

Mailmark Tabbed Letter Mailers - Specification Requirements

This document defines the specific construction characteristics of Tabbed Mailers. These include mailers that are secured with tabs on either 2 or 3 sides. A folded reference edge is always required. Potential Tabbed mailer designs include :-

- A single sheet folded in half, with a long reference edge and secured with tabs folded over 3 sides
- A booklet with a long reference edge and secured with tabs folded over 3 sides
- A multiple folded mailer with folds on both long edges i.e. one long edge creating an opening flap, and secured with tabs folded over 2 sides and sealing along the long edge flap.

Other physical requirements together with Indicia, addressing and Mailmark requirements remain as standard.

The Mailmark specification is designed to ensure that Royal Mail Letter processing machines can process and read Letters effectively at high speed, without the need for manual or other intervention. Each specification requirement has been assessed and is categorised as either 'Mandatory' (M), or 'Recommended High Risk' (H) or 'Recommended Low Risk (L)'.

'Recommended High Risk' Requirements 'have a higher likelihood of performing poorly through our processing machines. Letters that fail to meet these requirements are more likely to have adjustment charges levied and may become damaged in our processing machines.

We have provided guidance footnotes that explain the risks associated with not meeting the 'Recommended' requirements.

The requirements apply to the 'finished Letter' as presented to Royal Mail. The requirements are the same as those for standard Letters with the exception of the following:-

Category		Specification Requirement	M/R
Physical Mailer	Content / Inserts	<ul style="list-style-type: none"> • Only paper inserts may be included. • The Inserts may be placed in the mailer provided that the insert is no more than 10mm smaller than the mailer length and / or height. 	M H ¹
	Paper Weight	<ul style="list-style-type: none"> • Minimum – 100gsm for multi-fold mailers. • Minimum – 100gsm for booklet outer cover (front and back). • 150gsm minimum for single fold cards. 	M M H ²
	Reference Edge ³	<ul style="list-style-type: none"> • The reference edge must be a folded edge on the mailpiece. • For landscape items the folded reference edge must be the edge beneath the address. • For portrait items the reference edge must be longest left edge opposite the Indicia. • For square mailers, the reference edge must be edge beneath the delivery address. 	M M M M
	Stapled Spines	Staples that are used to bind the booklet must be fully pushed through the outer cover and bent flat on the inside.	M
	Windows	Windows are not permitted for tabbed mailers.	M
	Tabs	Shape & Size	Tabs must be rectangular (with rounded corners) or circular. Tab width / diameter must be no less than 25mm at the edge of the mailer when measured on both sides.
Material		Tabs made from paper must have a minimum paper weight of 63gsm.	M
		Tabs made from polymer must have a minimum weight of 80gsm.	M
Tear Strength		A tear strength of at least 0.6N is required.	M
Colour		Tabs must not be luminous.	M
Perforations		Perforated tabs are acceptable provided that they are strong enough to remain intact during processing and delivery. (Adjustments may be applied if the tabs fail.)	H ²

¹ This limits the movement of the insert and any consequent wear on the tab and ensures that the insert cannot fall out.

² This is intended to ensure that the Mailer is strong enough to withstand the rigours of mechanical and manual handling. It will also stop other Letters becoming entrapped within the tabbed mailer. Factors including the tab material, size, weight, bridge size and cut together with the mailer weight may all affect the strength of a tabbed mailer. It is strongly recommended that perforated tabs which are considered for use are tested by Royal Mail prior to using our machineable products.

³ The reference edge is the fold on the longest edge of the Letter, opposite the Indicia, which forms the base of the item, therefore enabling it to be processed through the machines efficiently.

