














# General Conditions for Designing Mail Items 2023

You can browse these terms and conditions by clicking on the [underlined links](#).



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# Introduction

Your mail items on the doormat in one go without any unnecessary cost. Indeed, that is how you communicate the message effectively and save costs at the same time. After all, when your mail items have been designed in the right way, they can be processed and delivered efficiently. We do everything we can to send your mail on time, to the right address and in good condition.

To enable you to hand over your mail to us in the correct way, we have listed the conditions for designing mail items in this document. When do these conditions apply to you?

- When handing over bulk mail in consignments of more than 2,500 mail items.
- When sending letterbox packet(s)+.
- For bulk mail in consignments of less than 2,500 mail items, these conditions should be regarded as guidelines, unless agreed otherwise (offer, contract).

Additional and specific conditions apply for international mail (unsorted consignments). See page [31](#). There are also different size categories for bulk mail; small, large and special. If this applies to you, go to “Size Categories” on page [3](#). A number of general terms and conditions apply in this case. There are also different design conditions per type of mail item. Such as envelopes, cards and periodicals. Please make sure that you check what conditions apply to you!

If your mail can be sorted with the machine instead of by hand, it will save us time. While you will save money. This may depend on the quantity of mail items you hand over. But also on the layout of the mail item and the areas that must be kept free. In particular, one zone where sorting information is printed. If you would like to know more, please take a look at “index zone” on page [32](#).







If you doubt whether your mail items can be processed via the machine, or if you have other questions about the conditions for designing mail items, please call us at +31 (0)88 868 68 68 or contact your account manager.

## Tip!

PostNL delivers special moments and does so in a manner that is as green, clean and sustainable as possible. If you would like to know how we will achieve this, please go to <https://www.postnl.nl/en/about-postnl/strategy/corporate-responsibility/sustainable-logistics> for more information.



# Size categories

	Types of mail items	Shape	Dimensions		Weight	Contents	Packaging Type
			Min.	Max.			
<b>Small</b> 	Homogeneous in appearance, size and weight	Rectangular and in one piece (no openings or cut-outs)	140x90 mm	C5 (229 x 162 mm) Thickness: 5 mm	50 grams	Paper *	Paper: sealed envelope, card or self-mailer
<b>Large</b> 	Homogeneous in appearance, size and weight	Rectangular and in one piece (no openings or cut-outs)	140x90 mm	C4 (324 x 229 mm) Thickness: 10 mm	350 grams	Paper *	Paper: sealed envelope, card or self-mailer; Items with a wrapper, unpackaged or in plastic foil: suitable in accordance with machine specifications
<b>Mixed**</b> 	Small and Large whereby appearance, size and weight may vary	Rectangular and in one piece (no openings or cut-outs)	140x90 mm	C4 (324 x 229 mm) Thickness: 10 mm	350 grams	Paper *	Paper: sealed envelope, card or self-mailer
<b>Special</b> 	Homogeneous in appearance, size and weight	Rectangular and in one piece (no openings or cut-outs)	140x90 mm	letterbox 380 x 265 mm Thickness: 32 mm	2.000 grams	All kinds, including goods	All kinds: e.g. wrap-around label or sealed with a stapler Plastic foil: not suitable in accordance with machine specifications
<b>Mixed extra</b> 	Appearance, size and weight may vary	Rectangular and in one piece (no openings or cut-outs)	140x90 mm	letterbox 380 x 265 mm Thickness: 32 mm	2.000 grams	All kinds, including goods	All kinds of packaging
<b>Letterbox Packet+</b> 	Appearance, size and weight may vary	Rectangular and in one piece (no openings or cut-outs)	140x90 mm	letterbox 380 x 265 mm Thickness: 32 mm	2.000 grams	All kinds, including goods	Protective packaging, e.g. carton letterboxes, closed pocket envelopes

\* It is possible to send plastic cards. 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 comply with the subscribed shape (rectangular) or size (minimum size), or are too light for the minimum weight (see material information at Bulk mail composition), the address of the addressee is illegible, the index zone has not been kept free or there is more than one return address per mail item, PostNL will reserve the right not to provide 24-hour delivery service for these mail items and to charge extra processing costs. Please note: this applies to all consignment sizes.

In addition to these design requirements, 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.



# 1. Envelope (machine-suitable)

Features	
Sizes	• Small  Large 
<b>A</b> <a href="#">Shape, dimensions, thickness, weight, content, packaging</a>	For general conditions for designing Small and Large mail items see <a href="#">page 3</a> .
<b>H</b> <a href="#">Content</a>	<ul style="list-style-type: none"> <li>• The contents consist exclusively of paper.</li> <li>• Within the Small size, a maximum of 2 plastic cards can be sent; this is a maximum of 4 cards for the Large size.</li> <li>• The cards must be fixed on the paper (contents) at least 30 mm from the bottom of the envelope.</li> </ul>
Envelope material	<ul style="list-style-type: none"> <li>• Paper envelope, at least 70 g/m<sup>2</sup>.</li> <li>• Mail item sufficiently flexible.</li> </ul>
<b>B</b> <a href="#">Address window</a>	<ul style="list-style-type: none"> <li>• Address always visible (please ensure that the contents and address must not be able to shift within the envelope).</li> <li>• Plastic foil covering window not too glossy and completely transparent (see <a href="#">Appendix 3</a>).</li> </ul>
<b>C</b> <a href="#">Contrast and reflection</a>	<ul style="list-style-type: none"> <li>• Good contrast between address, codings and franking mark and background (see <a href="#">Appendix 3</a>).</li> <li>• The address side of the envelope is not too glossy (see <a href="#">Appendix 3</a>).</li> </ul>
<b>D</b> <a href="#">Flexibility</a>	<ul style="list-style-type: none"> <li>• The long side of the envelope may bend up to no more than 65 mm at 100 mm free length.</li> <li>• The short side of the envelope may bend up to no more than 85 mm at 100 mm free length.</li> </ul>
<b>E</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>• In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>• The print quality is at least 300 dpi.</li> </ul>
Objects in envelope	<ul style="list-style-type: none"> <li>• Envelopes with gadgets or samples must be sent as 'Special'. See <a href="#">page 21</a> for the applicable conditions.</li> </ul>
<b>F</b> <a href="#">Envelope closure</a>	<ul style="list-style-type: none"> <li>• Envelope completely sealed by means of adhesive, tape lock or sticker (i.e. not folded).</li> <li>• No staples, paper clips, metal eyelets or folding corners.</li> <li>• Mail item not sticking (no glue residues or too much humidification of the glue edge of the flap).</li> </ul>
<b>G</b> <a href="#">Layout</a>	<ul style="list-style-type: none"> <li>• Subdivided into:               <ol style="list-style-type: none"> <li>1. Address zone.</li> <li>2. Franking zone.</li> <li>3. Index zone (area within which PostNL prints the sorting codes).</li> <li>4. Return address zone.</li> </ol> </li> <li>• See the conditions below for further clarification of these elements.</li> </ul>
<b>1</b> <a href="#">Address zone</a>	<ul style="list-style-type: none"> <li>• In the centre of the address zone, with due consideration to the franking zone, the index zone and the return address zone.</li> <li>• Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing on the envelope.</li> <li>• Address zone at least 40 mm from the top and at least 15 mm from the other sides.</li> </ul>
<b>2</b> <a href="#">Franking zone</a>	<ul style="list-style-type: none"> <li>• Used for <a href="#">PostNL Port Betaald (Postage Paid) logo</a> or franking mark (see <a href="#">Appendix 1</a>).</li> <li>• Area measuring a maximum of 74 mm wide by 40 mm tall in top right-hand corner.</li> <li>• Maximum size of PostNL Port Betaald logo or franking mark is the maximum size of the franking zone.</li> </ul>
<b>3</b> <a href="#">Index zone</a>	<ul style="list-style-type: none"> <li>• See <a href="#">Appendix 4</a>.</li> </ul>
<b>4</b> <a href="#">Return address zone</a>	<ul style="list-style-type: none"> <li>• Top left-hand corner.</li> <li>• Size optional, taking into account specifications for the address, index and franking zones.</li> </ul>
Address*	
Address	<ul style="list-style-type: none"> <li>• At least 3, but not more than 6 lines.</li> <li>• Order: name/company name, street and house number, postcode, town/city.</li> <li>• Addresses in the Netherlands only: add KIX code (customer index code) or Coding Line as last line (see <a href="#">Appendix 1</a> and/or <a href="#">2</a>).</li> </ul>
<b>5</b> <a href="#">Font</a>	<ul style="list-style-type: none"> <li>• Sans serif font (font without a cross line at the end of the letters).</li> <li>• No italic or gothic font.</li> <li>• Well-spaced (see <a href="#">Appendix 1</a>).</li> </ul>
Font size	<ul style="list-style-type: none"> <li>• At least 7-point font, but not larger than 17-point font.</li> <li>• When 7 to 10-point font is used: print address in capital letters.</li> <li>• Use a single font size for the entire address.</li> <li>• KIX code in 10-point font. For coding lines, see specifications in <a href="#">Appendix 2</a>.</li> </ul>
Address labels	<ul style="list-style-type: none"> <li>• Rectangular.</li> <li>• Place the address parallel to and at the bottom of the mail item.</li> </ul>
Return address	<ul style="list-style-type: none"> <li>• Every bulk mail item must have a complete return address within the Netherlands (street + house number, postcode, town/city).</li> <li>• If on the address side: complete return address on a single line and preferably underlined, so that the sorting machine does not sort by sender.</li> <li>• Smaller font than that of the delivery address, maximum font size 9.</li> <li>• No KIX code.</li> </ul>

