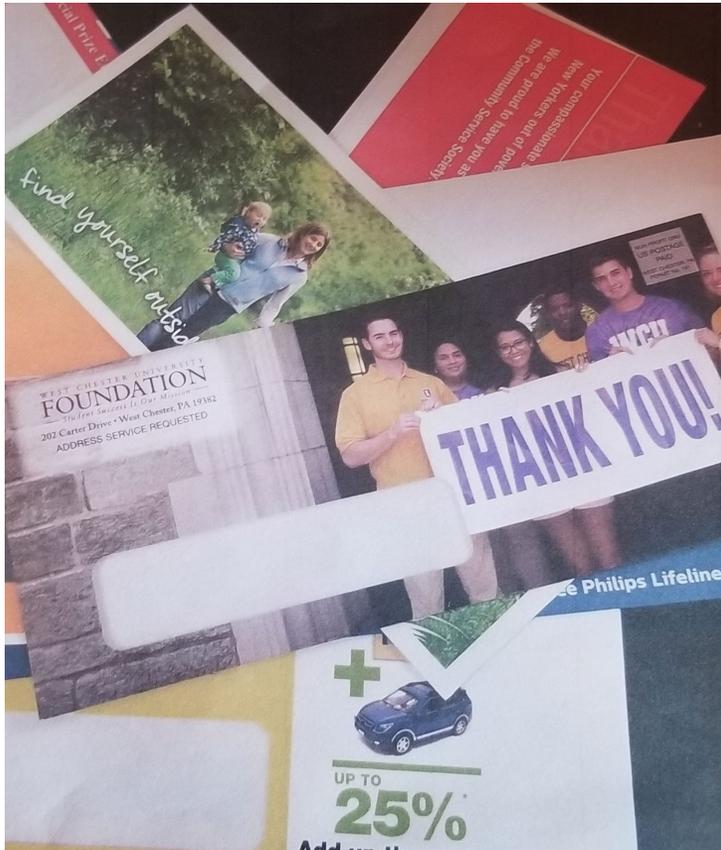


Envelopes – What we need to know to get them opened...



**RITE
ENVELOPE**

- Aleka Agapitides
- Rite Envelope & Graphics
- 215-593-7122
- Aagapitides@ritegraphics.com



Printing Industry Stats – Where are We?

- Commercial printing generates nearly \$900 billion in annual revenue
- **72% of corporations utilize direct mail campaigns - 95% of mailings include Envelopes**
- Statistics from USPS show that marketing mail revenue has increased \$681MM, or 4.9%

Common stocks and weights – what to consider

What is readily available?

What can print partner deliver?

The more commoditized the grade the more allocations are in place.

What is in inventory still needs to be considered!!

Paper increases can not to be ignored.

Flexibility and being open to alternatives is still key.

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

Window Envelopes:

- More expensive to manufacture than closed face envelopes, however less expensive and easier to mail (non-match mailing)
- Die Costs incurred
- Window Material Availability:
 - 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



Window Standards and Other Considerations

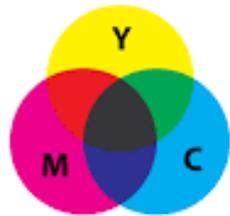
Standard Window Envelope Size:	Envelope Measurements:	Window Size:	Window From Left:	Window From Bottom:
#6 3/4	3-5/8 ^{OS} x 6-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#7	3-3/4 ^{OS} x 6-3/4 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#7 3/4	3-7/8 ^{OS} x 7-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#8 5/8	3-5/8 ^{OS} x 8-5/8 ^{OS}	1 [°] X 4 [°]	1 [°]	3 / 4 [°]
#9	3-7/8 ^{OS} x 8-7/8 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#10	4-1/8 ^{OS} x 9-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#11	4-1/2 ^{OS} x 10-3/8 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#12	4-3/4 ^{OS} x 11 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#14	5 ^{OS} x 11-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]

- Clients push for streamlining
- Demand continues to outpace supply
- Pricing increases
- Plan early and well ahead of time
- **Be open to substitution and alternative options in stock and formatting**
- Keep options open
- Be aware of delivery and timing
- Lead time is still a major factor

Inks - Printing 4 color process vs. PMS (Pantone)

