

Guide to machine-sortable items

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Luottamuksellinen - Confidential

posti

Contents

1. Magazines, brochures and catalogs

2. Plastic-wrapped magazines, brochures and catalogs

3. Envelopes and postcards

The following information will be covered on each topic:

- Types of machine-sortable items
- Item dimensions and weights
- Acceptable attachments
- Indication and placement of the recipient's address



Good planning helps handling

WHAT?

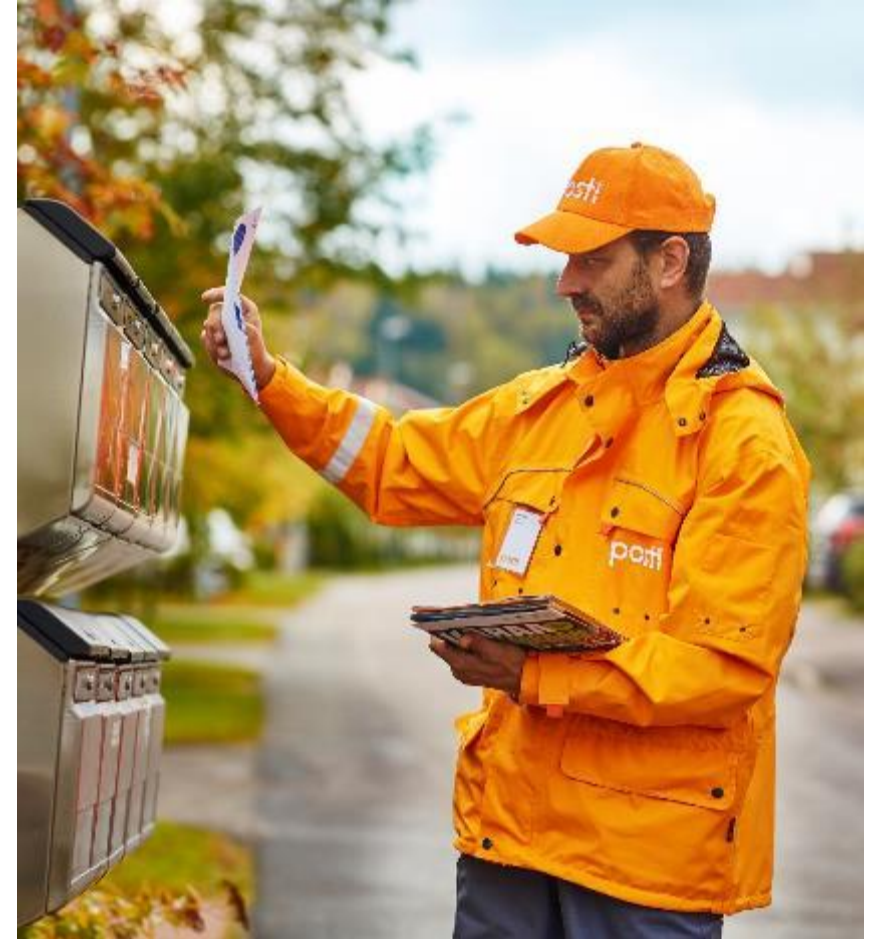
- When you are planning an item – for example, the appearance of an envelope – please pay attention to Posti's requirements for machine processing.

WHY?

- Machine-sortable items move quickly through the various stages of processing and are delivered to the recipient on schedule and in the correct form.
- Increasing the amount of machine-sortable items also helps us keep rising unit costs under control.

WHO IS IT FOR?

- For senders of letters, addressed direct marketing items and magazines. Machine-sortability applies to all addressed services with a delivery speed of two or three business days, as well as Priority letters.



Magazines, brochures and catalogs

What kinds of items can I send as machine-sortable items?

Portrait and landscape orientation

Dimensions and weight of the item

Stiffness of item

Attachments

Indication and placement of the recipient's address

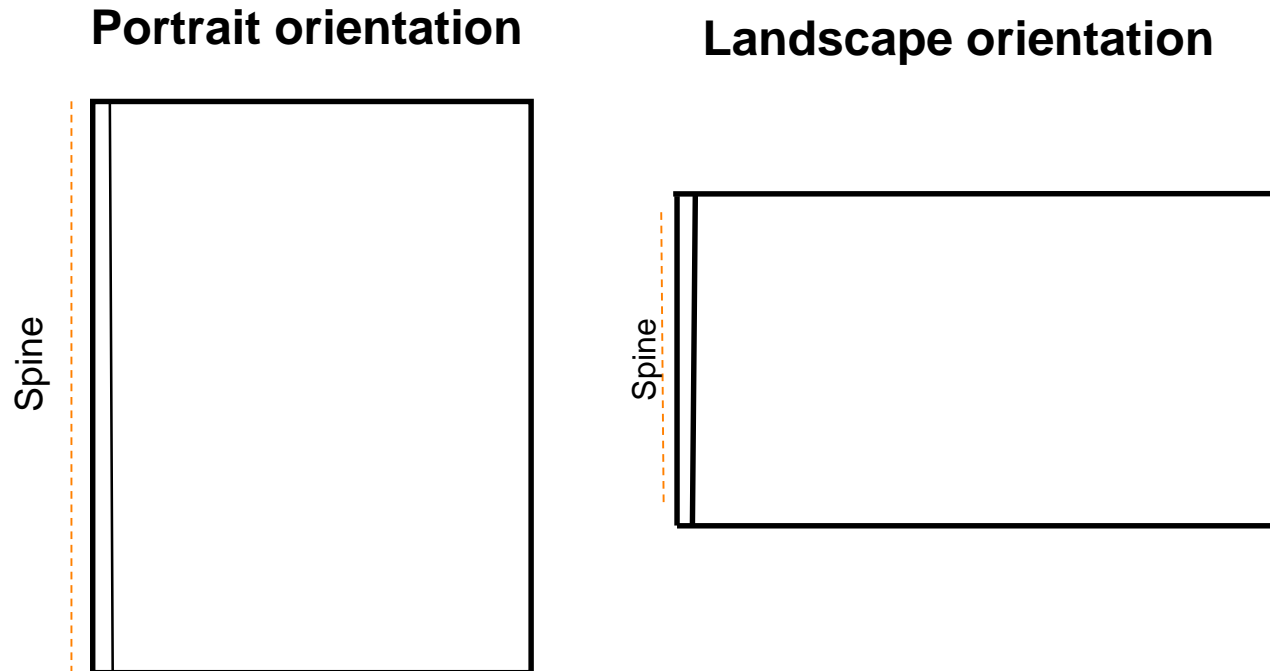
What kinds of items can I send as machine-sortable items?