\* For detailed information on how to address mail destined for the Netherlands and abroad see [Appendix 1](#) and [Appendix 3](#).

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



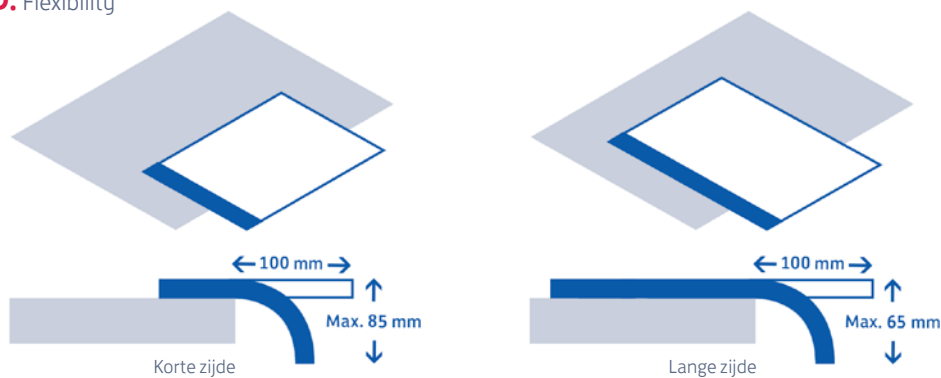
**B.** Address window: no movement



**C.** Contrast: sufficient contrast with the background



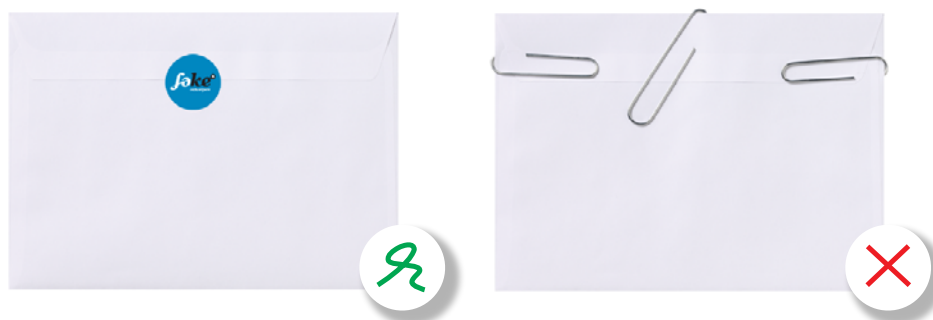
**D.** Flexibility



**E.** Print quality: ink does not stain in case of light sliding force



## F. Envelope closure: without any unevenness and does not stick



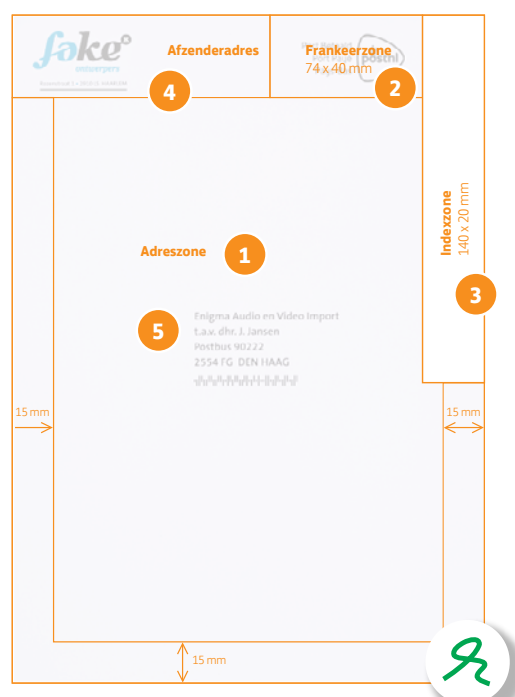
## G. Layout of envelope, landscape

Small Large



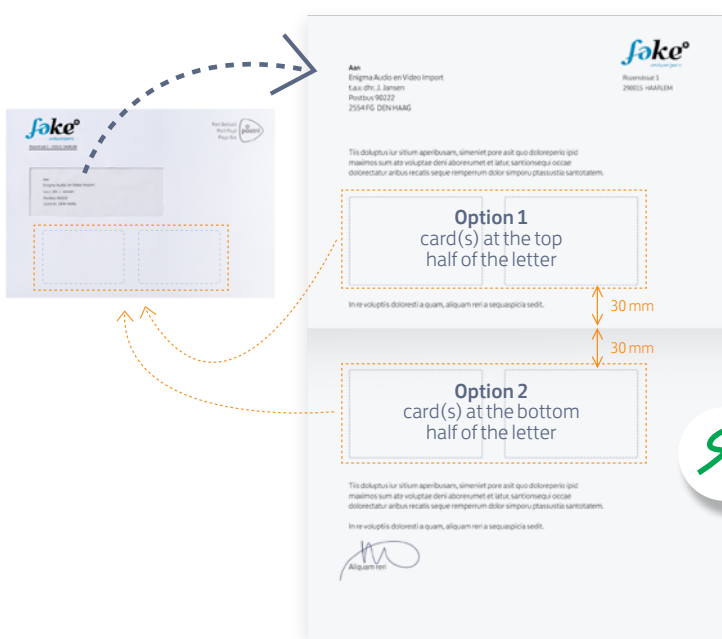
## G. Lay-out of envelope, portrait

Small Large



## H. Content: letter with plastic card(s)

Small



Large



## 2. Card (machine-suitable)

Features	
Sizes	<ul style="list-style-type: none"> <li>• Small  Large </li> </ul>
<b>A</b> <a href="#">Shape, dimensions, thickness, weight, content, packaging</a>	<ul style="list-style-type: none"> <li>• For general conditions for designing Small and Large mail items see <a href="#">page 3</a>.</li> </ul>
Card material	<ul style="list-style-type: none"> <li>• Sufficiently sturdy and flexible paper or cardboard; the following specifications apply to each size: <ul style="list-style-type: none"> <li>- Small: minimum 170 g/m<sup>2</sup>.</li> <li>- Large: minimum 200 g/m<sup>2</sup>.</li> </ul> </li> <li>• The address side matt and without finishing layer (also known as varnish layer).</li> <li>• The following finishing layers are recommended: glossy dispersion varnish, UV varnish and laminate.</li> </ul>
<b>B</b> <a href="#">Contrast and reflection</a>	<ul style="list-style-type: none"> <li>• Good contrast between address, codings and franking mark and background (see <a href="#">Appendix 3</a>).</li> <li>• The address side of the card not too glossy (see <a href="#">Appendix 3</a>).</li> </ul>
<b>C</b> <a href="#">Flexibility</a>	<ul style="list-style-type: none"> <li>• The long side of the envelope may bend up to no more than 65 mm at 100 mm free length.</li> <li>• The short side of the envelope may bend up to no more than 85 mm at 100 mm free length.</li> </ul>
<b>D</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>• In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>• The print quality is at least 300 dpi.</li> </ul>
<b>E</b> <a href="#">Layout</a>	<ul style="list-style-type: none"> <li>• Subdivided into: <ol style="list-style-type: none"> <li>1. Address zone.</li> <li>2. Franking zone.</li> <li>3. Index zone (area within which PostNL prints the sorting codes).</li> <li>4. Return address zone.</li> </ol> </li> <li>• See the conditions below for further clarification of these elements.</li> </ul>