4 Color Process or CMYK is simulating or building colors by layering multiple ink colors

- Cyan, Magenta, Yellow and Black
- Greater flexibility on press in attaining desired look and change - build
- more cost effective and works well for jobs that don't require exact colors



PMS ink colors are pre-mixed from existing color formulas and assigned a standardized number

- Guarantees consistent color all the time for branding
- Produces more accurate colors, but usually costs more



Printing Processes Pros and Cons

Overall Considerations:

- Project Requirements – choice of printing method depends on specific requirements
 - o Volume
 - o Customizations needs
 - o Budget considerations
- Technology Advancements – technology impacts pros and cons of each method
 - o Stay updated on industry developments
- Environmental impact

Take into consideration impact of each printing process and choose methods that align with your sustainability goals

• Jet Printing Process: - imprinting on existing stock

Pros	Cons
High Quality Printing	Cost of Consumables may be more expensive
Quick set up	Volume Limitations –
	Custom sizing limitations and color coverage

• Flat sheet converting – print and convert

Pros	Cons
Cost effective for large runs	Longer set up
Wide range of substrates	Limited variable data printing
Consistent Quality	Waste generation

• Flexo Printing

Pros	Cons
High Speed Production	Limited color accuracy
Cost Effective for long runs	Not ideas for short runs
Versatile substrates	Plate costs

The best printing process for envelope production depends on factors such as the scale of production, customization requirements, and budget constraints.

Envelope Printing Processes

Jet Press



Flat Sheet Lithography/Converting



Checklist to keep in mind when ordering envelopes for a direct mail campaign.

Supplier Relationships

Build strong relationships to negotiate and plan for efficiency in delivery timing and pricing

Long term relationship can lead to cost savings over time

Strong Relationships help in times of tight timelines or material shortages

Envelope Size –

Make sure it accommodates all inserted marketing materials and they fit well

Bear in mind postal regulations to avoid extra costs

Ensure the envelope size falls within the proper Aspect Ratio. The aspect ratio (length divided by height) must be at least 1.3 but no more than 2.5

Envelope Type

Standard, window, booklet or square based on objective and design

Use standard envelope sizes to get better delivery timing and costs

Standard flap to avoid additional costs associated with custom die-cutting

Paper Stock

Thickness and quality to enhance brand visibility

Keep weights in mind to ensure appropriate postal discounts

Can an alternative paper stock be used to help take advantage of a Postal Promotion

Customizations

Do you want custom printing, branding or specific colors to enhance brand

If so, this will add production time and additional costs

Window Placement and Sizing

Ensure window aligns with address on marketing material

Ensure all relevant information fits in the window

Ensure nothing is showing through the window that shouldn't be

Printing Methods

- Jet, flat sheet converting , flexo, digital
- Ensure color specs and registration requirements match appropriate print method
- Budget appropriately

Printing Techniques

- Opt for efficiency
- Digital and jet for shorter runs – offset for larger quantities
- Compare costs and quality to find best balance

Color Codes

- Limit # of colors in design to reduce printing costs
- PMS vs. Pantone

Environmental Considerations

- Eco friendly materials
- Recycled paper if sustainability is a priority

Delivery / Timing

- Consider paper lead times, which may vary by stock selection
- Flexibility to use what stock is available

Bulk Ordering

- Is there an advantage of bulk ordering to benefit from lower unit costs
- Know your campaign volumes to determine appropriate quantities

Automation in Production

- Speeds up tasks such as folding sealing and packaging in mailstream

Overall Recap:

- Paper situation not fixing itself anytime soon, with “Normalcy” being an evolving definition
- Lead time needs to be taken into consideration
- Paper and Postage ultimately finding an equilibrium, just not predictable as to timing
- Direct Mail is still performing and producing results:
 - Quantities are changing and more targeted
 - Focus remains on getting best availability and price to satisfy budgets that are already in place
 - Costs and delivery important factors to be considered

Thank you and
Contact information:



**RITE
ENVELOPE**

- Aleka Agapitides, Account Executive
- Rite Envelope & Graphics, Inc.
- 250 Boot Road
- Downingtown, PA 19335
- P: 610-518-1601
- F: 610-518-1619
- C: 215-593-7122
- 866-575-4542
- aagapitides@ritegraphics.com