

# PROPER ADDRESSING

CRITERIA FOR MACHINE  
PROCESSING OF ITEMS

VERSION  
JUNE 2015



AUSTRIAN  
POST'S  
EFFICIENT  
BUSINESS  
SOLUTIONS

IF IT REALLY COUNTS,  
RELY ON AUSTRIAN POST.



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## MACHINE PROCESSING

## ENSURE THE FASTEST POSSIBLE DELIVERY

All printed materials (letters, envelopes, cards, bulk mailing, etc.) are messengers for your company and provide a good opportunity to strengthen your company's image.

As a rule, Austrian Post puts no limits on your imagination in this regard and is pleased to offer advice on how to realise your ideas. However, in order to deliver your items as quickly as possible, and avoid delays, they must be machine readable and machine processable.

Machine processing is a term describing a technology that can read up to 40,000 addresses per hour, translate them into codes and print the codes on envelopes. Certain design criteria must be satisfied to make machine processing possible (format, spacing, and above all empty coding areas, etc.).

Items that are not machine processable must be manually sorted in the distribution centres, which can lead to longer delivery times.

Machine processing also provides you the benefit of lower cost when sending letters and advertising, since lower rate categories are only possible for items that can be machine processed.

This brochure provides all the important information you need to know.

### YOUR BENEFITS

- Lower rate category
- Faster delivery
- Professional look



**THE OUTER FORM OF YOUR ITEM**

**FORMAT**

Machine sorting is only possible for square or rectangular items with no holes, die-cuts or velcro fasteners.

**PAPER AND ENVELOPE QUALITY**

Corporate design is far more than specifying colours and fonts – many designers even specify special paper types as “corporate paper” for printed materials.

It is a good idea to test items prior to production to ensure they are machine processable. One of our customer service representatives will be pleased to help you with this.



**THICKNESS AND MATERIALS**

Item surfaces must be uniformly smooth and flat for machine processing. Items, in particular cards, must have a surface weight of at least 160 g/m<sup>2</sup> or 200 g/m<sup>2</sup> (> A6 format). The material for paper envelopes must have a surface weight of at least 70 g/m<sup>2</sup>.

Fluorescent or phosphorescent, in particular smooth (and shiny) or reflective materials are not permitted.

**CARDS IN SMALL LETTER FORMAT**

<b>SMALL LETTER (max. 235 x 162 mm; C5 format)</b>	
<b>Min. size</b>	140 x 90 mm
<b>Max. size</b>	235 x 162 mm, this also includes the traditional postcard: A6 format 148 x 105 mm
<b>Paper quality</b>	Min. surface weight 160 g/m <sup>2</sup> , for formats larger than A6 min. 200 g/m <sup>2</sup> , max. 500 g/m <sup>2</sup>

**ENVELOPE**

<b>SMALL LETTER (max. 235 x 162 mm; C5 format)</b>	
<b>Min. size</b>	140 x 90 mm
<b>Max. size</b>	235 x 162 x 5 mm
<b>Weight</b>	max. 50 g
<b>Austrian Post products</b>	Standard and Standard Plus letter mail; Info.Mail Classic; Sponsoring.Post (at locality bundle rate up to 50 g) and monthly newspapers at a discount delivery rate

<b>ITEMS WITH A FLAT FORMAT (max. 353 x 250 mm; B4 format)</b>	
<b>Min. size</b>	140 x 90 mm
<b>Max. size</b>	353 x 250 x 24 mm
<b>Weight</b>	max. 1,000 g
<b>Austrian Post products</b>	Maxi and Maxi Plus letter mail

**SELF MAILER**

<b>GENERAL REQUIREMENTS</b>	
<b>Min. size</b>	140 x 90 mm
<b>Max. size</b>	235 x 162 mm (includes standard A6, C6, C5/6, A5 and C5 formats)

The bottom edge of the item must have a flap, or the edge must be glued along its entire length (no dot stickers). The glue must always extend to the edges of the item. If the item has closure flaps, these must be glued up to the edge (especially the bottom edge) in order to ensure the closure flaps do not protrude.

**SELF MAILER WITH CLOSED EDGES**

The item must be completely sealed on all sides. Staples and clips may not be used to close items.

<b>PAPER QUALITY (for completely sealed items)</b>	
<b>Surface weight</b>	min. 70 g/m <sup>2</sup>
<b>Min. surface weight for items with only one flap</b>	100 g/m <sup>2</sup>

**SELF MAILER WITH OPEN EDGES**

<b>PAPER QUALITY (for items with open edges)</b>	
<b>Items smaller than A5 format</b>	at least 135 g/m <sup>2</sup>
<b>A5 format (210 x 148 mm) and larger with more than one flap</b>	150 g/m <sup>2</sup>
<b>A5 format (210 x 148 mm) and larger with only one flap</b>	200 g/m <sup>2</sup>

**Permissible variations:**

Self mailer, right and left edges open:



Self mailer, top edge open:



Self mailer, left edge open:



## MECHANICAL CHARACTERISTICS OF ITEMS

Machine processable items must be flexible enough to be guided through the transport rollers of the reading machine. Standard customer loyalty cards and CD/DVD/Blu-ray discs without packaging are sufficiently flexible.