- Magazines
- Tabloid publications (machine-folded)
- Catalogs
- Multi-page cards or brochures



Is my item in portrait or landscape orientation?

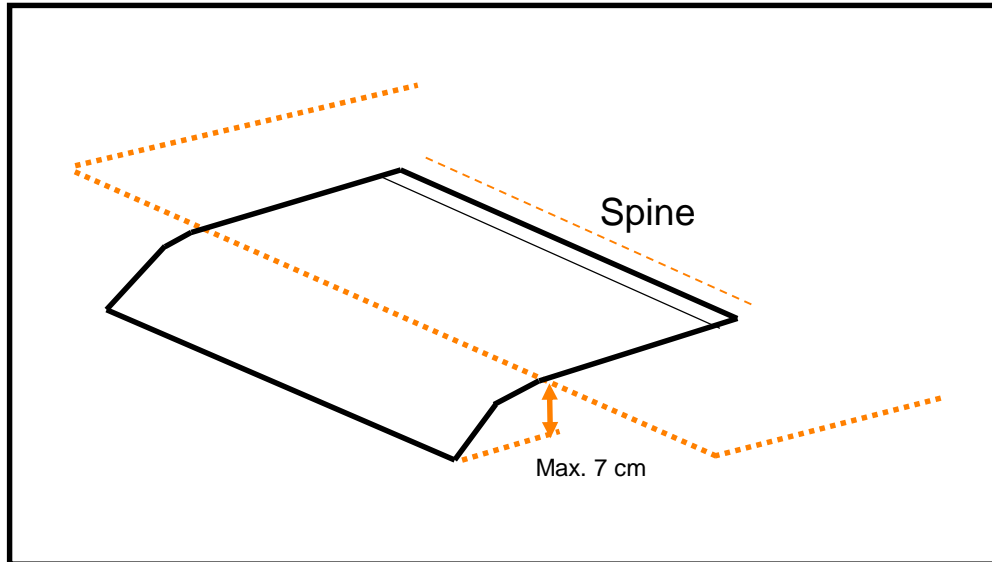
- An item is in portrait orientation if its spine is its longest edge. Items in portrait orientation are machine-sortable if their dimensions match the specifications. See the [dimensions](#).
- Items in landscape orientation are machine-sortable only when they are wrapped in plastic. Read more under [items wrapped in plastic](#).



Dimensions and weights of machine-sortable items

Minimum size	156 x 220 mm
Maximum size	254 x 328 mm
Minimum weight	20 g
Maximum weight	350 g
Minimum thickness	1 mm
Maximum thickness More information: See the section on attachments .	10 mm

Stiffness of machine-sortable items



How do I measure the stiffness of my item?

- Place the item on a table so that 10 cm of the item goes over the edge of the table (with the spine of the item on the table).
- The item must not bend by more than 7 cm.
- Note: The spine of the item must also bend (an item that does not bend is not suitable for machine processing).

Attachments to machine-sortable items

Please note:

- The attachment cannot be bigger than the item.
- Inconsistent thickness (such as multiple attached envelopes) can make the item incompatible with machine sorting. Pay attention to the effect attachment – particularly small ones – have on the inconsistency of the item's thickness.

Recommendations

- Attachments that are smaller than the item should be at least half the size of the item.
- Ensure that the attachment stays in place inside the item by using an adhesive such as a drop of glue. Small product samples must always be attached to items.
- Do not include more than two attachments per item.

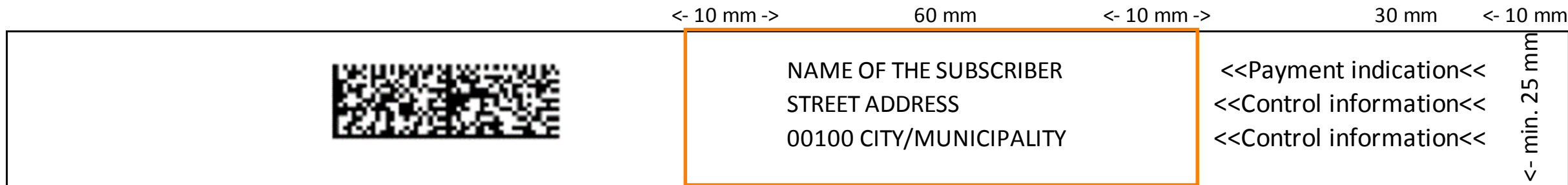
Cover attachments

- There can be no extras, such as product samples, added to the cover attachment.
- The address printing must fit on the cover attachment.



How should the recipient's name and address be indicated?

