MAILMARK USER GUIDE REVIEW
Effective from 1 July 2023

Purpose of the review was to identify areas which require further clarity to enable customer understanding, areas of the specification which are not aligned between Retail and Network Access and new changes which support the efficient processing of mail.

Section Mailmark Letters	Current	Change	Clarity, Alignment, New
1.1		These requirements apply to the finished mailpiece as presented to Royal Mail.	Clarity
2.1 Letters Physical	Size H x L x D	Removal of 'D' for Depth	Clarity
2.1 Flaps	The opening flap may fold to either the back or the front of the Letter. Where the flap folds to the front (address side) of the Letter, its edge should not fall within the Tag Codemark clear zone. (L)	• The preferred location for the flap is on the long top edge and on the back of the Letter (H) • If the flap is on a short side of the Letter, it should be on the left edge. (L) • Where the flap folds to the front (address side) of the Letter, its edge should not fall within the Codemark clear zones. (L)	Clarity – location Clarity – if on short edge
2.1 Reference Edge	Refence edge footnote moved to core text.	The reference edge must also be a fold. (This is the edge beneath the address for landscape rectangular and square Letters, and the long edge to the left of the address for portrait Letters.)	Clarity
2.1 Letters Sealing	Some requirements are repetitive across Letters, One Piece, Perforated, Zip Tie and Pressure seal mailers. • Peel adhesion requirements standardised but requirements not changed. • Letters should be securely sealed on the front, back, and all edges. • Adhesives used must be dry and must not leak onto the open surface of the Letter.	• Glue to adhesive • The requirements applicable to <u>all</u> letter designs will be shown in the General section and removed from the individual sections • Reference to N force and fibre tear used to standardise the text • Reference to the glue must not be thicker than 80 microns, must not leak, must not protrude are all merged to one requirement. • Letters must be securely sealed on the front, back, and all edges (M) • The adhesive must be fully cured prior to presentation of the mailing to Royal Mail. (M) • Letters must be flat and must not be curled. • Adhesives used must be dry and must not leak onto the outside of the Letter or produce protruding mounds on the Letter. (M) • The adhesive must not be brittle or easily broken. (M) • The sealing adhesive(s) must be no more than 80 microns thick (M)	Clarity Clarity Clarity Clarity New - Mandatory Clarity New - Mandatory Clarity Clarity Clarity
2.1 Perforations		No other form of perforated mailer is permitted	New - clarification
2.1. Letters Logos & Advertising		Any graphic outside of the indicia area, which looks like a payment indicia e.g. stamp, PPI should be avoided.	New – Low Risk

Section Mailmark Letters	Current	Change	Clarity, Alignment, New
2.1 Letters Windows Size and Shape	Where there are both front and back windows, the back window should be no more than 48mm in diameter and centred 31mm, plus or minus 2mm up from the bottom edge of the Letter.	Where there are both front and back windows, the back window must be circular. The back window to be no more than 48mm in diameter and the centre 31mm, plus or minus 2mm, up from the bottom edge of the Letter.	Clarity Rewording of the 2nd bullet as the requirements were implied rather than stated.
2.1.1. Letters - Labels		• Peel adhesion - The peel adhesion strength of the label must be sufficient to ensure that fibre tear is be exhibited on separation (M) • Shape - Labels should be rectangular or square and have radiused corners (H) • Opacity - The paper used should be at least 85 % opaque (BS ISO 2471 - Paper and board. Determination of opacity) (H)	New
2.1.1 Mailmark letters physical figures		All images to be at the end of the appropriate section e.g. the letter images after letter spec, large letter figures after the end of the large letter specification. Figure reference added to the top of the image. Section header now 2.7	Clarity Change to image location & formatting
2.2 Access Indicia Location		If the smaller indicia of 20mm x 15mm is used, then the indicia area may be reduced to 75mm x 30mm.	New 2nd bullet point added.
2.2 Access Indicia Clear Zones	• A clear zone of 5mm must be provided to the left of the PPI • A clear zone of 5mm, plus or minus 2mm should be provided above, below and to the right of the PPI	• A clear zone of 5mm must be provided to the left and below the PPI • A clear zone of 5mm, plus or minus 2mm should be provided above and to the right of the PPI	Clarity
2.3 Addressing General	Reference to PAF	Definition of acronym - addition of 'Postcode Address File'	Clarity
2.3 Addressing General	It may be wholly printed in English, or wholly in Welsh where a Welsh address is provided in Postcode Address File (PAF). The inclusion of addresses printed in a combination of English and Welsh is not permitted.	• A maximum of 2 lines of addressee information may be included above the PAF address. This may be included in English, Welsh, or bi-lingual English / Welsh. • Bi-lingual address content is not acceptable. e.g. Abertawe or Swansea may be used but NOT Abertawe Swansea. The Delivery Address may include a Welsh language alternative where the Welsh alternative is included in PAF. e.g. Abertawe may be used as an alternative to Swansea.	Clarification on what is acceptable as a bi-lingual address
2.3 Addressing MDI		Definition of acronym – addition of 'Standard Selection Code'	Clarity Second bullet reference to SSC's
2.3 Addressing Content	The Delivery Address must be a PAF address	The Delivery Address must be a current PAF address	New

