

Envelopes – Challenges you need to be aware of in production...

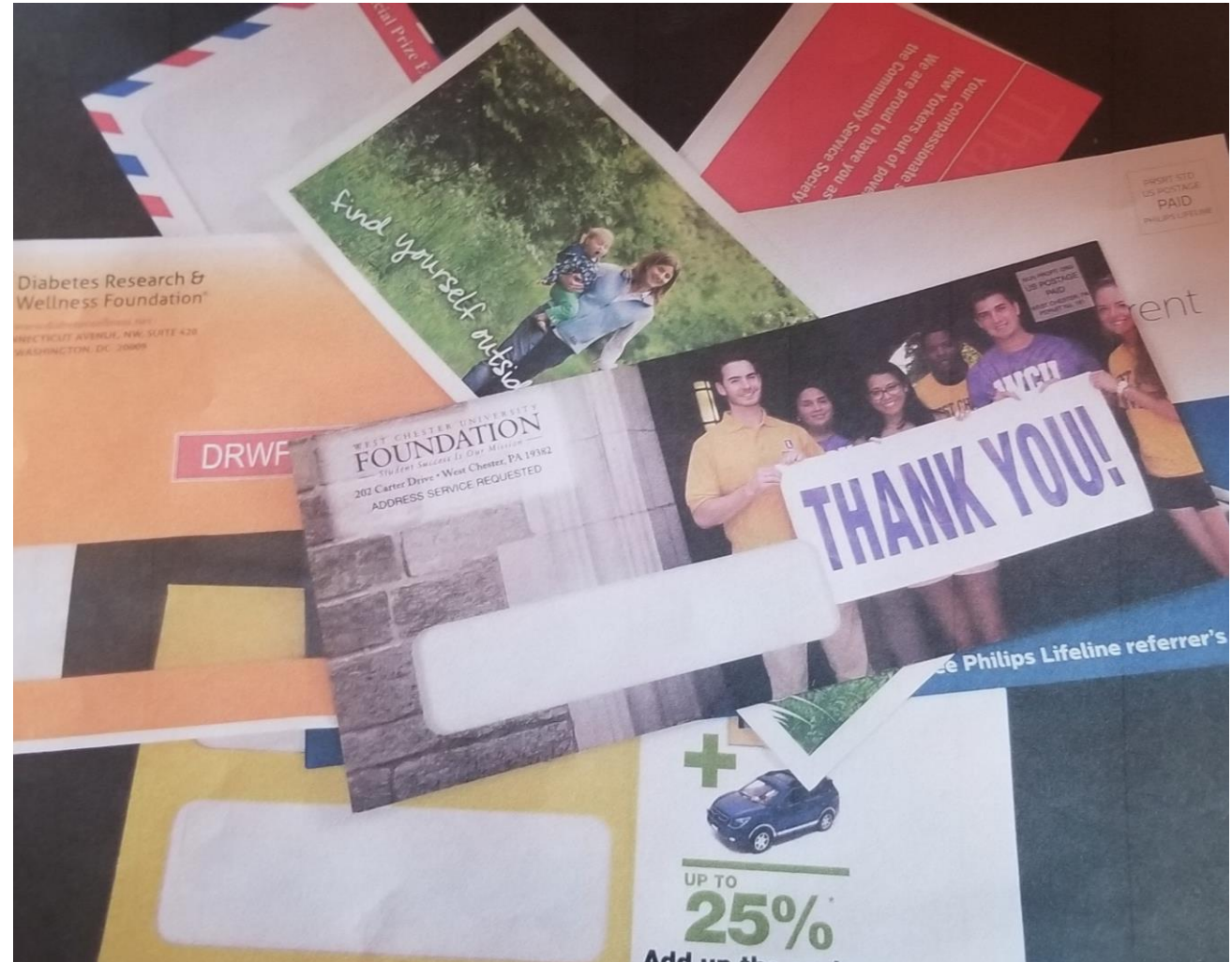
Aleka Agapitides, Account Executive

Rite Envelope & Graphics

215-593-7122



www.ritegraphics.com



What to Keep in Mind Regarding Envelopes



TODAY'S AGENDA:

- General Overview –
- What you need to know to avoid pitfalls
 - Engaging with the printer
 - Schedules/leadtimes
 - Availability of Stock/Paper
 - Questions to ask
- Sizes & Styles
- Press/Printing Process

STANDARD Envelope: Sizes & Styles



1-866-575-4542

www.ritegraphics.com

250 Boot Road

Downingtown, PA 19335

610.518.1601 • 610.518.1619 Fax

Commercial Side Seams

#6-1/4	3-1/2 x 6	#9	3-7/8 x 8-7/8
#6-3/4	3-5/8 x 6-1/2	#10	4-1/8 x 9-1/2
#7	3-3/4 x 6-3/4	#11	4-1/2 x 10-3/8
#7-3/4	3-7/8 x 7-1/2	#12	4-3/4 x 11
#8-5/8	3-5/8 x 8-5/8	#14	5 x 11-1/2