<b>1</b> <a href="#">Address zone</a>	<ul style="list-style-type: none"> <li>• In the centre of the address zone, with due consideration to the franking zone, the index zone and the return address zone.</li> <li>• Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing on the envelope.</li> <li>• Size Small: address zone at least 40 mm from the top and at least 5 mm from the other sides.</li> <li>• Size Large: address zone at least 40 mm from the top and at least 15 mm from the other sides.</li> <li>• For card with shared address side: <ul style="list-style-type: none"> <li>- Division into a left-hand and a right-hand side by a line that is at least 1.2 mm thick.</li> <li>- At least 74 mm space on the right-hand side of the line.</li> <li>- Address on the right-hand side of the line.</li> </ul> </li> </ul>
<b>2</b> <a href="#">Franking zone</a>	<ul style="list-style-type: none"> <li>• Used for PostNL Port Betaald (Postage Paid) logo or franking mark (see <a href="#">zie Appendix 1</a>).</li> <li>• Area measuring a maximum of 74 mm wide by 40 mm tall in top right-hand corner.</li> <li>• Maximum size of PostNL Port Betaald logo or franking mark is the maximum size of the franking zone.</li> </ul>
<b>3</b> <a href="#">Index zone</a>	<ul style="list-style-type: none"> <li>• See <a href="#">Appendix 4</a>.</li> </ul>
<b>4</b> <a href="#">Return address zone</a>	<ul style="list-style-type: none"> <li>• Top left-hand corner.</li> <li>• Size optional, taking into account specifications for the address, index and franking zones.</li> </ul>
<b>Address*</b>	
Address	<ul style="list-style-type: none"> <li>• At least 3, but not more than 6 lines.</li> <li>• Order: name/company name, street and house number, postcode, town/city.</li> <li>• Addresses in the Netherlands only: add KIX code (customer index code) or Coding Line as last line (see <a href="#">Appendix 1</a> and/or <a href="#">2</a>).</li> </ul>
<b>5</b> <a href="#">Font</a>	<ul style="list-style-type: none"> <li>• Sans serif font (font without a cross line at the end of the letters).</li> <li>• No italic or gothic font.</li> <li>• Well-spaced (see <a href="#">Appendix 1</a>).</li> </ul>
Font size	<ul style="list-style-type: none"> <li>• At least 7-point font, but not larger than 17-point font.</li> <li>• When 7 to 10-point font is used: print address in capital letters.</li> <li>• Use a single font size for the entire address.</li> <li>• KIX code in 10-point font. For coding lines, see specifications in <a href="#">Appendix 2</a>.</li> </ul>
Address labels	<ul style="list-style-type: none"> <li>• Rectangular.</li> <li>• Place the address parallel to and at the bottom of the mail item.</li> </ul>
Return address	<ul style="list-style-type: none"> <li>• Every bulk mail item must have a complete return address within the Netherlands (street + house number, postcode, town/city).</li> <li>• Smaller font than that of the delivery address.</li> <li>• No KIX code.</li> <li>• If on the address side: complete return address on a single line and preferably underlined, so that the sorting machine does not sort by PO Box.</li> <li>• If on a card with shared address side: preferably in the return address zone, but may also be positioned vertically in relation to the delivery address.</li> </ul>

\* For detailed information on how to address mail destined for the Netherlands and abroad see [Appendix 1](#) and [Appendix 3](#).

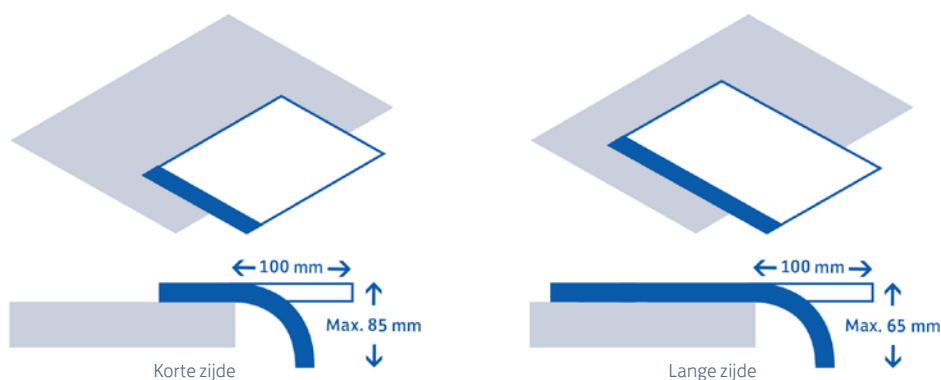
**A.** Shape: rectangular and in one piece (no openings or cut-outs)