- The appropriate indication of name and address details is essential for machine-sortability. Please indicate this information according to our recommendations to make the sorting process as smooth as possible.
- Address information must be printed in the address field, parallel to the item's shorter edge.
- The line spacing should be set to 1 or 1.5. The minimum is 0.5 mm.
- Remove blank lines from the address field.
- Keep the address field clear of any other information besides the recipient's name and address.
- Print the information in black on a white background.
- Leave 10 mm of blank space at both ends of the address field. Other indications can be placed outside this area.
- Make sure that all address lines within the address field are aligned to the left.
- Distances are always calculated from right to left.



Address field

What is a good font for a machine-sortable item?

Use

- The same font size (10–12) for all lines.
- Upper case (capital letters).
- Recommended fonts
 - Arial, Calibri and Verdana

Do not use

- Bold, underlining or italics.
- Serif fonts, i.e. fonts with small lines at the ends of strokes (such as Times New Roman).

Ink jet printed addresses

- Font height 2.4–3.5 mm.
- Font width 1.8–2.5 mm.
- The letters may not connect (minimum distance between letters: 0.28 mm).

Please note:

- Insert a space between building, entrance and apartment (e.g. 1 A 1).
- Indicate the postal code without spaces (do not use formats such as “001 00”).

Where should I place the recipient's address information?



Tabloid-style items

The address label or address printing must be placed on the **front page**, either horizontally on the right-hand side of the top edge or vertically in the right-hand margin.

Magazine-style items and cut tabloids

The address label or address printing must be placed on the **back page**, horizontally at the top edge. The entire address must fit in its designated area at the top edge of the item.



How do I indicate the recipient's address?

Magazine, catalog, brochure – examples

	<- 10 mm ->	60 mm	<- 10 mm ->	30 mm	<- 10 mm ->
Kustantajan tietoja		TILAAJAN NIMI		<<Maksumerkintä<<	<- min. 25 mm ->
Täydennetiedot		KATUOSOITE		<<Ohjaustieto<<	
Painon tietoja		00100 POSTITOIMIPAikka		<<Ohjaustieto<<	

	<- 10 mm ->	60 mm	<- 10 mm ->	30 mm	<- 10 mm ->
Kustantajan tietoja		TILAAJAN NIMI		<<Maksumerkintä<<	<- min. 25 mm ->
Täydennetiedot		TÄYDENNETIEDOT		<<Ohjaustieto<<	
Painon tietoja		KATUOSOITE 00100 POSTITOIMIPAikka		<<Ohjaustieto<<	

	<- 10 mm ->	60 mm	<- 10 mm ->	30 mm	<- 10 mm ->
Kustantajan tietoja		TILAAJAN NIMI TÄYDENNETIEDOT TÄYDENNETIEDOT		<<Maksumerkintä<< <<Ohjaustieto<< <<Ohjaustieto<<	<- min. 25 mm ->
Painon tietoja		KATUOSOITE 00100 POSTITOIMIPAikka		(tyhjä rivi) Painon tietoja	

	<- 10 mm ->	60 mm	<- 10 mm ->	30 mm	<- 10 mm ->
		Kustantajan tietoja (tyhjä rivi)		<<Maksumerkintä<< <<Ohjaustieto<<	<- min. 25 mm ->
		TILAAJAN NIMI		<<Ohjaustieto<<	
		KATUOSOITE		(tyhjä rivi)	
		00100 POSTITOIMIPAikka		Painon tietoja	

You can indicate the following information in the address field:

Line 1: recipient

Line 2: information supplementary to the recipient's name: organizational unit, department, office, handled by, occupant, c/o, etc.

Line 3: spare line: information supplementary to the recipient's name or company-internal mail forwarding service

Line 4: exact delivery address: street address or P.O. Box, but not both

Line 5: postal code and city/municipality

Line 6: destination country, if other than Finland

How do I indicate the recipient's address and address source?

Magazine, catalog, brochure – examples

	← 10 mm →	60 mm	← 10 mm →	30 mm	← 10 mm
	Publisher's information	Name of the subscriber	<Payment indication<<		↑ ← min. 25 mm →
	Supplementary information	Street address	<Control information<<		
	Printing facility's information	00100 City/municipality	<Control information<<		
Address source	Population Information System Population Register Centre P.O. Box 123, 00531 HELSINKI		Information provided by POSTI Ltd		

	← 10 mm →	60 mm	← 10 mm →	30 mm	← 10 mm
Address source	Population Information System		Publisher's information	<Payment indication<<	↑ ← min. 25 mm →
Väestökisterikeskus			(blank line)	<Control information<<	
P.O. Box 123, 00531 HELSINKI			Name of the subscriber	<Control information<<	
Information provided by POSTI Ltd			Street address		
P.O. Box 7, 00011 POSTI	Printing facility's information	00100 City/municipality			

How do I indicate the recipient's address?

Tabloid – examples

<- 10 mm -> 60 mm <- 10 mm

PUBLIC

Publisher's and printing facility's information, payment indication
(blank line)
NAME OF THE SUBSCRIBER
(Supplementary information)
STREET ADDRESS
00100 CITY/MUNICIPALITY

<- 10 mm -> 60 mm <- 10 mm

PUBLIC

Publisher's and printing facility's information, payment indication
NAME OF THE SUBSCRIBER
STREET ADDRESS
00100 CITY/MUNICIPALITY

Items wrapped in plastic

What kinds of items can I send as machine-sortable plastic-wrapped items?

Dimensions and weight of the item

Attachments to plastic-wrapped items

How do I indicate and place the recipient's address?

What can I send as a machine-sortable plastic-wrapped item?

- Magazines and catalogs
- Multi-page brochures
- Also items in landscape orientation
- The items may contain various kinds of cards (e.g. credit cards and membership cards).
- The item must be rectangular in shape.
- We recommend polyethylene plastic for the wrapping.
- The item must be sorted manually if it contains hard objects such as keys, coins, compact discs, pens, hard-shelled samples of cosmetics, etc.