Commercial Diagonal Seams

#6-1/4	3-1/2 x 6	#9	3-7/8 x 8-7/8
#6-3/4	3-5/8 x 6-1/2	#10	4-1/8 x 9-1/2
#7	3-3/4 x 6-3/4	#11	4-1/2 x 10-3/8
#7-3/4	3-7/8 x 7-1/2	#12	4-3/4 x 11
#8-5/8	3-5/8 x 8-5/8	#14	5 x 11-1/2

Announcements

A2	4-3/8 x 5-3/4
A6	4-3/4 x 6-1/2
A7	5-1/4 x 7-1/4
A8	5-1/2 x 8-1/8
A10	6 x 9-1/2

Booklet Envelopes

6x9
6-1/2 x 9-1/2
7 x 10
7-1/2 x 10-1/2
8-3/4 x 11-1/2
9 x 12
9-1/2 x 12-5/8
10 x 13

Catalog Envelopes

6x9
6-1/2 x 9-1/2
7 x 10
7-1/2 x 10-1/2
8-3/4 x 11-1/2
9 x 12
9-1/2 x 12-1/2
10 x 13

Importance of Availability

- Allotments and relationships - Engage early with printers
- Demand will continue to outpace supply
- Pricing increases projected well into 2023 affecting lead time
- Plan early and well ahead of time
- Be open to substitution and alternative options in stock and formatting
- Mills expected to consolidate products focusing on most profitable grades/types of paper. This may lead to discontinued brands of paper
- Keep options open

Standard Window Envelope Size:	Envelope Measurements:	Window Size:	Window From Left:	Window From Bottom:
#6 3/4	3-5/8" x 6-1/2"	1-1/8" X 4-1/2"	7/8"	1 1/2"
#7	3-3/4" x 6-3/4"	1-1/8" X 4-1/2"	7/8"	1 1/2"
#7 3/4	3-7/8" x 7-1/2"	1-1/8" X 4-1/2"	7/8"	1 1/2"
#8 5/8	3-5/8" x 8-5/8"	1" X 4"	1"	3 1/4"
#9	3-7/8" x 8-7/8"	1-1/8" X 4-1/2"	7/8"	1 1/2"
#10	4-1/8" x 9-1/2"	1-1/8" X 4-1/2"	7/8"	1 1/2"
#11	4-1/2" x 10-3/8"	1-1/8" X 4-1/2"	7/8"	1 1/2"
#12	4-3/4" x 11"	1-1/8" X 4-1/2"	7/8"	1 1/2"
#14	5" x 11-1/2"	1-1/8" X 4-1/2"	7/8"	1 1/2"

Common stocks and weights

What is readily available?

What can print partner deliver?

The more commoditized the grade the more allocations are in place

Allocations and what is in inventory are big factors to consider!!

Paper increases are on the rise and not to be ignored

6 Types of paper grades for envelope production:

- **Wove** – Wove has short fibers, prints well, has a smooth appearance, and is an economical option. It's available in many weights and colors, and in its original form is known as Bright White paper. This is a popular paper for statement mailers and direct mail alike.
- **Surfaced Enhanced White Wove** – this paper is often referred to as calendarized paper, which is used with [offset lithographic printing](#). Surfaced enhanced white wove is very smooth and ideal for heavy ink designs.
- **Kraft** – Kraft paper is strong, has longer fibers than wove and is commonly seen in brown stock. However, kraft paper doesn't print well due to its long fibers and would not be ideal for complex graphics or 4-color ink processes.
- **Recycled** – looking to create a [green envelope](#)? Using recycled papers for your envelopes is a great way to improve your sustainability. Most commonly, recycled papers used in envelope production are made up of 10 percent to 30 percent post-consumer content.
- **Specialty** – specialty papers are available in many colors, finishes, textures, and weights. They are ideal for direct mail envelopes due to their intriguing features, yet can come at a higher price tag.
- **Tear-resistant** – this paper is almost indestructible and won't tear under typical applications. It is also often water and moisture resistant. [Tyvek](#) and [Protec envelopes](#) are made from tear-resistant paper.