Section Mailmark Letters	Current	Change	Clarity, Alignment, New
2.3 Addressing – Print Quality	• Print quality must be such that characters are not blurred, smudged, deformed, or incomplete. • There must be no splashing or ink spatter around the characters.	• Print quality should be such that characters are not blurred, smudged, deformed, or incomplete. • There should be no splashing or ink spatter around the characters.	Clarity Alignment of text – Low risk requirements cannot be 'must'
2.3 Addressing – Location	With the exception of the Mailmark code, a clear zone of at least 5mm is required around the Delivery Address block (including the MDI). No text, patterning, or graphics must be printed within the Delivery Address block and its clear zones.	With the exception of the Mailmark code, a clear zone of at least 5mm is required around the Delivery Address block (including the MDI). No text, patterning, or graphics should be printed within the Delivery Address block and its clear zones.	Clarity Alignment of text – High risk requirements cannot be 'must'
2.3. Addressing Return Address – Content	• The return address must be prefixed with the words Return Address. • The addressee information must be included on the second line of the return address block.	• The return address must be prefixed with the words Return Address in English. • The addressee information must be included beneath the Return Address prefix(es)Bi-lingual address content is not acceptable. e.g. Abertawe or Swansea may be used but NOT Abertawe Swansea. • The Delivery Address may include a Welsh language alternative where the Welsh alternative is included in PAF. e.g. Abertawe may be used as an alternative to Swansea.	Clarity over English & Welsh Bi-lingual requirements
2.3. Addressing Return Address – Structure & format	5th bullet – only punctuation that is included with the PAF address should be included, or alternatively, all punctuation may be removed	Grammatical correction - change from 'Should' to Must' as this is a Mandatory requirement.	Clarity
2.3 Addressing Return Address Location	On the front of the Letter in the top left corner (with no element closer than 75mm to the right edge) (See Figure x), and no closer than 12mm to the Delivery Address.	On the front of the Letter in the top left corner with no element closer than 75mm to the right edge and no closer than 12mm to the Delivery Address. (See figure X and Y)	Clarity Addition of a 2nd image
2.4 2D Barcodes Code Type	Descriptor of Format 29 barcode (48 x 16 modules)	Change to (16 x 48 modules)	Consistency
2.4 2D Barcodes Size and Shape	3rd bullet - The Mailmark 2D Code may be orientated horizontally or vertically but must not be printed with any intentional degree of skew.	3rd bullet - The Mailmark 2D Code may be orientated horizontally or vertically but must not be printed with any degree of skew.	Clarity
2.4 4 State Barcodes Size and Shape	4th bullet – The print quality must be consistent ….. to print the code.	Moved to section 'Print Quality' as in the incorrect category.	Consistency
2.4 4 State Barcodes Print Quality	2nd bullet – The print quality … the bars.	Deleted as duplicates the text above which has been moved.	Alignment
2.5 Codemark Clear Zones Tag Codemark	This is located 60mm …. graphics.	Re-iteration of existing requirement that a Mailmark barcode must not be printed in this area.	Clarity

