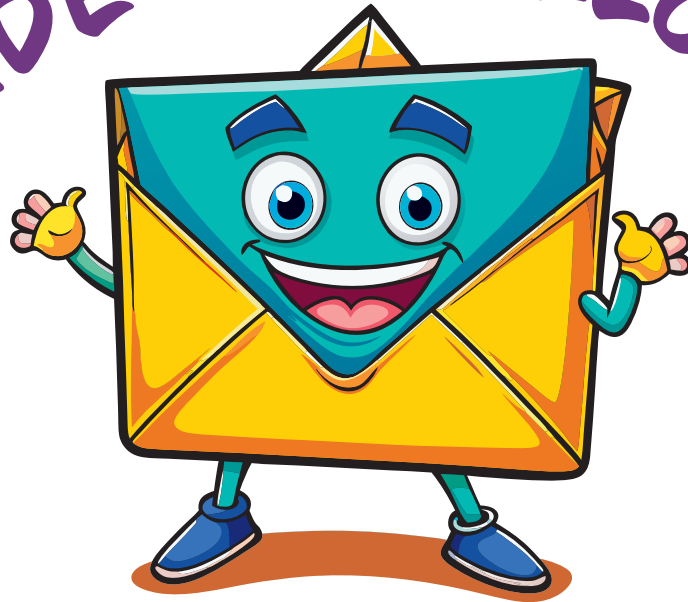




HopkinsPrinting

GUIDE TO ENVELOPES



GLOSSARY AND ANATOMY OF AN ENVELOPE

When discussing envelope options with clients and printers, basic knowledge of envelope construction can help you cut costs and choose the best envelope for the project.

SIDES

Face or Front

The front of the envelope, usually seamless, may have windows that allow the inside contents to show through. The face of the envelope is where the address, postage, and return address usually appear.

Back

The back of the envelope, typically left blank, is where the flaps meet to form and seal the envelope.

Gum Seal: The gum seal is a liquid activated adhesive on the seal flap that keeps the envelope secure before opening.

FLAPS

Seal Flap: The seal flap comes in four main styles: commercial, wallet, square, and pointed.

Side Flap: The sides of the envelope folded to the inside and sealed along the bottom flap form a pocket. Side flaps may be wide or narrow and rectangular or triangular in shape with straight or rounded corners.

Bottom Flap: The bottom flap is folded up and sealed along the edges of the side flaps to form a pocket. It may be squarish or triangular, depending on the style of the envelope, with straight or rounded corners.

FOLDS

Top Fold: Usually scored during manufacturing, the top flap crease is where the top flap is folded to seal the envelope.

Side Fold: The side creases along the sides of the envelope separate the front or face of the envelope from the side flaps folded to the back.

Bottom Fold: The crease along the bottom of the envelope separates the front or face of the envelope from the bottom flap.

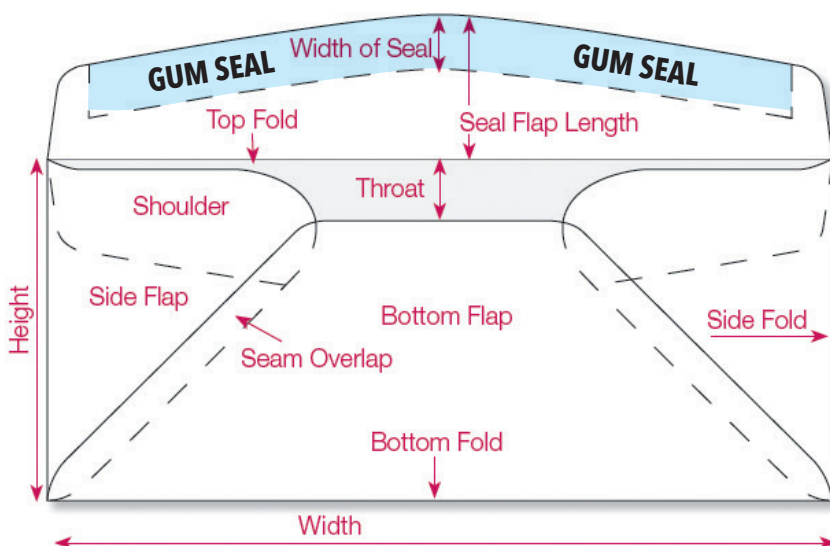
ENVELOPE OPENINGS AND CLOSURES

Throat: The throat is the space between the top fold and top of the bottom flap that forms the opening where envelope contents are inserted.

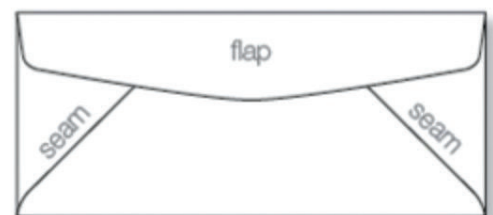
Shoulder: The shoulder is a portion of the side flaps along the throat where they meet the top fold.

Open-Side: On rectangular envelopes, when the top flap—the opening—is on the long side of the envelope, it is an open-side envelope.

