a particular image, or evoke a desired emotion. When designing an envelope take time to consider:

## GOALS AND AESTHETICS

- ☐ What are your objectives?
- ☐ How will your envelope stand out from the crowd?
- ☐ Does the design fit in with the rest of the campaign?
- ☐ Does it support your image?

## PROJECT PARAMETERS

- ☐ What is your production deadline?
- ☐ What is your budget?
- ☐ Will envelopes be stuffed by hand or on mechanical inserting equipment?
- ☐ What is your required quantity?
- ☐ How should the envelopes be packaged and in what quantities?

## SPECIFICATIONS

- ☐ Pre-converted or custom envelope? If converting an envelope select paper stock by paper grade, finish, shade and basis weight
- ☐ Opening and flap style
- ☐ Seal type
- ☐ Size—make sure envelope fits contents
- ☐ Construction—custom shape or non-standard construction
- ☐ Window placement, size, shape and patch material
- ☐ Determine graphics and number of inks
- ☐ Printing process
- ☐ Security tint or lining
- ☐ Special finishing techniques
- ☐ Postal regulations—refer to Domestic Mail Manual
- ☐ Get a quote



