Guide to machine-sortable items 2019

Addressed direct marketing items, magazines and letters

Updated 30.1.2019

posti

Updates made to the guide

- 3.1.2019, page 28: Specification for the 2D code of the Standard Reply Mail Item
- 30.1.2019
  - Page 4: If the item contains magnets, it is not suitable for mechanical sorting
  - Pages 11, 30 ja 33: In addition to the Posti's 2D code, the item may contain one other 2D code
  - Page 27: A Standard Letter item is always an envelope

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Table of Contents

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Ensure smooth handling of mail items

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

- Learn more about the size and form limitations of various items, marking and placing instructions of the address information, information on the used identification codes and other design-related tips in this guide.

- Machine-sortable items move quickly through the various stages of processing and are delivered to the recipient on schedule and in the correct form.

- If the item contains hard objects, such as paper clips, keys, coins, CDs, pens or magnets it is not suited for mechanical sorting.

- If, after reading these instructions, you are still unsure whether an item is suitable for mechanical processing, contact Posti's machine sorting specialists to test the appearance in the design phase.

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General size and weight limitations for machine-sortable items

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Enclosed items: envelopes, cards and selfmailers

Small enclosed items	
Minimum size	A6 (105 mm x 148 mm)
Maximum size	C5 (162 mm x 229 mm)
Weight	5 – 50 g
Thickness	0,2 – 5 mm

Large enclosed items	
Minimum size	C5 (162 mm x 229 mm)
Maximum size	C4 (229 mm x 324 mm) or 250 mm x 328 mm
Weight	20 – 350 g
Thickness	0,4 – 10 mm

Additional instructions

- The envelopes must be sealed and multiple-page cards without envelopes and selfmailers should always be closed with drops of glue.
- The item should be sufficiently flexible. See page 9.
- The surfaces of the items should not make them stick to each other.
- Varying thickness, such as attachments or asymmetrical layout of a selfmailer, may prevent mechanical sorting. For more information on attachments, see pages 36-41.
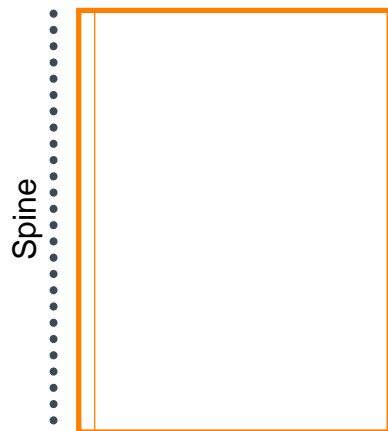
Check service-specific exceptions and special instructions on pages 19-30

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Unenclosed items with multiple pages: magazines, catalogs and brochures

Unenclosed items with multiple pages	
Minimum size	A5 (148 mm x 210 mm)
Maximum size	250 mm x 310 mm
Weight	40 – 350 g
Thickness	0,5 – 10 mm

Portrait orientation

Spine

Landscape orientation

Spine

Additional instructions

- The spine/base of the item should be sufficiently flexible. See page 9.

- The spine/base should not contain folder staples or spiral binding.

- The cover paper should endure mechanical sorting. Paper under 50g/m², for example, is not strong enough for mechanical sorting and may require separate, thicker cover paper.

- The surfaces of the items should not make them stick to each other.

- Varying thickness, such as attachments and their placement, may prevent mechanical sorting. For more information on attachments, see pages 36-41.

Check service-specific exceptions and special instructions on pages 19-30

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Plastic-wrapped magazines, catalogs and brochures

Items wrapped in plastic	
Size of shipment	C5 – C4 or 250 mm x 310 mm
Wrapper size	• no more than 15 mm larger than the item • maximum size 250 x 328 mm
Weight	40 – 350 g
Thickness	1 – 10 mm

Additional instructions

- Ensure that the wrapper does not fold over the address.
- Do not print the address over a seam in the wrapper.
- Print the address on the item or on the white area in the wrapper. If the address has been printed on the item or on an address label, ensure that it does not move in the wrapper.
- For more information, see pages 36-41.

Check service-specific exceptions and special instructions on pages 19-30

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Shape of machine-sortable items, e.g. rigidity and flexibility

Spine

Max. 7 cm
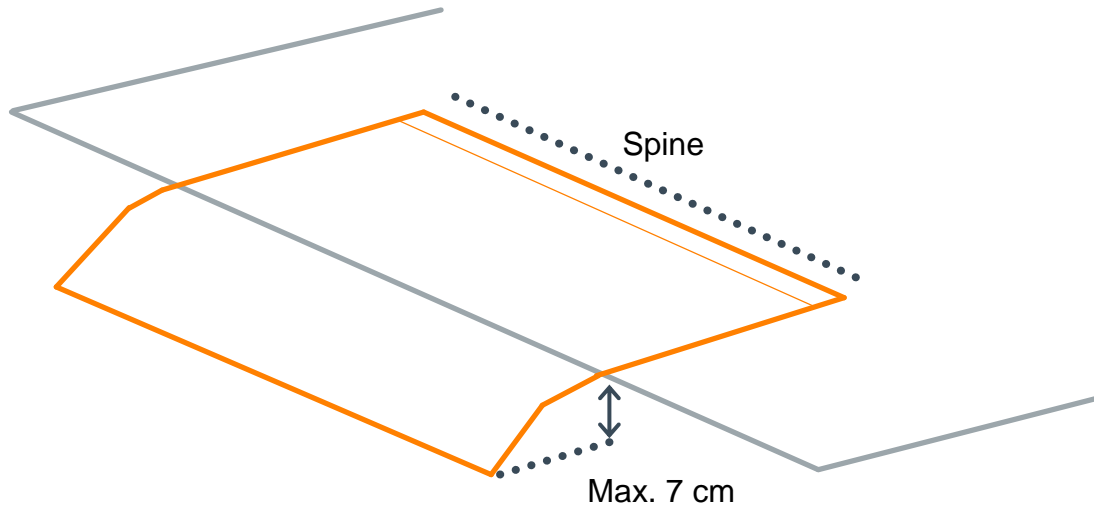
*The curved cardboard item pictured is not suited for mechanical processing.

- Items submitted for mechanical sorting must be straight but sufficiently flexible. The spine of the item must also bend.
  - Items that do not bend or are curved* are not suited for mechanical processing.

Guideline for testing the rigidity of the 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.

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Fonts and address format suited for machine-sortable item

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Font and address format of a machine-sortable item: laser, HP, printing

Use

- The same font size (10–12) and line spacing for all lines
- Recommended fonts: Arial, Calibri and Verdana

Do not use

- Bold, underlining or italics.
- Serif fonts such as Times New Roman.
- Empty lines or additional information in the address

Leave

- 10 mm of blank space around the address field

2D codes

- 16 x 16, size 8.0 x 8.0 mm
- 8 x 32, size 4.0 x 16 mm
- Further information on page 33
- ➢ The use of certain services requires the use of an identification code. We recommend using it on all items.
- ➢ In addition to the Posti's 2D code, the item may contain one other 2D code.

Address format

- Insert a space between building, entrance and apartment (e.g. 1 A 1).
- Indicate the postal code without spaces (e.g. 00100 instead of 001 00).
- Make sure that all address lines within the address field are aligned to the left.