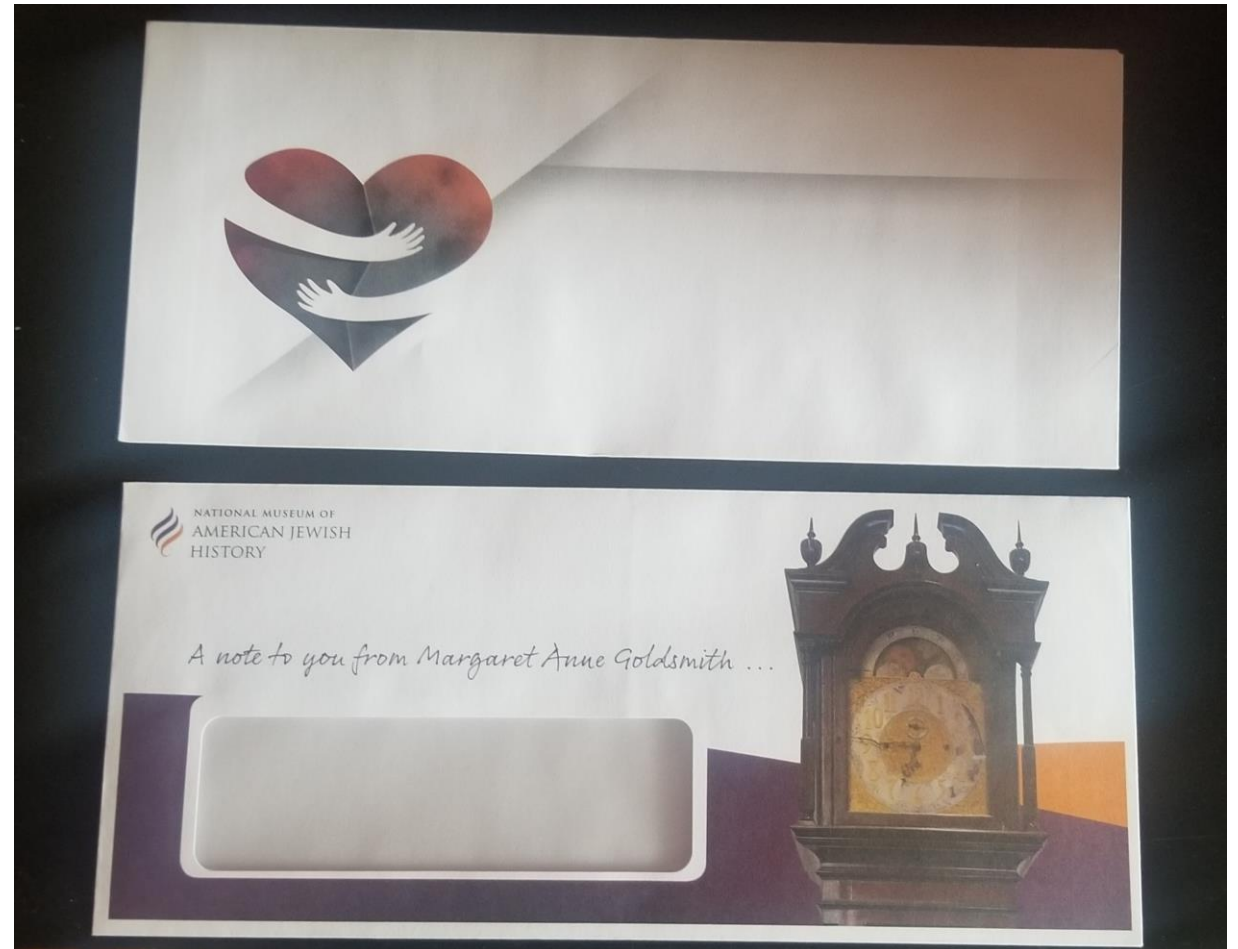
Window vs. Closed Face – importance of being flexible

Window Envelopes:

- More expensive to manufacture than closed face envelopes, however less expensive and easier to mail (non-match mailing)
- Window Material:
 - Cellophane – cheapest and not as durable
 - Glassine – veggie based – recyclable
 - Clarifoil – wood pulp - recyclable
 - Poly – typically used
 - Acetate ... and more
- Size & placement of windows / die-lines affect availability and turn time
- Standard window sizes over special makes – not a time to be selective – adds time and costs

Closed Face Envelopes:

- Less expensive to manufacture than window envelopes, however more expensive to mail (match mailing)
- Greater availability.
- Engage with Printer EARLY – timing makes a difference as well as quantities



ENVELOPE PRINTING PROCESSES

Jet Press Lithography

Short to Medium Run (500 to up to 750M)

High image resolution.
Higher attention to detail.

Quicker speed - has the ability to print up to 30,000 envelopes per hour.

Quick transitions between jobs, reducing down times.

Print coverage is where jet presses have their limitations.

Not for designs that need either full coverage on the front and back or heavy coverage on either side of an envelope, they will most likely need to be printed on flat sheet litho.

Flat Sheet Lithography – Flat Sheet and Converting

Perfect for custom printed envelopes.

High ink coverage on all sides, or just heavy coverage on one side.

Special sizes, special windows, embossing and security tints are also best for this application.

Perfect for larger size and higher quality printing needs.

better option for larger printing as regular jet presses have trouble printing heavy solids onto a made envelope. clusters of ink applied to an envelope.

Flexo (flexography)

Ability to integrate it into the process of creating the envelopes themselves. Instead of relying on a separate offset printing process, flexo often combines envelope folding machines with built-in printing stations to customize the envelopes both inside and out.

Popular solution for jobs like mail campaigns and monthly billing.

Quantities of 250,000 or more. long-run envelope jobs, few techniques beat flexo.

Envelope printing Processes

Jet Press



Flat Sheet Lithography/Converting



Thank you and Contact information:

- Account Executive
- Aleka Agapitides
- Rite Envelope & Graphics, Inc.
- 250 Boot Road
- Downingtown, PA 19335
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- F: 610-518-1619
- C: 215-593-7122
- 866-575-4542
- aagapitides@ritegraphics.com