**B.** Contrast: sufficient contrast with the background



**C.** Flexibility



**D.** Print quality: ink does not stain in case of light sliding force



## E. Layout of card, landscape

Small 



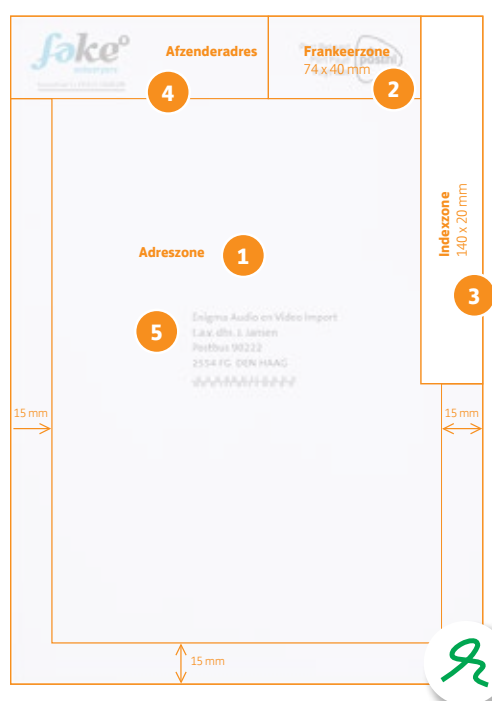
## E. Layout of card with shared address side, landscape

Small 



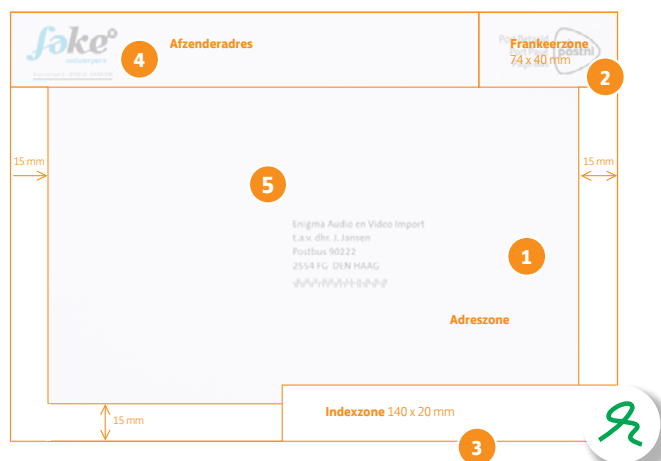
## E. Layout of card, portrait

Small 



## E. Layout of card, landscape

Large 



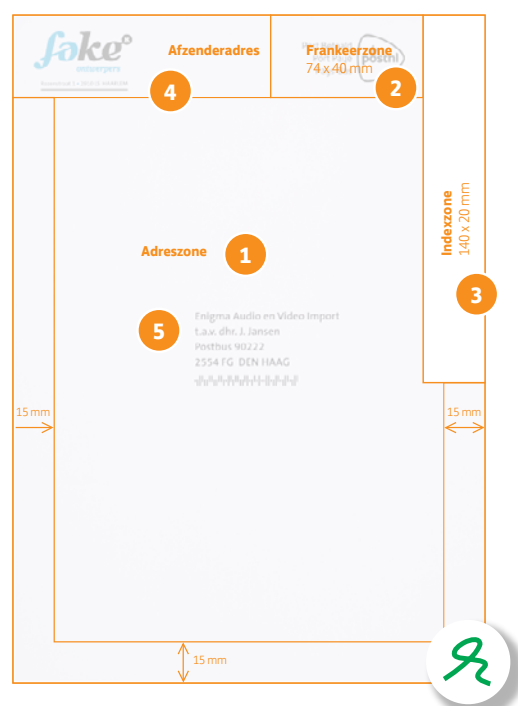
## E. Layout of card with shared address side, landscape

Large 





## E. Layout of card, portrait

Large 



# 3. Self-mailer (machine-suitable)

Features	
<b>A</b> <a href="#">Self-mailers general</a>	<ul style="list-style-type: none"> <li>A self-mailer is a (partly) closed and folded mail item, which is sent without any plastic foil, envelope or banderole.</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Small  Large </li> </ul>
<b>B</b> <a href="#">Shape, dimensions, thickness, weight, content, packaging</a>	<ul style="list-style-type: none"> <li>For general conditions for designing Small and Large mail items see <a href="#">page 3</a>.</li> </ul>
Self-mailers material	<ul style="list-style-type: none"> <li>Sufficiently sturdy and flexible paper or cardboard, at least 170 g/m<sup>2</sup>.</li> </ul>
<b>C</b> <a href="#">Contrast and reflection</a>	<ul style="list-style-type: none"> <li>Good contrast between address, codings and franking mark and background (see <a href="#">Appendix 3</a>).</li> <li>The address side of the self-mailer not too glossy (see <a href="#">Appendix 3</a>).</li> </ul>
<b>D</b> <a href="#">Flexibility</a>	<ul style="list-style-type: none"> <li>The long side of the self-mailer may bend up to no more than 65 mm at 100 mm free length.</li> <li>The short side of the self-mailer may bend up to no more than 85 mm at 100 mm free length.</li> </ul>
<b>E</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>The print quality is at least 300 dpi.</li> </ul>
<b>F</b> <a href="#">Fold and closure</a>	<ul style="list-style-type: none"> <li>Folded in such a way that parts fit together fully with no protruding/uneven parts.</li> <li>Flaps are permitted, as long as 1 edge is visible at the bottom.</li> <li>Closure of the side to be opened by means of perforations, glue spots, stickers or tear-off edges. <ul style="list-style-type: none"> <li>Glueing: over the entire length of the mail item, at least one dot glue per 80 mm and no more than 20 mm from the side</li> <li>Stickers: at least one sticker per 100 mm, unless 3 sides closed, in which case 120 mm suffices.</li> </ul> </li> <li>Mail item not sticking (no glue residues).</li> <li>To be able to process self-mailers mechanically, they must comply with the following size-specific conditions: <ul style="list-style-type: none"> <li>Small: closed on at least 3 sides; and at least closed on the side to the right of the address and the bottom side. The bottom side (often the folding side below the address) is completely closed.</li> <li>Large: closed on at least 2 sides. In any event, the bottom side (often the folding side below the address) is completely closed, as well as the side to the right of the address.</li> </ul> </li> <li>If the self-mailer cannot be processed mechanically, the conditions for designing Special mail items apply (<a href="#">page 21</a>).</li> </ul>
<b>G</b> <a href="#">Layout</a>	<ul style="list-style-type: none"> <li>Subdivided into: <ol style="list-style-type: none"> <li>1. Address zone.</li> <li>2. Franking zone.</li> <li>3. Index zone (area within which PostNL prints the sorting codes).</li> <li>4. Return address zone.</li> </ol> </li> <li>See the conditions below for further clarification of these elements.</li> </ul>
<b>1</b> <a href="#">Address zone</a>	<ul style="list-style-type: none"> <li>In the centre of the address zone, with due consideration to the franking zone, the index zone and the return address zone.</li> <li>Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing on the self-mailer.</li> <li>Size Small: address zone at least 40 mm from the top and at least 5 mm from the other sides.</li> <li>Size Large or Special: address zone at least 40 mm from the top and at least 15 mm from the other sides.</li> <li>For self-mailer with shared address side: <ul style="list-style-type: none"> <li>- Division into a left-hand and a right-hand side by a line that is at least 1.2 mm thick.</li> <li>- At least 74 mm space on the right-hand side of the line.</li> <li>- Address on the right-hand side of the line.</li> </ul> </li> </ul>
<b>2</b> <a href="#">Frankingzone</a>	<ul style="list-style-type: none"> <li>Used for PostNL Port Betaald (Postage Paid) logo or franking mark (see <a href="#">zie Appendix 1</a>).</li> <li>Area measuring a maximum of 74 mm wide by 40 mm tall in top right-hand corner.</li> <li>Maximum size of PostNL Port Betaald logo or franking mark is the maximum size of the franking zone.</li> </ul>
<b>3</b> <a href="#">Indexzone</a>	<ul style="list-style-type: none"> <li>See <a href="#">Appendix 4</a>.</li> </ul>
<b>4</b> <a href="#">Zone voor afzenderadres</a>	<ul style="list-style-type: none"> <li>Top left-hand corner.</li> <li>Size optional, taking into account specifications for the address, index and franking zones.</li> </ul>
<b>Address*</b>	
Address	<ul style="list-style-type: none"> <li>At least 3, but not more than 6 lines.</li> <li>Order: name/company name, street and house number, postcode, town/city.</li> <li>Addresses in the Netherlands only: add KIX code (customer index code) or Coding Line as last line (see <a href="#">Appendix 1</a> and/or <a href="#">2</a>).</li> </ul>
<b>5</b> <a href="#">Font</a>	<ul style="list-style-type: none"> <li>Sans serif font (font without a cross line at the end of the letters).</li> <li>No italic or gothic font.</li> <li>Well-spaced (see <a href="#">Appendix 1</a>).</li> </ul>
Font size	<ul style="list-style-type: none"> <li>At least 7-point font, but not larger than 17-point font.</li> <li>When 7 to 10-point font is used: print address in capital letters.</li> <li>Use a single font size for the entire address.</li> <li>KIX code in 10-point font. For coding lines, see specifications in <a href="#">Appendix 2</a>.</li> </ul>
Address labels	<ul style="list-style-type: none"> <li>Rectangular.</li> <li>Place the address parallel to and at the bottom of the mail item.</li> </ul>
Return address	<ul style="list-style-type: none"> <li>Every bulk mail item must have a complete return address within the Netherlands (street + house number, postcode, town/city).</li> <li>Smaller font than that of the delivery address.</li> <li>No KIX code.</li> <li>If on the address side: complete return address on a single line and preferably underlined, so that the sorting machine does not sort by PO Box.</li> <li>If on a card with shared address side: preferably in the return address zone, but may also be positioned vertically in relation to the delivery address.</li> </ul>

