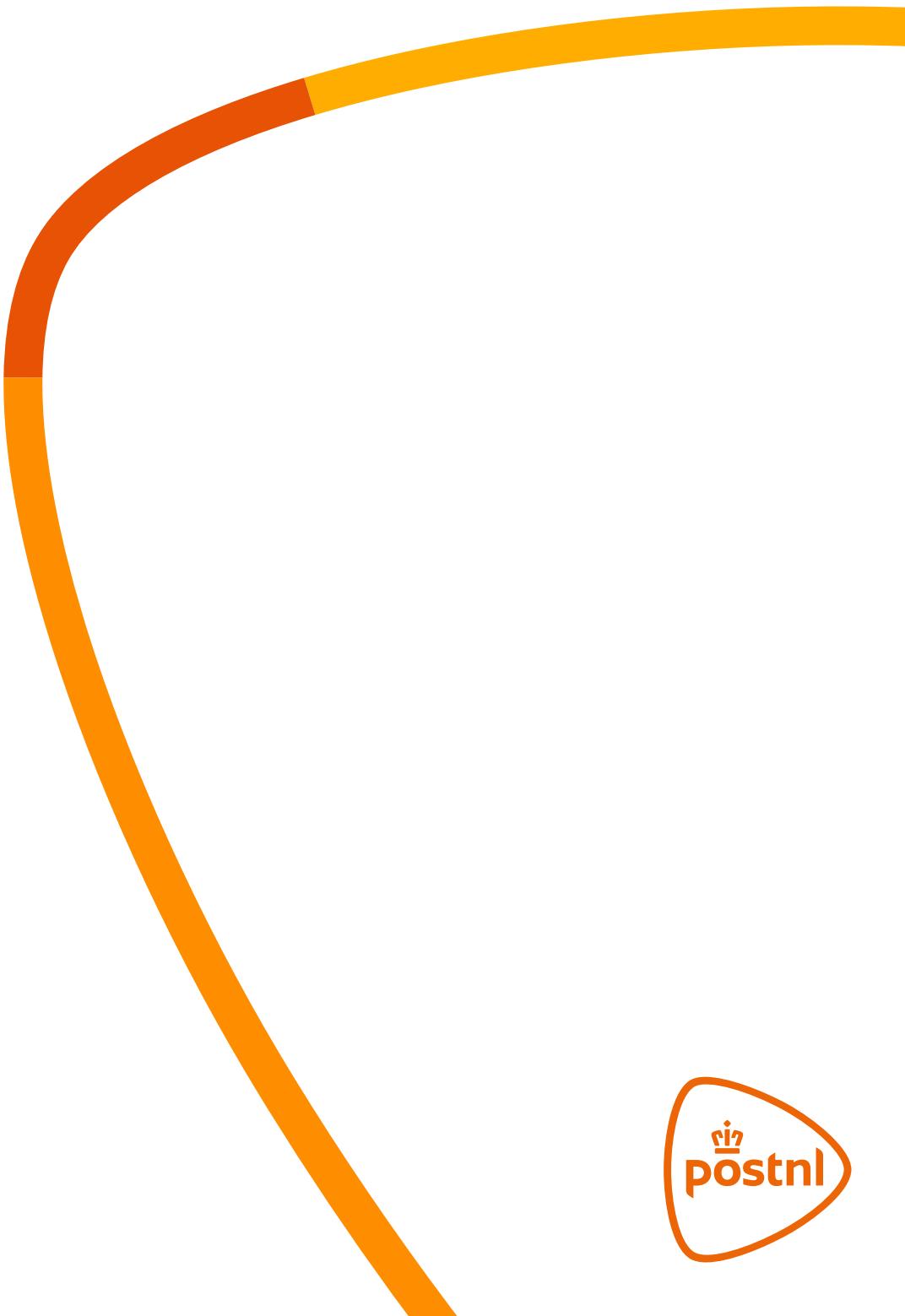


General Conditions for Designing Mail Items

Valid from 18 August 2025



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You can navigate through these requirements by clicking on the underlined links.

Introduction

When you send mail, you want it to reach the right address on time and in good order. With the right addressing and design, we can process and deliver your mail efficiently. These requirements set out the standards your mail must meet; they apply to all types of mail that fit through a letterbox, including bulk mail and letterbox packets.

Good to know

For bulk mail, you can choose from several sizes: Small, Large or Special. Each size has its own set of standard requirements, which you'll find on [page 4](#). Additional requirements apply depending on the type of mail. For example, the requirements for an envelope differ from those for a magazine. Do not rely solely on the size requirements; always check the requirements for the specific type of mail as well. You can see all available options in the table of contents. For international mail (unsorted consignments), additional requirements apply. You will find these on [page 45](#).

Important: index zone for machine suitability

Our machines can only process mail that features an index zone. This is the area where our machines print the information needed to sort and deliver your mail correctly. You can read more about the index zone on [page 46](#). Ensure this area remains completely free of any printing.

It is also essential that the address is positioned correctly on the mail item, that the address is deliverable (you can check this in various ways at [postnl.nl](#)), and that the print quality of addresses, codes and other markings on the mail item meets the minimum requirements.

The flexibility of mail items is also very important for ensuring that they can be processed quickly and efficiently. At the end of Articles 1 to 6, illustrations show the minimum and maximum levels of flexibility.

Your mail, delivered with as few emissions as possible

Mail processing is becoming increasingly efficient. For example, more and more mail is being sent in (transparent) paper wrap. To process these items properly, specific General Conditions for Designing Mail Items apply – you can read more about these on [page 25](#). Curious about what we are doing to reduce our emissions? Visit <https://www.postnl.nl/en/about-postnl/about-us/sustainability/> to learn more about our path to net zero.

Need help?

Do you have questions about the addressing or design of your mail? If you are unsure about coding, dimensions or materials, please don't hesitate to get in touch. Your PostNL contact will be happy to help.

Tip: don't forget Postfilter!

If you send unsolicited addressed advertising mail, you are required to include a reference to Postfilter on your mail. Postfilter is a registry where consumers can indicate which advertising mail they do not wish to receive. You may not send advertising mail to anyone registered there, so check Postfilter regularly. For more information, visit [bedrijven.postfilter.nl](#).

Mail size overview

	Type of mail item	Shape	Dimensions		Weight	Contents	Type of packaging
			Min.	Max.	Max.		
Small 	Items with the same appearance, size and weight (as long as the weight falls within the same weight class)	Rectangular and in one piece (no openings or cut-outs)	140 x 90 mm	C5 (229 x 162 mm) Thickness: 5 mm	50 g	Paper*	Paper: sealed envelope, card, self-mailer
Large 	Items with the same appearance, size and weight (as long as the weight falls within the same weight class)	Rectangular and in one piece (no openings or cut-outs)	140 x 90 mm	C4 (324 x 229 mm) Thickness: 10 mm	350 g	Paper*	Paper: sealed envelope, card, self-mailer Plastic foil, (transparent) paper wrap: according to the specifications for Large
Mixed** 	Large and Small items with different appearances, sizes and weights	Rectangular and in one piece (no openings or cut-outs)	140 x 90 mm	C4 (324 x 229 mm) Thickness: 10 mm	350 g	Paper*	Paper: sealed envelope, card, self-mailer
Special 	Items with the same appearance, size and weight (as long as the weight falls within the same weight class)	Rectangular and in one piece (no openings or cut-outs)	140 x 90 mm	Letterbox (380 x 265 x 32 mm)	2,000 g	All types, including goods	All types, such as wraps or sealed items with staples, plastic foil or (transparent) paper wrap according to the specifications for Special
Mixed extra 	Appearance, size and weight may vary	Rectangular and in one piece (no openings or cut-outs)	140 x 90 mm	Letterbox (380 x 265 x 32 mm)	2,000 g	All types, including goods	All types of packaging
Brievenbus-pakje+ 	Appearance, size and weight may vary	Rectangular and in one piece (no openings or cut-outs)	140 x 90 mm	Letterbox (380 x 265 x 32 mm)	2,000 g	All types, including goods	Protective packaging, such as bubble envelopes or boxes

* It is possible to send plastic cards with your mail. See Chapter 1, Envelopes.

** A bulk mail consignment mixed may only consist of Small and/or Large mail items. If this is not the case, then bulk mail mixed extra.

If your mail items do not meet the requirements described above – for example, if they are not rectangular, fall below the minimum size, are too lightweight (see material information for the different types of mail items), have an illegible recipient address, the index zone has not been kept free or there is more than one return address per mail item – PostNL reserves the right to apply a longer delivery service and to charge for additional processing costs. Please note that this applies to all consignment sizes.

In addition to these General Conditions for Designing Mail Items, the bulk mail handed over has to comply with the guidelines as described in the (latest versions of the) Handover Conditions, the General Conditions for the Conveyance of Bulk Letterbox Mail (AVPB), the General Conditions for the Conveyance of Letterbox Packet+, and, in case of international bulk mail, the Product and Handover Conditions for International Bulk Mail.

Article 1

Envelope (machine suitable)

Specifications	
Sizes	<ul style="list-style-type: none"> ▪ Small  Large 
A Shape, dimensions, thickness, weight, contents, packaging	<ul style="list-style-type: none"> ▪ For the General Conditions for Designing Mail Items of Small and Large mail items, see page 4.
H Contents	<ul style="list-style-type: none"> ▪ The contents consist solely of paper. ▪ For items within the Small size, a maximum of two plastic cards may be enclosed; for Large, a maximum of four. ▪ Cards are fixed securely to the paper (contents) at least 30 mm from the bottom side of the envelope.
D Envelope material	<ul style="list-style-type: none"> ▪ Paper envelope, minimum 70 g/m². ▪ The mail item is sufficiently flexible.
B Address window	<ul style="list-style-type: none"> ▪ The address always remains visible (ensure that the contents and the address cannot move inside the envelope). ▪ The plastic foil covering the window is not overly glossy, is crease-free and fully transparent (see Appendix 5).
C Contrast and reflection	<ul style="list-style-type: none"> ▪ There is good contrast between the addressing, coding and franking mark and the background (see Appendix 5). ▪ The address side of the envelope is not overly glossy (see Appendix 5).
D Flexibility	<ul style="list-style-type: none"> ▪ The long side bends by at least 10 mm when pressed gently. Illustrations on page 8 show the minimum and maximum levels of flexibility. ▪ The long side of the envelope may bend by no more than 65 mm with 100 mm of free length. ▪ The short side may bend by no more than 85 mm with 100 mm of free length.
E Print quality	<ul style="list-style-type: none"> ▪ The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. ▪ The print quality is at least 300 dpi*.
Items in envelopes	<ul style="list-style-type: none"> ▪ Envelopes containing promotional items or samples are sent as Special. See page 33 for the applicable conditions.
F Envelope seal	<ul style="list-style-type: none"> ▪ The envelope is fully sealed using glue, tape-lock or a sticker (do not fold the flap inside). ▪ Do not use staples, paperclips, metal eyelets or folding corners. ▪ The mail item is not sticky (no glue residue or over-moistened adhesive flaps).
G Layout**	<ul style="list-style-type: none"> ▪ Subdivision into: <ol style="list-style-type: none"> 1. Address zone. 2. Franking zone. 3. Index zone (zone within which PostNL prints the sorting codes). 4. Return address zone. <p>For an explanation of these components, see the requirements below.</p>
1 Address zone	<ul style="list-style-type: none"> ▪ The address is positioned centrally within the address zone, accounting for the franking zone, index zone and return address zone. ▪ The address is left-aligned. ▪ Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing on the envelope. ▪ The address zone is at least 40 mm from the top side and at least 15 mm from all other sides.
2 Franking zone	<ul style="list-style-type: none"> ▪ Intended for the PostNL Port Betaald-logo or franking mark (see Appendix 1). ▪ This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. ▪ The maximum size of the PostNL Port Betaald logo or franking mark equals the maximum dimensions of the franking zone.
3 Index zone	<ul style="list-style-type: none"> ▪ See Appendix 4
4 Return address zone	<ul style="list-style-type: none"> ▪ Top left-hand corner. ▪ The size may be determined freely, provided it complies with the specifications for the address zone, franking zone and index zone.

* When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

** The examples show PostNL's preferred layout. If your design differs, mail items may often still qualify as machine-processable. However, if you are unsure, contact PostNL in advance for assessment. This helps prevent mail item delivery delays or additional charges.

Adressering***Addressing**

- Minimum of three and a maximum of six lines.
- The sequence should be: company or recipient name, street name, postal code and town/city.
- For addresses in the Netherlands, add the coding line as the final line (see [Appendix 2](#)).
- Make sure it is clear that the coding, lettercode or 2D data matrix is part of the address block by placing it within or close to the block.

5**Font**

- Use a sans serif font (a font without strokes or serifs at the ends of letters).
- Do not use italic or gothic fonts.**
- Ensure sufficient spacing between characters.

Font size

- Use a minimum of 7-point and a maximum of 17-point font size.
- For fonts between 7 and 10 points; the address is written in capital letters.
- Use one consistent font size for the entire address.
- For coding lines, see the specifications in [Appendix 2](#).

Address labels

- Labels are rectangular.
- Place the address parallel to the long (bottom) side of the mail item.

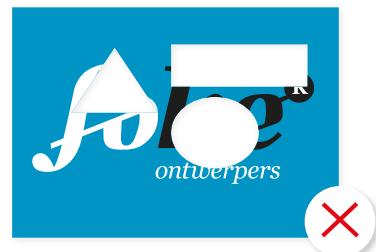
Return address

- Every bulk mail item includes a complete return address in the Netherlands (street and house number, or PO box and PO box number, postal code and town/city).
- On the address side, complete return address on one line and ideally be underlined, to prevent the sorting machine from sorting by the return address.
- Use a smaller font size than that of the recipient address, with a maximum of 9 points.
- Do not include a KIX code.
- The return address is also a valid delivery point.