Additional contents are permitted if they approximately fill out the item and have the same flexibility characteristics. Protruding objects may not be contained in or attached to the outside of items.

## PACKAGING OF ITEMS

A paper envelope or paper mailer pouch must be used as packaging (except for cards or self mailers). In general, envelopes must be sealed everywhere except the long top side. The closure flaps must be glued up to the outer edge and must not open during machine processing. Please ensure that items cannot open during transport and contents are fully contained within the packaging.

For window envelopes in particular, ensure that the contents and envelope are properly aligned so that the address is fully visible in the window at all times.

**Perforations** must also not open or detach.

**Flaps** must be designed to prevent items from inflating.

Standard commercially available window envelopes are very suitable for machine processing.

The following points must be observed for custom-designed items:

- Rectangular window on the front side (i.e. the side of the envelope without the closure flap)
- Minimum window size: 90 x 35 mm
- The window material must not fold or crimp (polystyrene is ideal)
- No matte or coloured window materials
- Only one window on the address side

## UNFORTUNATELY NOT ALLOWED!

Machine processing is not possible in the following cases. Please note that prior testing should definitely be done when using such items for large-scale mail-outs.

- Transparent envelopes
- Envelopes with a window covering the entire surface (regardless of whether the window is on the front or rear side)
- Items with foil packaging
- Box packaging
- Expansion envelopes
- 3D mailers and tube-shaped items
- Non-rectangular items
- Non-rectangular die-cut items
- Items, particularly up to C5 format, with protruding closures, attached objects (staples/clips), moveable or pull-out parts, cut-outs, etc.
- Protruding objects may not be contained in or attached to the outside of items, i.e. objects such as key rings, thick small-size enclosures or sample products.

## LAYOUT OF AN ITEM

### SENDER INFORMATION AREA

The sender information must be positioned at the top left of the item, up to 40 mm from the upper edge. If otherwise impossible due to lack of space, the sender information can be located on the rear side of the item in exceptional cases.

If this information is shown in a window or on address labels, it must be single-spaced and positioned clearly above and offset from the recipient address.

### ADDRESS AREA (READING AREA)

The address area contains the recipient address. The colour of the background must be white or as light as possible and the colour of the lettering (print) must be as dark as possible. The clear zone (= 5 mm around the address area) must be kept free and must not contain any printing or lettering.

### FRANKING AREA

The franking area is used for the postage paid indicia. It must be kept free of other lettering.

### CODING AREA (UP TO C5 FORMAT – SMALL LETTER)

The coding area for items in small letter format is along the lower edge of the item (height 15 mm) and along the left-hand side of items in portrait format (width 15 mm).

This area does not have to be kept clear for any other item formats.

The coding area may not contain printing or lettering, and must be white or light monochrome in colour (also no shading).

### LETTERING, LOGOS AND GRAPHIC ELEMENTS

Lettering and other graphic elements must be at least 5 mm away from the window or address area (= clear zone).

Lettering should have as little resemblance to the address area as possible and should therefore be right-justified or centred.

### BLEED PRINTING

Avoid bleed printing into the coding area (see illustration in example section). Please contact one of our Austrian Post customer service representatives if you would nevertheless like to send a letter or mail item with bleed printing.

### SPECIAL DESIGN GUIDELINES FOR ITEMS WITH A DIVIDED ADDRESS SIDE

(cards and envelopes, self mailers)

The left side of the item must be divided from the right side (address field and address side) by a continuous min. 1 mm wide printed black line.

The address must be located to the right of the dividing line, parallel to the longer side of the item. The distance between the dividing line and the right edge of the item may be between 64 and 84 mm, as needed (see grey lines in the illustration).

The distance to the top edge must always be 40 mm, and to the lower edge 15 mm. The dividing line will therefore be longer on bigger cards and shorter on smaller cards. A 5 mm zone to the right and left of the dividing line must be kept clear (red zone in the illustration).

Please refer to the fold-out section for exact measurements.

### ABSOLUTELY AVOID:

- Printing in the franking area and/or coding area
- Partially printing over the window (printed window foil)

## THE ADDRESS AREA

The address and other information must be in Latin characters and Arabic numerals, and written so they cannot be erased.

The following information must be provided on the item:

- the recipient
- the delivery location
- the postcode and destination city
- the destination country (for international items only)

The delivery location must be indicated precisely so that proper delivery can be performed quickly. The description of the delivery location includes the street name and street number. Places with more than one delivery location also require additional block, stairway and door numbers, as needed. These must be separated using slashes.