Section Mailmark Letters	Current	Change	Clarity, Alignment, New
2.5 Codemark Clear Zones **Route Codemark**	This is in the bottom right …. graphics.	Re-iteration of existing requirement that a Mailmark barcode must not be printed in this area.	Clarity
2.6.1 One piece and Paper wrap letter mailers		This section includes paperwrap letter mailings	Clarity
Purpose	Machineable Postcard	The card must be produced from a sheet of paper that is cut, folded twice, and sealed on all sides. This shall provide a rectangular finished mailpiece in landscape orientation (M)	Clarity No change to requirement
Purpose	Feature Mailer	(M) The adhesive must be strong to ensure that the Mailer remains sealed during processing and delivery.	Clarity
Inserts	Machineable Postcard	Adding 'M'- no change to requirement (No Insert is permitted)	Clarity
Multiple folds	Feature Mailer – Maximum 2 folds (L)	Maximum 1 fold (L)	New
Mailer Dimensions	Feature Mailer – Minimum and maximum mailpiece dimensions (M)	Minimum and maximum mailpiece dimensions with the front and the back of the mailer being of equal size (M)	Clarity
Mailer Thickness	Coupon Mailer 2mm including insert	Minimum mailpiece thickness & Maximum 2mm including insert.	Clarity
Flaps	One Piece Mailer / Wrap and Advertising Paperwrap letters • Flap should run parallel to the reference edge and may be on the front or back of the mailer (L) • The minimum height for a flap 25mm (L) • The maximum height for a flap depends on the mailpiece size but must be less than 40mm from the bottom of the mailpiece (L)	• The Mailer must include a flap (M) • Flap should be at the top of the mailer and run parallel to the reference edge and may be on the front or back of the mailer (H) • The width of the flap should be 20-40mm (L)	Clarity Clarity Clarity
Flaps	Coupon One Piece mailer • Fold 3 forms a sealing flap 35mm deep (L)	• The Mailer must include a flap (M) • Fold 3 forms a sealing flap 35mm deep (L)	New
Sealing	One Piece Mailer wrap, Advertising Paperwrap Letters, Feature One-piece mailer, Coupon One-Piece Mailer, Machineable Postcard	Adhesive Application Where there are gaps in the continuous seal adhesive application, they should be ideally located at top of the mailer and may be on left and / or the right side and should be no more than 5-10mm long	New Clarity

Section Mailmark Letters	Current	Change	Clarity, Alignment, New
Peel Adhesion	One Piece Mailer wrap, Advertising Paperwrap Letters, Feature One-piece mailer, Coupon One-Piece Mailer, Machineable Postcard	Standardisation of the wording for fibre tear Change from 'glue' to 'adhesive'	Clarity Correction
Spot Gluing		Change from 'glue' to 'adhesive' Feature One piece 2nd bullet – change from must to should.	Correction Clarity
Perforated Mailers	Introduction	No other forms or perforated mail designs are permitted.	New
Perforated Mailers	Where a 'High Risk' requirement has been noted as 'must'	'Must' has been changed to 'Should'	Clarity Alignment of text – High risk requirements cannot be 'must'
Zip Ties	Definition These perforations consist of 2 lines of parallel cuts (holes) and paper bridges in the Letter than form a perforated strip.	These perforations consist of 2 lines of parallel cuts (holes) and paper bridges in the Letter that form a perforated strip on the flap of the Letter.	Clarity
Zip Ties	Where a 'High Risk' requirement has been noted as 'must'	'Must' has been changed to 'Should'	Clarity Alignment of text – High risk requirements cannot be 'must'
Zip Ties	Sealing	Some requirements have moved to a generic sealing section.	Clarity
Pressure Seal	Where a 'High Risk' requirement has been noted as 'must'	'Must' has been changed to 'Should'	Clarity Alignment of text – High risk requirements cannot be 'must'
Pressure Seal	Sealing	Some requirements have moved to a generic sealing section.	Clarity
Tabs	Sealing	Some requirements have moved to a generic sealing section.	Clarity