Open-End: Open-end envelopes have the top flap and opening on the short side of the envelope. Catalog envelopes are typically open-end as are many specialty envelopes such as coin envelopes, policy envelopes, and some interoffice envelopes.



The above diagram is a standard diagonal seam envelope.



ENVELOPE PRINTING GUIDELINES

PRINT & CONVERT

- When to print & convert:
 - Large quantities (>30m)
 - Full bleeds
 - Big solids
 - >2,000 4-color images
 - Coated stocks
- Position varies up to 1/8" during converting process
 - Color breaks at the folds may wrap around or fall short of folds
- Converting dies are proprietary for vendors
 - A die line is required from the vendor to validate artwork for all remittance envelopes & for any envelope with artwork on the seal flap

JET

- Large run single color without bleed

PRINTMASTER

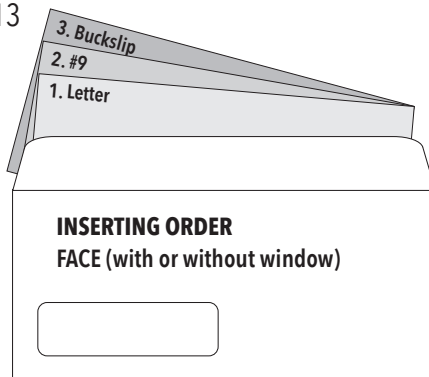
- Small run with up to 2 colors

XANTE

- Small run 4-color without bleed up to 6 3/4"

VERSAFIRE

- Small run 9x12 to 10x13
4-color without bleed



A NOTE ABOUT CLEARANCE

In order for a job to machine insert, the first thing that needs to happen is to verify that there is a machine insertable variation of the envelope available. Secondly, the piece needs to be designed narrower and shorter than a typical job would be if hand inserting.

This is to allow the machine suckers to open the throat of the envelope so that the piece can be inserted. This action causes the opening to narrow slightly, hence the need for the inserted piece to be smaller so it can be inserted without jamming. Please see the next page for inserting dimensions for most available envelopes.

ENVELOPE INSERTING GUIDELINES

FLAP MUST BE MACHINE INSERTABLE

See Chart on next page

- Commercials and Booklets are always machine insertable unless otherwise stated (ex: #10 square flap)
- Announcements and square flaps are always non-machinable unless otherwise stated (ex: A-7 machine insertable)
- Catalogs are not machine insertable

INSERT ORIENTATION

- Always describe sequence from face to back
 - Examples: "Insertion order: letter, #9, buckslip into #10"
 - Letter
 - #9 BRE
 - Buckslip
 - >#10 Carrier
 - Flowmaster
 - Largest insert first, remainder can usually go in any order
 - Open edge of folded pieces must be to the top, spine/ fold to the bottom
 - Accordion/Z-folded pieces difficult to insert, much slower

MATCH MAIL

- Flowmaster
 - 3 matching inserts max + outer envelope
 - For more matching inserts, see mailing operations manager
 - Generally, 4+ matching inserts is to be hand inserted
 - Data Matrix (2D barcode)/sequence number must face the back of the envelope
 - Data Matrix/Sequence Number must have 1/2" edge & content clearance

9" x 6" EXAMPLE


SIDE TO SIDE CLEARANCE

MACHINE INSERT 5/8" TOTAL; 5/16" EACH END

HAND INSERT 3/8" TOTAL; 3/16" EACH END

If less clearance is needed, permission needed from Mailing Operations Manager.

MACHINE VS. HAND INSERTING TOLERANCES

 Hopkins Printing	Envelope Size			Insert Max Size MACHINABLE		Insert Max Size HAND	
	Name	Width	Height	Width	Height	Width	Height
COMMERCIAL	#10	9.5	4.125	8.875	4	9.125	4.0625
	#9	8.875	3.875	8.25	3.75	8.5	3.8125
	#7-3/4 (Monarch)	7.5	3.875	6.875	3.75	7.125	3.8125
ANNOUNCEMENT	A-6	6.5	4.75	5.875	4.625	6.125	4.6785
	A-7	7.25	5.25	6.625	5.125	6.875	5.1875
	A-8	8.125	5.5	7.5	5.375	7.75	5.4375
	A-9	8.75	5.75	8.125	5.625	8.375	5.6875
	A-10	9.5	6	8.875	5.875	9.125	5.9375
BOOKLET	#6-1/2	9	6	8.375	5.875	8.625	5.9375
	#7-1/2	10.5	7.5	9.875	7.375	10.125	7.4375
	#9-1/2	12	9	11.375	8.875	11.625	8.9375
	#10	12.625	9.5	12	9.375	12.25	9.4375
	#13	13	10	12.375	9.875	12.625	9.9375
CATALOG	#1	6	9	NON MACHINABLE		5.625	8.9375
	#6	7.5	10.5			7.125	10.4375
	#10-1/2	9	12			8.625	11.9375
	#12-1/2	9.500	12.5			9.125	12.4375
	#13-1/2	13	10			12.625	9.9375

EXAMPLES



NON-MACHINABLE



MACHINABLE



* For a detailed explanation, see "a note about clearance" on page 3.