Dimensions and weight of machine-sortable plastic-wrapped items

Minimum size	156 x 220 mm
Maximum size This is also the maximum size for the plastic wrapping, the plastic can be no more than 20 mm bigger than the item (on all sides).	254 x 328 mm
Minimum weight	5 g
Maximum weight	350 g
Minimum thickness More information on item thickness is provided in the section on attachments	1 mm
Maximum thickness	10 mm
Minimum thickness of the plastic (microns)	30 μm

Attachments to machine-sortable plastic-wrapped items

Please note:

- The attachment cannot be bigger than the item.
- Inconsistent thickness (such as multiple attached envelopes) can make the item incompatible with machine sorting. Pay attention to the effect attachments—particularly small ones—have on the inconsistency of the item's thickness.
 - Small attachment: less than 1/3 of the size of the actual item

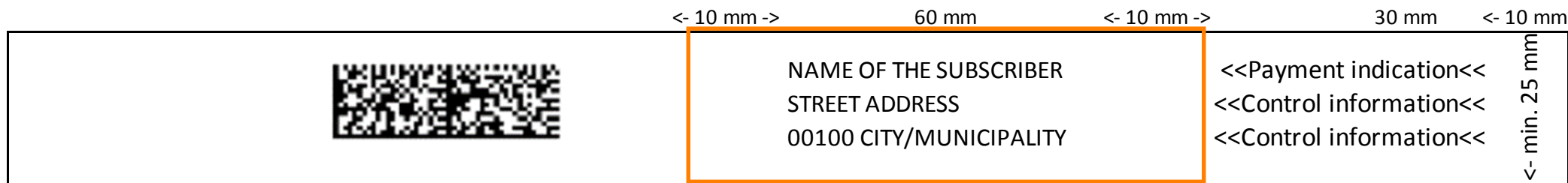
Recommendations

- Attachments that are smaller than the item should be at least half the size of the item.
- Ensure that the attachment stays in place inside the item by using an adhesive such as a drop of glue. Small product samples must always be attached to items.
- Do not include more than two attachments per item.



How should the recipient's name and address be indicated?

- The appropriate indication of name and address details is essential for machine-sortability. Please indicate this information according to our recommendations to make the sorting process as smooth as possible.
- Address information must be printed in the address field, parallel to the item's shorter edge. Print the address in black on a white background on the item itself or on a **white, non-transparent** base on top of the plastic wrapping.
- The line spacing should be set to 1 or 1.5. The minimum is 0.5 mm.
- Remove blank lines from the address field.
- Keep the address field clear of any other information besides the recipient's name and address.
- Leave 10 mm of blank space at both ends of the address field. Other indications can be placed outside this area.
- Make sure that all address lines within the address field are aligned to the left.
- Distances are always calculated from right to left.



Address field

What is a good font for a machine-sortable item?

Use

- The same font size (10–12) for all lines.
- Upper case (capital letters).
- Recommended fonts
 - Arial, Calibri and Verdana

Do not use

- Bold, underlining or italics.
- Serif fonts, i.e. fonts with small lines at the ends of strokes (such as Times New Roman).

Ink jet printed addresses

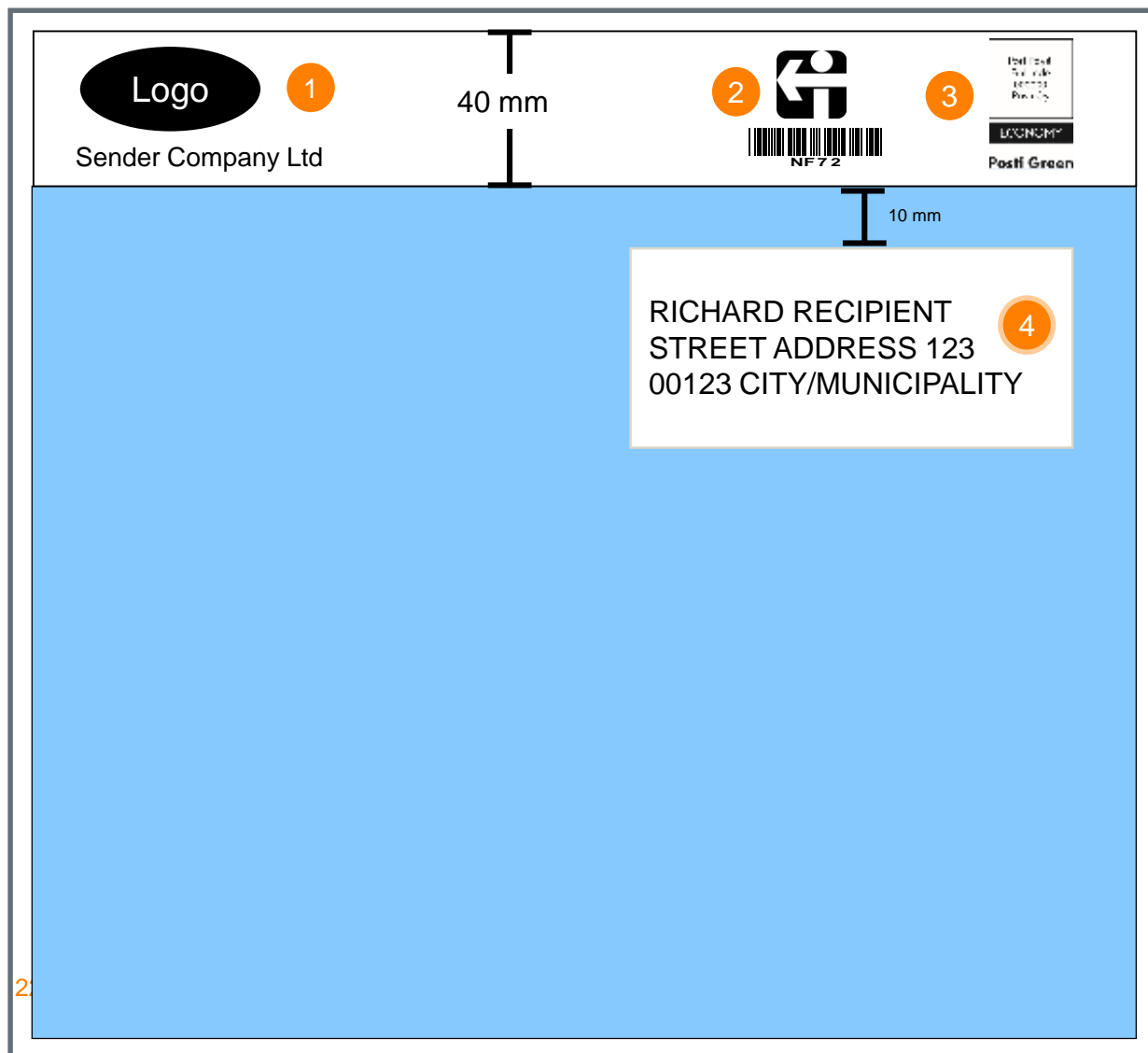
- Font height 2.4–3.5 mm.
- Font width 1.8–2.5 mm.
- The letters may not connect (minimum distance between letters: 0.28 mm).