* For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

A. Shape: rectangular, and in one piece (no openings or cut-outs).



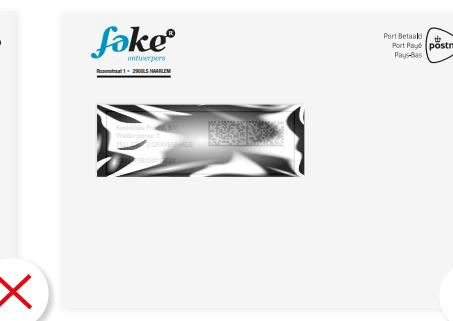
B. Address window: contents do not move



Ensure transparency

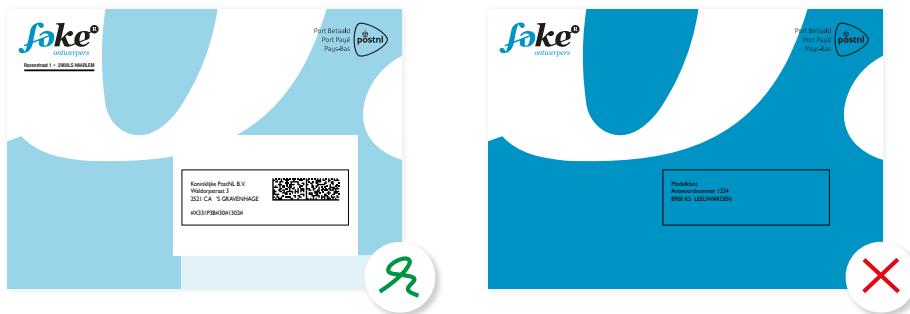
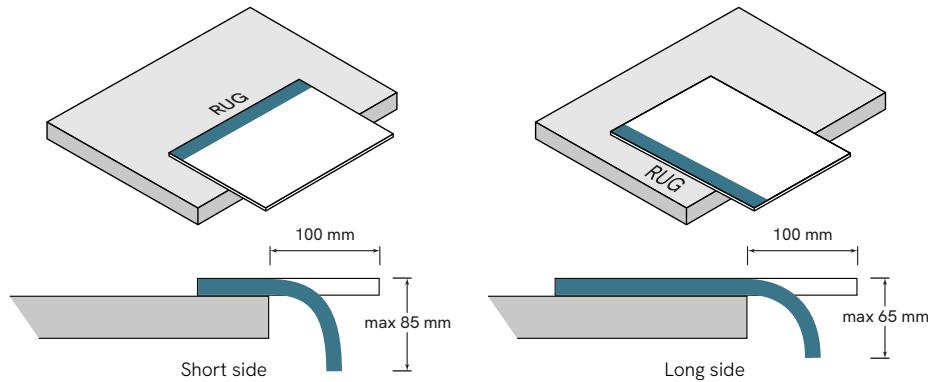
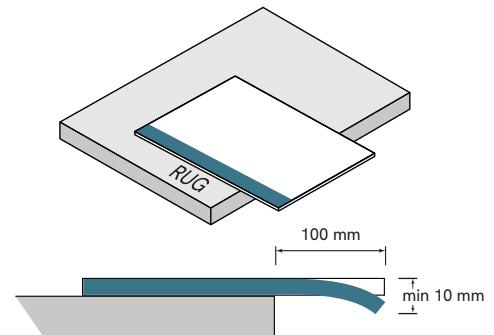


No creases



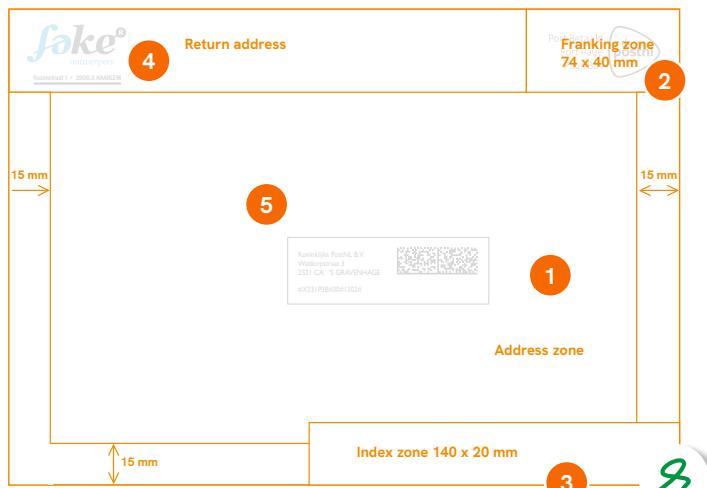
Not overly glossy



C. Contrast: sufficient contrast with the background**D. Maximum flexibility****Minimum flexibility****E. Print quality: ink does not smudge under light friction****F. Envelope seal: is smooth and not sticky**

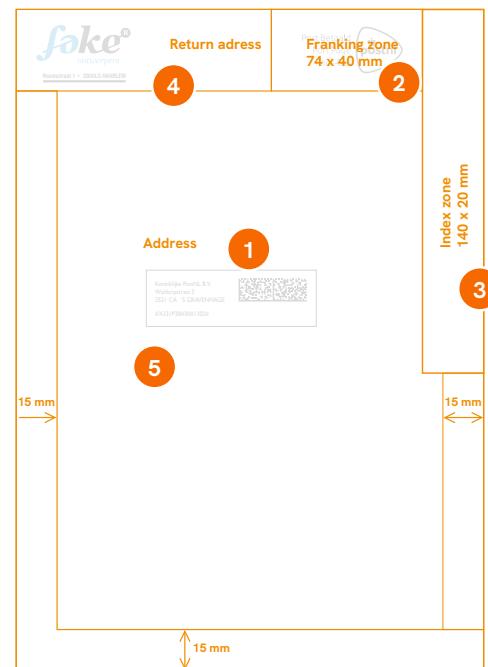
G. Layout of landscape envelope

Small Large



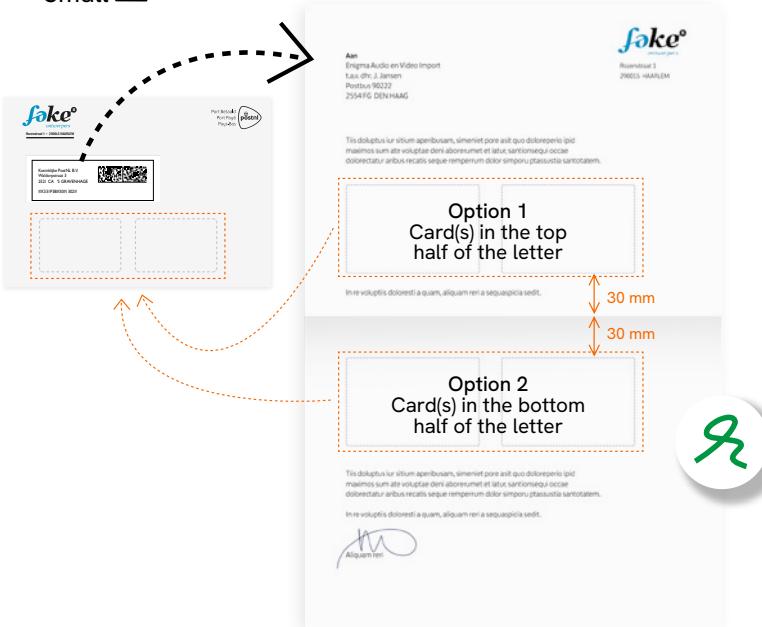
G. Layout of portrait envelope

Small Large

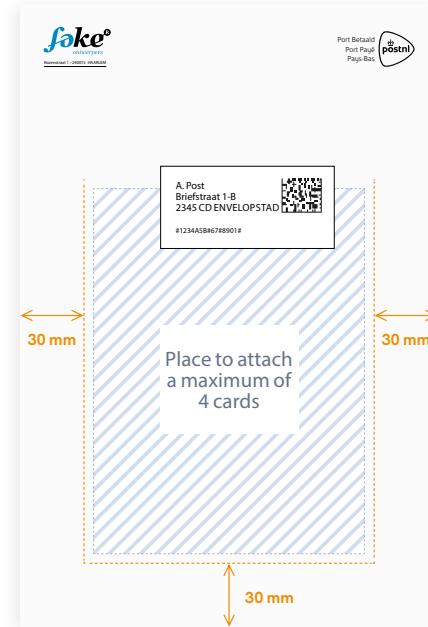


H. Contents: letter with plastic card(s)

Small



Large



Article 2

Card (machine suitable)

Specifications	
A Sizes	<ul style="list-style-type: none"> ▪ Small  Large 
A Shape, dimensions, thickness, weight, contents, packaging	<ul style="list-style-type: none"> ▪ For the General Conditions for Designing Mail Items of Small and Large mail items, see page 4.
B Card material	<ul style="list-style-type: none"> ▪ Use sufficiently strong and flexible paper or card, which means the following applies per size: <ul style="list-style-type: none"> - Small: minimum 170 g/m². - Large: minimum 200 g/m². ▪ The address side is matt and uncoated (no varnish). ▪ The following finishes are recommended: gloss dispersion coating, UV coating and laminate.
B Contrast and reflection	<ul style="list-style-type: none"> ▪ There is good contrast between the addressing, coding and franking mark and the background (see Appendix 5). ▪ The address side of the card is not overly glossy (see Appendix 5).
C Flexibility	<ul style="list-style-type: none"> ▪ The long side bends by at least 10 mm when pressed gently. Illustrations on page 12 show the minimum and maximum levels of flexibility. ▪ The long side of the card may bend by no more than 65 mm with 100 mm of free length. ▪ The short side of the card may bend by no more than 85 mm with 100 mm of free length.
D Print quality	<ul style="list-style-type: none"> ▪ The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. ▪ The print quality is at least 300 dpi*.
E Layout**	<ul style="list-style-type: none"> ▪ Subdivision into: <ol style="list-style-type: none"> 1. Address zone. 2. Franking zone. 3. Index zone (zone within which PostNL prints the sorting codes). 4. Return address zone. <p>For an explanation of these components, see the requirements below.</p>
1 Address zone	<ul style="list-style-type: none"> ▪ The address is positioned centrally within the address zone, accounting for the franking zone, index zone and return address zone. ▪ The address is left-aligned. ▪ Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing on the card. ▪ Small size: the address zone is at least 40 mm from the top side and at least 5 mm from all other sides. ▪ Large size: the address zone is at least 40 mm from the top side and at least 15 mm from all other sides. ▪ When a card a side with a shared address: <ul style="list-style-type: none"> - Divide it into left and right sides using a line with a minimum thickness of 1.2 mm. - Leave a minimum of 74 mm of space on the right-hand side of the line. - The address is placed on the right-hand side of the line.
2 Franking zone	<ul style="list-style-type: none"> ▪ Intended for the PostNL Port Betaald-logo or franking mark (see Appendix 1). ▪ This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. ▪ The maximum size of the PostNL Port Betaald logo or franking mark equals the maximum dimensions of the franking zone.
3 Index zone	<ul style="list-style-type: none"> ▪ See Appendix 4
4 Return address zone	<ul style="list-style-type: none"> ▪ Top left-hand corner. ▪ The size may be determined freely, provided it complies with the specifications for the address zone, franking zone and index zone.

* When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

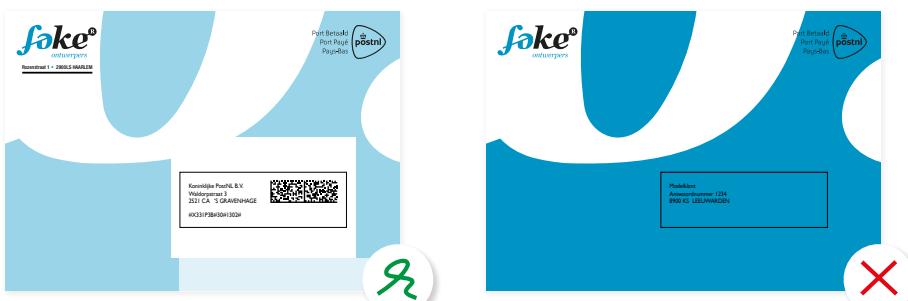
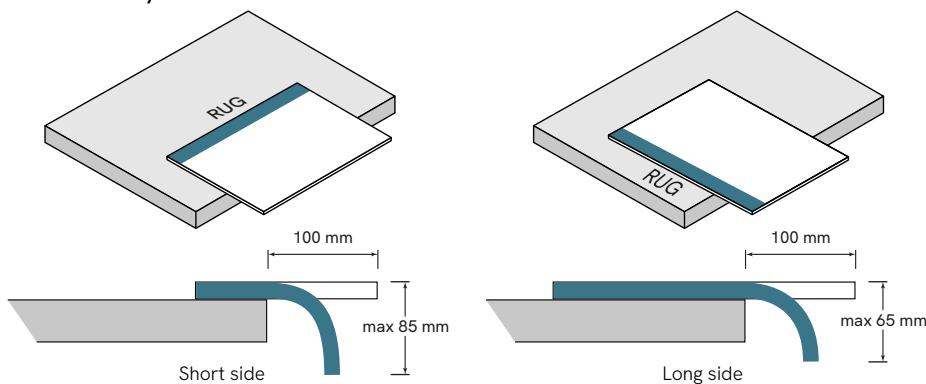
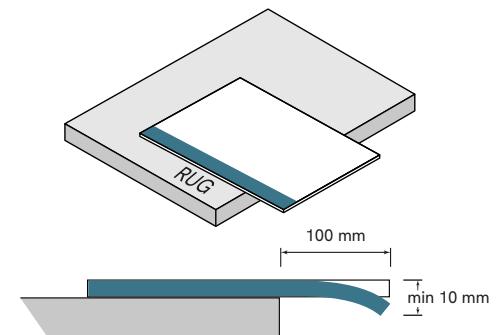
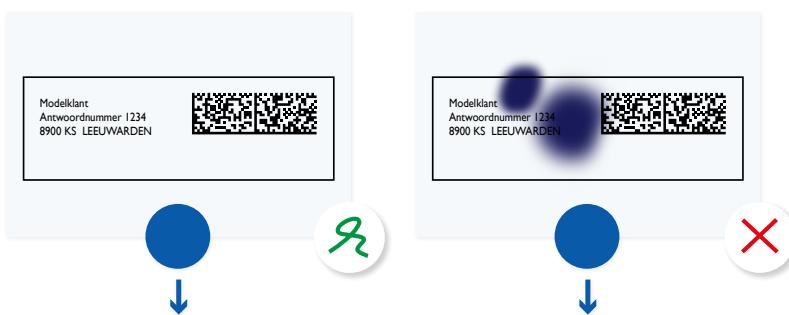
** The examples show PostNL's preferred layout. If your design differs, mail items may often still qualify as machine-processable. However, if you are unsure, contact PostNL in advance for assessment. This helps prevent mail item delivery delays or additional charges.