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Font and address format of a machine-sortable item: CIJ

Use

- The same font size and line spacing for all lines
- Font height 2.4–3.5 mm and width 1.8–2.5 mm
- The letters may not connect (minimum distance between letters 0.28 mm)
- Upper case (capital letters) in address markings

Do not use

- Bold, underlining or italics.
- Empty lines or additional information in the address

Leave

- 10 mm of blank space around the address field

4-state code

- Size 5 x 50 mm
- Further information on page 34

The use of certain services requires the use of an identification code. We recommend using it on all items.
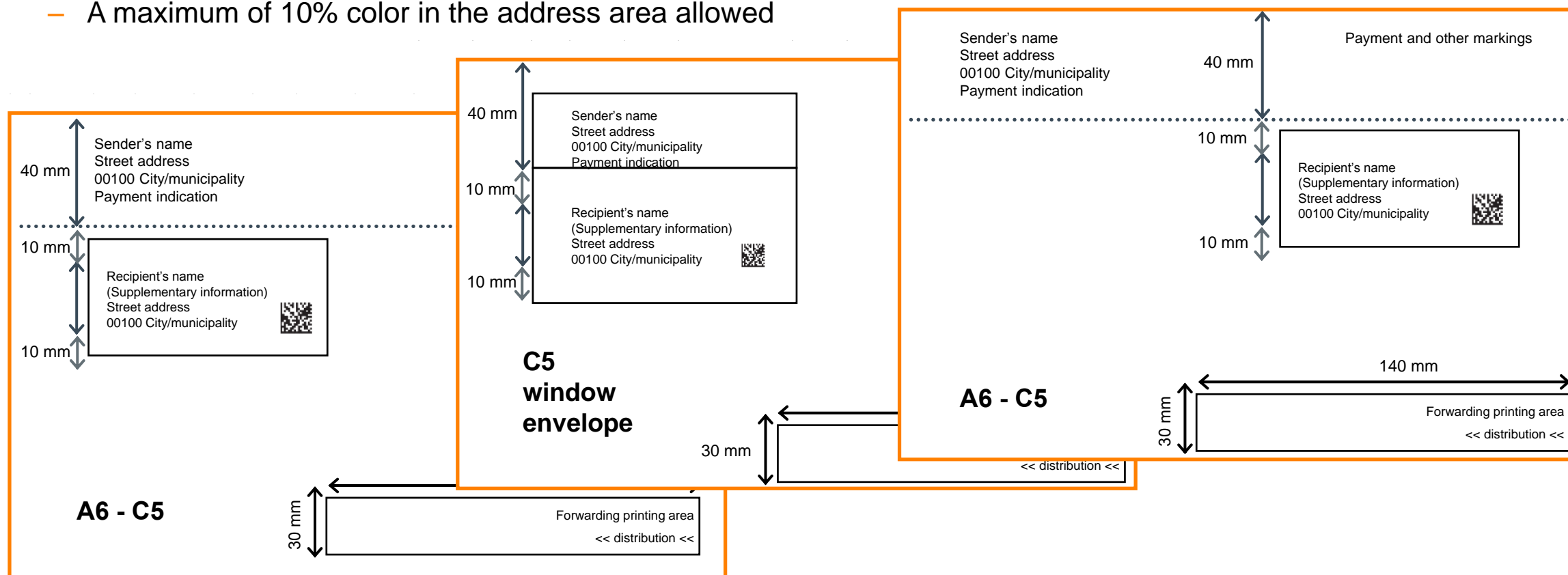
Address format

- Insert a space between building, entrance and apartment (e.g. 1 A 1).
- Indicate the postal code without spaces (e.g. 00100 instead of 001 00).
- Make sure that all address lines within the address field are aligned to the left.

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# Placement of address information on items

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Location of the address: small enclosed items A6–C5 (envelope, card, selfmailer)

- Address in black on the white area
  - A maximum of 10% color in the address area allowed

C5 window envelope

Sender's name
Street address
00100 City/municipality
Payment indication

40 mm

10 mm

Recipient's name
(Supplementary information)
Street address
00100 City/municipality

10 mm

A6 - C5

Sender's name
Street address
00100 City/municipality
Payment indication

40 mm

10 mm

Recipient's name
(Supplementary information)
Street address
00100 City/municipality

10 mm

30 mm

Forwarding printing area

<< distribution <<

A6 - C5

Payment and other markings

40 mm

10 mm

Recipient's name
(Supplementary information)
Street address
00100 City/municipality

10 mm

Sender's name
Street address
00100 City/municipality
Payment indication

140 mm

30 mm
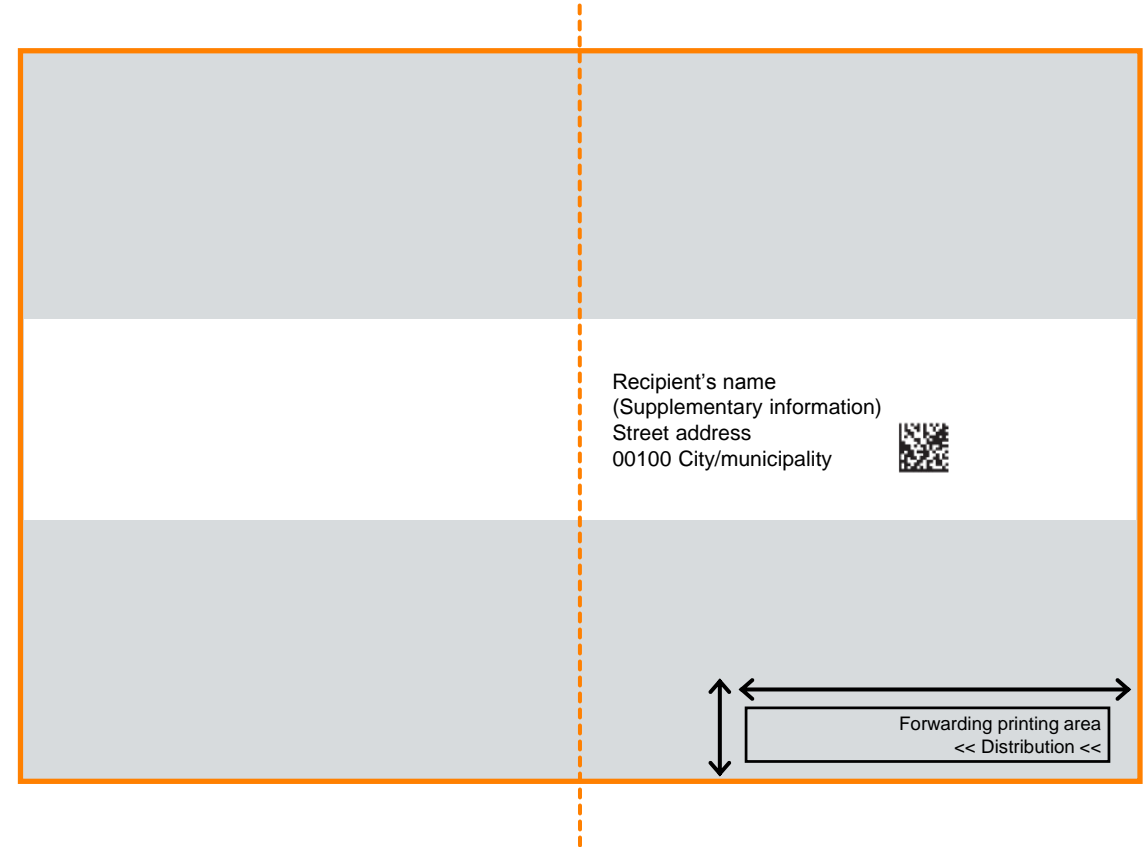
Forwarding printing area

<< distribution <<

posti

Location of the address: Large enclosed items C5–C4 (envelope, card, selfmailer)

- Address in black on the white area
  - A maximum of 10% color in the address area allowed