Please note:

- Insert a space between building, entrance and apartment (e.g. 1 A 1).
- Indicate the postal code without spaces (do not use formats such as “001 00”).

How do I indicate the recipient's address?

Example – Address information printed on plastic



1. The sender's name and street address in the left-hand corner.
2. Postal technical markings (such as Information Service) next to the payment indication.
3. Payment indications in the right-hand corner.
4. Address field with the recipient's name and address. Leave 10mm of blank space around the address information.

Note that you can also print address information directly on the item. [See examples here.](#)

Envelopes and postcards

What kinds of items can I send as machine-sortable items?

Dimensions and weight of machine-sortable envelopes and cards

Thickness of machine-sortable envelopes and cards

Indication and placement of the recipient's address

What kinds of items can I send as machine-sortable items?

- Envelopes sealed on all four sides that may contain content such as credit cards and member cards
- Cards
- Self-mailers
- The item must be rectangular in shape, we recommend that you use standard envelope sizes (C6, C5, C4)
- The item must be sorted manually if it contains hard objects such as keys, coins, compact discs, pens, hard-shelled samples of cosmetics, etc.



Dimensions and weight of machine-processed envelopes and cards

Minimum size	90 x 140 mm
Maximum size For example, the B4 envelope is too big.	254 x 328 mm
Minimum weight	5 g
Maximum weight	350 g
Minimum thickness More information on item thickness is provided in the section Item contents and thickness	0.5 mm
Maximum thickness	10 mm
Postcard paper grammage	160 g/m ²

Attachments to machine-sortable envelopes and cards

Please note:

- The attachment cannot be bigger than the item.
- Inconsistent thickness can make the item incompatible with machine sorting. Pay attention to the effect attachments—particularly small ones—have on the inconsistency of the item's thickness.
 - Small attachment: less than 1/3 of the size of the actual item

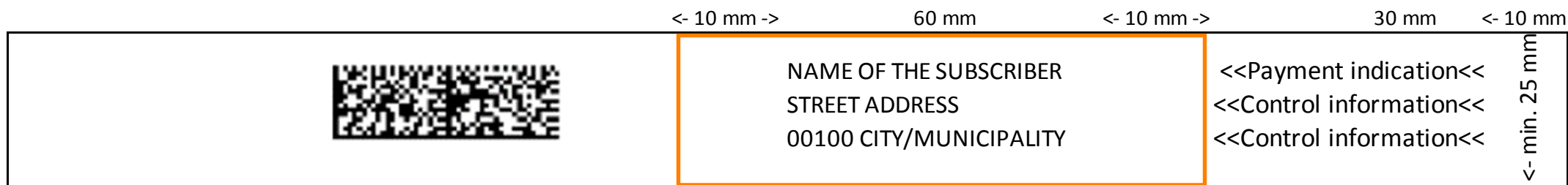
Recommendations

- Ensure that the attachment stays in place inside the item by using an adhesive such as a drop of glue. Small product samples must always be attached to items.



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- Address information must be printed in the address field, parallel to the item's shorter edge.
- The line spacing should be set to 1 or 1.5. The minimum is 0.5 mm.
- Remove blank lines from the address field.
- Keep the address field clear of any other information besides the recipient's name and address.
- Print the information in black on a white background.
- Leave 10 mm of blank space at both ends of the address field. Other indications can be placed outside this area.
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Address field