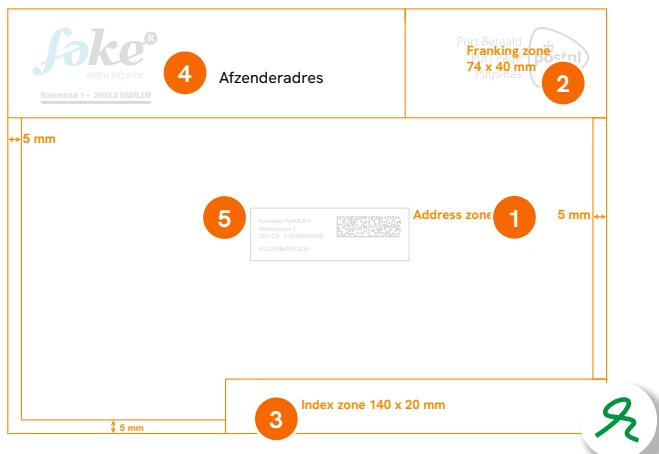
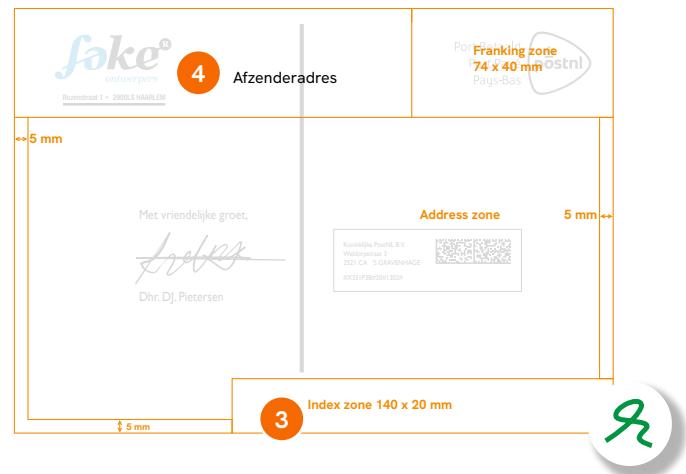
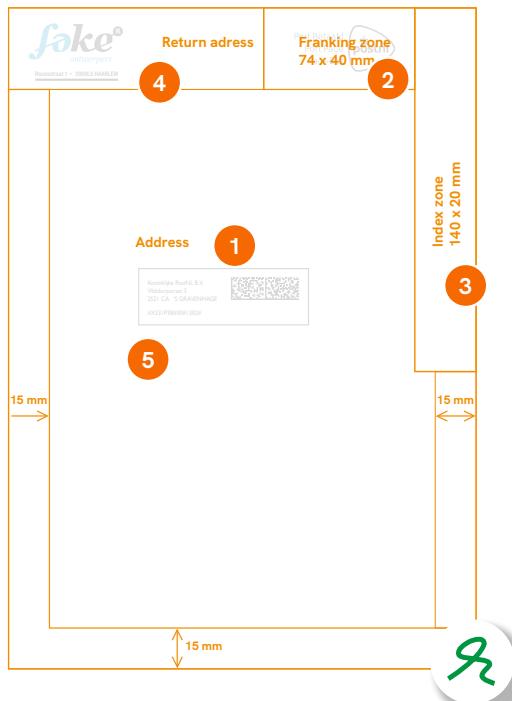
Addressering*

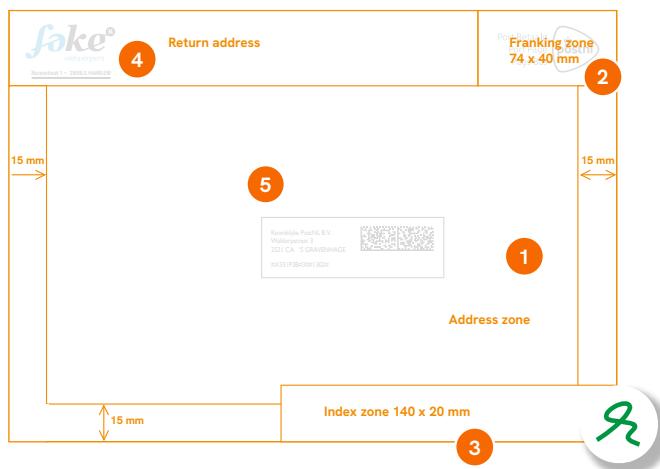
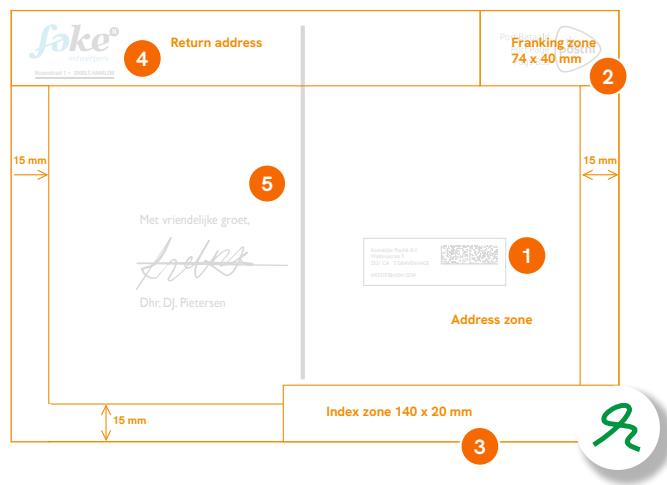
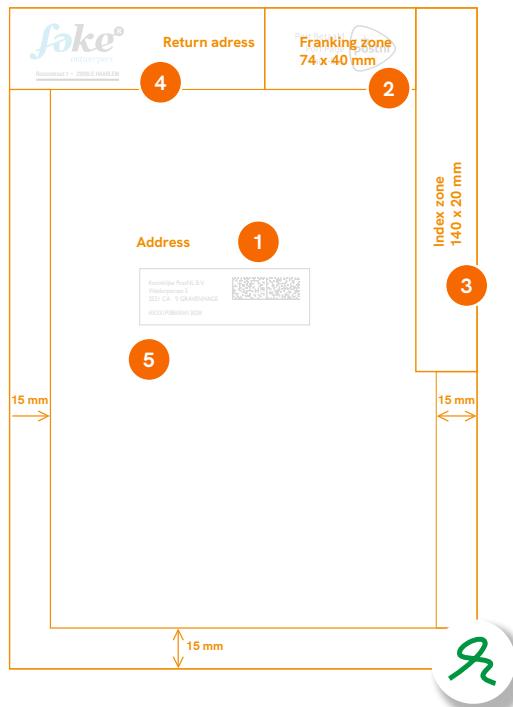
Addressing	<ul style="list-style-type: none">▪ Minimum of three and a maximum of six lines.▪ The sequence should be: company or recipient name, street name, postal code and town/city.▪ For addresses in the Netherlands, add the coding line as the final line (see Appendix 2).▪ Make sure it is clear that the coding, lettercode or 2D data matrix is part of the address block by placing it within or close to the block.
5 Font	<ul style="list-style-type: none">▪ Use a sans serif font (a font without strokes or serifs at the ends of letters).▪ Do not use italic or gothic fonts.**▪ Ensure sufficient spacing (see Appendix 1).
Font size	<ul style="list-style-type: none">▪ Use a minimum of 7-point and a maximum of 17-point font size.▪ For fonts between 7 and 10 points; the address is written in capital letters.▪ Use one consistent font size for the entire address.▪ For coding lines, see the specifications in Appendix 2.
Address labels	<ul style="list-style-type: none">▪ Labels are rectangular.▪ Place the address parallel to the long (bottom) side of the mail item.
Return address	<ul style="list-style-type: none">▪ Every bulk mail item includes a complete return address in the Netherlands (street and house number, or PO box and PO box number, postal code and town/city).▪ Use a smaller font size than that of the recipient address.▪ Do not include a KIX code.▪ On the address side, the complete return address on one line and ideally be underlined, to prevent the sorting machine from sorting by the return address.▪ For cards with a shared address side, the preferred position is in the return address zone, although it may also be aligned vertically with the recipient's address.▪ The return address is also a valid delivery point.

* For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

A. Shape: rectangular, and in one piece (no openings or cut-outs).**B. Contrast: sufficient contrast with the background****D. Flexibility****Minimum flexibility****D. Print quality: ink does not smudge under light friction**

E. Layout of landscape cardSmall **E. Layout of landscape card with a side with a shared address**Small **E. Layout of portrait card Small**Small 

E. Layout of landscape cardLarge **E. Layout of landscape card with a side with a shared address**Large **E. Layout of portrait card**Large 

Article 3

Self-mailer (machine suitable)

Specifications	
A Self-mailers – general	<ul style="list-style-type: none"> A self-mailer is a partially or fully sealed folded mail item made from a single sheet, which is sent without plastic foil, envelope or wrapper band.
Sizes	<ul style="list-style-type: none"> Small  Large 
B Shape, dimensions, thickness, weight, contents, packaging	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of Small and Large mail items, see page 4.
C Self-mailer material	<ul style="list-style-type: none"> Use sufficiently strong and flexible paper or card, with a minimum weight of 170 g/m².
C Contrast and reflection	<ul style="list-style-type: none"> There is good contrast between the addressing, coding and franking mark and the background (see Appendix 5). The address side of the self-mailer is not overly glossy (see Appendix 5).
D Flexibility	<ul style="list-style-type: none"> The long side bends by at least 10 mm when pressed gently. Illustrations on page 17 show the minimum and maximum levels of flexibility. The long side of the self-mailer may bend by no more than 65 mm with 100 mm of free length. The short side of the self-mailer may bend by no more than 85 mm with 100 mm of free length.
E Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least 300 dpi*.
F Folding and sealing	<ul style="list-style-type: none"> The self-mailer is folded so that all parts align perfectly, with no protruding or uneven sections. Flaps are permitted, provided that one side remains visible at the bottom. The open sides are sealed using glue dots, stickers or perforated tear-off edges. Adhesive: along the entire length of the mail item, with at least one glue dot every 80 mm and no more than 20 mm from the side. Sealing label: at least one sealing label every 100 mm, unless three sides are sealed – in that case, one every 120 mm is sufficient. The mail item is not sticky (no glue residue). To be machine-processable, the self-mailer meets the following requirements per size: <ul style="list-style-type: none"> - Small/landscape: at least three sides are sealed. The bottom side is fully closed by a fold. The side to the right of the address is sealed with an adhesive seal or a sticker, and one additional side (left of the address or the top side) is also sealed. - Small/portrait: at least three sides are sealed. One long side is fully closed by a fold. The side to the right of that folded long side is sealed with an adhesive seal or a sticker, and one additional side is also sealed. - Large/landscape: at least two sides are sealed. The bottom side is fully closed by a fold. The side to the right of the address is sealed with an adhesive seal or a sticker. - Large/portrait: at least two sides are sealed. One long side is fully closed by a fold. The side to the right of that folded long side is sealed with an adhesive seal or a sticker. If the self-mailer cannot be processed by machine, the General Conditions for Designing Mail Items for Special items apply (see page 29).
G Layout**	<ul style="list-style-type: none"> Subdivision into: <ol style="list-style-type: none"> 1. Address zone. 2. Franking zone. 3. Index zone (zone within which PostNL prints the sorting codes). 4. Return address zone. <p>For an explanation of these components, see the requirements below.</p>

* When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

** The examples show PostNL's preferred layout. If your design differs, mail items may often still qualify as machine-processable. However, if you are unsure, contact PostNL in advance for assessment. This helps prevent mail item delivery delays or additional charges.

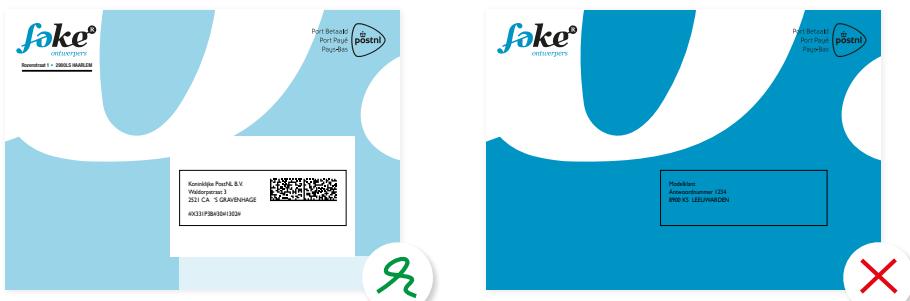
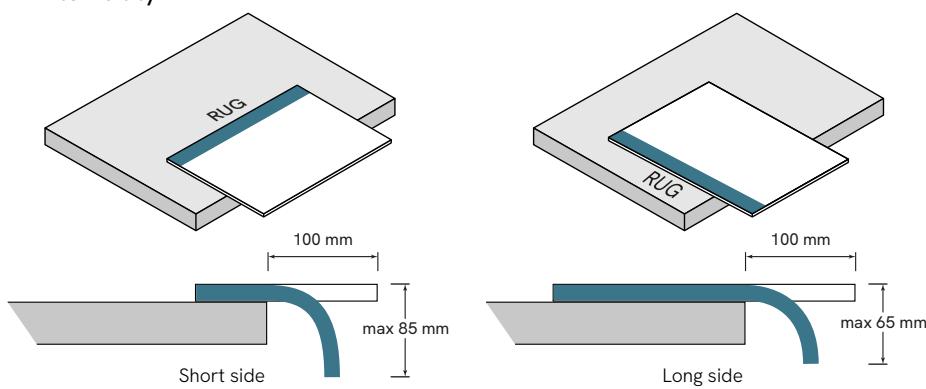
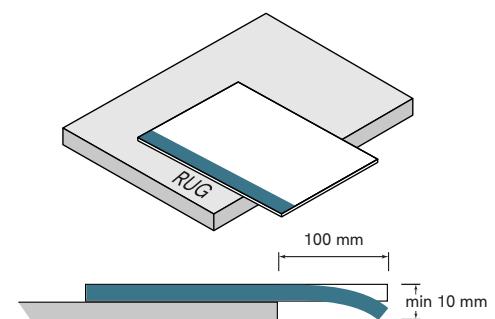
1	Address zone	<ul style="list-style-type: none"> The address is positioned centrally within the address zone, accounting for the franking zone, index zone and return address zone. The address is left-aligned. Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing on the self-mailer. Small size: the address zone is at least 40 mm from the top side and at least 5 mm from all other sides. Large or Special size: the address zone is at least 40 mm from the top side and at least 15 mm from all other sides. When a self-mailer has a side with a shared address: <ul style="list-style-type: none"> Divide it into left and right sides using a line with a minimum thickness of 1.2 mm. Leave a minimum of 74 mm of space on the right-hand side of the line. The address is placed on the right-hand side of the line.
2	Franking zone	<ul style="list-style-type: none"> Intended for the <u>PostNL Port Betaald-logo</u> (postage paid) or franking mark (see Appendix 1). This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. The maximum size of the PostNL Port Betaald logo or franking mark equals the maximum dimensions of the franking zone.
3	Index zone	<ul style="list-style-type: none"> See Appendix 4
4	Return address zone	<ul style="list-style-type: none"> Top left-hand corner. The size may be determined freely, provided it complies with the specifications for the address zone, franking zone and index zone.