\* For detailed information on how to address mail destined for the Netherlands and abroad see [Appendix 1](#) and [Appendix 3](#).



## A. Self-mailer



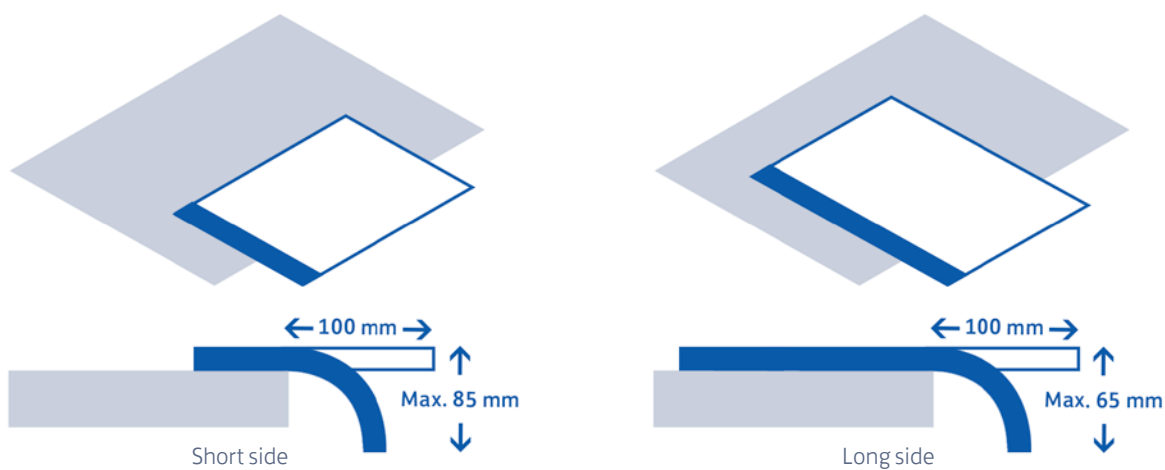
## B. Shape: rectangular and in one piece (no openings or cut-outs)



## C. Contrast: sufficient contrast with the background



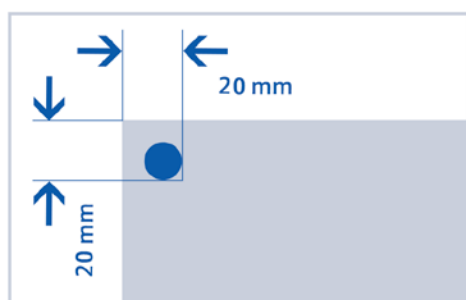
## D. Flexibility



### E. Print quality: ink does not stain in case of light sliding force



### F. Fold and closure



Position of glue spot

### G. Layout of self-mailer (landscape)

Small Large



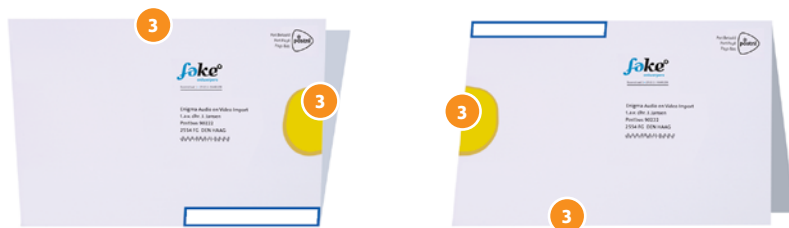
### G. Layout of self-mailer with shared address side (landscape)

Small Large



## G. Layout of self-mailer (landscape)

Small  Large 



## F. Fold and closure - self-mailer (landscape)

Small 

Figure on the left: bottom side completely closed, right-hand side closed, top side or left-hand side closed.  
Image on the right: top side completely closed, left-hand side closed, bottom side or right-hand side closed.

Large 

Figure on the left: bottom side completely closed and right-hand side closed.  
Image on the right: top side completely closed and left-hand side closed.

## G. Layout of self-mailer (portrait)

Small  Large 



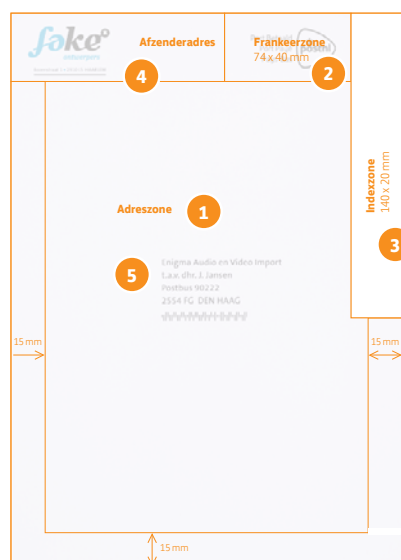
## F. Fold and closure - self-mailer (portrait)

Small 

Image on the left: left-hand side completely closed, bottom side closed, top side or right-hand side closed.  
Image on the right: right-hand side completely closed, closed at the top, bottom side or left-hand side closed.

Large 

Image on the left: left side completely closed and closed at the bottom.  
Image on the right: right-hand side completely closed and closed at the top.