The address should be placed on the right-hand side from the middle
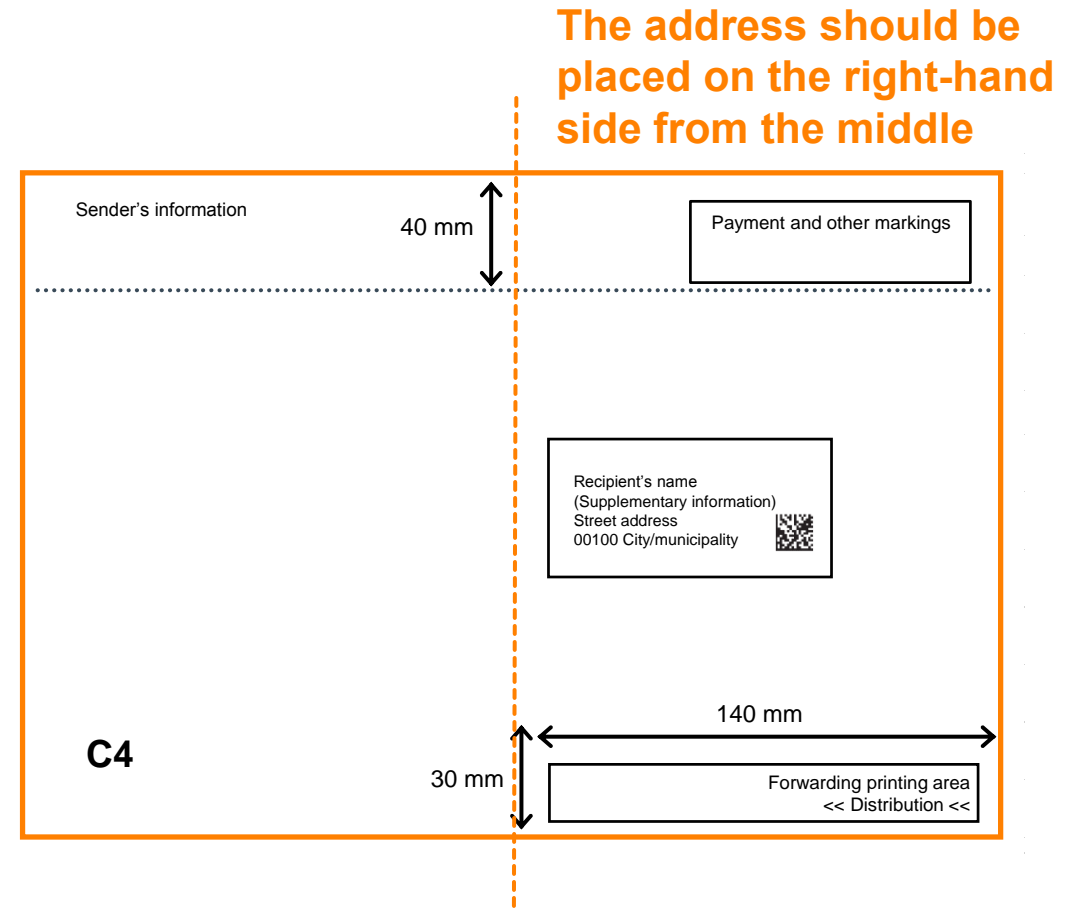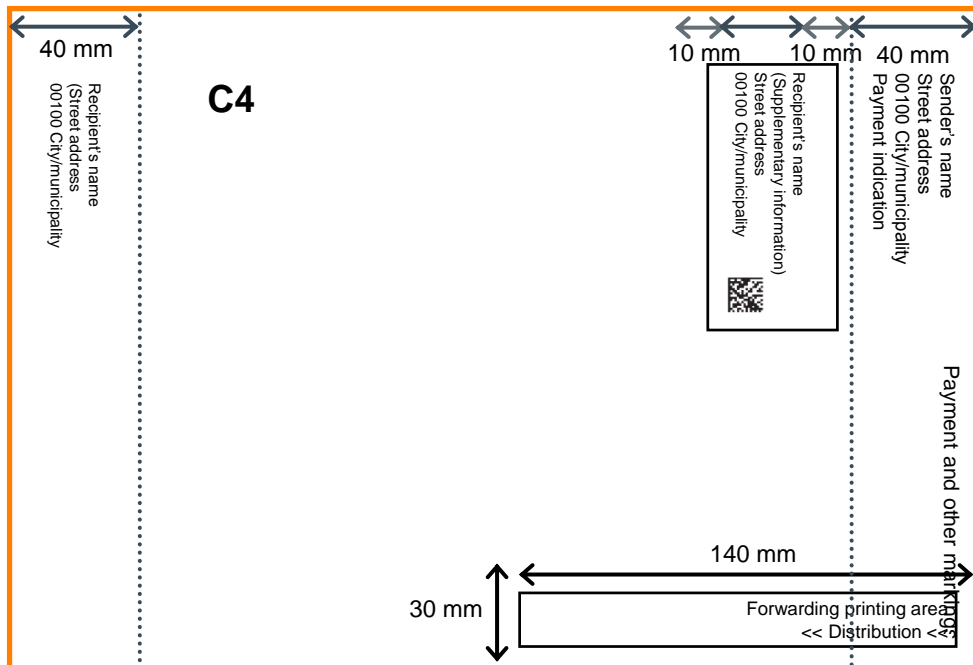
Location of the address: plastic-wrapped item C5–C4 (1/2) (magazine, catalog, brochure)

- When printing directly on the wrapper, address in black on the white opaque area

- Ensure that the wrapper does not fold over the address

- Do not print the address over a seam in the wrapper

- Print the address on the item or on the white area in the wrapper If the address has been printed on the item or on an address label, ensure that it does not move in the wrapper

- The address should be placed on the right-hand side from the middle

- The address can be placed similarly as in unenclosed items

Recipient's name
(Supplementary information)
Street address
00100 City/municipality

Forwarding printing area
<< Distribution <<

Guide to machine-sortable items

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Location of the address: plastic-wrapped item C5–C4 (2/2) (magazine, catalog, brochure)

- Ensure that the wrapper does not fold over the address
- The address must not be located under the seam of the wrapper
- Print the address on the item or on the white area in the wrapper. If the address has been printed on the item or on an address label, ensure that it does not move in the wrapper.
- The address should be placed on the right-hand side from the middle
- The address can be placed similarly as in unenclosed items

Location of the address: unenclosed item with multiple pages (magazine, catalog, brochure)

- Address in black on the 30 mm wide white area in the top edge of the back cover
- Print the entire address on the item or the cover attachment
- Print the address source on one line, two if necessary

Address

Address **1**   Address **2**

Address can be placed in 3 different locations

Address **3**
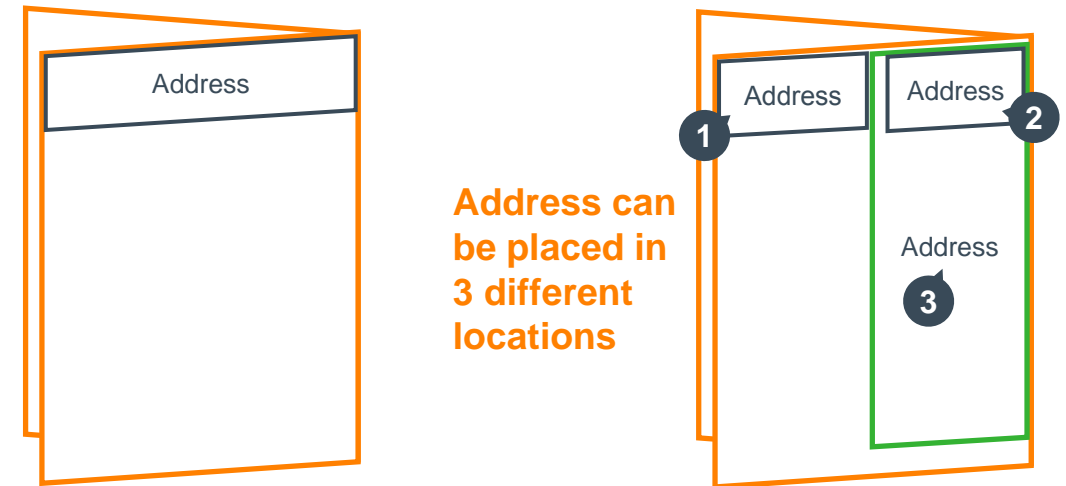
Subscriber's name   <<Payment indication<<
Supplementary information   <<Control data<<
Street address   <<Control data<<
00100 Post Office   << Distribution<<