Category		Specification Requirement	M/R
Tabs Cont.	Peel Adhesion	<ul style="list-style-type: none"> The peel adhesion strength of glue must be a minimum of 0.2N on the sides. The peel adhesion strength of glue must be a minimum 0.25N on the long edge. 	M M
	Location	<ul style="list-style-type: none"> Tabs must not be applied in the Tag Codemark area that is located 60mm up from the bottom right corner of the Letter, and covers an area 10mm high, and 100mm long (from the right edge of the Letter). Tabs must not be applied in the Route Codemark area that is in the bottom right corner of the Letter and covers an area 18mm high (from the bottom edge of the Letter), and 130mm long (from the right edge of the Letter). 	M M
		The Tabs must only be applied in the Letter border area :-	
		<ul style="list-style-type: none"> Landscape - 15mm top, left and right, and 18mm at the bottom; Portrait - 18mm left, 15mm top, right and bottom; 	L ⁴ L ⁴
		Tab positioning must ensure that the short side edge from the reference edge to the tab is not open more than 80mm high.	M
	No. of Tabs	A minimum of 1 tab is required to secure each open edge of the mailer. Full details of the requirements for the number of Tabs required together with their locations are provided in the table below.	M
Gloss	The maximum gloss value for the tabs should not exceed 150 when measured at 60°, in accordance with American Standard Test Method (ASTM) 2457.	H 5Error!B ookmar k not defined.	
Other Physical	One-Piece Mailer	One Piece Mail requirements do not apply to tabbed mailers. This is because the two sets of requirements are independent of each other and considered within this section.	M
	Perforated Mailers	Perforations, Zip strips, pressure seals are not permitted for tabbed mailers.	M
	Do Not Redirect	Do Not Redirect is not permitted for tabbed mailers.	M
Indicia	Location	The Indicium must be located on the front of the Letter, above and to the right of the Delivery Address and in the top right corner of the Letter in the Indicium area. This area is 75mm long & 40mm high (see Figure 1 - Figure 4). Note that Tabs may be applied within the Indicia area provided that the indicia clear zone requirements are met.	M
	Clear Zone	A clear zone of 5mm, plus or minus 2mm must be provided above, below, and to the right of the PPI. Where tabs are used, the clear zone requirements must apply between the indicia and the tab.	M
Ret Add	Clear Zones	<ul style="list-style-type: none"> No text, patterning, or graphics must be printed within the return address. There must be a clear zone of 5mm around the return address. Where tabs are used, the clear zone requirements should apply between the Return Address and the tabs. 	M H ⁶

Category		Specification Requirement - Minimum number of tab seals							
Orientation & Height		SHORT EDGE				LONG EDGE			Visual
		Thick-ness	No. of Tabs	Location ^{7 8}	M/R	No. of Tabs	Location	M/R	
Tab Numbers & Location	Landscape (up to 110mm high)	Up to 2mm	1 per side	70mm-80mm up from ref. edge	M	1	Centred with a tolerance of plus or minus 10mm	M	Figure 1
		More than 2mm	1 per side	18mm-35mm up from ref. edge	M	2	Each tab to be 5mm-15mm from each corner	M	Figure 2

⁴ This maximises the available space in the Indicia and retains the 'picture frame' around the Mailmark and Address areas.

⁵ The reduces potential light reflection that may limit Mailmark reading capability

⁶ This will maintain the ability to read the Return Address

⁷ The tab must not encroach into the Tag and Route Codemark clear zones.

⁸ Tab positioning must ensure that the short side edge from the reference edge to the tab is not open more than 80mm high.

Category		Specification Requirement - Minimum number of tab seals							
Orientation & Height		SHORT EDGE				LONG EDGE			Visual
		Thick-ness	No. of Tabs	Location ^{7 8}	M/R	No. of Tabs	Location	M/R	
Tab Numbers & Location cont.	Landscape (up to 90mm high)	Any	1 per side	18mm-35mm up from ref. edge	M	2	Each tab to be 5mm-15mm from each corner	M	Figure 3
	Landscape (More than 110mm high)	Up to 2mm	1 per side	70mm-80mm up from ref. edge	M	2	Each tab to be 5mm-15mm from each corner	M	
		More than 2mm	1 per side	70mm-80mm up from ref. edge	M	2	Each tab to be 5mm-15mm from each corner	M	
						2+1	For thicker and heavier mailers an additional tab Centred with a tolerance of plus or minus 10mm	H	
	Portrait (More than 110mm wide)	Up to 2mm	1 per side	70mm-80mm up from ref. edge	M	2	Each tab to be 5mm-15mm from each corner	M	Figure 4
		More than 2mm	1 per side			2+1	For thicker and heavier mailers an additional tab Centred with a tolerance of plus or minus 10mm	H	

