

Envelopes

Mohawk Fine Papers Inc.
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1 800 the mill
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When designing envelopes, you need to make sure they will meet postal requirements, print well, and be sturdy enough to protect the contents until they reach their destination.

Envelope papers must not interfere with automated address reading. If considering brilliant colored, highly glazed paper or paper with an overall tint or graphic, a U.S. Post Office representative should review the design to be certain that it meets postal standards.

Think about how the envelope will be addressed, and consider how it will look when paired with various types of labels or ink jet printed addresses. Make sure that the addressing label will adhere to the chosen paper stock.

Envelope paper

The U.S.P.S. requires that envelopes be constructed in at least 16 lb. paper and recommends 24 lb. and up basis weights.

Printing after converting

Printers generally prefer printing converted envelopes without bleeds. Bleeds can only be positioned on three sides of an envelope, leaving one of the short dimension edges for the gripper of the press. Non-bleed images and addresses may be printed on the back flap.

Screens or printed text may sometimes appear heavier on the seams, where the double thickness of paper and glue create a raised area. Depending on your artwork, it may be best to choose a side-seam or diagonal-seam envelope.

Printing prior to conversion

In printing an unconverted envelope, it's possible to bleed solids or screens on all four sides of the outside and inside of the envelope and flap. Bleeds on the inside of the envelope are common for both dramatic effect and provide security through added opacity. Always contact your envelope convertor before printing to find out if there are any special requirements for areas that will be glued.

Aligning seams

Because of the variability in die-cutting and folding, avoid designs that require an exact register across an envelope's seam.

Stamping and embossing

Unlike converted envelopes, unconverted envelopes allow you to foil-stamp and emboss a design without leaving a debossed image on the opposite side of the envelope.

continued

The U.S. Postal Service publishes the Domestic Mail Manual, an extensive list of requirements.

THE BASICS:

All mailpieces 1/4" thick or less must be rectangular in shape, at least 3 1/2" high and at least 5" long.

A mailpiece must be at least .007" (7pt.) thick when it does not exceed 4 1/4" in height and 6" in length.

A mailpiece must be at least .009" (9pt.) thick if it is greater than 6" in length or width or both.

For a Domestic Mail Manual, visit www.usps.gov or write to:

Superintendent of Documents
Mail Stop SSOM
Washington, DC 20402-9375

MOHAWK

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Layout

To avoid costly mistakes and structural problems, be sure your printer asks for an envelope layout guide and instructions from the paper merchant or envelope convertor. Be sure to leave enough time in the schedule for the extra steps and communications that conversion requires.

Laser printing on envelopes

Test your envelope in the laser printer before running to avoid jamming and creasing caused by envelope thickness. Spot tacking of the seal flap can occur when the glue is exposed to the intense heat and moisture generated in the fusion chamber of the laser printer. If the flap starts to stick, open the door alongside the fusion chamber while printing. If tacking continues, place a small, low velocity electric fan near the open chamber door to circulate fresh air through the chamber.

Convertors

Envelopes are manufactured by convertors who sell to paper merchants. Some printers also have envelope converting equipment. You should consult with both early on in the planning process.

Availability

Because of the large number of possible paper/envelope size combinations, it is not possible for any merchant to inventory a complete selection of envelopes. Merchants and envelope convertors stock a subset of popular sizes—typically No. 10 commercial, A2, A6, etc. in cream or white stock. However, any text weight can be converted into any size or style as long as you plan ahead. A good rule of thumb is to allow three weeks for non-standard envelope orders. Contact your paper representative early in the process to ensure that the envelopes arrive by your press date.

Envelopes made from Mohawk, Strathmore and Beckett grades are stocked by:

> National Envelope Company 1-800-448-3463

Envelopes made from Mohawk grades are also stocked by:

> Leader Paper Products 1-800-876-2273

> JRC Industries 1-562-698-0171

For more information, please call your local merchant or Mohawk at 1 800 the mill.

www.mohawkpaper.com.

AN ENVELOPE IS ALL ABOUT POTENTIAL

- >> It's about the promise of what's inside, the hint of enclosed substance, the meaningful first impression. In the world of writing papers, the function of an envelope is to protect its contents. But its form serves as a vehicle for communication: What you have to say inside begins on the outside.
- >> Strathmore makes your message unmistakable. Our Strathmore Writing and Script papers convert beautifully to envelopes, with all the elegance and performance you'd expect from papers that combine Strathmore's heritage and technical sophistication. They're the best way to make a lasting impression.

