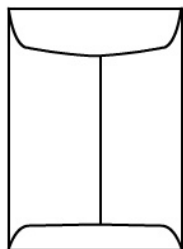# Envelope And Printing Basics
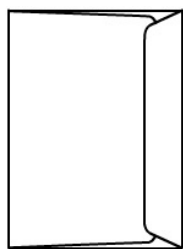
Dimensions

Dimensions and Designations

Sizes are listed in inches, the shortest dimension first. Designations depend, in part, on the location of the opening and the seal flap. It is important to specify how the envelope should open for aesthetic reasons as well as for functional considerations.

Open End

This is an Open End (OE) envelope. The opening and seal flap are located on the short dimension. Open End envelopes are well-suited to hand insertion applications. Larger, Open End envelopes are also called "Catalogs".
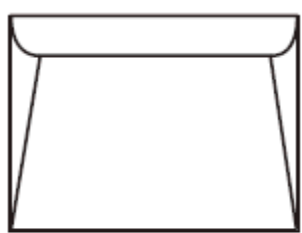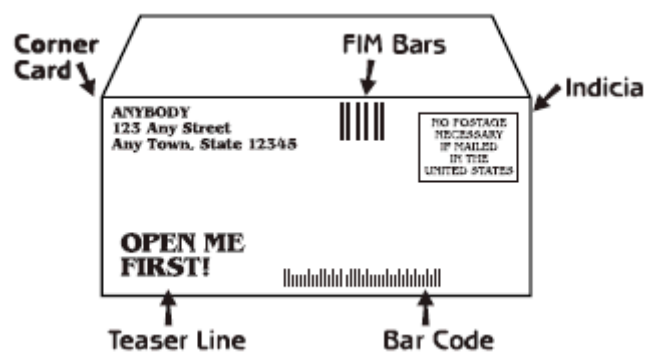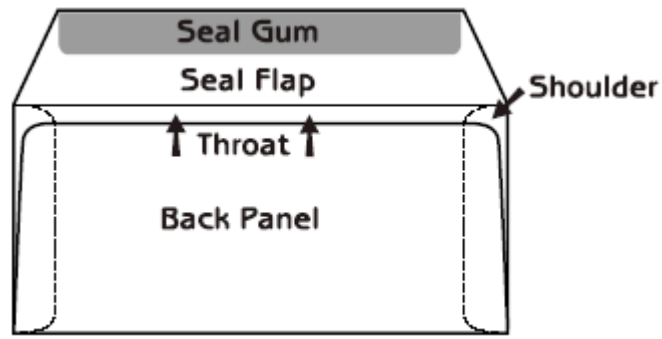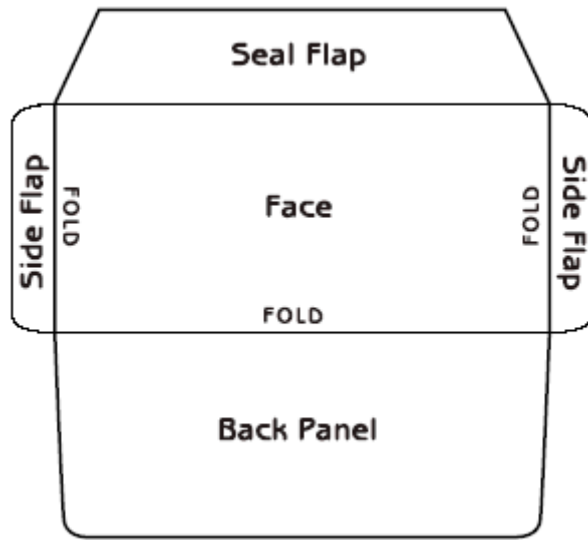
Open Side

This is an Open Side (OS) envelope. The opening and the seal flap are located on the long dimension. Open Side envelopes are ideal for automatic insertion applications and are suited for hand insertion applications as well. Larger, Open Side envelopes are also called "Booklets"

Construction

These diagrams illustrates the various parts of a number of envelope styles and the terminology used. For a more comprehensive list of key envelope terms, please see our Glossary of Terms