Publisher's information

Address source Population Information System, Population Register Centre P.O. Box 123, 00531 HELSINKI Information provided by POSTI Ltd, PL 7, 00011 POSTI

Forwarding printing area

Tabloid-style items

PUBLIC

Publisher's and printing facility's information, payment indication
Subscriber's name
Street address
00100 Post Office
<<Distribution<<

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Service-specific measurements and weights diverging from the general instructions and special instructions

Posti Customer Direct

Posti Magazine Pro

Posti Standard Letters

Posti Standard Reply Mail

Posti Information Service

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Posti Customer Direct, enclosed items

Sealed envelope, card, selfmailer	
Minimum size	A6 (105 mm x 148 mm)
Maximum size	C4 (229 mm x 324 mm) or 250 mm x 328 mm
Weight	5 – 350 g
Thickness	0,2 – 10 mm

Recommendations for an enclosed item	
Size A6 – C5	• weight 5–50 g • thickness 0.2–5 mm
Size C5 – C4	• weight 20–350 g • thickness 0.4–10 mm
Use of 4-state code or 2D code recommended	

Additional instructions

- The envelopes must be sealed and multiple-page cards and selfmailers should always be closed with drops of glue.
- The item should be sufficiently flexible.
- The surfaces of the items should not make them stick to each other.
- Varying thickness, such as attachments or asymmetrical layout of a selfmailer, may prevent mechanical sorting.
  - maximum thickness of an attachment 1 mm
  - minimum size of an attachment 40*40 mm

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Posti Customer Direct, unenclosed items

Unenclosed catalogs and brochures with multiple pages	
Minimum size	A5 (148 mm x 210 mm)
Maximum size	250 mm x 310 mm (C4 not allowed as it is too large)
Weight	40 – 350 g
Thickness	0,4 – 10 mm
Model	Portrait
Attachments	• maximum thickness 1 mm and • minimum size 40*40 mm
4-state code or 2D code	Recommended

Portrait orientation

Spine

Additional instructions

- Varying thickness, such as attachments and their placement, may prevent mechanical sorting. For more information on attachments, see pages 36–41.

- The spine/base of the item should be sufficiently flexible. See page 9. The spine/base should not contain folder staples or spiral binding.

- The cover paper should endure mechanical sorting. Paper under 50g/m², for example, is not strong enough for mechanical sorting and may require separate, thicker cover paper.

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Posti Customer Direct, unusual shapes

Shaped cards	
Minimum size	A6 (105 mm x 148 mm)
Maximum size	C5 (162 mm x 229 mm)
Weight	5 - 50 g
Thickness	0,2 - 2 mm

The mechanical sorting of shaped cards and other items with an unusual shape must be tested and agreed upon separately.

Maximum width variation 30 mm

Maximum height variation 30 mm

No "beaks"

Minimum 70 mm of straight edge

Min. 105 mm

Postinsaaja
Osoite
00000 POSTI

Any die-cut forms must be detached

Min. 148 mm
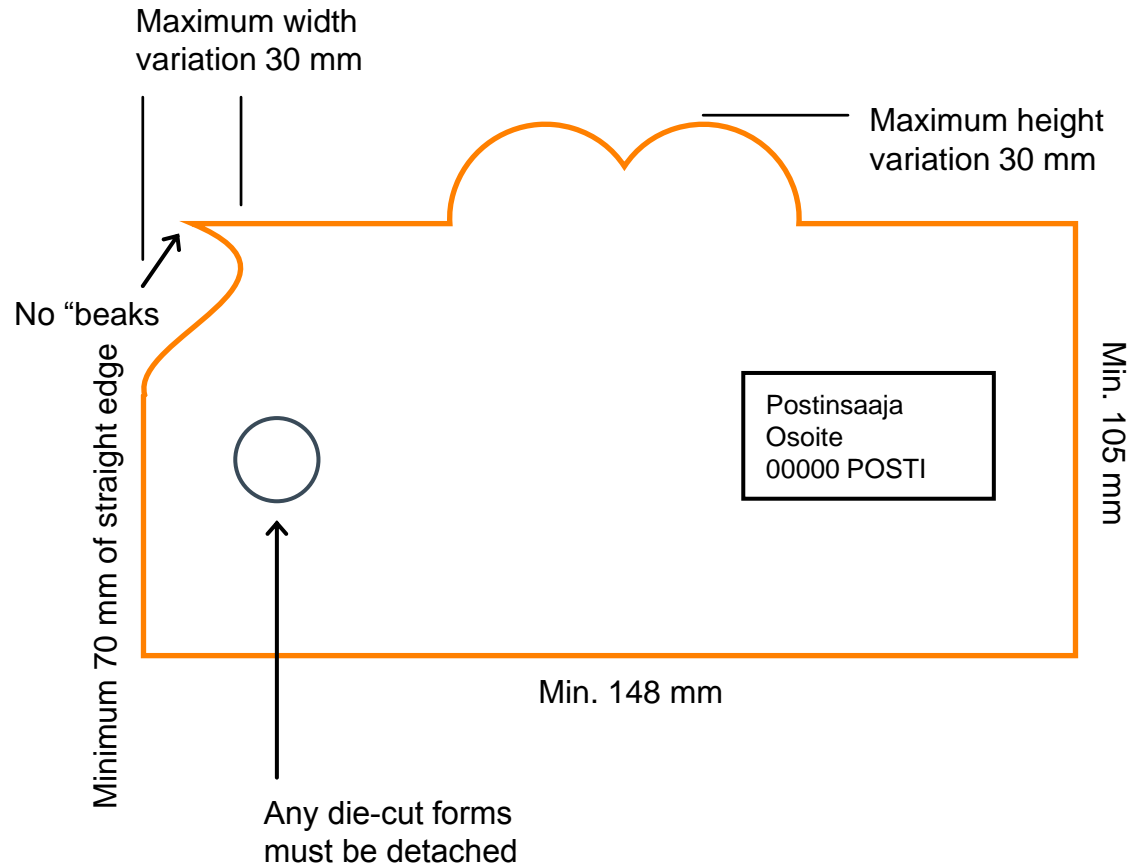
posti

Posti Customer Direct, closing a selfmailer using drops of glue, large items

- The placement of the glue drops is marked on the pictures in green
- We recommend setting up the item so that the bended edge is at the bottom

Address

Address

Address

Address

Address
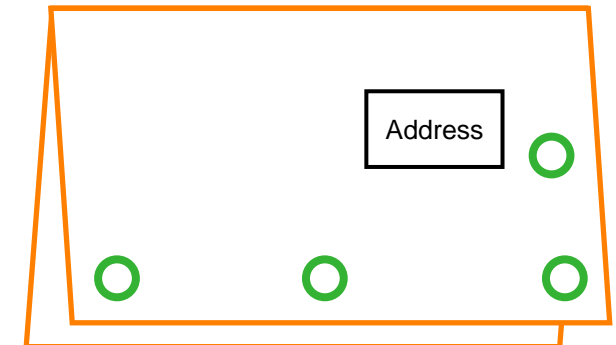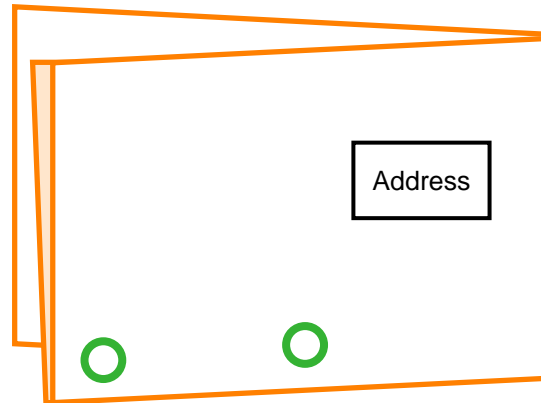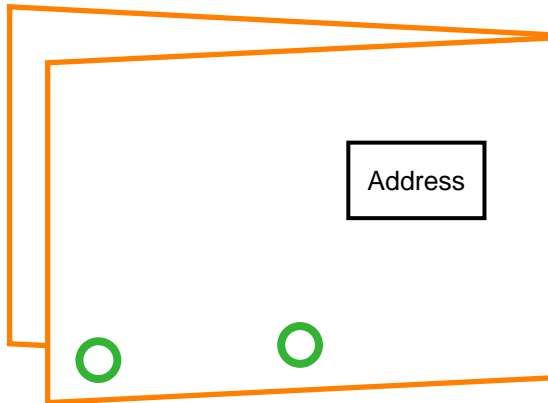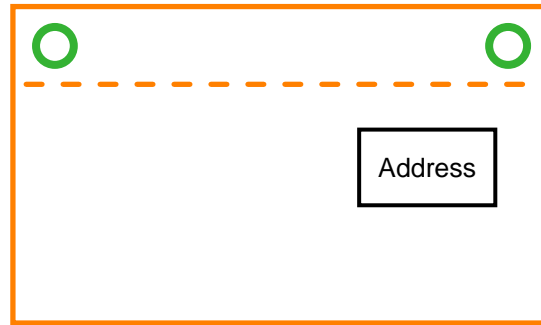
Items with bottom edge closed with drops of glue must be approved by Posti