Strathmore

ENVELOPE STYLES

SQUARE FLAP



	ENVELOPE	ENCLOSURE
No. 10	4 1/8 x 9 1/2	4 x 9 1/4
Sq. Flap		
Monarch	3 7/8 x 7 1/2	3 3/4 x 7 1/4

ANNOUNCEMENT



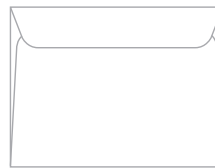
	ENVELOPE	ENCLOSURE
A-2	4 3/8 x 5 3/4	4 3/16 x 5 1/2
A-6	4 3/4 x 6 1/2	4 5/8 x 6 3/16
A-7	5 1/4 x 7 1/4	5 x 6 7/8
A-8	5 1/2 x 8 1/8	5 1/4 x 7 3/4
A-10	6 x 9 1/2	5 3/4 x 9 1/8

COMMERCIAL



	ENVELOPE	ENCLOSURE
No. 9	3 7/8 x 8 7/8	3 3/4 x 8 5/8
No. 10	4 1/8 x 9 1/2	4 x 9 1/4
Monarch	3 7/8 x 7 1/2	3 3/4 x 7 1/4

BOOKLET



	ENVELOPE	ENCLOSURE
No. 9	8 3/4 x 11 1/2	8 1/2 x 11

SIMPLE SEAL®



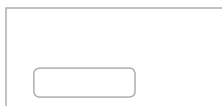
	ENVELOPE	ENCLOSURE
No. 10	4 1/8 x 9 1/2	4 x 9 1/4

SELF SEAL



	ENVELOPE	ENCLOSURE
No. 10	4 1/8 x 9 1/2	4 x 9 1/4

WINDOW



	ENVELOPE	ENCLOSURE
No. 10	4 1/8 x 9 1/2	4 x 9 1/4

Standard window size is 1 1/8 x 4 1/2" positioned 7/8" from left edge and 1/2" from bottom edge.

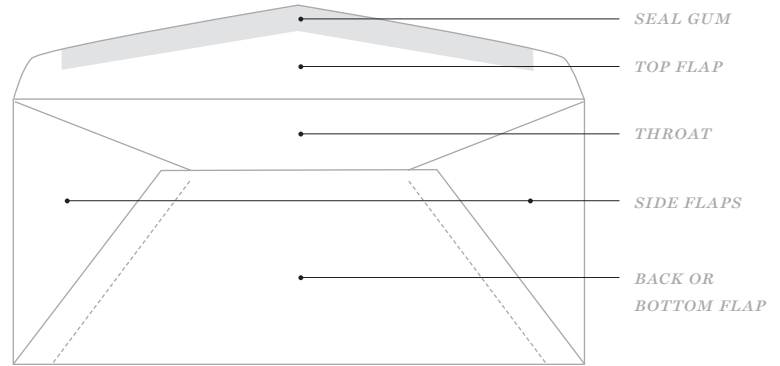
Manufactured by our official converter, National Envelope (www.nationalenvelope.com), Strathmore Writing Portfolio envelopes are widely available through your local merchant. Most items are stocked for immediate delivery. Others can usually be made within 1 to 2 weeks. Please consult your merchant for availability.

ENVELOPE SPECIFICATIONS

Envelopes can be manufactured in an almost endless number of shapes and sizes.

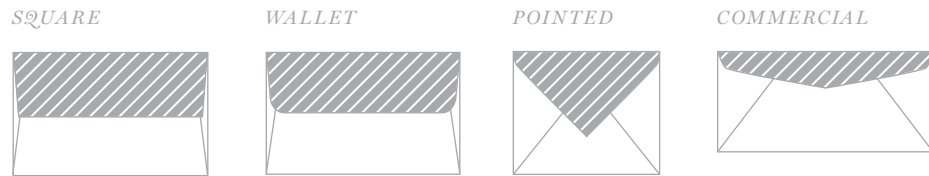
ENVELOPE CONSTRUCTION

The basic elements of an envelope (as noted, right) serve as the foundation for construction. Variation of each of these parts—including stock weight, color and finish; envelope size and orientation; and flap style, seam style and sealing method—combine to create your perfect envelope.



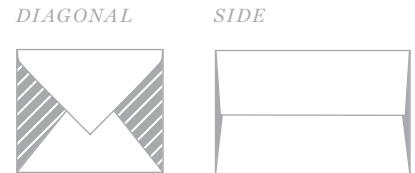
FLAP STYLES

From traditional pointed to a modern square, flaps are not only responsible for sealing and securing an envelope's contents, but also for creating different styles and functions.



SEAM STYLES

Variation of seams create very different envelope styles and functions.



The most common paper weight used for envelopes is 24# (for standard—28# for larger, open end). It is not recommended to use paper heavier than 80#.

RETURN
ADDRESS
AREA

33%
OF
HEIGHT

NO. 10 MAILING TEMPLATE

50% OF LENGTH

2 3/4"

OCR READ AREA
(POSITION ADDRESS BLOCK IN
THIS AREA)

BARCODE CLEAR ZONE