### DOMESTIC – PERSONAL

Ms Michaela Sommer  
Grünwaldweg 16/13/5  
2283 Obersiebenbrunn

1. Title (optional)
2. Name
3. Street name, street number/stairway/door number
4. Postcode, destination city

### DOMESTIC – BUSINESS

Right Company  
Attn: Max Müller  
Industriestraße 12/7  
1200 Vienna

1. Company name
2. Department/contact person (optional)
3. Street name, street number/door number
4. Postcode, destination city

### INTER-NATIONAL – PERSONAL

Ms Michaela Sommer  
Grünwaldweg16/3/25  
81671 MUNICH  
GERMANY

1. Title (optional)
2. Name
3. Street name, street number/stairway/door number
4. Postcode, destination city
5. Destination country

### INTER-NATIONAL – BUSINESS

Right Company  
Accounting  
Industriestraße 12/4  
81671 MUNICH  
GERMANY

1. Company name
2. Department/contact person (optional)
3. Street name, street number/door number
4. Postcode, destination city
5. Destination country

## SPECIAL CASES

### P.O. BOX ADDRESSES

For P.O. Box addresses, instead of the street name and street number, the words “P.O. Box” (or “Postfach”) should be used followed by the box number, if applicable. In the case of poste restante items, the words “Poste Restante” (or “Postlagernd”) should be indicated as the delivery location.

**Note:** The postcodes for P.O. Box addresses in metropolitan areas often differ from the postcode of the delivery address.

Ms Michaela Sommer  
P.O. Box 100  
1011 Vienna

### TWO LOCATIONS IN A MUNICIPALITY WITH THE SAME ADDRESS

If two locations in a postcode area or municipality have the same address, the postcode must be followed by the destination city that makes the address unique, instead of the name of the municipality. There are two correct ways of addressing in these cases:

#### Option 1:

The Ortschaft (municipal subdivision) name is used instead of the municipality.

Ms Sonja Winter  
Elisabethgasse 3  
3400 Weidling

#### Option 2:

The Ortschaft (municipal subdivision) name is written on the second-last line.

Ms Sonja Winter  
Elisabethgasse 3  
Weidling  
3400 Klosterneuburg

### IMPORTANT:

- Left-justified
- Space between postcode and destination city name (no hyphen)
- For international items, print the destination city and country in capital letters
- Only use the following special characters in the address:
  - (.) period
  - (,) comma
  - (') apostrophe
  - (&) ampersand
  - (/) and (-) slash and dash
  - (hyphen, minus sign)

### TIP!

A list of all valid postcodes and destination cities is available at [www.post.at/postcodes](http://www.post.at/postcodes)

## THE PERFECTLY LEGIBLE FONT

### FONT TYPE

The entire address should be printed using the same font with the same attributes. Ensure that you use clear fonts with letters that are clearly separated from one another. No italic or decorative fonts (*italic*, **bold**, shadow, narrow, etc.), or fonts with connected letters or reverse type (e.g. white on black) may be used.

Clear and simple font types (without serifs) are therefore the best, such as Arial, Helvetica, Univers or Futura, with a font size of 10 to 12 points. Lines, underlining and borders are not permitted in the address area.

### CHARACTERS

The height of the uppercase letters in the font must be at least 2 mm. For most fonts, this corresponds to a font size of at least 10 pt.

### LINE SPACING

Lines must be separated by a uniform distance of 1 to 2 mm, measured from the descenders of one line to the ascenders of the next line (leading).

### CONTRAST

Text must be printed using uniform, dark print. The dark print must stand out clearly from the light monochrome background. You should therefore use black or similar dark colours.

### EXAMPLES OF ERRORS

#### IMPORTANT:

Use printed letters, not cursive or handwritten fonts.



No integers, DVR numbers or other number codes in the last two lines



No underlining or borders



No slanted addresses



Address must not shift out of the window



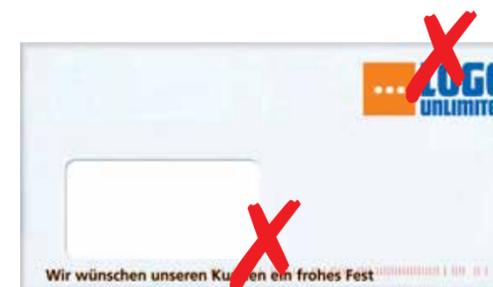
No blank lines



Do not glue address labels to the window



Do not use logos or graphic elements



Keep the franking area and coding area clear



Keep the clear zone free



Avoid bleed printing into the coding area, the clear zone and coding area must be free of printing and lettering



Fluorescent and phosphorescent materials are not permitted



Only use white or light monochrome backgrounds for the address area



Avoid (partially) printing over the window

### 1. LAYOUT CHECK

Due to the wide range of possible formats and variations, we recommend that you have newly designed items checked to ensure they satisfy Austrian Post layout and machine processing requirements. Please contact one of our customer service representatives for a layout check based on PDFs of the envelope or mail item.

### 2. TESTING REAL ITEMS

Austrian Post offers test runs in its distribution centres to ensure that addressed items are machine processable. 50 sample items with real addresses are required. Please also contact one of our customer service representatives for further information in this regard.

**Österreichische Post AG / Austrian Post**

Headquarters  
Haidingergasse 1  
1030 Vienna

**Austrian Post customer service:**

Business hotline 0800 212 212

[www.post.at](http://www.post.at)  
[www.post.at/en/business.php](http://www.post.at/en/business.php)

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