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Do not use

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Ink jet printed addresses

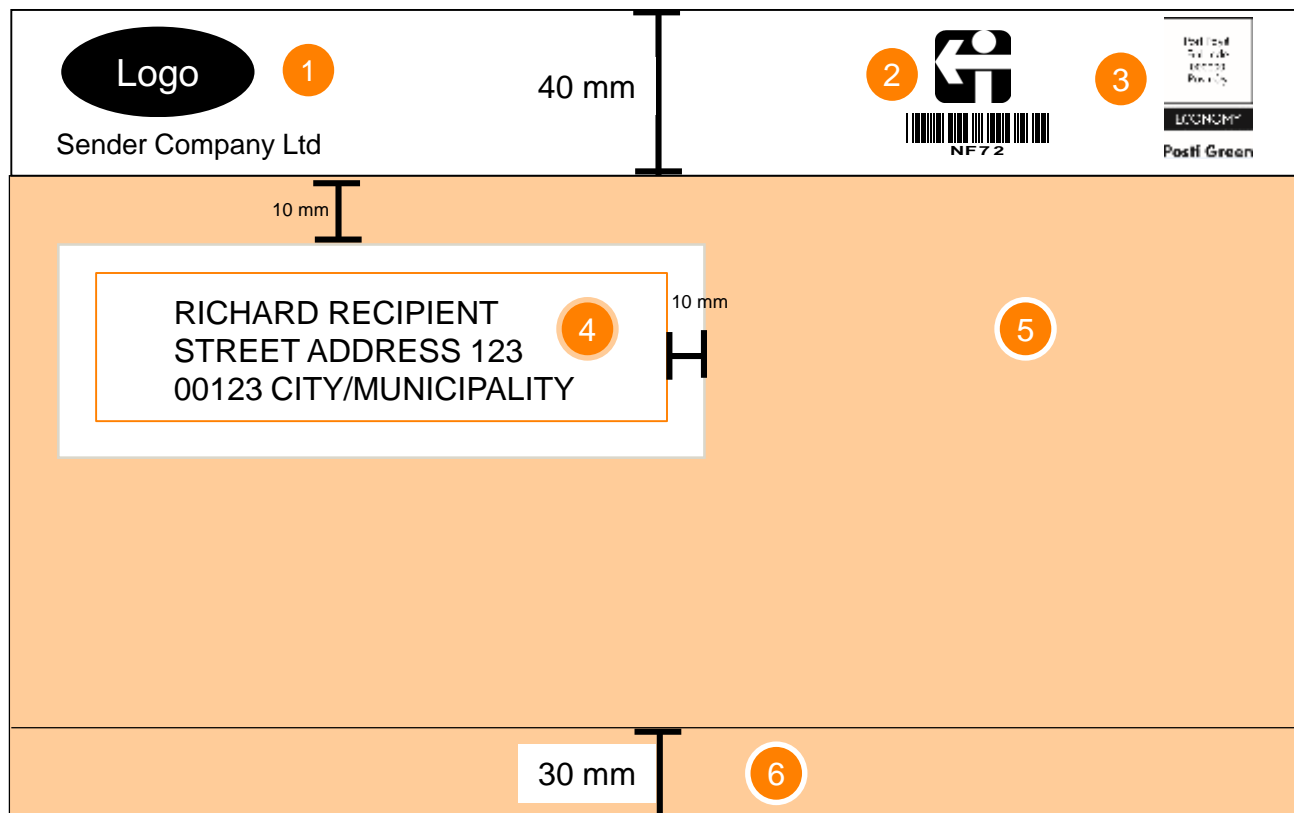
- Font height 2.4–3.5 mm.
- Font width 1.8–2.5 mm.
- The letters may not connect (minimum distance between letters: 0.28 mm).

Please note:

- Insert a space between building, entrance and apartment (e.g. 1 A 1).
- Indicate the postal code without spaces (do not use formats such as “001 00”).

How do I indicate and place the recipient's address?

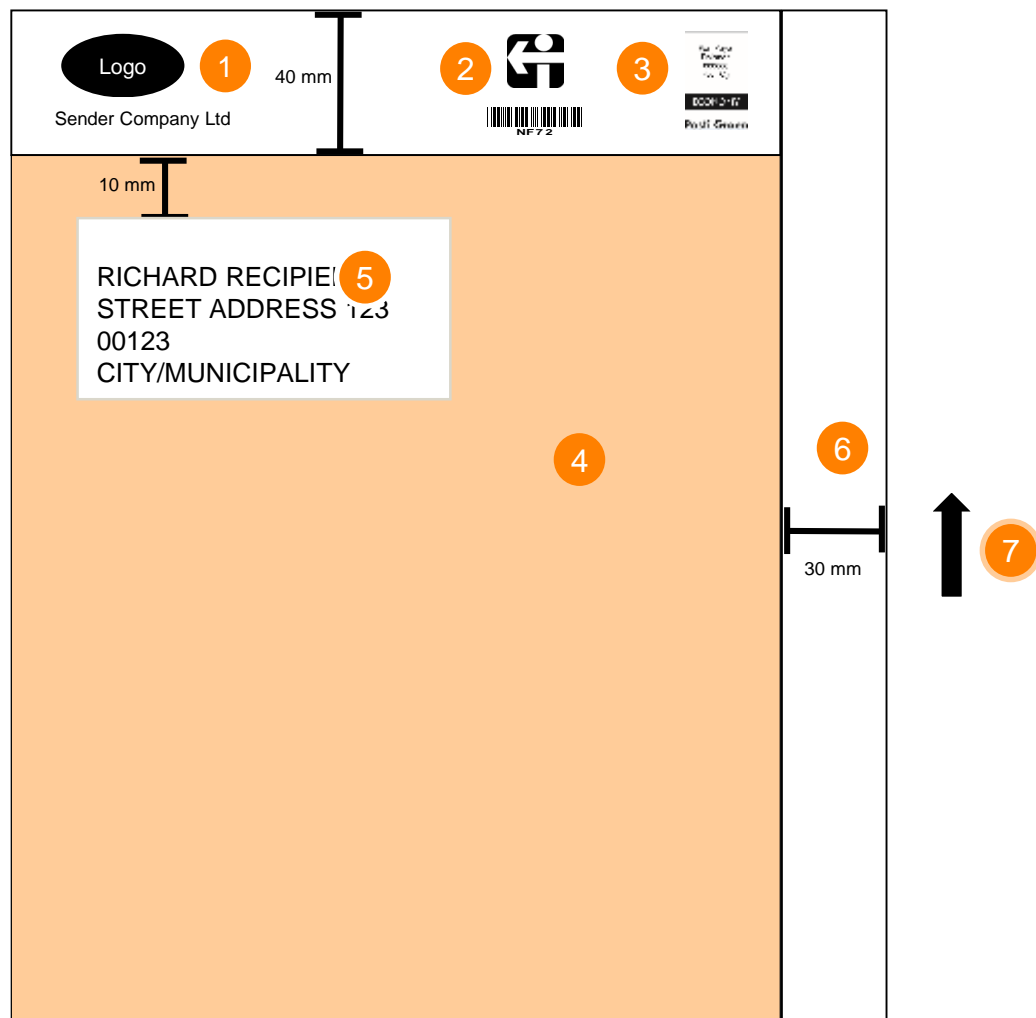
Example: C5 envelope with and without a window