## 4. Mail items in plastic foil (machine-suitable)

Features	
General	<ul style="list-style-type: none"> <li>If the mail items in plastic foil do not meet the conditions stated below for the purpose of machine-suitability, they must be sent as 'Special' (<a href="#">page 21</a>).</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Large </li> </ul>
<b>A</b> <a href="#">Shape, content, packaging Dimensions, thickness, weight</a>	<ul style="list-style-type: none"> <li>For general conditions for designing Large mail items see <a href="#">page 3</a>.</li> </ul>
Material	<ul style="list-style-type: none"> <li>Plastic foil wrapping.</li> </ul>
<b>B</b> <a href="#">Plastic foil wrapping</a>	<ul style="list-style-type: none"> <li>Close-fitting plastic foil, no loose flaps: Long side: max. 35 mm overlap (total overlap of both sides combined) Short side: max 10 mm overlap (total overlap of both sides combined)</li> <li>Properly sealed seams that will not come undone, the seams must be stronger than the material. The seams must not tear or break when the plastic is pulled.</li> <li>No seam or loose flaps covering the address, making it illegible.</li> </ul>
Inserts in plastic foil:	<ul style="list-style-type: none"> <li>Inserts included in plastic foil should not exceed the maximum size of the main mail item.</li> <li>Enclosing gadgets or samples is not permitted. If these are included, they must be sent as 'Special' (<a href="#">page 15</a>).</li> </ul>
Plastic foil gloss and transparency	<ul style="list-style-type: none"> <li>Plastic foil not too slippery or too sticky, specified as a Coefficient of Friction (COF) value between 0.25 and 0.45.</li> <li>Clear and transparent, if the address has been affixed under plastic foil (see <a href="#">Appendix 5</a>).</li> <li>At least 25 µm thick.</li> <li>Plastic foil and bundles need to be anti-static.</li> </ul>
<b>C</b> <a href="#">Flexibility</a>	<ul style="list-style-type: none"> <li>The long side of the mail item may bend up to no more than 65 mm at 100 mm free length</li> <li>The short side of the mail item may bend up to no more than 85 mm at 100 mm free length.</li> </ul>
<b>D</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>The print quality is at least 300 dpi.</li> </ul>
Layout	<ul style="list-style-type: none"> <li>For mail items in plastic foil, the following elements must be present on an address label (fixed under plastic foil cover or affixed to plastic foil) or on a white band on the plastic foil: <ol style="list-style-type: none"> <li>Address zone.</li> <li>Franking zone.</li> <li>Return address zone.</li> </ol> </li> <li>See the conditions below for further clarification of these elements.</li> </ul>
Address zone	<ul style="list-style-type: none"> <li>In the centre of the address zone, with due consideration to the franking zone, the index zone and the return address zone.</li> <li>Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing.</li> <li>Address zone at least 40 mm from the top and at least 20 mm from the other sides.</li> </ul>
Franking zone	<ul style="list-style-type: none"> <li>Used for <a href="#">PostNL Port Betaald (Postage Paid) logo</a> or franking mark (see <a href="#">Appendix 1</a>).</li> <li>Area measuring a maximum of 74 mm wide by 40 mm tall in top right-hand corner.</li> <li>Maximum size of PostNL Port Betaald logo or franking mark is the maximum size of the franking zone.</li> </ul>
Return address zone	<ul style="list-style-type: none"> <li>Top left-hand corner.</li> <li>Size optional, taking into account specifications for the address, index and franking zones.</li> </ul>
<b>Address*</b>	
Address	<ul style="list-style-type: none"> <li>Address always visible and legible.</li> <li>At least 3, but not more than 6 lines.</li> <li>Order: name/company name, street and house number, postcode, town/city.</li> <li>Place the address parallel to the longest side of the mail item.</li> <li>Addresses in the Netherlands only: add KIX code (customer index code) or Coding Line as last line (see <a href="#">Appendix 1</a> and/or <a href="#">2</a>).</li> </ul>
Font	<ul style="list-style-type: none"> <li>Sans serif font (font without a cross line at the end of the letters).</li> <li>No italic or gothic font.</li> <li>Well-spaced (see <a href="#">Appendix 1</a>).</li> </ul>
Font size	<ul style="list-style-type: none"> <li>At least 7-point font, but not larger than 17-point font.</li> <li>When 7 to 10-point font is used: print address in capital letters.</li> <li>Use a single font size for the entire address.</li> <li>KIX code in 10-point font. For coding lines, see specifications in <a href="#">Appendix 2</a>.</li> </ul>
<b>E</b> <a href="#">Address on a label under plastic foil cover</a>	<ul style="list-style-type: none"> <li>Address label must not be able to shift within plastic foil and be placed against and parallel to the back side on the top half of the mail item.</li> <li>No seam or loose flaps covering the address, making it illegible.</li> <li>Addresses outside the Netherlands: the address must be printed on an address sheet equal to the size of the full mail item.</li> </ul>
<b>E</b> <a href="#">Address printed on plastic foil</a>	<ul style="list-style-type: none"> <li>Address printed on opaque plastic foil or an opaque white strip on the plastic foil in a background colour as specified in the table in <a href="#">Appendix 4</a> (maximum translucency: 25%).</li> <li>In case of an opaque plastic foil, the address must be placed on the plastic foil against and parallel to the back side on the top half and over the entire length.</li> <li>Address printed on a flat, continuous area of the plastic foil, without creases, etc.</li> <li>Good contrast between address, codings and franking mark and background (see <a href="#">Appendix 3</a>).</li> </ul>
Address labels on plastic foil	<ul style="list-style-type: none"> <li>Rectangular.</li> <li>Address label placed against and parallel to the back side on the top half of the mail item.</li> </ul>
Return address	<ul style="list-style-type: none"> <li>Every bulk mail item must have a complete return address within the Netherlands (street + house number, postcode, town/city).</li> <li>Smaller font than that of the delivery address.</li> <li>No KIX code.</li> <li>If on the address side: complete return address on a single line and preferably underlined, so that the sorting machine does not sort by PO Box.</li> <li>If on a card with shared address side: preferably in the return address zone, but may also be positioned vertically in relation to the delivery address.</li> </ul>

\* For detailed information on how to address mail destined for the Netherlands and abroad see [Appendix 1](#) and [Appendix 3](#).

\* In case of unsorted consignments in plastic foil, PostNL may paste a peel-off sticker on the left of the back side for the purpose of sorting.

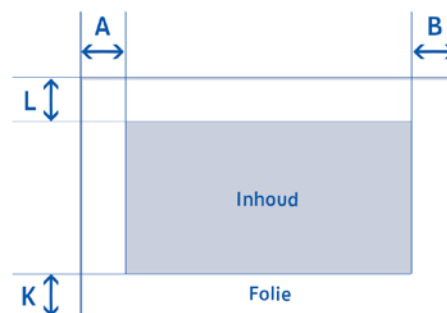
### Tip!