Addressering*

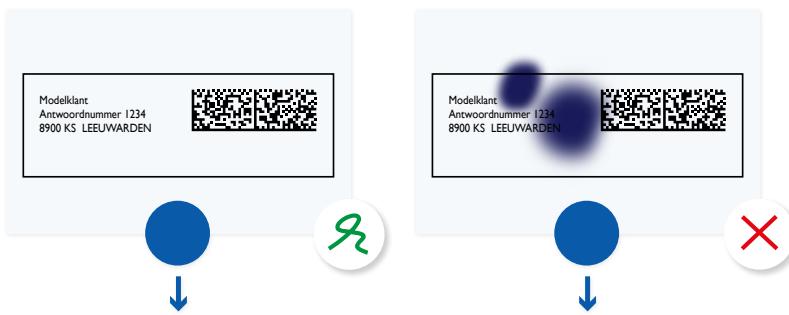
Addressing	<ul style="list-style-type: none"> Minimum of three and a maximum of six lines. The sequence should be: company or recipient name, street name, postal code and town/city. For addresses in the Netherlands, add the coding line as the final line (see Appendix 2). Make sure it is clear that the coding, lettercode or 2D data matrix is part of the address block by placing it within or close to the block.
Font	<ul style="list-style-type: none"> Use a sans serif font (a font without strokes or serifs at the ends of letters). Do not use italic or gothic fonts.** Ensure sufficient spacing (see Appendix 1).
Font size	<ul style="list-style-type: none"> Use a minimum of 7-point and a maximum of 17-point font size. For fonts between 7 and 10 points; the address is written in capital letters. Use one consistent font size for the entire address. For coding lines, see the specifications in Appendix 2.
Address labels	<ul style="list-style-type: none"> Labels are rectangular. Place the address parallel to the long (bottom) side of the mail item.
Return address	<ul style="list-style-type: none"> Every bulk mail item includes a complete return address in the Netherlands (street and house number, or PO box and PO box number, postal code and town/city). Use a smaller font size than that of the recipient address. Do not include a KIX code. On the address side, the complete return address on one line and ideally be underlined, to prevent the sorting machine from sorting by the return address. For cards with a shared address side, the preferred position is in the return address zone, although it may also be aligned vertically with the recipient's address. The return address is also a valid delivery point.

* For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

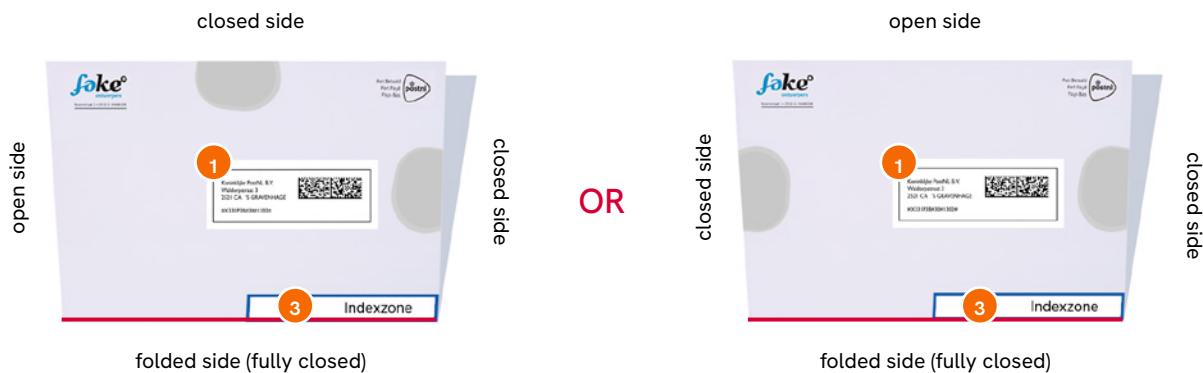
A. Self-mailer**B. Shape: rectangular, and in one piece (no openings or cut-outs).****C. Contrast: sufficient contrast with the background****D. Flexibility****Minimum flexibility**

E. Print quality: ink does not smudge under light friction



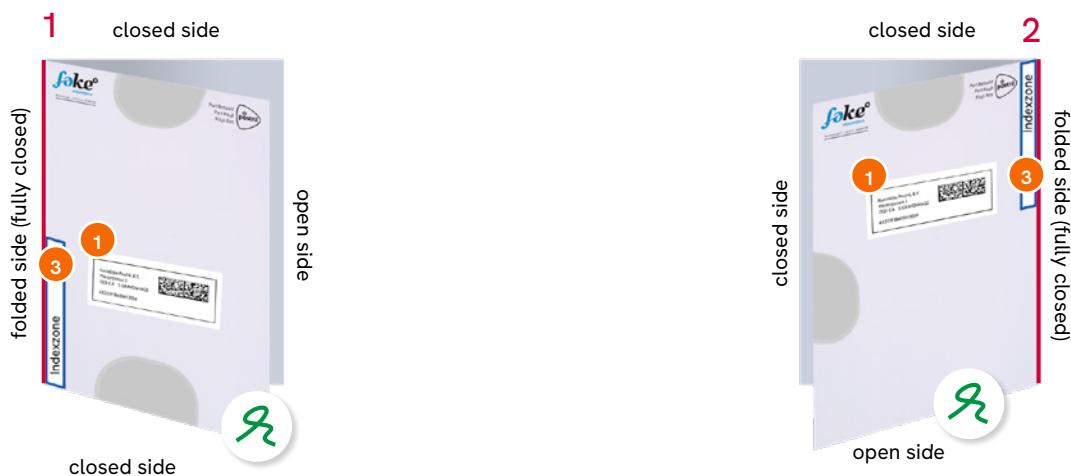
F. Folding and sealing self-mailers

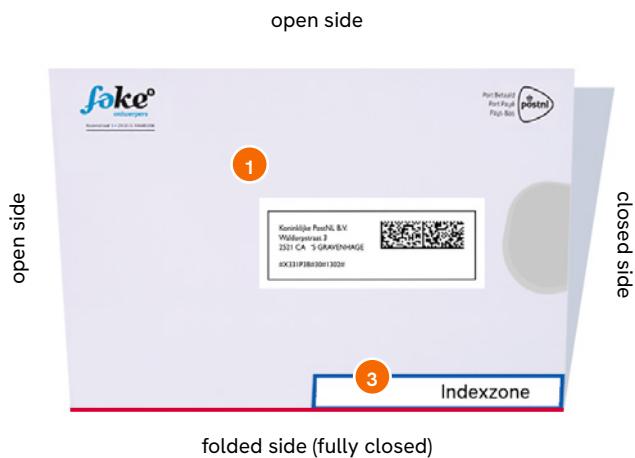
Small landscape



Small Portrait

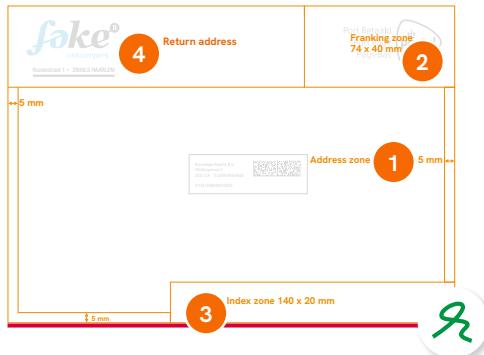
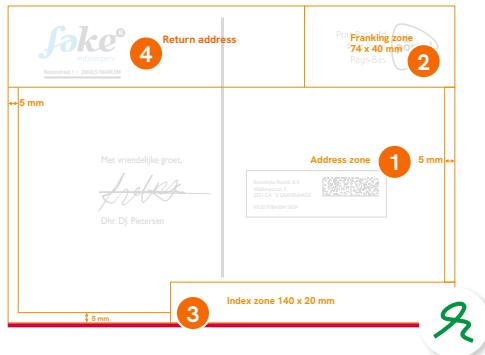
- 1: Fold on the left side
- 2: Fold on the right side



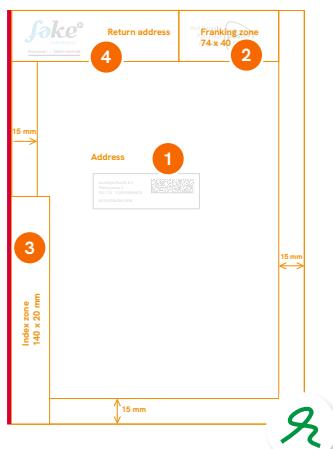
Large  landscapeLarge  portrait

1: Fold on the left side
2: Fold on the right side

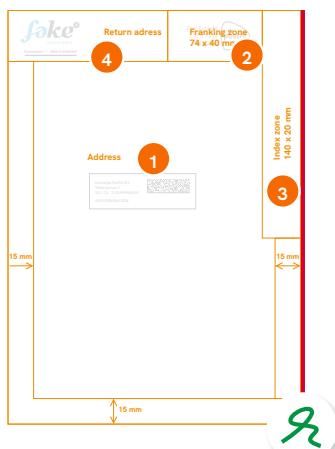


G. Layout of self-mailer (landscape)Small  Large **G. Layout of self-mailer with a side with a shared address (landscape)**Small  Large **G. Layout of self-mailer (portrait)**

Left side fully closed

Small  Large **G. Layout of self-mailer (portrait)**

Right side fully closed

Small  Large 

Article 4

Mail items in plastic foil (machine suitable)

Specifications	
General	<ul style="list-style-type: none"> If mail items wrapped in plastic foil do not meet the requirements listed below for machine suitability, they are sent as Special items (page 29).
Sizes	<ul style="list-style-type: none"> Large 
A Shape, contents, packaging dimensions, thickness, weight	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of Large mail items, see page 4. The maximum dimensions apply to the mail item itself. Any plastic foil overlap is not included in these measurements.
Material	<ul style="list-style-type: none"> Plastic foil packaging.
B Plastic foil packaging*	<ul style="list-style-type: none"> The plastic foil fits closely around the mail item, with no loose flaps. Maximum overlap on the long side: 35 mm (combined total overlap of both sides). Maximum overlap on the short side: 10 mm (combined total overlap of both sides). Seams are properly sealed and stronger than the material itself. The seams do not tear or split when the plastic is pulled. Seams or flaps must not cover the address or obstruct its readability.
Inserts in plastic foil	<ul style="list-style-type: none"> Inserts enclosed in plastic foil may be no larger than the main item. Including promotional items or samples in the plastic foil is not permitted. If such items are enclosed, they are sent as Special items (page 33).
Plastic foil smoothness and transparency	<ul style="list-style-type: none"> The plastic foil is not too smooth or too rough, with a Coefficient of Friction (COF) value between 0.25 and 0.45. It is clear, crease-free and transparent if addressing and coding are printed under the plastic foil (see Appendix 5). Minimum thickness: 25 µm. Plastic foils and bundles are antistatic.
C Flexibility	<ul style="list-style-type: none"> The long side bends by at least 10 mm when pressed gently. Illustrations on page 23 show the minimum and maximum levels of flexibility. The long side of the mail item may bend by no more than 65 mm with 100 mm of free length. The short side of the mail item may bend by no more than 85 mm with 100 mm of free length.
D Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least 300 dpi**.
Layout***	<ul style="list-style-type: none"> For mail items wrapped in plastic foil, the following elements are shown either on an address label (affixed beneath the plastic foil or on top of it) or on a white strip on the plastic foil: <ol style="list-style-type: none"> Address zone. Franking zone. Return address zone. <p>For an explanation of these components, see the requirements below.</p>
Address zone	<ul style="list-style-type: none"> The address is positioned centrally within the address zone, accounting for the franking zone, index zone and return address zone. The address is left-aligned. Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing. The address zone is at least 40 mm from the top side and at least 20 mm from all other sides.
Franking zone	<ul style="list-style-type: none"> Intended for the PostNL Port Betaald-logo (postage paid) or franking mark (see Appendix 1). This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. The maximum size of the PostNL Port Betaald logo or franking mark equals the maximum dimensions of the franking zone.
Index zone	<ul style="list-style-type: none"> For mail items wrapped in plastic foil, the background of the index zone does not need to be free of printing or in one of the colours listed in the table in Appendix 5, provided that the area itself remains clear so that PostNL can use it for machine processing.
Return address zone	<ul style="list-style-type: none"> Top left-hand corner. The size may be determined freely, provided it complies with the specifications for the address zone, franking zone and index zone.

* If a seam is placed along the short side of the mail item, its suitability for machine processing is assessed in advance. Without prior approval, the item may be invoiced as a Special item.

** When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

*** The examples show PostNL's preferred layout. If your design differs, mail items may still qualify as machine-processable. However, if you are unsure, contact PostNL in advance for assessment. This helps prevent mail item delivery delays or additional charges.

Addressing*

Addressing	<ul style="list-style-type: none">▪ Ensure the address is always visible and legible.▪ Minimum of three and a maximum of six lines.▪ The sequence should be: company or recipient name, street name, postal code and town/city.▪ Place the address parallel to the longest side of the mail item.▪ For addresses in the Netherlands, add the coding line as the final line (see Appendix 2).▪ Make sure it is clear that the coding, lettercode or 2D data matrix is part of the address block by placing it within or close to the block.
Font	<ul style="list-style-type: none">▪ Use a sans serif font (a font without strokes or serifs at the ends of letters).▪ Do not use italic or gothic fonts.**▪ Ensure sufficient spacing (see Appendix 1).
Font size	<ul style="list-style-type: none">▪ Use a minimum of 7-point and a maximum of 17-point font size.▪ For fonts between 7 and 10 points; the address is written in capital letters.▪ The entire address is in one font size and printed in black ink.▪ For coding lines, see the specifications in Appendix 2.
E Addressing on label underneath plastic foil	<ul style="list-style-type: none">▪ The address label does not move within the plastic foil. It is positioned against and parallel to the spine side, on the upper half of the mail item, preferably corresponding to an A5-sized area (half the size of the mail item).▪ Seams or flaps must not cover the address or obstruct its readability.▪ For addresses outside the Netherlands, the address is printed on an address sheet matching the overall dimensions of the mail item.
E Addressing on plastic foil	<ul style="list-style-type: none">▪ The address is printed either on opaque plastic foil or on an opaque strip on the plastic foil, in a background colour specified in the table in Appendix 4 (maximum transparency 25%).▪ If an opaque strip is used, it is positioned on the plastic foil, against and parallel to the spine side, on the upper half of the mail item and running the full length of the item.▪ The address is printed on a flat, continuous area of the plastic foil, free from folds or creases.▪ There is good contrast between the addressing, coding and franking mark and the background (see Appendix 5).
E Address labels on plastic foil	<ul style="list-style-type: none">▪ Labels are rectangular.▪ Each address label is positioned against and parallel to the spine side, on the upper half of the mail item.
Return address	<ul style="list-style-type: none">▪ Every bulk mail item includes a complete return address in the Netherlands (street and house number, or PO box and PO box number, postal code and town/city).▪ Use a smaller font size than that of the recipient address.▪ Do not include a KIX code.▪ On the address side, the complete return address on one line and ideally be underlined, to prevent the sorting machine from sorting by the return address.▪ The return address is also a valid delivery point.

* For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

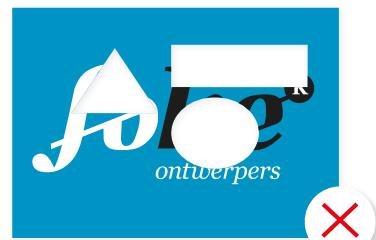
** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

Note: for unsorted consignments wrapped in plastic foil, PostNL may apply a peel-off sticker for sorting purposes.

Tip!

If you are sending more than 5,000 plastic foil-wrapped mail items, submit the consignment pre-sorted – it's much more cost-effective!