Seal Flap

Side Flap | FOLD | **Face** | FOLD | **Side Flap**

FOLD
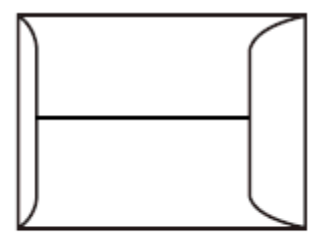
Back Panel

Seal Gum

Seal Flap

Shoulder

↑ **Throat** ↑

Back Panel

Corner Card ↘

FIM Bars ↓

Indicia ↗

ANYBODY
123 Any Street
Any Town, State 12345

‖‖‖

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

OPEN ME FIRST!

‖‖‖‖‖‖‖‖‖‖‖‖

Teaser Line ↑

Bar Code ↑

Side Seam

Diagonal Seam

Center Seam

WIDTH OF SEAL

TOP FOLD   **SEAL FLAP LENGTH**

THROAT

SIDE FLAP   **SIDE FOLD**

SEAM OVERLAP

BOTTOM FLAP

BOTTOM FOLD
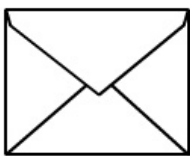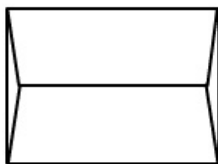
Seams

Seams also determine envelope style and functional application.
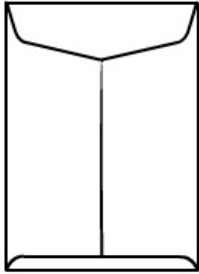

Diagonal Seams
Commonly used in correspondence commercials and pointed flap announcements. This seam style is a workhorse and generally well-suited for applications involving mechanical insertion equipment, laser printing and postal meters.
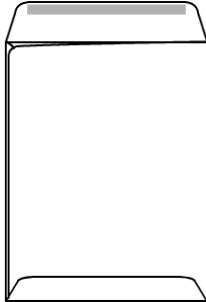

Side Seams
These seams allow for a large, uninterrupted printing area on both front and back of the envelope. Mostly found on booklets, square flap and commercial envelopes. Commercial sizes are suitable for some laser and inserting applications; others should be tested first.

Center Seams

This seam is located in the center of the envelope, adding strength for carrying heavy inserts to its design. Envelopes with a center seam generally are not suitable for automatic insertion equipment or postage meter applications. Should be tested before being used in some laser applications.
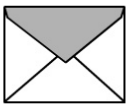
Single Side Seam

Seam is placed parallel to the edge of the envelope. Usually found in open end style envelopes (with or without flap). Allows a larger printing area unobstructed by seams or multiple paper thicknesses. Recommended for manual insertion.
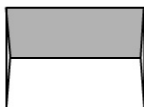
Flaps

The seal flap is the part of the envelope folded over and sealed to secure the contents. The shape of the seal flap is very important in the determination of the envelope's style and functionality.

Pointed

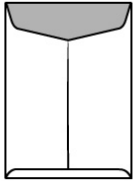Elegant, traditional, and more formal. Used primarily on Baronial, greeting card and social stationery envelopes. Not recommended for laser or inserting equipment applications.

Square

Provides large area for design on flap and has contemporary appearance. May have deckle edge. The lack of a shoulder in this flap can create problems during automatic insertion. Standard No. 10 sizes are suitable for laser printing

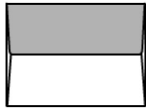applications, while others sizes may present difficulties.

Wallet
Similar to a square flap, but with round corners. Standard flap on most booklet, catalog and specialty commercial envelopes. Flap style enables secure closure of bulky contents and is functional for automatic inserting, mailing and laser equipment processing.
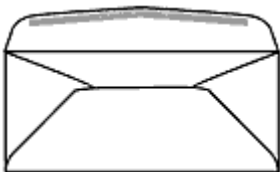
Commercial
Standard flap on correspondence-style envelopes for business and commercial use. Quality commercial designs are readily printable in the corner area, seals contents without sticking to them, and works well in automatic inserting, postal and laser applications.