posti

Posti Customer Direct, closing a selfmailer using drops of glue, small items

- The placement of the glue drops is marked on the pictures in green.
- We recommend setting up the item so that the bended edge is at the bottom.

For small items less glue drops

Items with bottom edge closed with drops of glue must be approved by Posti

Guide to machine-sortable items
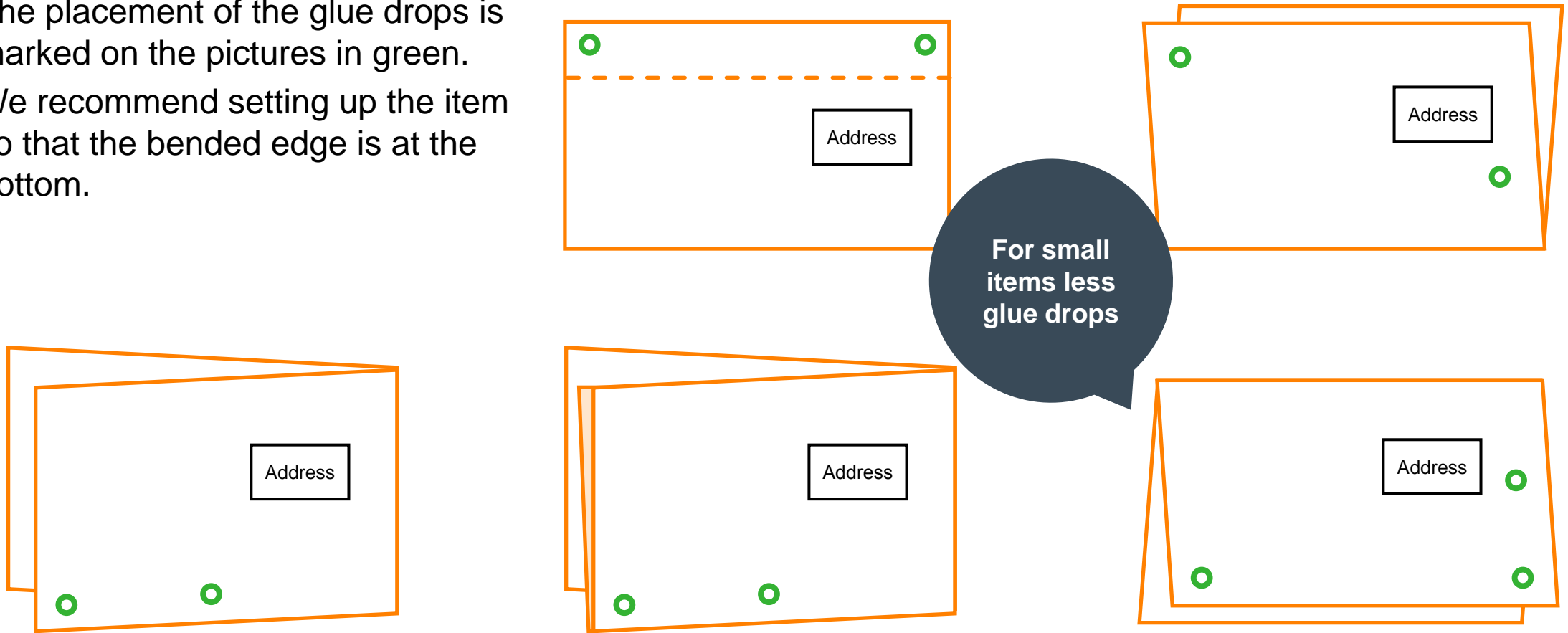
Posti Magazine Pro, unenclosed items

Unenclosed items with multiple pages	
Minimum size	A5 (148 mm x 210 mm)
Maximum size	250 mm x 310 mm (C4 not allowed as it is too large)
Weight	40 – 350 g
Thickness	0,4 – 10 mm
Model	Portrait
Attachments	maximum thickness 1 mm and minimum size 40*40 mm
4-state code or 2D code	The use of a code will be required as of 1 March 2019

Portrait orientation

Spine

Additional instructions

- Varying thickness, such as attachments and their placement, may prevent mechanical sorting. For more information on attachments, see pages 36-41.

- The spine/base of the item should be sufficiently flexible. See page 9. The spine/base should not contain folder staples or spiral binding.

- The cover paper should endure mechanical sorting. Paper under 50g/m², for example, is not strong enough for mechanical sorting and may require separate, thicker cover paper.

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Posti Magazine Pro, items wrapped in plastic

Items wrapped in plastic	
Size of item	C5 – C4 tai 250 mm x 310 mm
Size of wrapper	• no more than 15 mm larger than the item • maximum size 250 x 328 mm
Weight	40 – 350 g
Thickness	1 – 10 mm
4-state code or 2D code	The use of a code will be required as of 1 March 2019

Additional instructions

- Ensure that the wrapper does not fold over the address.
- Do not print the address over a seam in the wrapper.
- Print the address on the item or on the white area in the wrapper. If the address has been printed on the item or on an address label, ensure that it does not move in the wrapper.
- For more information, see pages 36-41.

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Posti Standard Letters

	Economy Standard Letter Pro	Economy Standard Letter	Priority Standard Letter
Minimum size	E6 (110 mm x 156 mm)	E6 (110 mm x 156 mm)	E6 (110 mm x 156 mm)
Maximum size	C5 (162 mm x 229 mm)	C5 (162 mm x 229 mm)	C5 (162 mm x 229 mm)
Weight	5 - 50 g	5 - 50 g	5 - 50 g
Thickness	0,2 - 5 mm	0,2 - 5 mm	0,2 - 5 mm
2D code	Required, requires the use of Sorting Service	Recommended, requires the use of Sorting Service	Recommended, requires the use of Sorting Service

Additional instructions

- A Standard Letter item is always an envelope.
- The 2D code produced by the Sorting Service is placed on the right-hand side of the address
- See more technical information on the code on page 33.