Are you sending more than 5,000 mail items with gadgets or samples, or thick or heavy mail items? Then you can hand over the consignment as sorted. For additional conditions and information about this, visit [postnl.nl](#)

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

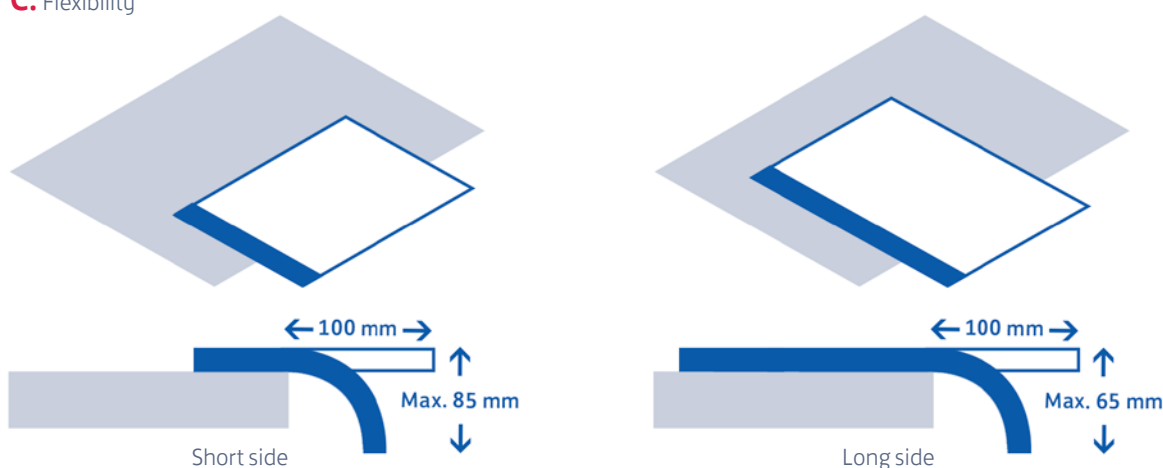


### B. Packaging: plastic foil wrapping



Long side overlength:  $A + B = \text{max } 35 \text{ mm}$   
Short side overlength:  $K + L = \text{max } 10 \text{ mm}$

### C. Flexibility



### D. Print quality: ink does not stain in case of light sliding force



### E. Address on plastic foil packaging


Addressing on label in/on plastic foil



Address on (white strip) plastic foil



# 5. Unpackaged mail item (machine-suitable)\*

Features	
General	<ul style="list-style-type: none"> <li>If the unpackaged mail items do not meet the conditions stated below for the purpose of machine-suitability, they must be sent as 'Special' (<a href="#">page 21</a>)</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Large </li> </ul>
<b>A</b> <a href="#">Shape</a>	<ul style="list-style-type: none"> <li>Rectangular and in one piece (no openings or cut-outs)</li> </ul>
Dimensions, thickness, weight	<ul style="list-style-type: none"> <li>For general conditions for designing Large mail items see <a href="#">page 3</a>.</li> </ul>
Material (cover), content	<ul style="list-style-type: none"> <li>Paper</li> </ul>
<b>B</b> <a href="#">Affixation of cover</a>	<ul style="list-style-type: none"> <li>The cover must be sturdy, not crease easily and not tear if the machine pulls the mail item.</li> <li>Tear-resistance: the paper thickness of the cover is at least 2 times the thickness of the inside paper. The sturdiness of the inside paper is at least 60 g/m2</li> </ul>
Inserts, outserts	<ol style="list-style-type: none"> <li>Mail items may not contain any hard, rigid or sharp parts such as e.g. pens, key rings, USB sticks. Under no circumstances may the contents cut through the packaging during machine processing. The addition of cards is permitted, however.</li> <li>Any inserts may not stick out in relation to the main product</li> <li>Inserts on the inside of the mail item must be glued if they are of a different material than the main item</li> <li>Outserts on the outside of the mail item must be glued. Measured from the back, a minimum of 8 cm must be kept free. In the longitudinal direction, preferably centred.</li> </ol>
<b>C</b> <a href="#">Loose flap, wrappers</a>	<ul style="list-style-type: none"> <li>A loose flap is permitted provided: <ol style="list-style-type: none"> <li>the address is fully placed on the flap/wrapper. In other words, not (partly) under the flap, nor partly on the flap and partly on the mail item.</li> <li>the flap both on the front and back is at least 75 mm wide.</li> <li>the flap must meet all other requirements with regard to unpackaged mail items.</li> </ol> </li> <li>Wrappers: <ol style="list-style-type: none"> <li>at least 75 mm wide.</li> <li>glued to the magazine.</li> </ol> </li> </ul>
<b>D</b> <a href="#">Flexibility</a>	<ul style="list-style-type: none"> <li>The long side of the mail item may bend up to no more than 65 mm at 100 mm free length.</li> <li>The short side of the mail item may bend up to no more than 85 mm at 100 mm free length.</li> </ul>
<b>E</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>The print quality is at least 300 dpi.</li> </ul>
Layout	<ul style="list-style-type: none"> <li>In case of unpackaged mail items, the following components must be present: <ol style="list-style-type: none"> <li>Address zone.</li> <li>Franking zone.</li> <li>Return address zone.</li> </ol> See the conditions below for further clarification of these elements. </li> </ul>
Address zone	<ul style="list-style-type: none"> <li>In the centre of the address zone, with due consideration to the franking zone, the index zone and the return address zone.</li> <li>Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing.</li> <li>Address zone at least 40 mm from the top and at least 20 mm from the other sides.</li> </ul>
Franking zone	<ul style="list-style-type: none"> <li>Used for <a href="#">PostNL Port Betaald (Postage Paid) logo</a> or franking mark (see <a href="#">Appendix 1</a>).</li> <li>Area measuring a maximum of 74 mm wide by 40 mm tall in top right-hand corner.</li> <li>Maximum size of PostNL Port Betaald logo or franking mark is the maximum size of the franking zone.</li> </ul>
Return address zone	<ul style="list-style-type: none"> <li>Top left-hand corner.</li> <li>Size optional, taking into account specifications for the address, index and franking zones.</li> </ul>
<b>Address**</b>	
Address	<ul style="list-style-type: none"> <li>Address always visible and legible.</li> <li>At least 3, but not more than 6 lines.</li> <li>Address field is always rectangular and measures at least 95 x 50 mm</li> <li>Order: name/company name, street and house number, postcode, town/city.</li> <li>Place the address parallel to the longest side of the mail item.</li> <li>Addresses in the Netherlands only: add KIX code (customer index code) as last line (see <a href="#">Appendix 1</a> and/or <a href="#">2</a>).</li> <li>Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing.</li> </ul>
<a href="#">Font</a>	<ul style="list-style-type: none"> <li>Sans serif font (font without a cross line at the end of the letters).</li> <li>No italic or gothic font.</li> <li>Well-spaced (see <a href="#">Appendix 1</a>).</li> </ul>
Font size	<ul style="list-style-type: none"> <li>At least 10-point font, but not larger than 17-point font.</li> <li>Use a single font size for the entire address.</li> <li>KIX code in 10-point font. For coding lines, see specifications in <a href="#">Appendix 2</a>.</li> </ul>
<b>F</b> <a href="#">Contrast and reflection</a>	<ul style="list-style-type: none"> <li>Good contrast between address, codings and franking mark and background (see <a href="#">Appendix 3</a>).</li> <li>The address side of the mail item not too glossy (see <a href="#">Appendix 3</a>).</li> </ul>
<b>G</b> <a href="#">Address labels</a>	<ul style="list-style-type: none"> <li>Rectangular.</li> <li>Address label placed against the back (of the magazine) on the top half of the mail item.</li> </ul>
Return address	<ul style="list-style-type: none"> <li>Every bulk mail item must have a complete return address within the Netherlands (street + house number, postcode, town/city).</li> <li>Smaller font than that of the delivery address.</li> <li>No KIX code.</li> <li>If on the address side: complete return address on a single line and preferably underlined, so that the sorting machine does not sort by PO Box.</li> <li>If on a card with shared address side: preferably in the return address zone, but may also be positioned vertically in relation to the delivery address.</li> </ul>

\* If you wish to hand over bulk mail without packaging for the first time, please contact your account manager or our employees of the business customer service on telephone number +31 (0)88 868 68 68 in advance. Please note that in the event of bad weather, unpackaged mail items may be damaged.

