



martinluckgroup

How to choose the right envelope.

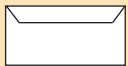
With so many types of envelopes available it can be difficult to select the most suitable for the job. As a guide, try to decide what you are posting and how frequently, who will see it and what impression you want the receiver to have of your company.

For example, it may be acceptable to send invoices in a lightweight manilla envelope, but you would want to create an altogether different impression and use a heavier weight white envelope when sending out a company prospectus.

You should also consider how the item will be delivered as this may indicate whether a padded or board backed envelope would be best for the job.

Envelope Styles

There are two types of envelope styles Wallet and Pocket



Wallet Envelopes
Opens on the long side



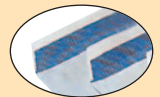
Pocket Envelopes
Opens on the short side

Sealing Options

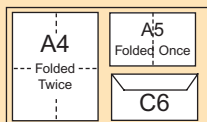
Gummed - Moisten the layer of adhesive along the envelope flap and close.

Peel & Seal - Simply peel away the release tape from the envelope flap to reveal a thick layer of adhesive, which seals instantly.

Self Seal or Press Seal - Press the two layers of adhesive (one on each flap) together to form an instant strong bond. Seal strength has a shelf life of approx. 6 months.

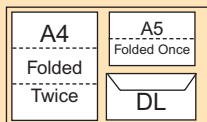
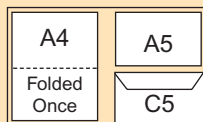


Envelope Sizes



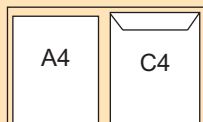
C6 size 114x162mm
holds an A4 sheet folded twice or an A5 sheet folded once.

C5 size 229x162mm
holds an A4 sheet folded once or an A5 sheet unfolded.



DL size 110x220mm
holds an A4 sheet folded twice or an A5 sheet folded once.

C4 size 324x229mm
holds an A4 sheet unfolded.



Protective Envelopes

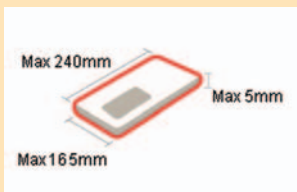
Gusset style envelopes expand and are useful for mailing bulky documents.

Board backed envelopes prevent documents bending or creasing and usually have DO NOT BEND printed on them.

Padded Envelopes have an inner lining of plastic bubbles, shredded paper or other materials and are useful for protecting items during transit.

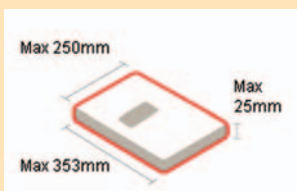
Tyvek envelopes are burst proof, waterproof and tear resistant making them an exceptionally strong mailing option.

Royal Mail Category Guide (Pricing in Proportion)



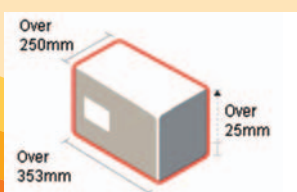
Letter Size

Most letters, postcards, bills, statements, greeting cards and some brochures will be classed as letters. The maximum dimensions for letter are: length 240mm, width 165mm and depth 5mm. If you cannot fold your items to fit this size, or they are bigger than the maximum size and weights, they may be classed as large letter items. The maximum weight for letter items is 100g.



Large Letter Size

Everyday items like unfolded A4 letters and documents, brochures and magazines, CDs and DVDs will be classed as large letter items. The maximum dimensions for large letter are: length 353mm, width 250mm and depth 25mm. If your items are larger than this, they will be priced as a packet. The maximum weight for large letter items is 750g.



Packet Size

Items and gifts including video cassettes, books, mechanical parts, product samples, and posters and prints in cylindrical tubes will be classed as packets. The dimensions for packet items are: length over 353mm, width over 250mm and depth over 25mm. Items do not have to be box shaped, anything bigger than a large letter will be classed as a packet.