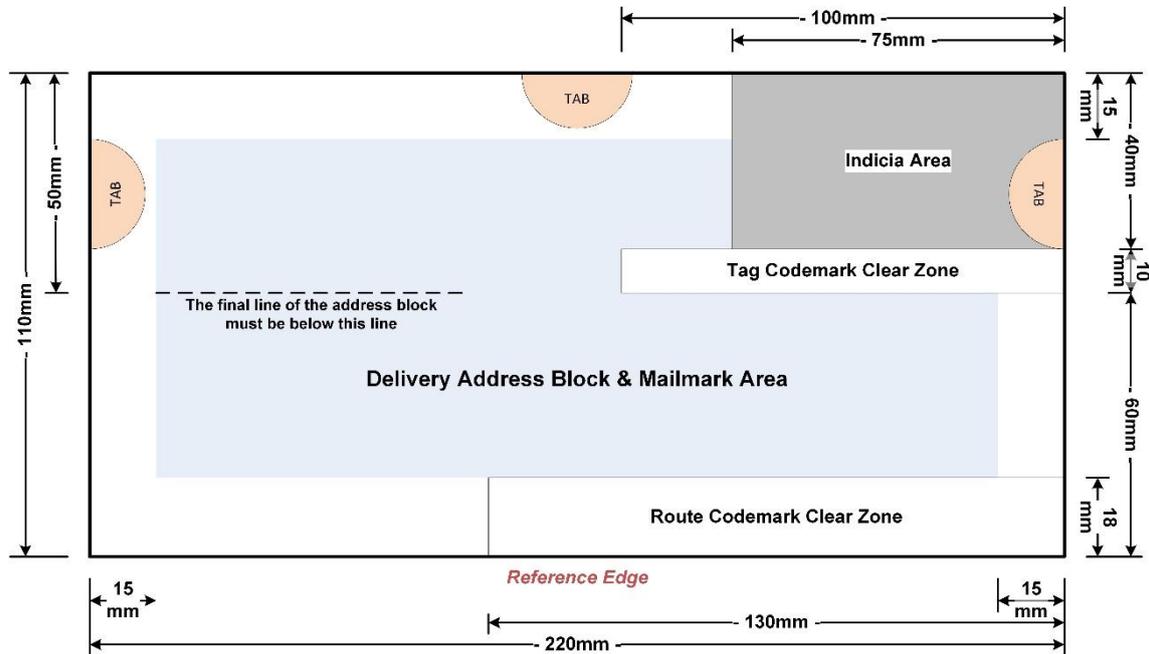


Figure 1 - Tabbed - DL Thin Letter (Not to Scale).