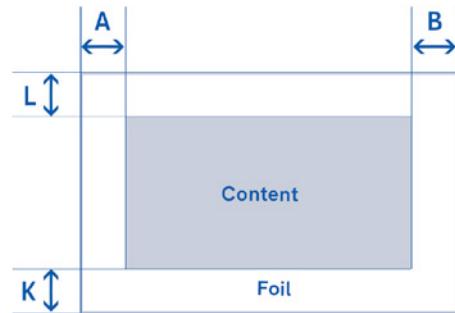
A. Shape: rectangular, and in one piece (no openings or cut-outs).



B. Packaging: plastic foil packaging

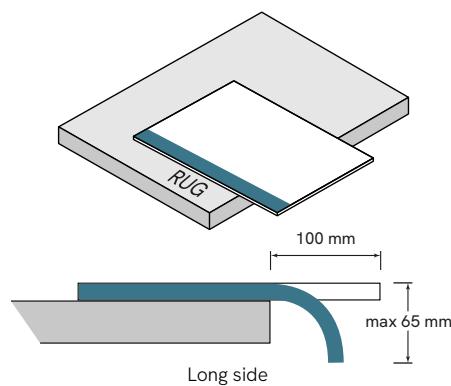
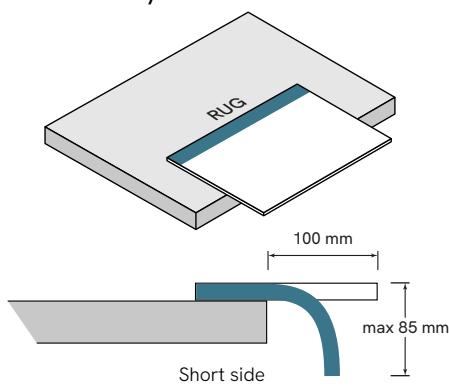


Secure the label, for example with a drop of glue or by using a static charge, to prevent it from slipping under the seam.

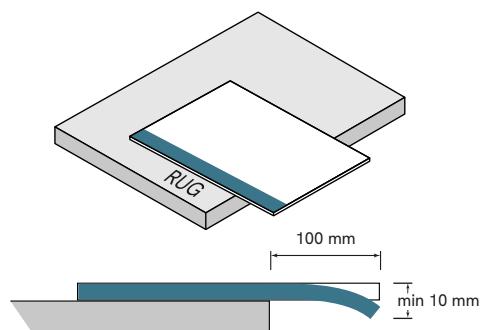


Overlap on long side: $A + B = \text{max. } 35 \text{ mm}$
 Overlap on short side: $K + L = \text{max. } 10 \text{ mm}$

C. Flexibility



Minimum flexibility



D. Print quality: ink does not smudge under light friction



E. Addressing of plastic foil packaging

Addressing on label underneath or on plastic foil



Addressing on (white strip) plastic foil



Article 5

Mail items in (transparent) paper wrap (machine suitable)*

Specifications	
General	<ul style="list-style-type: none"> If mail items wrapped in (transparent) paper wrap do not meet the requirements listed below for machine suitability, they are sent as Special items (page 29).
Sizes	<ul style="list-style-type: none"> Large 
A Shape, contents, packaging dimensions, thickness, weight	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of Large mail items, see page 4.
Material	<ul style="list-style-type: none"> Paper wrap. Transparent paper wrap.
B (Transparent) paper wrap	<ul style="list-style-type: none"> Tightly fitting (transparent) paper wrap, with no loose flaps. Sealing edges are properly glued. If the adhesion is insufficient, the contents may come loose from the (transparent) paper wrap during high-speed sorting. The heavier the mail item, the greater the importance of strong sealing edges. Sealing edges or flaps do not cover the address or obstruct its readability.
Inserts in (transparent) paper wrap	<ul style="list-style-type: none"> Inserts enclosed in plastic foil may be no larger than the main item. Including promotional items or samples in the plastic foil is not permitted. If such items are enclosed, they are sent as Special items (page 33).
Smoothness and transparency of (transparent) paper wrap	<ul style="list-style-type: none"> (Transparent) paper wrap is not too smooth or too rough, with a Coefficient of Friction (COF) value between 0.25 and 0.45. Addressing and coding are printed on the (transparent) paper wrap (see Appendix 5). The paper used for paper wrap is at least 30 g/m². There is a direct relationship between the weight of the contents and the grammage of the paper wrap – heavier mail items require packaging with a higher grammage. (Transparent) paper wrap and bundles are antistatic. It is clear, crease-free and transparent if addressing and coding are printed underneath the packaging (see Appendix 5).
C Flexibility	<ul style="list-style-type: none"> The long side bends by at least 10 mm when pressed gently. Illustrations on page 27 show the minimum and maximum levels of flexibility. The long side of the mail item may bend by no more than 65 mm with 100 mm of free length. The short side of the mail item may bend by no more than 85 mm with 100 mm of free length.
D Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least 300 dpi**.
E Layout***	<ul style="list-style-type: none"> For mail items in (transparent) paper wrap, the following elements are applied: either directly onto the mail item, on an address label or on a white strip on the transparent paper wrap: <ol style="list-style-type: none"> Address zone. Franking zone. Return address zone. <p>For an explanation of these components, see the requirements below.</p>
Address zone	<ul style="list-style-type: none"> The address is positioned centrally within the address zone, accounting for the franking zone, index zone and return address zone. The address is left-aligned. Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing. The address zone is at least 40 mm from the top side and at least 20 mm from all other sides.

* If you are submitting (transparent) paper wrap for the first time, or if you make any changes to the approved appearance of (transparent) paper wrap bulk mail, please contact your account manager or Business Customer Service in advance.

** When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

*** The examples show PostNL's preferred layout. If your design differs, mail items may still qualify as machine-processable. However, if you are unsure, contact PostNL in advance for assessment. This helps prevent mail item delivery delays or additional charges.

Franking zone	<ul style="list-style-type: none"> Intended for the PostNL Port Betaald-logo (postage paid) or franking mark (see Appendix 1). This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. The maximum size of the PostNL Port Betaald logo or franking mark equals the maximum dimensions of the franking zone.
Index zone	<ul style="list-style-type: none"> For mail items in transparent paper wrap, the background of the index zone does not need to be free of printing or in one of the colours listed in the table in Appendix 4, provided that the zone itself remains clear so that PostNL can use it for machine processing. If the paper wrap is not transparent, see Appendix 4.
Return address zone	<ul style="list-style-type: none"> Top left-hand corner. The size may be determined freely, provided it complies with the specifications for the address zone, franking zone and index zone.

Addressing**

Addressing	<ul style="list-style-type: none"> Ensure the address is always visible and legible. Minimum of three and a maximum of six lines. The sequence should be: company or recipient name, street name, postal code and town/city. Place the address parallel to the longest side of the mail item. For addresses in the Netherlands, add the coding line as the final line (see Appendix 2). Make sure it is clear that the coding, lettercode or 2D data matrix is part of the address block by placing it within or close to the block.
Font	<ul style="list-style-type: none"> Use a sans serif font (a font without strokes or serifs at the ends of letters). Do not use italic or gothic fonts.*** Ensure sufficient spacing (see Appendix 1).
Font size	<ul style="list-style-type: none"> Use a minimum of 7-point and a maximum of 17-point font size. For fonts between 7 and 10 points; the address is written in capital letters. The entire address is in one font size and printed in black ink. For coding lines, see the specifications in Appendix 2.
E Addressing on (transparent) paper wrap	<ul style="list-style-type: none"> The address is printed on the paper wrap itself or on an opaque strip on the transparent paper wrap, in a background colour as specified in the table in Appendix 4 (maximum transparency 25%). During wrapping, the paper is overlapped and glued, creating a double layer. By printing the address and coding on this double layer, contrast is greatly improved, making the coding much easier to read. B If an opaque strip is used, it is positioned on the transparent paper wrap, against and parallel to the spine side, on the upper half of the mail item and running the full length of the item. The address is printed on a flat, continuous area of the (transparent) paper wrap, free from folds or creases. There is good contrast between the addressing, coding and franking mark and background (see Appendix 5). A background that is as white as possible improves machine readability and processing.
Return address	<ul style="list-style-type: none"> Every bulk mail item includes a complete return address in the Netherlands (street and house number, or PO box and PO box number, postal code and town/city). Use a smaller font size than that of the recipient address. Do not include a KIX code. On the address side, the complete return address on one line and ideally be underlined, to prevent the sorting machine from sorting by the return address. The return address is also a valid delivery point.

* If you are submitting (transparent) paper wrap for the first time, or if you make any changes to the approved appearance of (transparent) paper wrap bulk mail, please contact your account manager or Business Customer Service in advance.

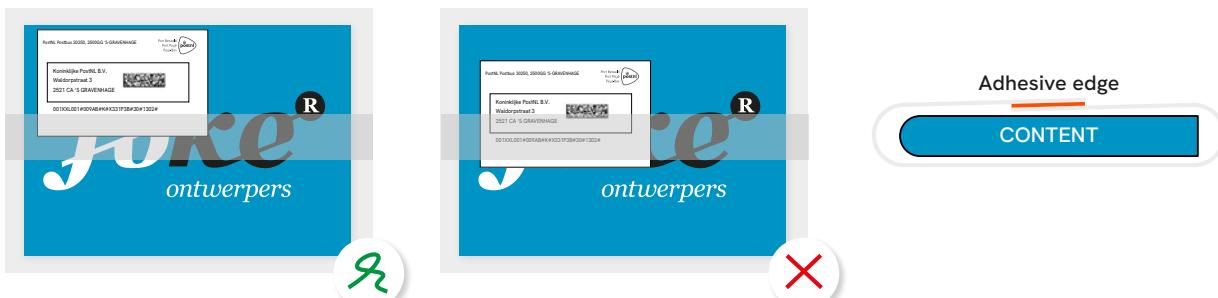
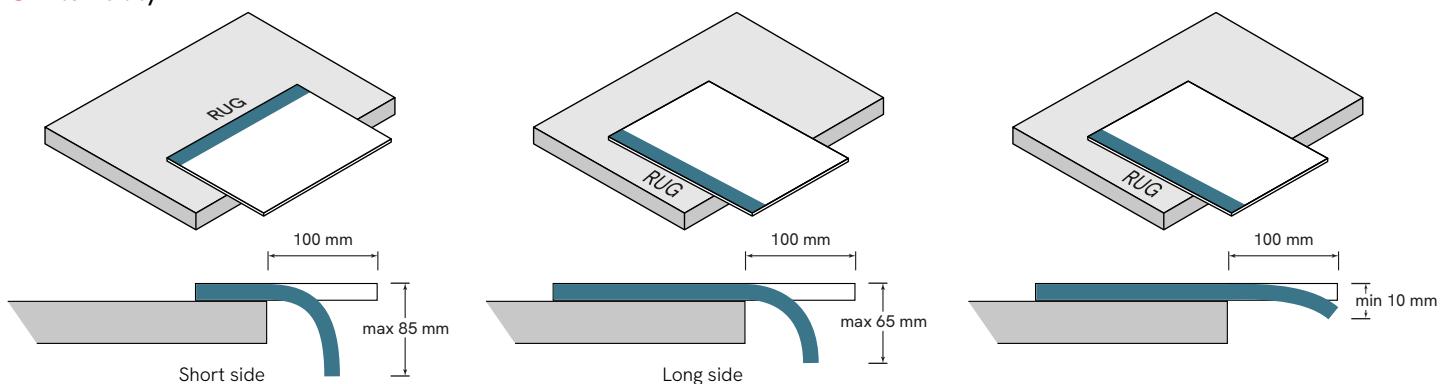
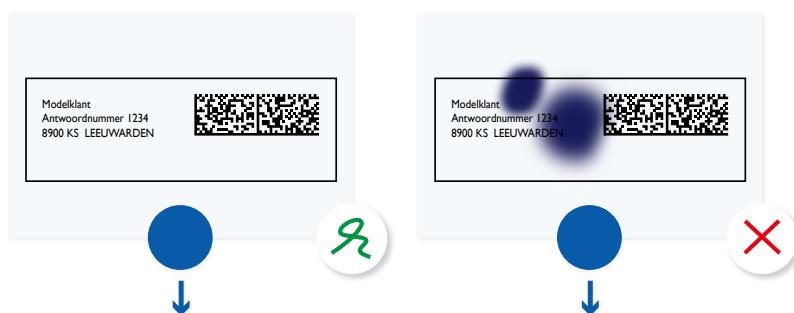
** For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

*** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

Note: for unsorted consignments wrapped in (transparent) paper wrap, PostNL may apply a peel-off sticker for sorting purposes.

Tip!

If you are sending more than 5,000 mail items in (transparent) paper wrap, submit the consignment pre-sorted - it's much more cost-effective!

A. Shape: rectangular, and in one piece (no openings or cut-outs).**B.** Packaging: (transparent paper wrap)**C. Flexibility****D. Print quality: ink does not smudge under light friction****E. Addressing on transparent paper wrap (adhesive edge)**

Article 6

Unpackaged mail item (machine suitable)*

Specifications	
General	<ul style="list-style-type: none"> If unpackaged mail items do not meet the requirements listed below for machine suitability, they are sent as Special items (page 33).
Sizes	<ul style="list-style-type: none"> Large 
A Shape	<ul style="list-style-type: none"> Rectangular, and in one piece (no openings or cut-outs).
Dimensions, thickness, weight	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of Large mail items, see page 4.
Material (cover), contents	<ul style="list-style-type: none"> Paper
B Cover attachment	<ul style="list-style-type: none"> The cover is sturdy, resistant to creasing and does not tear when the mail item is pulled by the machine. Tensile strength: the paper thickness of the cover is at least twice the thickness of the inner pages. The inner pages have a minimum paper weight of 60 g/m².
Inserts	<ul style="list-style-type: none"> Inserts do not contain any hard, rigid or sharp objects such as pens, keyrings or USB sticks. The contents never come loose from the mail item during machine processing. Including <u>cards</u> is allowed. Any inserts do not protrude beyond the edges of the main product. Inserts are only allowed on the inside of the mail item, provided they are securely attached.
C Loose flaps or wrapper band	<ul style="list-style-type: none"> A loose flap is allowed, provided that: <ol style="list-style-type: none"> 1) The address is printed entirely on the flap or wrapper band – not underneath, and not split between the flap and the mail item. 2) The flap covers the full length of the mail item. 3) The flap complies with all other requirements for unpackaged mail items. Wrapper band: <ol style="list-style-type: none"> 1) At least 75 mm wide. 2) Securely glued to the magazine.
D Flexibility	<ul style="list-style-type: none"> The long side bends by at least 10 mm when pressed gently. Illustrations on page 30 show the minimum and maximum levels of flexibility. The long side of the mail item may bend by no more than 85 mm with 100 mm of free length. The short side of the mail item may bend by no more than 65 mm with 100 mm of free length.
E Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least 300 dpi**.
Layout***	<ul style="list-style-type: none"> For unpackaged mail items, the following elements are applied: <ol style="list-style-type: none"> 1. Address zone. 2. Franking zone. 3. Return address zone. <p>For an explanation of these components, see the requirements below.</p>
Address zone	<ul style="list-style-type: none"> The address is positioned centrally within the address zone, accounting for the franking zone, index zone and return address zone. The address is left-aligned. Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing. The address zone is at least 40 mm from the top side and at least 20 mm from all other sides.
Franking zone	<ul style="list-style-type: none"> Intended for the PostNL Port Betaald-logo (postage paid) or franking mark (see Appendix 1). This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. The maximum size of the PostNL Port Betaald logo or franking mark equals the maximum dimensions of the franking zone.
Index zone	<ul style="list-style-type: none"> See Appendix 4.
Return address zone	<ul style="list-style-type: none"> Top left-hand corner. The size may be determined freely, provided it complies with the specifications for the address zone, franking zone and index zone.