Measurements of the 2D code

16 x 16, size 8.0 x 8.0 mm
8 x 32, size 4.0 x 16 mm

Recipient's name
(Supplementary information)
Street address
00100 City/municipality

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Posti Standard Reply Mail

Reply envelope	
Minimum size	A6 (105 mm x 148 mm)
Maximum size	C5 (162 mm x 229 mm)
Weight	5 - 50 g
Thickness	0,2 - 5 mm
2D code	• Required • Use and testing agreed separately with Posti

Measurements of the 2D code

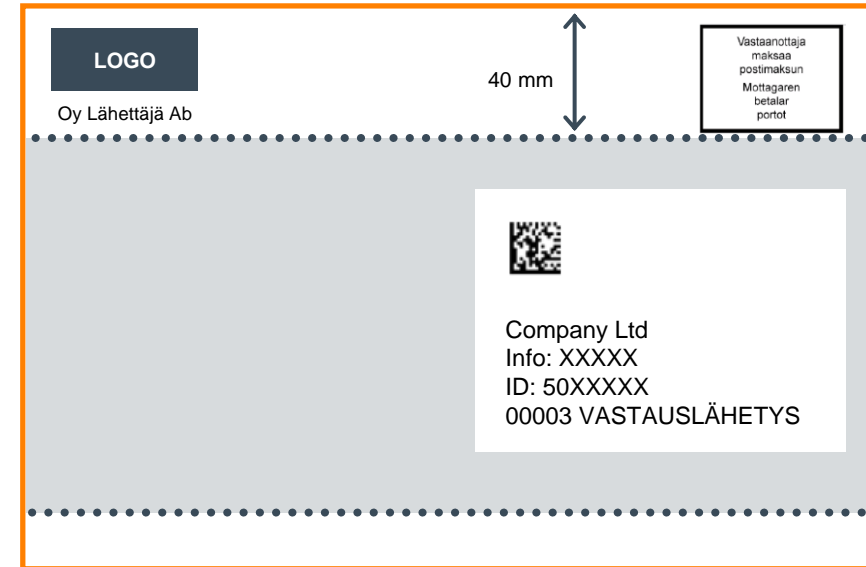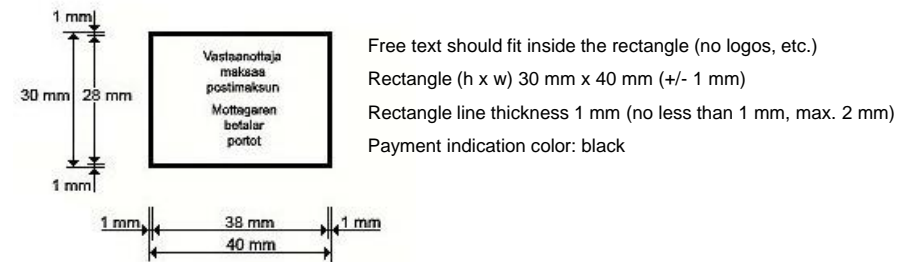16 x 16, size 8.0 x 8.0 mm

Additional instructions

- A Standard Reply Mail is always an envelope. It cannot be a card or coupon.
- The payment indication, 2D code and address markings must be printed in black on a white or a light-colored background.
- Varying thickness, such as attachments and objects, may prevent mechanical sorting.
- The item should be sufficiently flexible. See page 9.

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Posti Standard Reply Mail, address model and placement of address information

- With the exception of the address field, the other texts and pictures on the envelope can be colored as long as the color restrictions of the border areas are followed.

- The 2D code can be placed above to the address marking or next to it on its right-hand side.

- The address marking should not contain empty line spaces or handwritten information.

- The order of the rows in the address marking should follow the pictured model.

LOGO

Oy Lähettäjä Ab

40 mm

Vastaanottaja maksaa postimaksun

Mottagaren betalar portot

Company Ltd
Info: XXXXX
ID: 50XXXXX
00003 VASTAUSLÄHETYS

Payment indication: Vastauslähetys 00003

1 mm

Vastaanottaja maksaa postimaksun

Mottagaren betalar portot

30 mm | 28 mm

1 mm

1 mm | 38 mm | 1 mm

40 mm

Free text should fit inside the rectangle (no logos, etc.)

Rectangle (h x w) 30 mm x 40 mm (+/- 1 mm)

Rectangle line thickness 1 mm (no less than 1 mm, max. 2 mm)

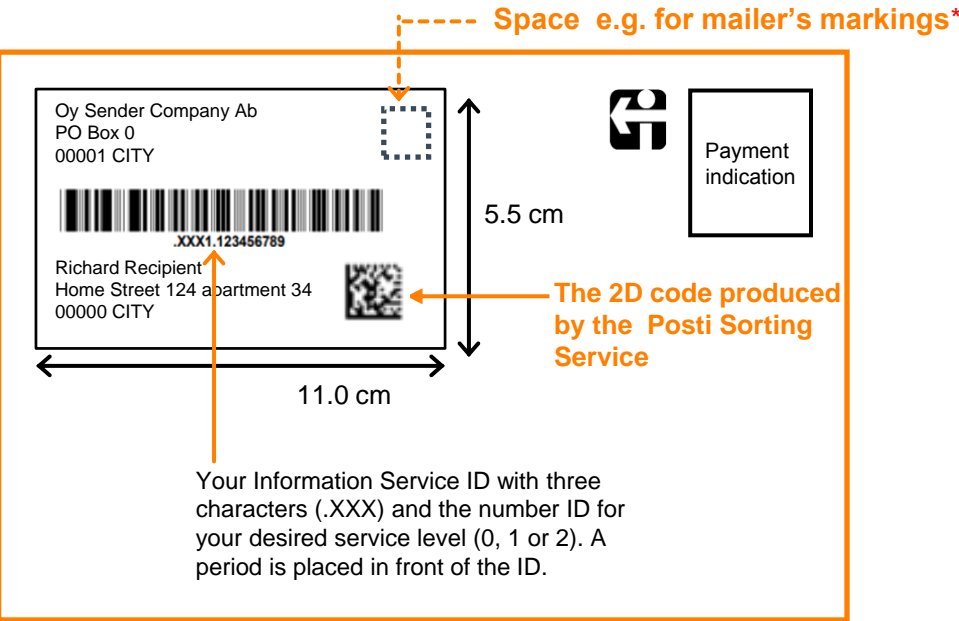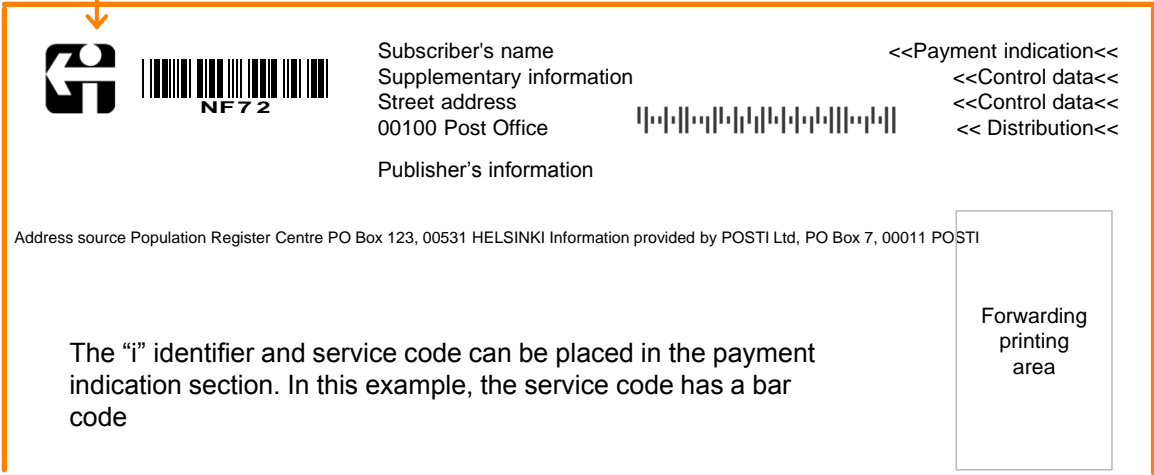Payment indication color: black

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Posti Information Service, markings on the item

- Always use the "i" identifier, the service symbol and the service level of your company (for example .NF82) as a bar code on items.

- We recommend adding a customer number or other information to make updating customer information easier in the Information Service bar code.

Publisher's information
Richard Recipient
Supplementary information
Home Street 124 apartment 34
00000 CITY

.XXX 1

Payment indication

The "i" identifier is a square with the minimum dimensions of 1 x 1 cm

Space e.g. for mailer's markings*

Oy Sender Company Ab
PO Box 0
00001 CITY

Payment indication

.XXX1.123456789

Richard Recipient
Home Street 124 apartment 34
00000 CITY

5.5 cm

11.0 cm

The 2D code produced by the Posti Sorting Service

Your Information Service ID with three characters (.XXX) and the number ID for your desired service level (0, 1 or 2). A period is placed in front of the ID.