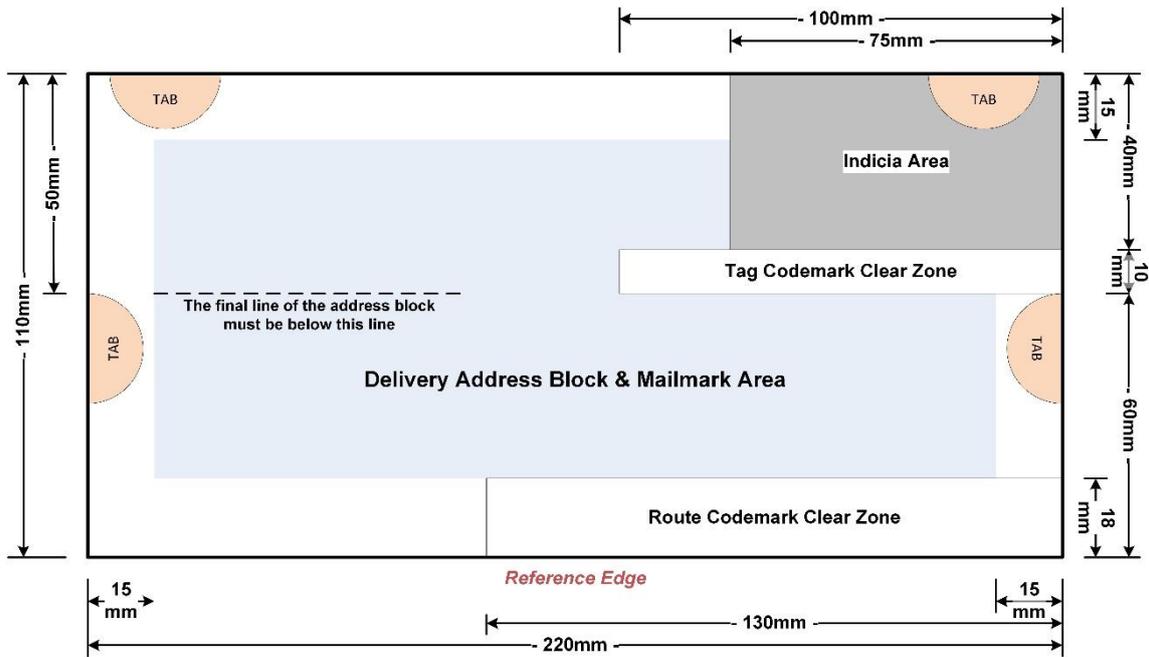


Figure 2 - Tabbed - DL Thicker / Heavier Letter (Not to Scale).