Section Mailmark Large Letters	Current	Change	Clarity, Alignment, New
1.1		These requirements apply to the finished mailpiece as presented to Royal Mail.	Clarity
1.1.1 Large Letters Physical Size	Size H x L x D	Removal of 'D' for Depth	Clarity
1.1.1 Large Letters Physical Content	2nd bullet – The spines on …. reference edge.	Grammatical error - Changing 'on' to 'of'.	Clarity
1.1.1 Large Letters Physical Logos & Advertising	Any logo or advertising slogan printed on the Large Letter should not look like an address or include a geographical location, country or a Royal Mail bag or bundle label. (L)	Any logo or advertising slogan printed on the Large Letter should not look like a payment indicia or an address or include a geographical location, country or a Royal Mail bag or bundle label. (L)	New Addition of payment indicia
1.1.2 Large Letters - Labels		• Peel adhesion - The peel adhesion strength of the label must be sufficient to ensure that fibre tear is be exhibited on separation (M) • Shape - Labels should be rectangular or square and have radiused corners (H) • Opacity - The paper used should be at least 85 % opaque (BS ISO 2471 - Paper and board. Determination of opacity) (H)	New Low Risk
1.1.4 Large Letters Physical Paper Wrap Material		• Addition of the words 'processing and' • Perforations (including Zip Tie perforations) must not be used on Large Letters.	Clarity Clarity
1.1.4 Large Letters Physical Paper Wrap Lateral Movement		The lateral movement of the largest paper insert must be no more than 20mm. (M)	New
1.1.4 Large Letters Physical Paper Wrap Folds and edges		Addition of a footnote re: bundling – Cross-strapping of bundles should be avoided. Short edge bundling is acceptable.	New
1.1.4 Large Letters Physical Paper Wrap Adhesive Application		Where there are gaps in the continuous seal adhesive application, they should be ideally located at top of the mailer and may be on left and / or the right side and should be no more than 5-10mm long.(H)	New
1.1.5 Large Letters Physical Polymer Wrap Material		Addition of a footnote re: starch wrap - Starch based wraps (such as potato and maize starch) are untested. If they are used, they must the same standards that are required for synthetic polymers. Haze, opacity and the strength of the polymer are particularly important	Clarity
1.1.5 Large Letters Physical Polymer Wrap Sealing	The requirements for the Longitudinal Seal are as follows:	The requirements for the Longitudinal Seal and its associated flap are as follows:	Clarity

1.1.7 Large Letters Physical Unwrapped (Open) Mail Specific requirements	The spine must always be on a long edge.	Addition of 'and this must be the reference edge'.	Clarity noted elsewhere in the guide, including addition of associated footnote
	The spine must be glued or stapled. (Punch and bind bindings are not permitted).	Addition of industry standard terminology: The spine must be Perfect Bound or saddle stitched. (Punch & bind bindings are not permitted).	Alignment
	Onserts must not be attached to the mail. e.g. pens or product samples.	Covermounts / Onserts must not be attached to the mail. e.g. pens or product samples.	Clarity
	The cover of the mail must each have a paper weight of at least 50 gsm.	The cover of the mail must each have a paper weight of at least 100 gsm.	New
1.1.7 Large Letters Physical Unwrapped (Open) Mail Gatefold Magazine Requirements	New option	• Minimum magazine dimensions – Height 205mm x Length 280mm x 4mm thick • The cover must each have a paper weight of at least 115gsm • The cover must be no more than 2-5mm shorter than the content pages • The gate page must be no more than 5mm short of the spine	New

Other	Current	Change	Clarity, Alignment, New
Appendix G	OCR specification is not in tabular form as per Mailmark.	None	Not applicable