

MAILMARK USER GUIDE REVIEW
January 2024 for release 2nd April 2024

Purpose of the review is to identify areas which require further clarity to enable customer understanding and add new changes which support the efficient processing of mail.

Mailmark Letters Section reference	Current	Change	Clarity, New
Introduction – Specification Requirements		Updated content to confirm that the specifications within the document are required and further context around the references to ‘High Risk’ and ‘Low Risk’.	Clarity
Physical Shape > Flexibility		Addition: <ul style="list-style-type: none"> Footnote 4: Letters must be flexible enough to wrap around a cylinder of 280mm diameter without being damaged. Footnote 5: From a non-technical perspective, items should be flexible enough to bend into an ‘S’ shape along the longest edge. Perfect Bound mailers and content are not acceptable. 	<ul style="list-style-type: none"> New clarity linked to existing requirement New Clarity New Clarity [Mandatory] Note: the existing specifications exclude this design.
Physical Envelope Construction > Flaps	If the flap is on a short side of the Letter, it should be on the left edge.	If the flap is on a short side of the Letter, it should be on the back left edge as viewed from the front of the Letter.	[Low Risk]
Physical Envelope Construction > Reference edge		Addition of Figure 3	
Network Access Indicum & Customer Access Indicator Envelope Construction > Reference edge	Licence No.	C9 Licence No	Clarity
Addressing Delivery Address > Structure and Format	Only punctuation that is included with the PAF address should be included, or alternatively all punctuation may be removed	Addition: Footnote 25: If commas are used and show in the data files, they may impact the formatting of Mailmark Direct Data files which are in a csv format.	Clarity

Mailmark Letters Section reference	Current	Change	Clarity, New
Addressing Delivery Address > Location	The Delivery Address block must not be printed in the Indicia Area, or in the border area: <ul style="list-style-type: none"> ○ Landscape – 40mm top 15mm left and right, & 18mm at the bottom, ○ Portrait - 40mm top, 18mm left, 15mm right and bottom. 	<ul style="list-style-type: none"> • The Delivery Address block must not be printed in the Indicia Area. This area is in the top right corner of the Letter and is 75mm long & 40mm high. • The Delivery Address block must not be in the border area: <ul style="list-style-type: none"> ○ Landscape – Border area is 15mm top 15mm left and right, & 18mm at the bottom, ○ Portrait – 18mm left, 15mm top, right and bottom. 	Clarity
Addressing Return Address – Clear Zones	No text, patterning, or graphics must be printed within the return address.	No text, patterning, or graphics must be printed within the return address area.	Clarity
One Piece mailer options	Current layout has all the options for ‘One Piece’ mailer designs in a single table, landscape format.	The design has changed to; <ul style="list-style-type: none"> • Portrait orientation • One Piece Mailer / Wrap and Advertising Paper Wrap are next to each other for comparison as they are nearly similar designs • Feature and Coupon Mailer are next to each other • Machineable Postcard (2/3 ply) is as a stand-alone section 	Clarity Clarity Clarity Clarity
Advertising Paper Wrap Letters > Dimensions	Minimum mailpiece dimensions & maximum – 165mm high x 248mm long	Minimum mailpiece dimensions applies and the maximum permitted is 165mm high x 248mm long.	Clarity
Advertising Paper Wrap Letters > Thickness	Minimum mailpiece thickness & maximum 3mm	Minimum mailpiece thickness dimension applies, and the maximum is 3mm	Clarity
One Piece Mailer and Advertising Paper Wrap Letters > Clear Zone inside the Letter	10mm clear zone around the inside perimeter clear of print to ensure that the adhesive properties of the adhesive are not impaired	It is advised that there is a 10mm clear zone around the inside perimeter clear of print to ensure that the adhesive properties of the adhesive are not impaired	Clarity
Feature Mailer > Multiple Folds	Maximum 1 fold [Low Risk]	Maximum 1 fold [Mandatory]	Clarity
Coupon Mailer > Dimensions	165mm plus or minus 5mm x 145mm plus or minus 5mm.	165mm (L) plus or minus 5mm x 145mm (H) plus or minus 5mm.	Clarity
Coupon Mailer > Paperweight	Minimum 115gsm [Mandatory]	Minimum 115gsm [Mandatory] Addition of Footnote 38: Stronger adhesives should be considered where the minimum paper weight is exceeded.	Clarity
Coupon Mailer > Flaps	The Mailer must include a flap Fold 3 forms a sealing flap 35mm deep.	The Mailer must include a flap Fold 3 forms a sealing flap 35mm deep at the bottom of the mailer.	Clarity