1. The sender's name and address, alternatively on the flap of the envelope.
2. Postal technical markings (such as Information Service) to the right of the preceding markings.
3. Payment indications
4. Address field with the recipient's name and address (The address field must be in the address area; the text must be parallel to the item's long edge). Leave 10mm of blank space around the address information.
5. You can also place the address field in this area.
6. If there is a forwarding address, it must be printed in this area. Do not place any dark images or text in this area.
7. Sorting direction



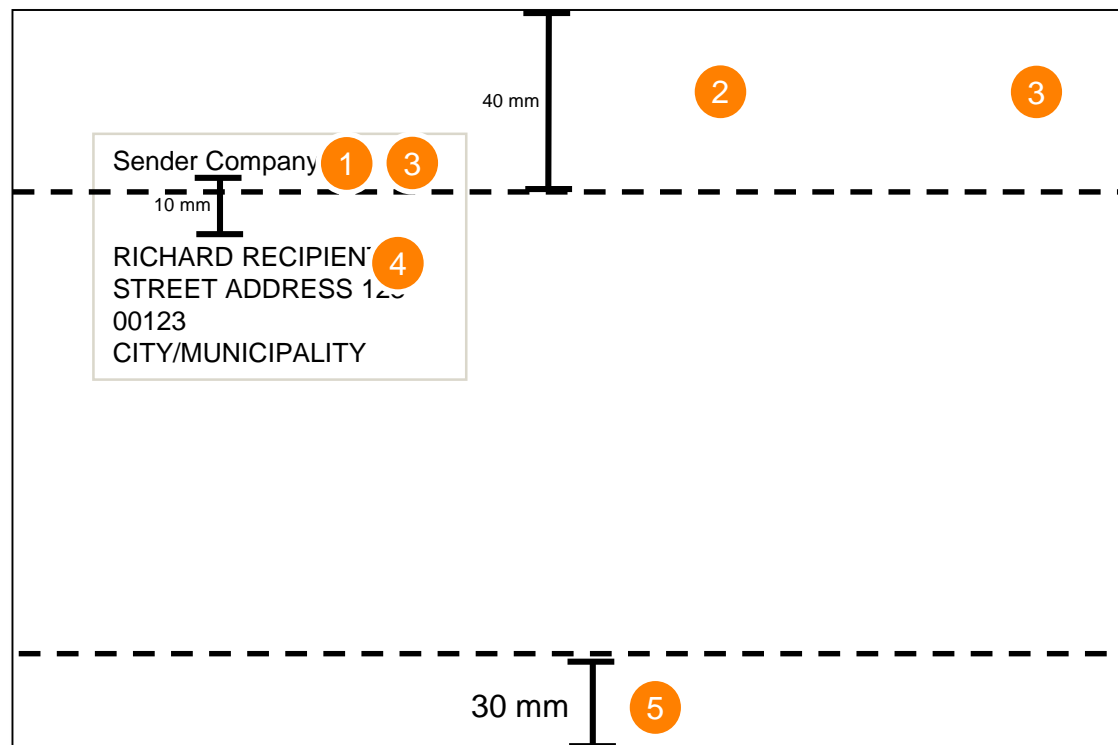
How do I indicate and place the recipient's address? C4 window envelope



1. The sender's name and address, alternatively on the flap of the envelope.
2. Postal technical markings (such as Information Service).
3. Payment indications
4. Address area for the address field. If the recipient's address information is visible through the window of the envelope or in an address label, you can place other markings in the address area. However, please avoid numbers, texts or other addresses that can be interpreted as the recipient's address.
5. Address field with the recipient's name and address.
6. If there is a forwarding address, it is printed in this area. Do not place any dark images or text in this area.
7. Sorting direction

How do I indicate and place the recipient's address?