NF72

Subscriber's name
Supplementary information
Street address
00100 Post Office

<<Payment indication<<
<<Control data<<
<<Control data<<
<< Distribution<<

Publisher's information

Address source Population Register Centre PO Box 123, 00531 HELSINKI Information provided by POSTI Ltd, PO Box 7, 00011 POSTI

Forwarding printing area

The "i" identifier and service code can be placed in the payment indication section. In this example, the service code has a bar code

* In addition to the Posti's 2D code, the item may contain one other 2D code

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Placement of identification codes on items

The use of certain services requires the use of an identification code. We recommend using it on all items.

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Codes identifying the item

- An identifying 2D code or 4-state code is recommended for machine-sortable items
- The code enables more efficient mechanical identification of the item
- In a bundle label, you can use a code that identifies the bundle, a Sorting Service label or a code integrated with the mailer company's system
- The Sorting Service automatically creates the content of the codes
- The code only contains an identifier specifying the item, and the identifier is linked to the sorting information
- The codes are used in sorting bundles and by letter sorting machines.

4-state code is suited for CIJ printing

2D code is suited for ink-jet and laser printers, two different sizes based on the available size

Code 128 is suited for bundle labels


JJFIA11ABC123

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2D code

- Two sizes available
  - 2D 16x16 pixels
    - Example of a code: JJFIA12001435
    - Size 16 x 16 x 0.50 mm = 8.0 x 8.0 mm
  - 2D 8x32 pixels, horizontal or vertical
    - Example of a code: JJFIA12001435
    - Size 8 x 32 x 0.50 mm = 4.0 x 16.0 mm
- Blank space around the code 5.0 mm
- Print in black on a white background
- The code is placed on the right-hand side of the address
- In addition to the Posti's 2D code, the item may contain one other 2D code

Recipient's name
(Supplementary information)
Street address
00100 City/municipality
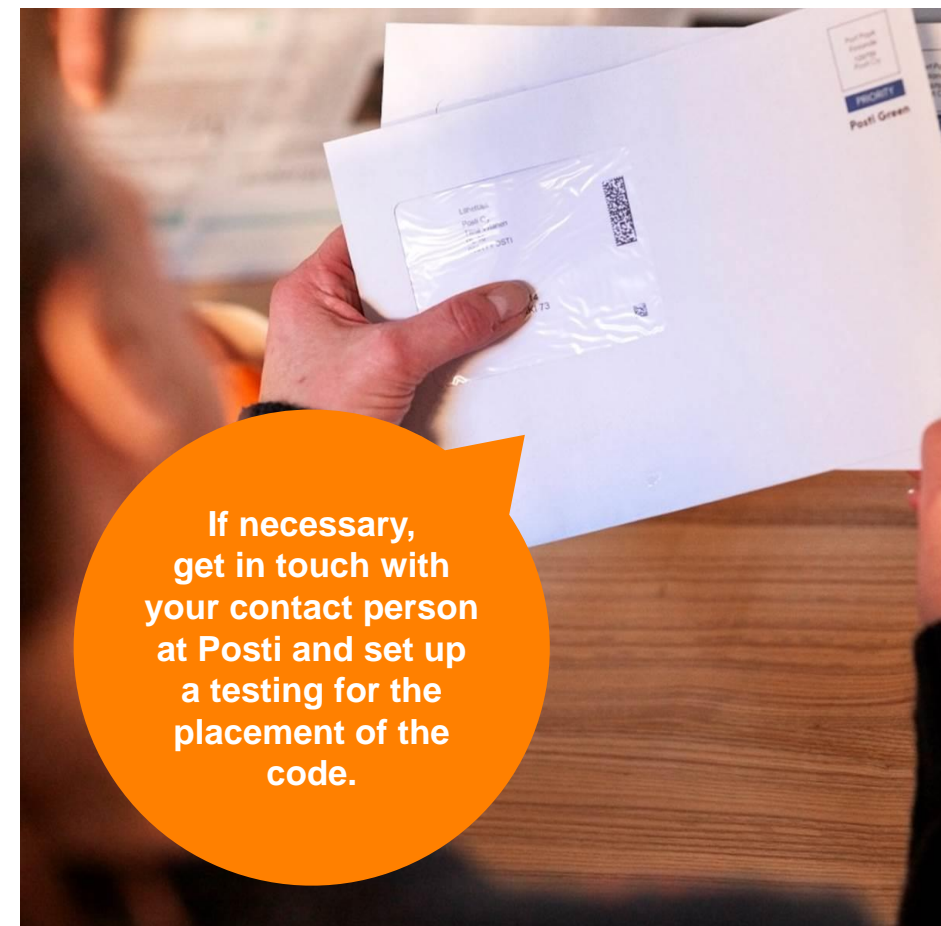
If necessary, get in touch with your contact person at Posti and set up a testing for the placement of the code.

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4-state code

- The 4-state code consists of four lines/bars of varying lengths
  - Tracker bar, height 1.70 mm   4 points
  - Ascender bar, height 3.40 mm   8 points
  - Descender bar, height 3.40 mm   8 points
  - Full bar, height 5.10 mm   12 points

- The length of the code is 50–55 mm

- Print in black on a white background

- Blank space at the ends of the code 10 mm and above and below 10 mm, measured from the center line of the code

- Placement in an unenclosed item with multiple pages between the payment indication and the address information

Subscriber's name
Supplementary information
Street address
00100 Post Office

Publisher's information

<<Payment indication<<
<<Control data<<
<<Control data<<
<<Delivery<<

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Attachments to machine-sortable items

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Attachments to machine-sortable items

Item dimensions

- Maximum thickness of an item including attachments 10 mm and weight 350 g
- Maximum size of an item 250 x 310 mm. This is also the maximum size for the plastic wrapping which should not be more than 15 mm larger than the item (on all sides).

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.

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.

posti
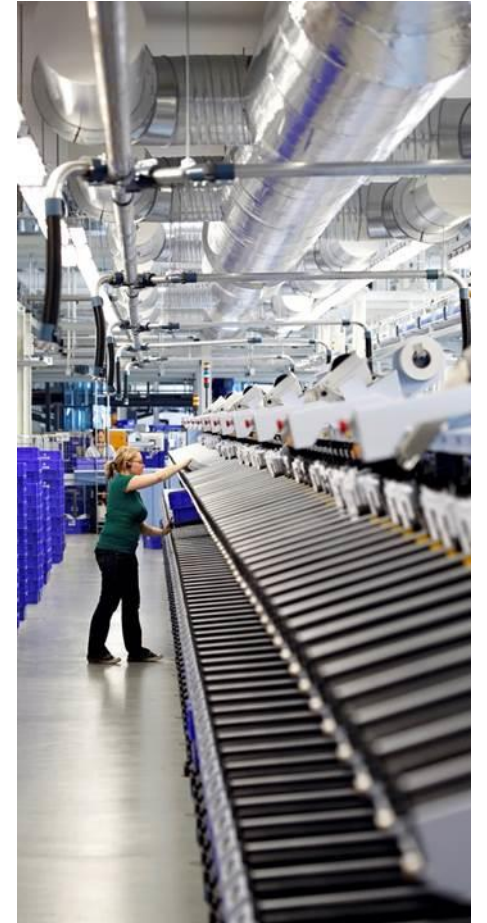
Separate attachment, envelope, magazine, card, calendar, ..