Mailmark Letters Section reference	Current	Change	Clarity, New
Fold and Seal Mailer		New design See section for full specification This is a one page, folded, sealed mailpiece design with a perforated flap that is designed to open to give access to printed content inside	New Customer beneficial
Perforated mailers		Three design variations are available:- 1. Roulette Perforations – opened by tearing off 3 perforation sides and designed to be tamper evident. 2. Zip Tie Perforations – opened by tearing off a single ‘zip strip’. 3. Pressure Seal Perforations – opened by tearing off a perforated strip and designed to be tamper evident.	Clarity
Perforated mailers – Roulette > Design		Inserts are not permitted [Mandatory]	New
Perforated mailers – Roulette > Paper weight	At least 100gsm [High Risk]	Minimum 100gsm [Mandatory]	Clarity
Perforated mailers – Roulette > Cuts and Bridges		<ul style="list-style-type: none"> Addition of the word ‘Long’ to the cut dimensions on the short and long sides Addition of Footnote 49: Cuts and bridges must be modified as necessary to ensure that they remain robust when heavier papers or inserts are required. 	Clarity
Perforated mailers – Zip Strip > Paper weight	At least 150gsm [High Risk]	Minimum 150gsm [Mandatory]	Clarity
Perforated mailers – Pressure Seal > Design		Inserts are not permitted [Mandatory]	New
Perforated mailers – Pressure Seal > Paper weight	3-ply DL design - at least 100gsm, 2-ply C5 design - at least 150gsm [High Risk]	3-ply DL design - Minimum 100gsm, 2-ply C5 design - at least 150gsm [Mandatory]	Clarity
Perforated mailers – Pressure Seal > Short Edge Perforations		Addition of the word ‘Long’ to the cut dimensions	Clarity
Perforated mailers – Pressure Seal > Long Edge Tear off strip		Addition of the word ‘Long’ to the cut dimensions	Clarity
Tabbed Letter mailers Reference Edge		Addition of Footnote 54: Mailers with ‘open’ reference edges are NOT machinable.	Clarity

Mailmark Letters Section reference	Current	Change	Clarity, New
Tabbed Letter mailers Flexibility		<ul style="list-style-type: none"> Each Letter must be capable of being transported around a pulley with a radius of 140mm with a max force of 26 N Addition of Footnote 55: Letters must be flexible enough to wrap around a cylinder of 280mm diameter without being damaged Perfect Bound mailers and content are not acceptable 	Clarity Clarity Clarity
Tabbed Letter mailers Spines	<ul style="list-style-type: none"> Stapled Staples that are used to bind the booklet must be fully pushed through the outer cover and bent flat on the inside 	<ul style="list-style-type: none"> Stitched Staples that are used to Stitch the booklet must be fully pushed through the outer cover and bent flat on the inside 	Clarity
New images		Figure 3 – Reference edge Figure 27 – Fold & Seal Mailer, Open Dimensions Figure 28 – Fold & Seal Mailer, Finished Dimensions Figure 29 – Fold & Seal Mailer, Open Dimensions Figure 30 – Fold & Seal Mailer, Design Options	New
Updated images		Figure 22 – Machinable Postcard (2/3 ply) Figure 23 – Machineable Postcard (2/3 ply)	Visual improved and 55%, 45% variation in thickness clarified and corrected to reflect the (unchanged) text and minimum and maximum mailpiece dimensions.

Mailmark Large Letters Section reference	Current	Change	Clarity, Alignment, New
Introduction – Specification Requirements		Updated content to confirm that the specifications within the document are required and further context around the references to 'High Risk' and 'Low Risk'.	Clarity
Addressing Delivery Address > Location	The Large Letter Paper Wrap requirements enable the Indicia, Delivery Address and Return Address to be printed within a 50mm high band.	Footnote 30: The Large Letter Paper Wrap requirements enable the Indicia, Delivery Address and Return Address to be printed within a 50mm high band. Using a small indicia design will maximise the available space for the address.	Clarity
Mailmark Code Location 2D 4state code	The code must not be printed over the edge of the envelope flap, on a zip tie or under the longitudinal seal	(Removal of reference to Zip Tie) The code must not be printed over the edge of the envelope flap or under the longitudinal seal.	Clarity
Physical Paper Wrap	Zip Ties The Zip Tie requirements are the same as those for Letters.		Clarity Removed as contradictory. These have not been tested.
Images		Figure 6 – Gatefold. Slightly amended to make dimensions clearer.	Clarity