Mailpoint
Originally designed to enable volume mailings to run on automatic equipment, the mailpoint flap, normally found on open end (catalog) envelopes, is being replaced by the more modern wallet flap.
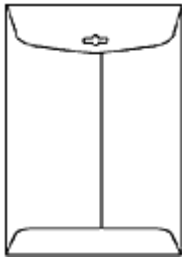
Closure

Seal Adhesive (Gum)
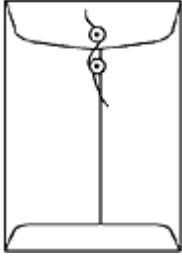Activated by moistening when flaps are about to be sealed.

Simple-Seal®
Self-adhering latex adhesive on two surfaces that seal on contact. The unique folded flap feature on stationery envelopes keeps the two latex flaps separate until sealing is desired.

Clasp
Double-pronged metal clasp for added security. Envelopes with this closure treatment cannot be run through graphic or other automatic processes after conversion.
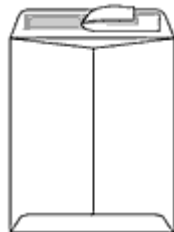
Button & String
Tie-down closure for repeated use. Envelopes with this closure treatment cannot be run through graphic and other automated processes after conversion.

Latex Seal
Self-adhering latex adhesive on two surfaces that seal on contact without moisture. Flaps are extended and adhesive is exposed. Envelopes with this closure are not recommended for automatic insertion or laser applications.

Strip and Grip®
A release tape liner is applied over a latex adhesive. When the liner is removed and the flap is pressed down, it seals on contact without moisture. Printing after the envelope is folded can be accomplished without interfering with the quality of the seal.

Tac-n-Tac™
A Tac-n-Tac seal tape closure allows reusable sealing of flap. Envelopes can be printed after folding.

Windows

Window envelopes are not just for bills. They have become popular -- and cost-efficient -- marketing communication devices. The cost of mail processing can often be cut since

the name and address shows through the window, eliminating the need to address the envelope.

In some situations, an advertising message can be shown through the window which may be desired as a "teaser" to get the envelope opened. Many styles and sizes are available in addition to the standard sizes and positions.

There are a myriad of United States Postal considerations involved with windowed envelopes, so look at our "**Postal Guidelines**" section in this website for more help.

You could also consult the U.S. Postal Service Publication 25, entitled "Designing Business Letter Mail" for the latest from the USPS.

Item	Envelope	Standard Window Size	Position from Left	Position from Bottom
6 1/4	3 1/2 x 6	1 1/8 x 4 1/2	3/4	1/2
6 3/4	3 5/8 x 6 1/2	1 1/8 x 4 1/2	7/8	1/2
8 5/8	3 5/8 x 8 5/8	1 1/8 x 4 1/2	3/4	13/16
8 5/8	3 5/8 x 8 5/8	1 x 4	1	3/4
7	3 3/4 x 6 3/4	1 1/8 x 4 1/2	7/8	1/2
Monarch	3 7/8 x 7 1/2	1 1/8 x 4 1/2	7/8	1/2
7 3/4	3 7/8 x 7 1/2	1 1/8 x 4 1/2	7/8	1/2
9	3 7/8 x 8 7/8	1 1/8 x 4 1/2	7/8	1/2
10	4 1/8 x 9 1/2	1 1/8 x 4 1/2	7/8	1/2
11	4 1/2 x 10 3/8	1 1/8 x 4 1/2	7/8	1/2
12	4 3/4 x 11	1 1/8 x 4 1/2	7/8	1/2
14	5 x 11 1/2	1 1/8 x 4 1/2	7/8	1/2

Tints

Tints printed on the inside of the envelope are generally used to increase opacity for security purposes. Tint designs are often used in direct mail, not only for opacity, but as an enhancer to the message they carry.

Inside tints are available in stocked envelope sizes. Custom tints in different colors and patterns can be enhanced with company logos or slogans and are available on custom orders.