* If you are submitting unpackaged mail for the first time, or if you make any changes to the approved appearance of unpackaged bulk mail, please contact your account manager or Business Customer Service in advance.

** When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

*** The examples show PostNL's preferred layout. If your design differs, mail items may still qualify as machine-processable. However, if you are unsure, contact PostNL in advance for assessment. This helps prevent mail item delivery delays or additional charges.

Addressing**

Addressing	<ul style="list-style-type: none">▪ Ensure the address is always visible and legible.▪ Minimum of three and a maximum of six lines.▪ The address field is always rectangular and at least 95 x 50 mm.▪ The sequence should be: company or recipient name, street name, postal code and town/city.▪ Place the address parallel to the longest side of the mail item.▪ For addresses in the Netherlands, add the coding line as the final line (see Appendix 2).▪ Make sure it is clear that the coding, lettercode or 2D data matrix is part of the address block by placing it within or close to the block.▪ Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing.
Font	<ul style="list-style-type: none">▪ Use a sans serif font (a font without strokes or serifs at the ends of letters).▪ Do not use italic or gothic fonts.***▪ Ensure sufficient spacing between characters.
Font size	<ul style="list-style-type: none">▪ Use a minimum of 10-point and a maximum of 17-point font size.▪ The entire address is in one font size and printed in black ink.▪ For coding lines, see the specifications in Appendix 2.
F Contrast and reflection	<ul style="list-style-type: none">▪ There is good contrast between the addressing, coding and franking mark and the background (see Appendix 5).▪ The address side of the mail item is not overly glossy (see Appendix 5)
G Address labels	<ul style="list-style-type: none">▪ Labels are rectangular.▪ The address label is positioned against the spine side (of the magazine), on the upper half of the mail item.
Return address	<ul style="list-style-type: none">▪ Every bulk mail item includes a complete return address in the Netherlands (street and house number, or PO box and PO box number, postal code and town/city).▪ Use a smaller font size than that of the recipient address.▪ Do not include a KIX code.▪ On the address side, the complete return address on one line and ideally be underlined, to prevent the sorting machine from sorting by the return address.▪ The return address is also a valid delivery point.

* If you are submitting unpackaged mail for the first time, or if you make any changes to the approved appearance of unpackaged bulk mail, please contact your account manager or Business Customer Service in advance.

** For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

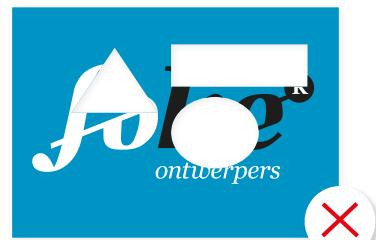
*** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

Note: for unsorted unpackaged mail items, PostNL may apply a peel-off sticker for sorting purposes.

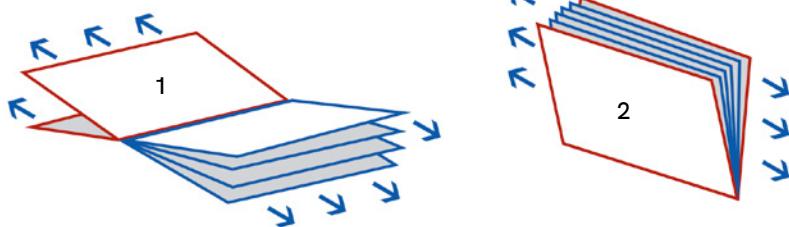
Tip!

Apply a sealing label to your unpackaged mail item on the side opposite the fully closed spine side. Alternatively, place it on the right-hand side if the closed long side forms the bottom. This provides extra strength and reduces the risk of damage or delays during delivery of mail items.

A. Shape: rectangular, and in one piece (no openings or cut-outs).



B. Cover attachment



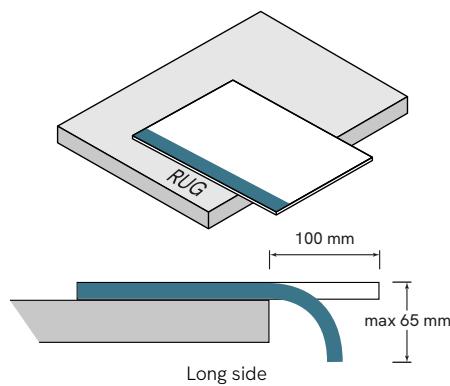
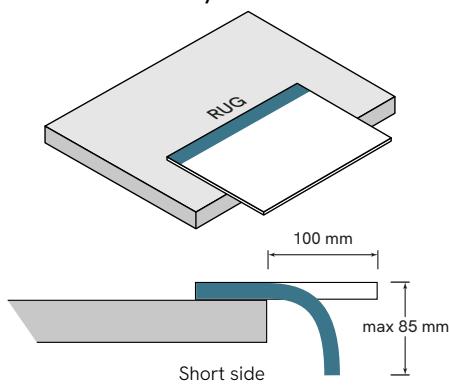
When a slight tensile force is applied, either perpendicular (1) or parallel (2) to the binding, the cover must not detach from the contents.

C. Loose flaps and wrapper band

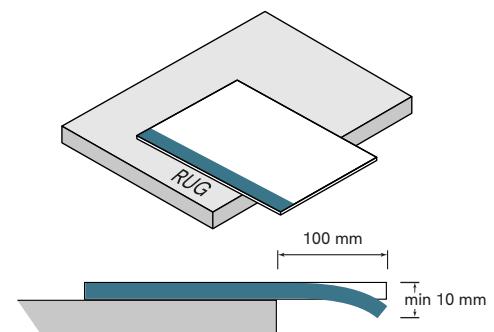


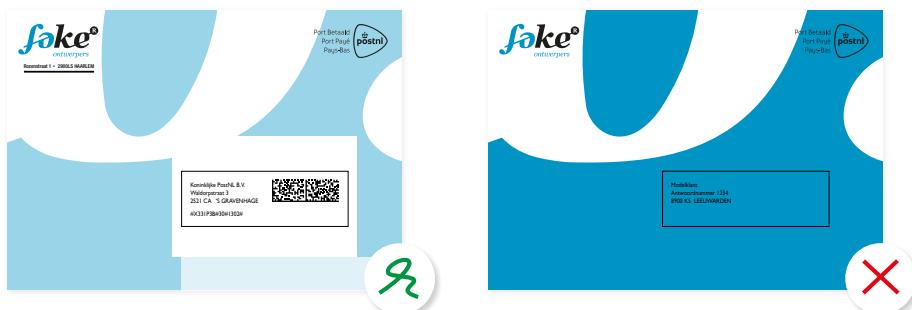
Label stuck to the mail item

D. D. Flexibility



Minimum flexibility



E. Print quality: ink must not smudge under light friction**F. Contrast: sufficient contrast with the background****G. Addressing**

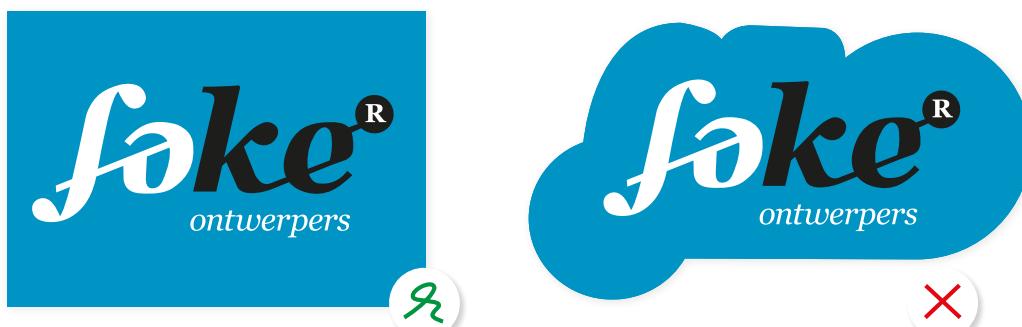
Article 7

Periodicals

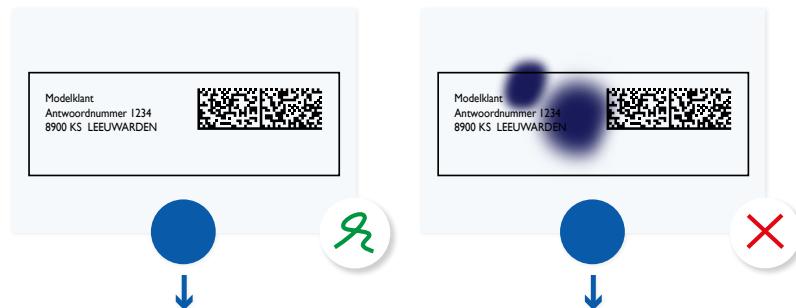
Specifications	
General	<ul style="list-style-type: none"> These requirements apply to mail items that fall under the definition of Periodicals, as stated in the latest version of the General Terms and Conditions for the Transport of Bulk Letterbox Mail.
Sizes	<ul style="list-style-type: none"> Small  Large  Special  (related to the packaging method)
A Shape, dimensions, thickness, weight, contents	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of mail items, see the size guide on page 4.
B Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least 300 dpi*.
Packaging	<p>A periodical should ideally be submitted for sending in packaging. The type of packaging determines which General Conditions for Designing Mail Items apply - the guiding principle is that a periodical is machine-processable by PostNL.</p> <ul style="list-style-type: none"> For the specifications for sending a periodical in an envelope, see Envelope design. For the specifications for sending a periodical in plastic foil packaging, see Mail item in plastic foil design. For the specifications for sending a periodical in (transparent) paper wrap, see Mail item in (transparent) paper wrap design. For the specifications for sending an unpackaged periodical, see Unpackaged mail item design. A periodical that, due to its weight, size, thickness, contents (for example, a promotional item or sample) or packaging, is not machine-processable. <p>For the specifications for sending a non-machine-processable periodical, see Special design.</p>

* When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

A. Shape: rectangular mail item



B. Print quality: ink does not smudge under light friction



Artikel 8

Special (not machine suitable)

Specifications	
General	<ul style="list-style-type: none"> These conditions apply to mail items that do not fall under the Small or Large sizes. Consequently, these items cannot be processed by machine.
Sizes	<ul style="list-style-type: none"> Special 
A Shape, dimensions, thickness, weight, contents, packaging	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of Special mail items, see page 4.
Material	<ul style="list-style-type: none"> All types of packaging and contents.
B Contents with promotional item or sample*	<ul style="list-style-type: none"> Ensure that the promotional item or sample cannot move.
C Address window	<ul style="list-style-type: none"> The address is always visible and legible (make sure the contents cannot move). The plastic foil covering the window is not overly glossy, is crease-free and fully transparent (see Appendix 5).
D Contrast and reflection	<ul style="list-style-type: none"> There is good contrast between the addressing, coding and franking mark and the background (see Appendix 5). The address side of the mail item is not overly glossy (see Appendix 5).
E Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least 300 dpi*.
Closure	<ul style="list-style-type: none"> Fully sealed with glue, tape-lock or sealing label – do not fold the flap, as the contents may fall out during processing. Mail items are not sticky (no glue residue).
Layout	<ul style="list-style-type: none"> Subdivision into: <ol style="list-style-type: none"> Address zone. Franking zone. Return address zone. <p>For an explanation of these components, see the requirements below.</p>
Address zone	<ul style="list-style-type: none"> The address is positioned centrally within the address zone, accounting for the franking zone, index zone and return address zone. The address is left-aligned. Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any other printing. The address zone is at least 40 mm from the top side and at least 15 mm from all other sides.
Franking zone	<ul style="list-style-type: none"> Intended for the PostNL Port Betaald-logo (postage paid) or franking mark (see Appendix 1). This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. The maximum size of the PostNL Port Betaald logo or franking mark equals the maximum dimensions of the franking zone.
Index zone	<ul style="list-style-type: none"> See Appendix 4.
Return address zone	<ul style="list-style-type: none"> Top left-hand corner. The size may be determined freely, provided it complies with the specifications for the address zone, franking zone and index zone.

* When using a magnifier to check the print quality of the address and 2D data matrix, the blocks appear sharp and the ink has not bled.

Addressing*

Addressing	<ul style="list-style-type: none">For the addressing requirements for mail items in plastic foil packaging, see General Conditions for Designing Mail Items for mail items in plastic foil (page 19).Minimum of three and a maximum of six lines.The sequence should be: company or recipient name, street name, postal code and town/city.For addresses in the Netherlands, add the coding line as the final line (see Appendix 2).Make sure it is clear that the coding, lettercode or 2D data matrix is part of the address block by placing it within or close to the block.
Font	<ul style="list-style-type: none">Use a sans serif font (a font without strokes or serifs at the ends of letters).Do not use italic or gothic fonts.**Ensure sufficient spacing (see Appendix 1).
Font size	<ul style="list-style-type: none">Use a minimum of 7-point and a maximum of 17-point font size.For fonts between 7 and 10 points; the address is written in capital letters.Use one consistent font size for the entire address.For coding lines, see the specifications in Appendix 2.
Address labels	<ul style="list-style-type: none">Labels are rectangular.Place the address parallel to the long (bottom) side of the mail item.
Return address	<ul style="list-style-type: none">Every bulk mail item includes a complete return address in the Netherlands (street and house number, or PO box and PO box number, postal code and town/city).Use a smaller font size than that of the recipient address.Do not include a KIX code.On the address side, the complete return address on one line and ideally be underlined, to prevent the sorting machine from sorting by the return address.The return address is also a valid delivery point.

* For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

Note: for consignments consisting of mail items in the Special size, PostNL may apply a peel-off sticker for sorting purposes.

Tip!

If you are sending more than 5,000 mail items containing promotional items or samples or thick or heavy mail items, submit the consignment pre-sorted – it's much more cost-effective!