- Attachments should not be larger, thicker or heavier than the actual item.
  - Recommended combined thickness under 3 mm.
  - Inconsistent thickness (such as multiple attached envelopes) can make the item incompatible with machine sorting.
  - Avoid small and thick attachments, recommended maximum thickness for A5 and smaller is 1 mm.
  - The attachments must be fully inside the actual item.

posti
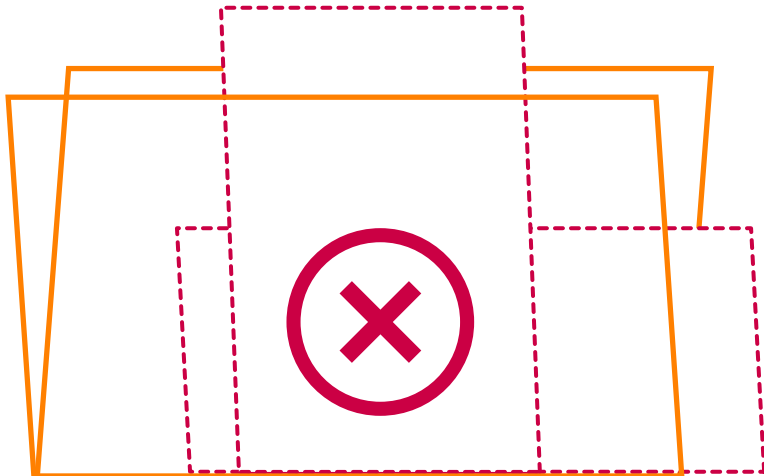
Glue drop attachments, product samples, credit cards,

- Plan the advertising so that the attachments are not placed on top of each other and are evenly distributed on the item.

- Do not include more than three attachments per item.

- Inconsistent thickness can make the item incompatible with machine sorting. Pay attention to the effect attachments have on the inconsistency of the item's thickness.

posti
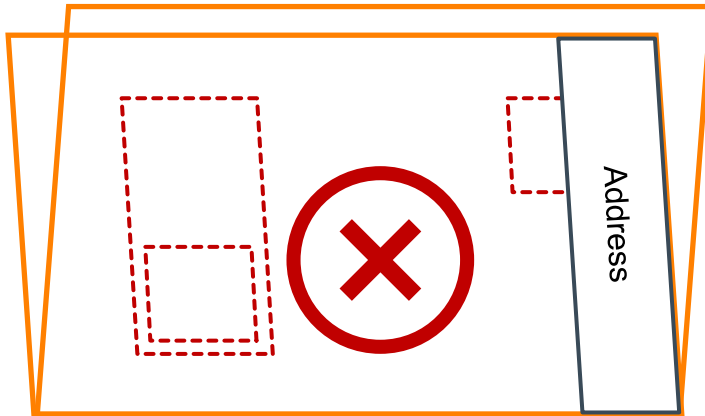
Plastic-wrapped attachments

- Maximum thickness of an item including attachments 10 mm and weight 350 g.

- Maximum size of an item 250 x 310 mm. The maximum size for the plastic wrapping is 250 x 328 mm and the wrapper should not be more than 15 mm larger than the item (on all sides).

- The address can be printed directly onto white, opaque plastic or the item or a separate printout can be used inside the wrapper.
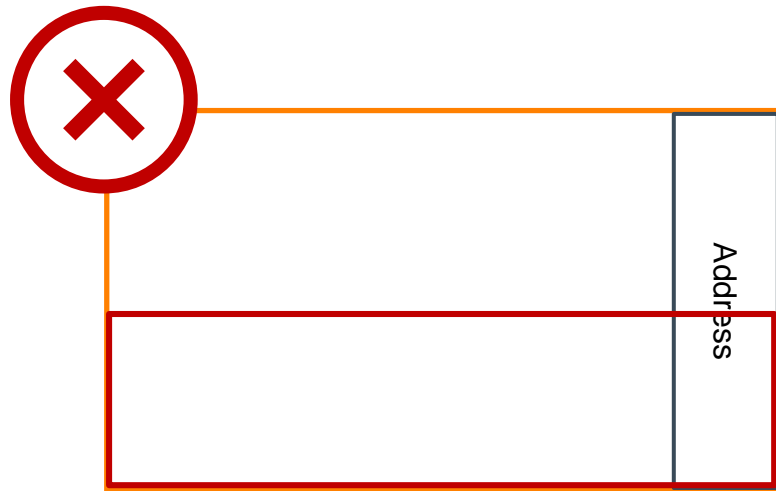
posti

Plastic-wrapped attachments

- An attachment smaller than the actual item must be attached to the item or placed inside the item.
  - If the attachment has been attached to the item, opaque plastic must be used. Do not attach the attachment on the address side of the item.
- Items that are nearly the same size (+- 10%) can be wrapped on top of each other.
- Inconsistent thickness can make the item incompatible with machine sorting. Pay attention to the effect attachments have on the inconsistency of the item's thickness.

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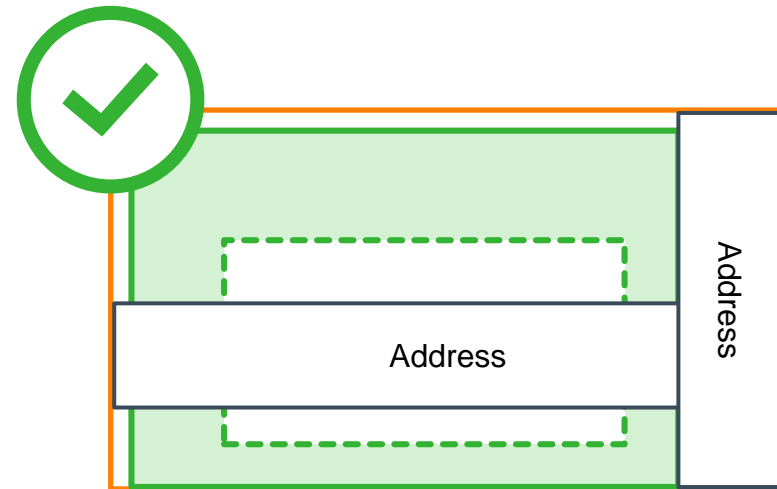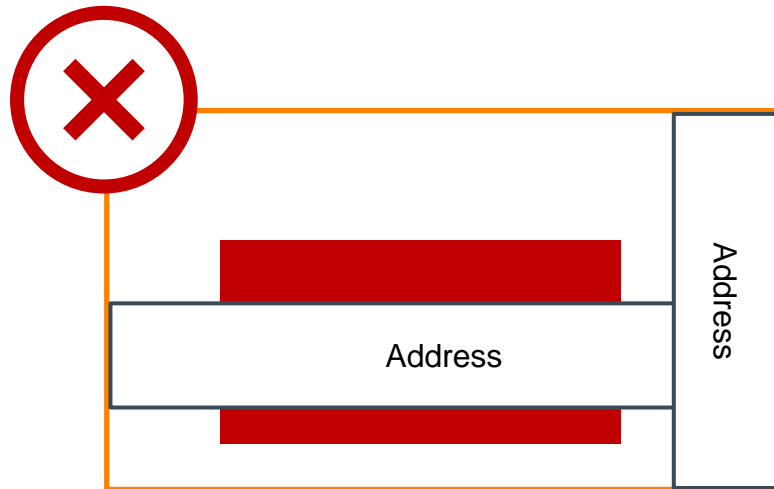
Cover attachments

- The recommended minimum width of the cover attachment is at least 110 mm.
- The entire address printing must fit on the cover attachment or the item.
- There can be no extras, such as product samples, added to the cover attachment.

Address

Address

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Do you want to ensure that your item is machine-sortable?

Always agree on testing in advance with your Posti contact person

Send the test items (individual items, rolltainers, pallets, etc.)

MSM testilähetykset
Kuopio postal center
Patterimäenkatu 5
70800 KUOPIO, Finland

Guide to machine-sortable items

Further information about the services at
posti.fi/business

Prices and price calculators
posti.fi/prices-business

Item payment indications can be downloaded from
posti.fi/paymentindications

Mailing instructions
posti.fi/postittajan-ohjeet

Transportation orders
kuljetustilaus@posti.com
or from the telephone number +358 (0)200 92000

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