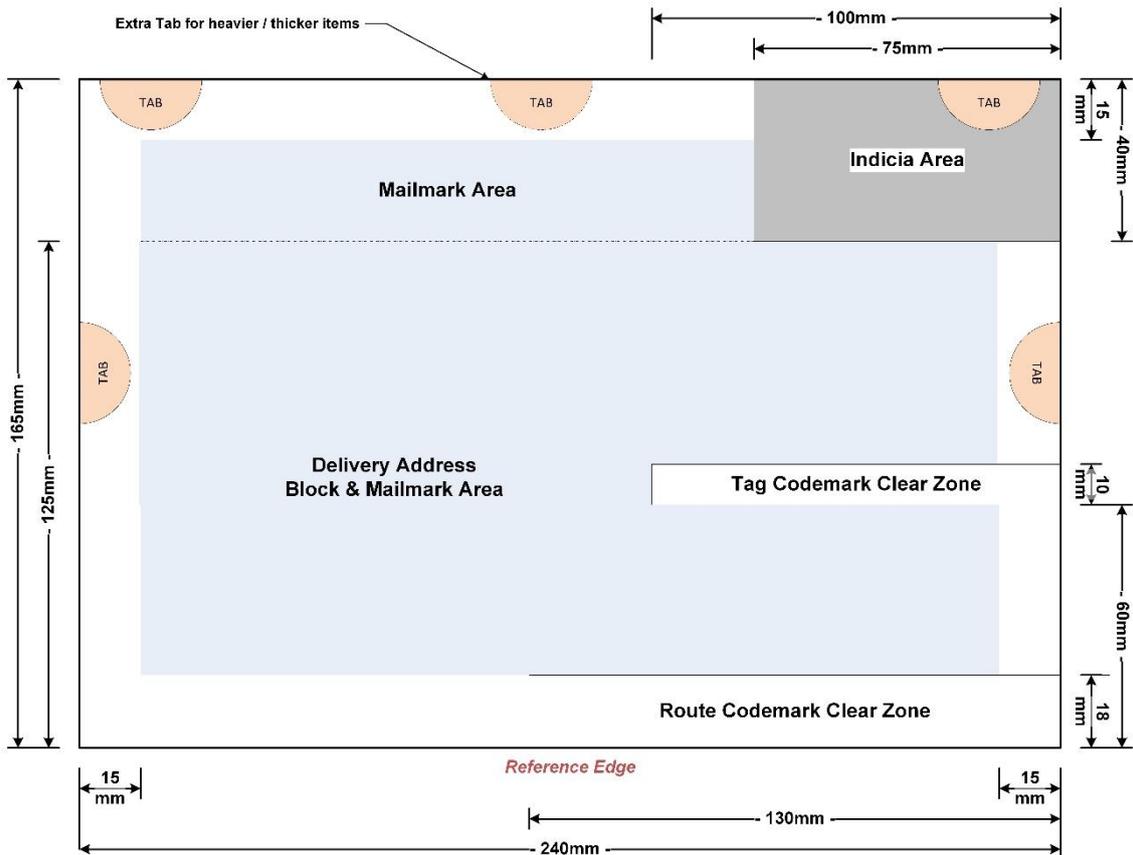


Figure 3 - Tabbed - Maximum Size Landscape Letter (Not to Scale).

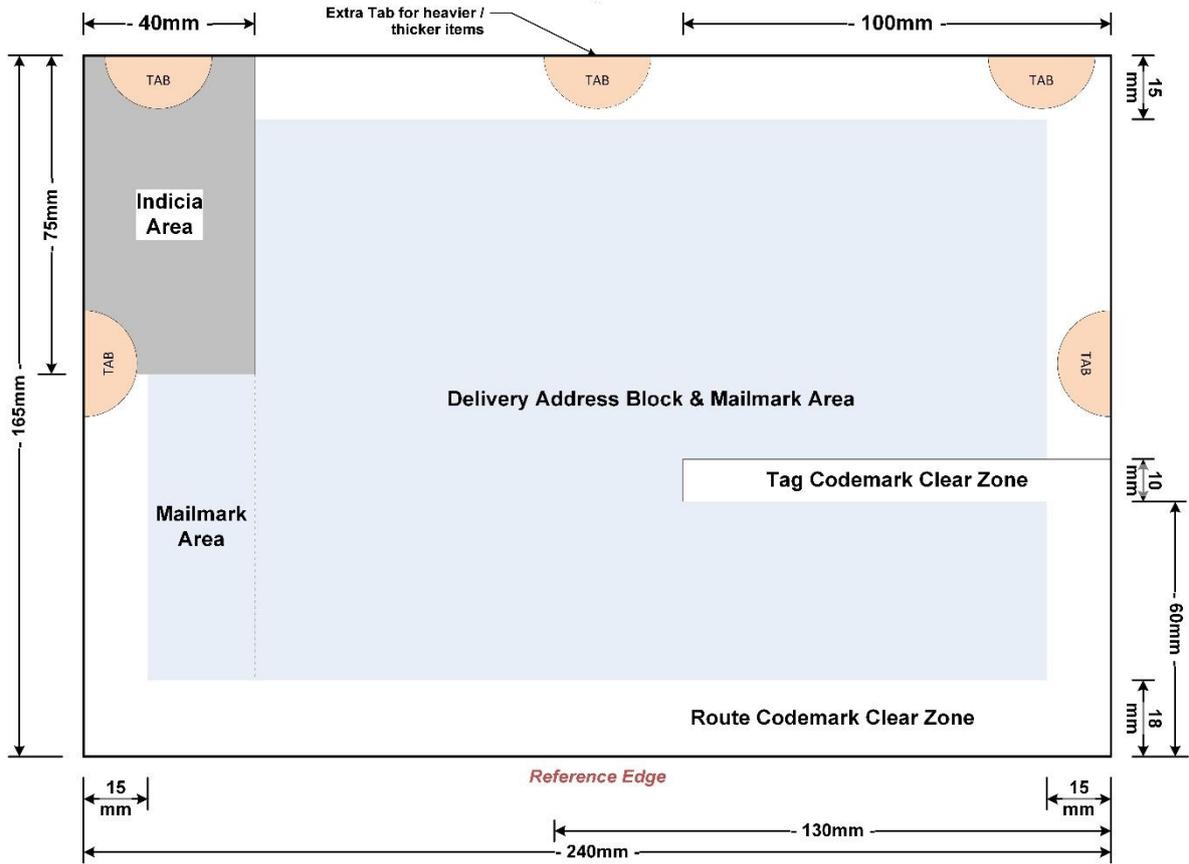


Figure 4 – Tabbed – Maximum Size Portrait Letter (Not to Scale).