A. Shape: rectangular, and in one piece (no openings or cut-outs).



B. Contents: promotional item or sample enclosed



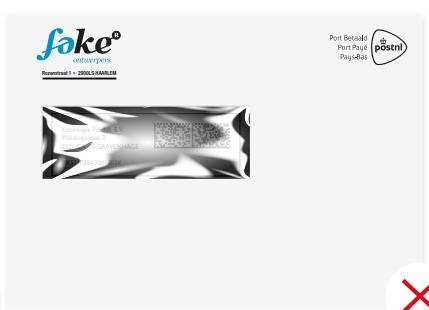
C. Address window: contents do not move



Ensure transparency

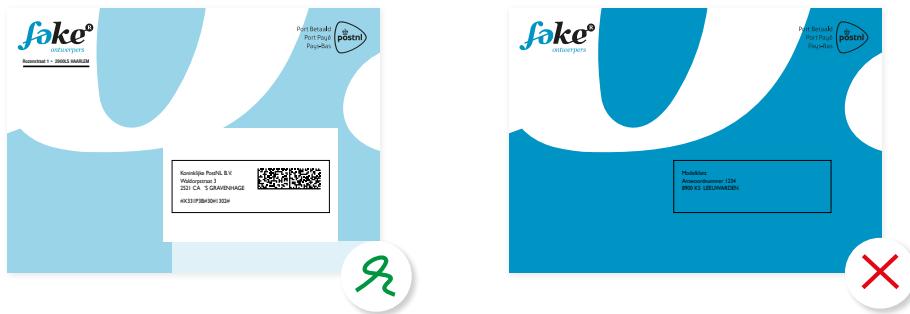
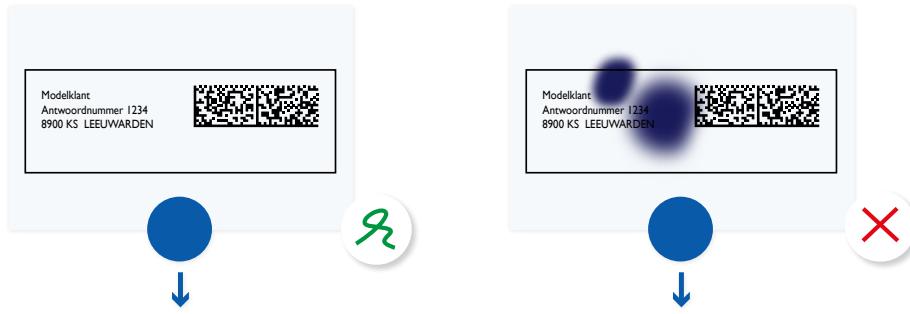


No creases



Not overly glossy



D. Contrast: sufficient contrast with the background**E. Print quality: ink does not smudge under light friction**

Article 9

Business reply items (machine suitable)

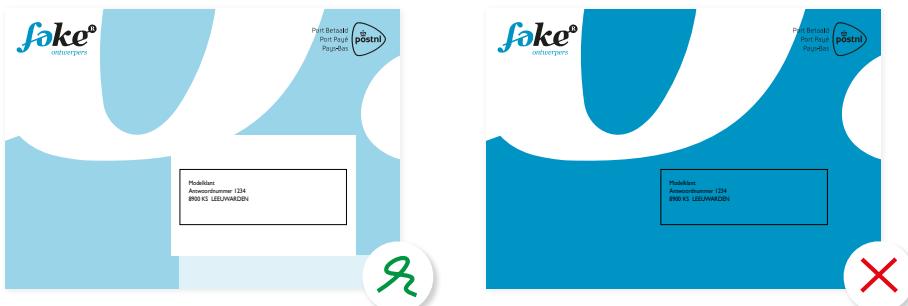
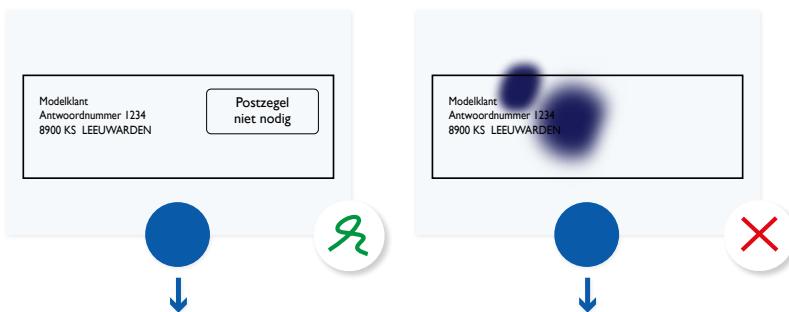
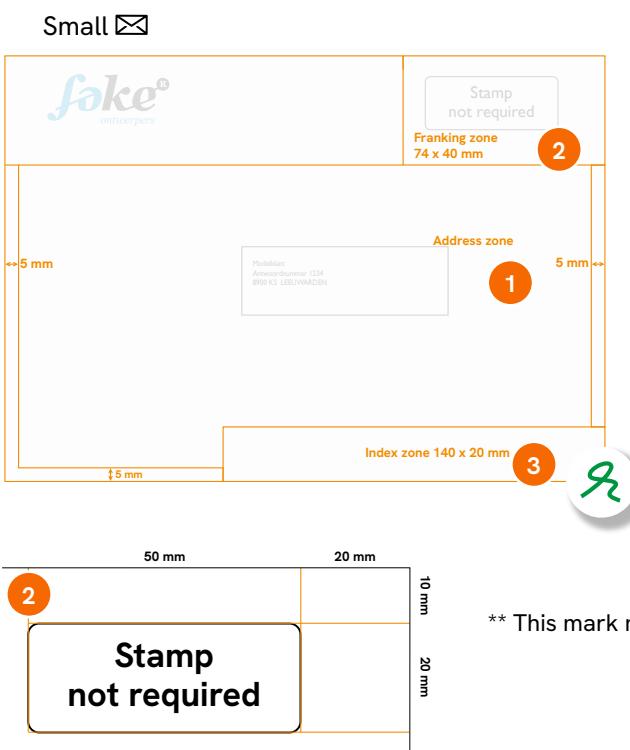
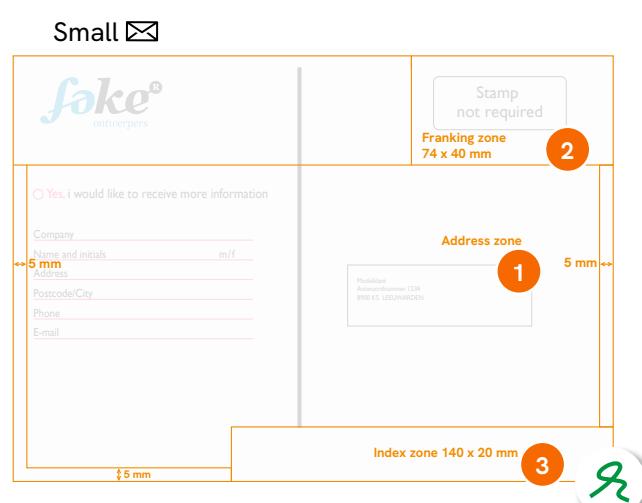
Specifications	
Business reply mail – general	<ul style="list-style-type: none"> These requirements apply to mail items that you prepare for your customers and that they can return to your business reply service.
Sizes	<ul style="list-style-type: none"> Small 
A Shape, dimensions, thickness, weight, contents, packaging	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of Small mail items, see page 4.
Business reply mail material	<p>In the case of a business reply card:</p> <ul style="list-style-type: none"> it is made of sufficiently sturdy and flexible paper or card, with a minimum weight of 170 g/m² (Small size). it is matt and uncoated on at least one side (no varnish).
B Contrast and reflection	<ul style="list-style-type: none"> There is good contrast between the addressing, coding and franking mark, and the background (see Appendix 5). The address side of the business reply mail is not overly glossy (see Appendix 5).
C Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least 300 dpi***.
D Layout	<ul style="list-style-type: none"> Subdivision into: <ol style="list-style-type: none"> Address zone. Franking zone. Index zone (zone within which PostNL prints the sorting codes). <p>For an explanation of these components, see the requirements below.</p>
1 Address zone	<ul style="list-style-type: none"> The address is centred within the address zone, accounting for the franking zone, index zone and return address zone. It is at least 40 mm from the top side and at least 5 mm from the other sides. The address is left-aligned. Maintain a minimum distance of 10 mm between the smallest rectangle enclosing the address and any printing. When business reply mail has a side with a shared address: <ul style="list-style-type: none"> Divide it into left and right sides using a line with a minimum thickness of 1.2 mm. Leave a minimum of 74 mm of space on the right-hand side of the line. The address is placed on the right-hand side of the line.
2 Franking zone	<ul style="list-style-type: none"> This zone may be up to 74 mm wide and 40 mm high, positioned in the top right-hand corner. For business reply items, you may place the indication 'Postzegel niet nodig' (no stamp required)** in the franking zone. Download the image here The indication 'Postzegel niet nodig' may be placed in the top right-hand corner, 10 mm from the top side and 20 mm from the right side. Different requirements apply to international reply mail – see postnl.nl/en/business-solutions.
3 Index zone	<ul style="list-style-type: none"> See Appendix 4.

Addressing*	
Addressing	<ul style="list-style-type: none"> Minimum of three and a maximum of six lines. The sequence should be: company or recipient name, business reply service, postal code and town/city.
Font	<ul style="list-style-type: none"> Use a sans serif font (a font without strokes or serifs at the ends of letters). Do not use italic or gothic fonts.** Ensure sufficient spacing between characters.
Font size	<ul style="list-style-type: none"> Use a minimum of 7-point and a maximum of 17-point font size. For fonts between 7 and 10 points; the address is written in capital letters. Use one consistent font size for the entire address.
Address labels	<ul style="list-style-type: none"> Labels are rectangular. Place the address parallel to the long (bottom) side of the mail item.

* For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

** Handwriting-style fonts are often unreadable by machine. Contact PostNL in advance to have such addresses tested. In some cases, combining the address with a 2D data matrix may be a solution.

*** When using a magnifier to check the print quality of the address, the ink appears sharp and has not bled.

A. Shape: rectangular, and in one piece (no openings or cut-outs).**B.** Contrast: sufficient contrast with the background**C.** Print quality: ink does not smudge under light friction**D.** Layout of business reply**D.** Layout of business reply mail with a side with a shared address

** This mark makes it clear to your customer that you pay the postage costs.

Article 10

Letterbox packet+

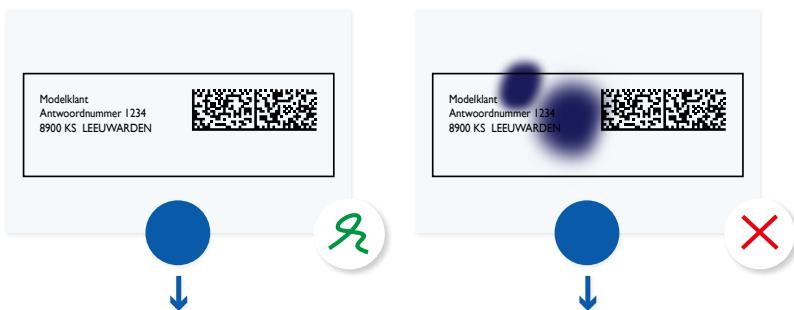
Specifications	
General	<ul style="list-style-type: none"> These requirements apply to Letterbox packet+.
Sizes	<ul style="list-style-type: none"> Letterbox packet+  For the General Conditions for Designing Mail Items of Letterbox packet+ mail items, see page 4.
Shape, dimensions, thickness, weight, contents, packaging	<ul style="list-style-type: none"> For the General Conditions for Designing Mail Items of Letterbox packet+ mail items, see page 4. Goods that fit through the letterbox can be sent within the Netherlands as a Letterbox packet+.
A Material	<ul style="list-style-type: none"> Protective packaging, such as a letterbox box or bubble envelopes.
Contents with promotional item or sample	<ul style="list-style-type: none"> Ensure that the promotional item or sample cannot move.
Shipping label	<ul style="list-style-type: none"> Rectangular shipping label, containing a full address 1 and a unique barcode, generated in Mijn PostNL or in a PostNL-approved application. Formatted for correct processing with the franking mark 'PostNL frankering betaald' (postage paid), 2 using the correct font and font size.
B Contrast and reflection	<ul style="list-style-type: none"> There is good contrast between the addressing, coding, franking mark and barcode, and the background of the shipping label (see Appendix 5). The address side of the mail item is not overly glossy (see Appendix 5).
Print quality	<ul style="list-style-type: none"> The ink does not smudge under light friction. This applies to printing on the mail item itself as well as to addressing and coding. The print quality is at least Grade B (in accordance with ISO/IEC 15416). The background on which the shipping label is printed is as white as possible. <p>Barcode specifications (code 39):</p> <ul style="list-style-type: none"> The barcode contains 13 or 15 characters and begins with 3S. The barcode height is 23-25 mm. The width of the bars and spaces is between 0.4 mm and 0.5 mm. The ratio between narrow and wide bars and spaces is between 1:2 and 1:3. A white space before and after the barcode is at least 10 times the width of the narrow 5 bar. A white space of at least 2 mm is maintained above and below the barcode.
3 Closure	<ul style="list-style-type: none"> Fully closed.
4 Unique barcode	<ul style="list-style-type: none"> A unique barcode and a coding line form part of the address and are integrated into the shipping label.
C Return address zone	<ul style="list-style-type: none"> Each Letterbox packet+ includes a full return address in the Netherlands (street and house number, postal code and town/city).
Shipping label position	<ul style="list-style-type: none"> A Letterbox packet+ has a fully completed shipping label, including the address and unique barcode, affixed to the front side of the packaging. The label is not folded over the sides. It is positioned parallel to the bottom side of the packaging.

* For detailed information about addressing in the Netherlands and internationally, see [Appendix 1](#) and [Appendix 3](#).

A. Letterbox packet+ shipping label



B. Print quality: ink does not smudge under light friction



C. Position of the shipping label: parallel to the bottom sides



Position of the shipping label: do not fold over the edge



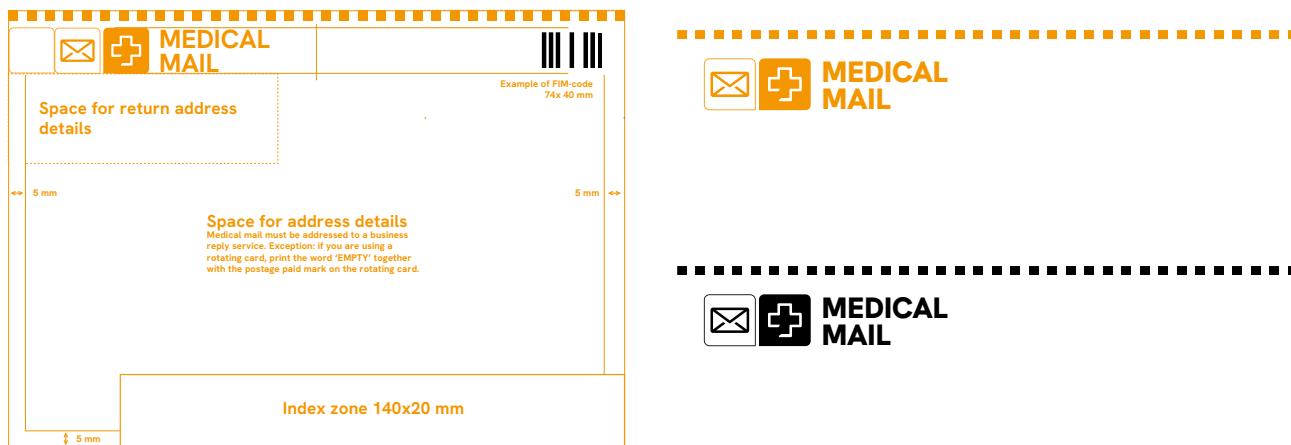
Article 11

Medical Mail

Specifications

General	<ul style="list-style-type: none"> Medical mail contains human diagnostic material and therefore requires special care. All other mail is not considered medical mail. By placing the specially developed medical mail logo on your envelope or Envopak, you help us ensure that your medical mail receives the attention it deserves. You can download the print file for the medical mail logo at postnl.nl/medische-post. The logo consists of a symbol and a striped attention bar. Handy instructions can be found in the medical mail logo step-by-step guide.
Sizes	<ul style="list-style-type: none"> Small Big Special
Specifications and addressing	<ul style="list-style-type: none"> Medical mail items display the medical mail logo. Medical mail is sent to a business reply service. Medical mail is sent using a medical FIM code as the franking mark.