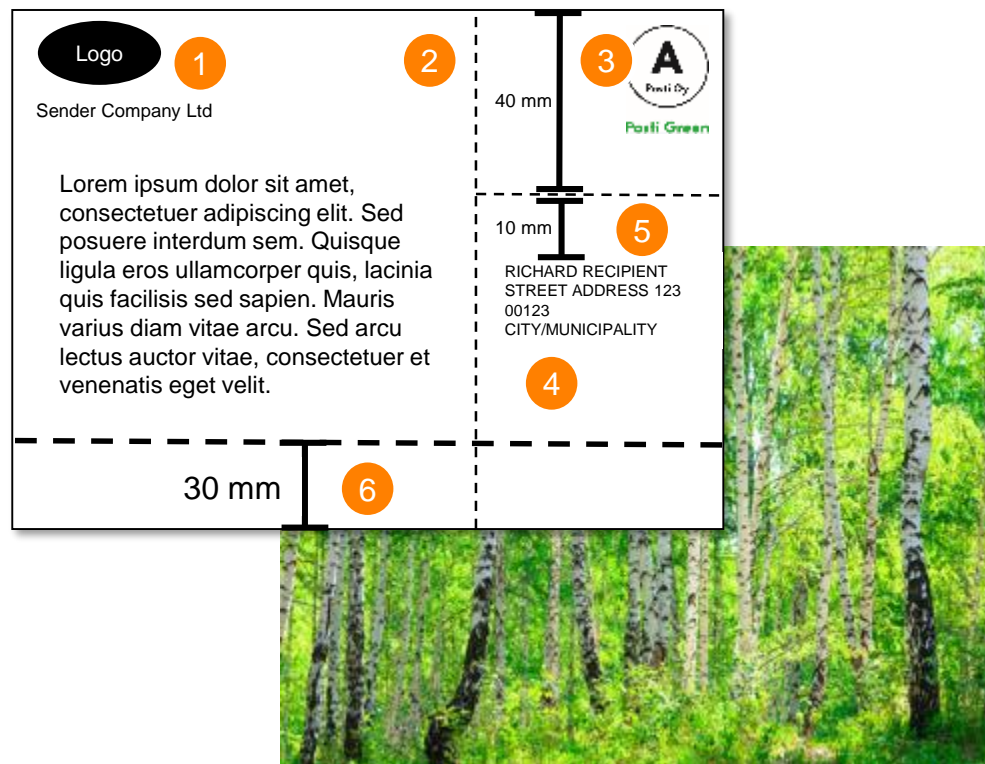
Large window envelope



1. The sender's name and address, alternatively on the flap of the envelope.
2. Postal technical markings (such as Information Service).
3. Payment indications.
4. Address field with the recipient's name and address. Leave 10mm of blank space around the address information.
5. If there is a forwarding address, it is printed in this area. Do not place any dark images or text in this area.

How do I indicate and place the recipient's address?

Advertisement postcard A6/A5

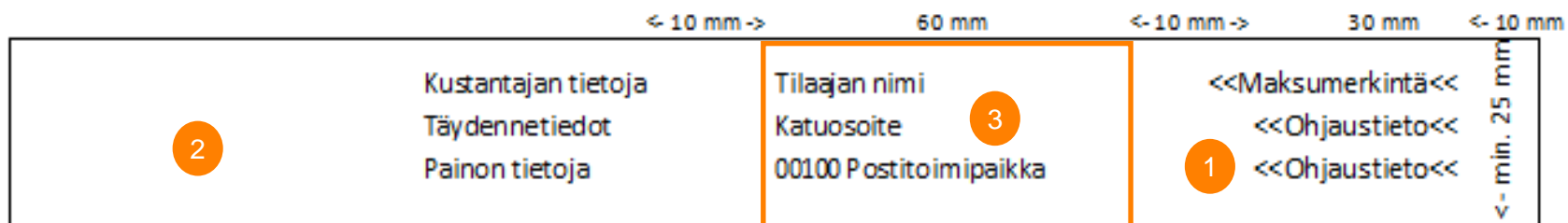
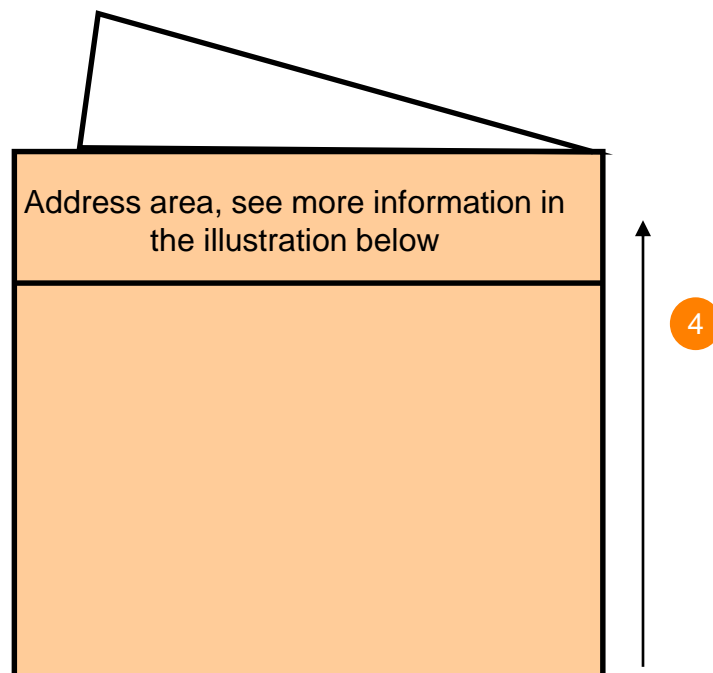


1. The sender's name and street address.
2. Postal technical markings (such as Information Service).
3. Payment indications
4. Address area for the address field. Please avoid numbers, texts or other addresses that can be interpreted as the recipient's address.
5. Address field with the recipient's name and address. Leave 10mm of blank space around the address information.
6. If there is a forwarding address, it is printed in this area. Do not place any dark images or text in this area.

How do I indicate and place the recipient's address?

Four-page card

1. Payment indication
2. Address area for the address field. Please avoid numbers, texts or other addresses that can be interpreted as the recipient's address.
3. Address field with the recipient's name and address. The address field can be placed as shown in the illustration.
4. Sorting direction (spine down for folded items)



Where should I place the recipient's address information? Self-mailer



1. The sender's logo, name and street address preferably on the reverse side.
2. Postal technical markings (such as Information Service)
3. Payment indications
4. Address field with the recipient's name and address. The address field can be placed as shown in the illustration.
5. If there is a forwarding address, it is printed in this area. Do not place any dark images or text in this area.
6. Sorting direction (spine down for folded items, flaps at the top and/or left edge)