Zie voor de voorwaarden van 'Medische Post' postnl.nl/medische-post.



Article 12

Registered letters

Specifications

General	<ul style="list-style-type: none"> Registered mail is always identifiable by a unique barcode and the indication 'R'. It is also mandatory to include the return address, printed in small type, in addition to the return address.
Sizes	<ul style="list-style-type: none"> Maximum weight 2,000 grams. Letterbox size (maximum dimensions 380 x 265 x 32 mm).
Shipping label	<ul style="list-style-type: none"> The registered shipping label, generated via Mijn PostNL or the PostNL API, contains all mandatory information. When a shipping label is created via Mijn PostNL or the PostNL API, the shipment is also automatically pre-registered. The print quality is at least Grade B (in accordance with ISO/IEC 15416).
Shipping label position	<ul style="list-style-type: none"> The shipping label is placed within the address zone, below or to the left of the recipient's address. The address and index zones remain clear. The shipping label is not be folded around the edge of the mail item.
Franking mark	<ul style="list-style-type: none"> For account-based shipments, the franking mark 'Frankering Betaald' (postage paid) is used. If a franking machine or (digital) stamp is used, both the franking mark and a shipping label are affixed.

For the requirements for registered mail, visit postnl.nl/zakelijk.

Article 13

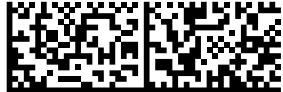
Track & check letters

Specifications

General	<ul style="list-style-type: none">For sending bulk mail using track & check letters, the mail items comply with the requirements described for each shipping method, and also include a current coding line in combination with a 2D data matrix placed beneath the address (see Appendix 2). This combination of the coding line and the 2D data matrix corresponds with the mail item that has been pre-registered in Mijn PostNL. Instead of the 2D data matrix, a letter code may also be used in combination with a current coding line. The combination of the letter code and the coding line is applied beneath the address in the form of a KIX code.All information on creating letter codes can be found in the 'Track & Check Letters Guide'.
Sizes	<ul style="list-style-type: none">Small  large 

For the track & check letters requirements, see the ['Track & Check Letters Guide'](#)

Koninklijke PostNL B.V.
Waldorpstraat 3
2521 CA 'S GRAVENHAGE



#X33IP3B#30#1302#

Koninklijke PostNL B.V.
Waldorpstraat 3
2521 CA 'S GRAVENHAGE



#X33IP3B#30#1302#

Appendix 1

Addressing

Address lines and spacing

Spacing rules between	Minimum	Maximum
Two words within one street name	One space	One space
Street name and house number	One space	10 mm
PO Box and PO Box number	One space	10 mm
House number and house number suffix	One space (or hyphen*)	One space (or hyphen*)
Digits and letters of the postal code	One space	One space
Postal code and town/city	Two spaces	10 mm
Two words within one town/city name	One space	One space
Town/city and province	One space	One space

* Use a hyphen if the house number suffix begins with a digit.

- Ensure that the address lines run parallel to the bottom side of the mail item.
- Maintain consistent line spacing between address lines: minimum 1 mm, maximum 5 mm.
- Apply the above spacing and gap guidelines consistently.
- For character spacing, use 0.2 to 0.4 mm between letters.
- Align the address to the left.
- Avoid underlining.
- Avoid blank lines within the address block
- Before applying addressing, follow the specifications for contrast and reflection in [Appendix 5](#).

Addresses in the Netherlands

- Use a minimum of three and a maximum of six lines for an address.
- Place any line beginning with 'ter attentie van' (for the attention of) before the penultimate line.
- Place the street name, house number and any house number suffix (or PO Box plus the number or Business Reply number plus the number) on the penultimate line.
- Place the postal code and TOWN/CITY (in capitals) on the last line, with two spaces between postal code and town/city.
- When using a coding line in combination with a letter code, place the coding line as the last line of the address and the letter code directly below it. When using a coding line with a 2D data matrix, place the coding line as the last line of the address, and the 2D data matrix near the address block, maintaining the required minimum white zones around it.
- For business reply items, place the 'Postzegel niet nodig' (no stamp required) mark in the franking zone.
- For all other mail items, place the 'Port Betaald' (postage paid) mark in the franking zone. Ideally, use the combined logo for mail items sent both within the Netherlands and internationally. If sending only within the Netherlands, PostNL Port Betaald is sufficient. Download the logo from [postnl.nl](#). Do not alter the proportions of the downloaded image(s).

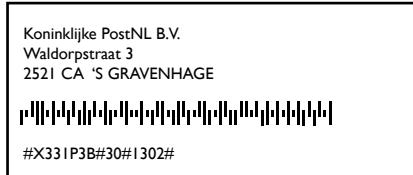
Appendix 2

Coding and sorting

Coding and sorting

- Letter code

The letter code is a one-dimensional barcode with a unique nine-digit code at the end. It contains information about the sender of the mail. A letter code is used when submitting unsorted bulk mail and must always be printed together with the coding line (ideally placed below the name and address block).



- Coding line

A coding line is a sorting code with a unique identifier for each address and delivery point. It is always used in combination with either a 2D data matrix or a letter code (ideally placed below the name and address block).



- Print line (also called sorting line)

A print line is used when the consignment is submitted in sorted form. It is unique to each mail item and contains information about the consignment and the mail item's position within that consignment – for example, which bundle it belongs to. The print line always ends with the coding line, which means the coding line forms part of the print line. The print line should ideally be placed below the name and address block.



- 2D data matrix

A 2D data matrix is a two-dimensional barcode containing unique information about the mail item. This code consists of black and white cells arranged in a square pattern. The information encoded includes, among other things, the identification number of the mail item and its destination, which our sorting machines can easily recognise and read – even if part of the sorting code is damaged. The 2D data matrix must always be printed together with the coding line and can be used for both sorted and unsorted mail. Place the 2D data matrix close to the address zone, accounting for the other specified spacing requirements.



2D types

	2D Type 29 (preferred)*	2D Type 8	2D Type 9
Number of modules	16 x 48	26 x 26	32 x 32
Module size	0.5 mm - 0.7 mm	0.5 mm - 0.7 mm	0.5 mm - 0.7 mm
Total minimum size	8 mm x 24 mm (for 0.5 mm modules)	13 mm x 13 mm (for 0.5 mm modules)	16 mm x 16 mm (for 0.5 mm modules)
Total maximum size	11.2 mm x 33.6 mm (for 0.7 mm modules)	18.2 mm x 18.2 mm (for 0.7 mm modules)	22.4 mm x 22.4 mm (for 0.7 mm modules)
Total number of characters	66 characters	59 characters	86 characters
Characters available for customer	51 characters are required for PostNL information such as coding data, 3S, etc. Remaining characters are available for customer use.		
Example			

* This is the most legible and machine-readable variant for our sorting systems.

Appendix 3

International addressing

International addressing

- Use address lines and spacing according to Appendix 1.
- Place the postal code (if applicable) and TOWN/CITY (in capitals) on the penultimate line, with two spaces between the postal code and the town/city.
- A** ▪ Write the country name in full and in CAPITALS, either in Dutch or English, on the last line.
- The KIX code does not apply to international mail.
- For detailed information on the composition of international addresses, refer to the brochure *Adresseren van Internationale Poststukken* (Addressing international mail items) or visit the website of the UPU (Universal Postal Union).
- B** ▪ Place the international Port Betaald (postage paid) logo in the franking zone, or ideally use the combined version. The logo can be downloaded from postnl.nl/downloads.
- C** ▪ For Priority mail, affix a Priority sticker or print the Priority image on the front of the mail item. The Priority image and applicable conditions can be found [here](#) on our website. If the correct Priority image is not used, delivery time may be longer.
- Specific layout requirements apply to international business reply items. These can be found at postnl.nl/zakelijk/services.

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Appendix 4

Index zone

Index zone

- Free of printing and preferably white. However, certain pastel shades are also suitable for machine processing. See the table for details.
- Landscape layout: a blank area 20 mm high and 140 mm wide along the long side, positioned below and to the right of the address.
- Portrait layout: a blank area 20 mm wide and 140 mm high, positioned to the right of centre on the fully sealed long side, accounting for the franking and address zones.

Layout of landscape mail item

Small Large Special



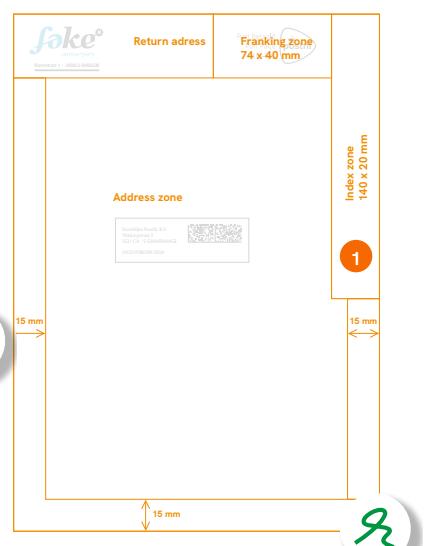
Layout of landscape card or self-mailer

Small Large



Layout of portrait mail item with a side with a shared address

KSmall Large Special



Background colour (Pantone)

The table below shows the background colours (other than white) that may be used for the index zone or address zone. For each Pantone colour reference, the corresponding CMYK (Cyan - Magenta - Yellow - Black) equivalent is provided.

Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K
100	0-0-56-0	122	0-11-80-0	162	0-27-31-0	387	12-0-80-0	434	5-11-8-12	545	21-2-0-1
101	0-0-68-0	127	0-4-60-0	317	24-0-7-0	388	15-0-78-0	441	22-3-15-8	552	24-3-7-2
102	0-0-95-0	128	0-7-70-0	365	24-0-42-0	389	23-0-83-0	453	12-7-33-17	559	32-2-22-3
106	0-0-73-0	134	0-12-60-0	366	31-0-50-0	393	6-0-55-0	454	12-5-27-9	566	17-0-10-0
107	0-0-90-0	135	0-23-76-0	372	16-0-40-0	394	6-0-72-0	458	5-4-70-7	573	21-0-13-0
108	0-0-98-0	141	0-17-65-0	373	21-0-47-0	395	9-0-90-0	459	5-3-61-4	580	20-0-34-0
113	0-2-83-0	142	0-25-78-0	374	30-0-62-0	396	10-0-95-0	460	2-0-50-3	584	21-0-85-0
114	0-4-87-0	148	0-18-43-0	379	13-0-60-0	400	6-7-11-16	461	2-0-40-1	585	14-0-68-0
115	0-6-87-0	149	0-25-51-0	380	20-0-80-0	406	5-9-10-16	468	6-13-41-5	586	10-0-59-0
120	0-5-64-0	155	0-12-34-0	381	29-0-96-0	420	6-4-7-11	537	22-7-2-3	587	9-0-50-0
121	0-8-70-0	156	0-24-49-0	386	9-0-66-0	427	7-3-5-8	538	14-4-1-3	300	99-51-0-0

* Conversion based on the Pantone® Color Bridge / Coated Euro range

Appendix 5

Contrast and reflection

To ensure that addresses, coding and franking marks are machine-readable, they must be clearly visible. The quality of the printed address must be at least Grade B (in accordance with ISO/IEC 15416). Both the light reflectance on the mail item and the contrast between the characters and the background play a crucial role. For the contrast and reflection requirements, PostNL uses two key measures: the Print Contrast Ratio (PCR) and the Print Reflectance Difference (PRD). For window envelopes and mail items packaged in plastic foil, these values can be measured through the window or plastic foil. For (transparent) paper wrap, it is recommended to print the address and coding on the glued seam, as this improves the PCR.

Print Contrast Ratio (PCR)

definition:

$$\text{PCR\%} = ((\text{Rs} - \text{Rb}) / \text{Rs}) \times 100$$

Rs = minimum reflectance of the background, Rb = maximum reflectance of the characters

- PCR is measured in accordance with NEN-ISO 1831.
- The minimum PCR is 60%, measured in the green (B530) and red (B680) parts of the spectrum.
- For printed backgrounds, use a print screen of at least 400 dpi. The PCR of the background printing is less than 15%.
- Reversed print (light text on a dark background) is not allowed.

Print Reflectance Difference (PRD)

definition:

$$\text{PRD} = \text{Rs} - \text{Rb}$$

Rs = minimum reflectance of the background, Rb = maximum reflectance of the characters

- The minimum PRD is 60%.
- The minimum background reflectance is 70%.

The background on which the address is printed is as white as possible.

2D data matrix

The barcode is a 2D data matrix (see Appendix 2) that complies with the specifications for Data Matrix type ECC200, in accordance with ISO/IEC 16022 (2006 version). This data matrix includes Reed-Solomon Error Correction.

Character set: the C40 character set is used.

Customers can choose from three sizes/types of Data Matrix Type ECC200:

- Type 8 (26 x 26 modules)
- Type 9 (32 x 32 modules)
- Type 29 (16 x 48 modules)

The module size of the 2D data matrix is a minimum of 0.5 mm and a maximum of 0.7 mm.

- The print quality must meet ISO 15415 Grade 4/A or 3/B.
- A module size of 0.5 mm is recommended (equivalent to 6 dots at 300 dpi). Modules may be enlarged up to 0.7 mm to achieve the required print quality.
- A white zone of at least four times the module size is kept clear around the barcode.

Finishing and coating

Cards and self-mailers are increasingly finished with a coating (varnish or other surface treatment). For contrast and reflection purposes, the address side is not overly glossy, so that mail items classified as Small or Large can be processed and priced automatically. Ideally, cards and self-mailers should be made of sulphate board, and the address side should not have a coating.