\*\* For detailed information on how to address mail destined for the Netherlands and abroad see [Appendix 1](#) and [Appendix 3](#).

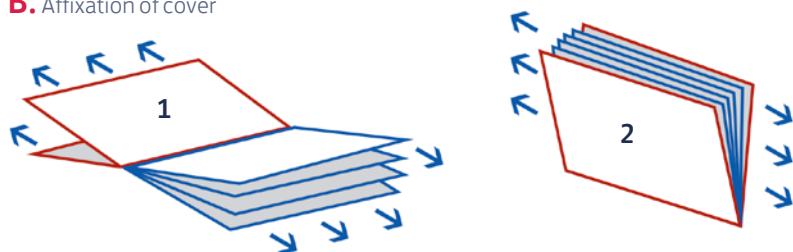
\*\* In case of unsorted consignments of unpackaged mail items, PostNL may paste a peel-off sticker on the left of the back side for the purpose of sorting.



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

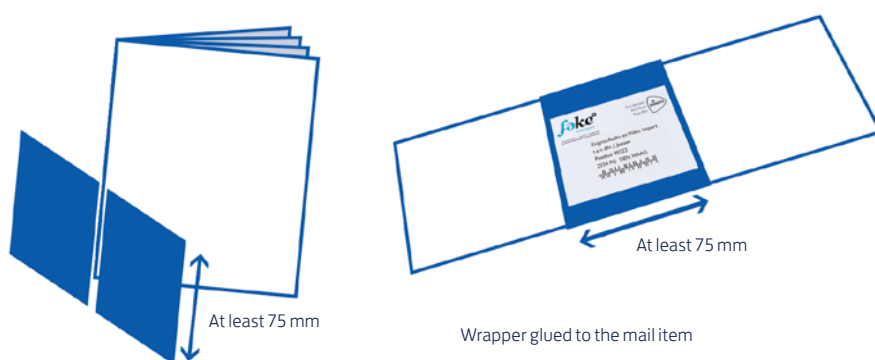


**B.** Affixation of cover

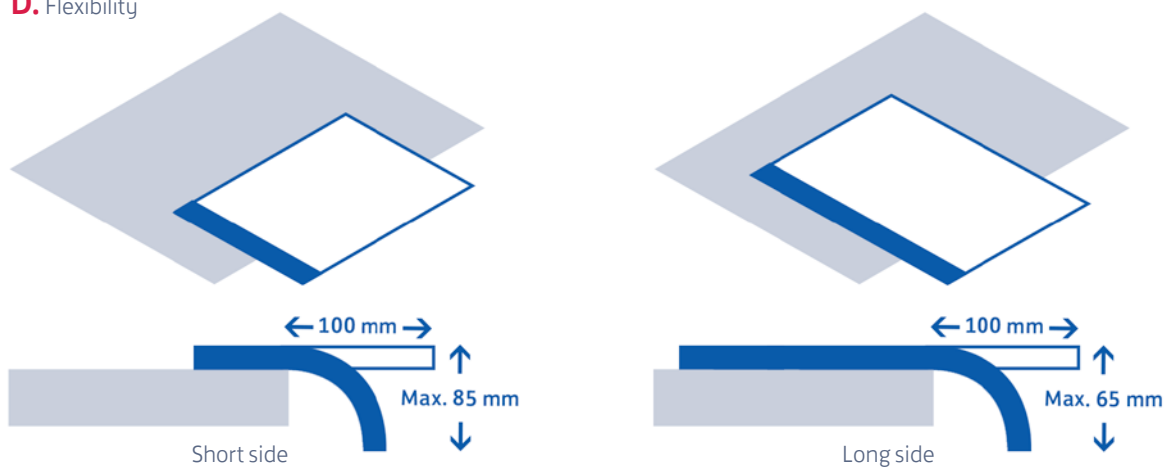


When light perpendicular (1) or parallel (2) tensile force is exerted on the binding, the cover must not come apart from the content

**C.** Loose flap and wrapper



**D.** Flexibility



### E. Print quality: ink does not stain in case of light sliding force



### F. Contrast: sufficient contrast with the background






### G. Address

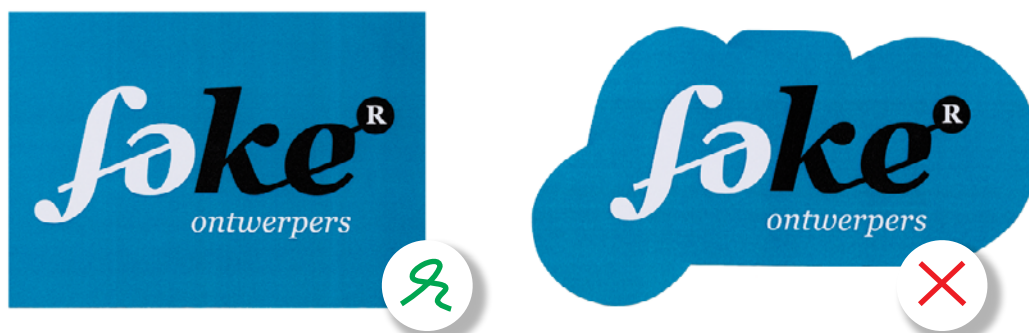




## 6. Periodicals

Features	
General	<ul style="list-style-type: none"> <li>These conditions apply to mail items that fall under the definition of Periodicals, as stated in the <a href="#">General Conditions for the Conveyance of Bulk Letterbox Mail</a> (latest version)</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Small  Large  Special  (related to the packaging method)</li> </ul>
<b>A</b> <a href="#">Shape, dimensions, thickness, weight, content</a>	<ul style="list-style-type: none"> <li>Conditions for designing mail items, see <a href="#">Size Categories page 3</a>.</li> </ul>
<b>B</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>The print quality is at least 300 dpi.</li> </ul>
Packaging	<p>A Periodical should preferably be handed over packaged. The packaging determines which design requirements are in force. The starting point is that a Periodical can be mechanically processed by PostNL:</p> <ul style="list-style-type: none"> <li>For the specifications for sending a Periodical in an envelope, <a href="#">see conditions for designing Envelopes</a>.</li> <li>For the specifications for sending a Periodical in plastic foil, <a href="#">see conditions for designing Mail Items in plastic foil</a>.</li> <li>For the specifications for sending an unpackaged Periodical, <a href="#">see conditions for designing Unpackaged mail items</a>.</li> </ul> <p>A Periodical that cannot be processed mechanically because of its weight, size, thickness, content (e.g. a gadget or sample) or packaging.</p> <ul style="list-style-type: none"> <li>For the specifications for sending a Periodical that cannot be processed mechanically, <a href="#">see conditions for designing Special mail items</a>.</li> </ul>

### A. Shape: rectangular mail item



### B. Print quality: ink does not stain in case of light sliding force



## 7. Special (non-machine-suitable)

Features	
General	<ul style="list-style-type: none"> <li>These conditions apply for all mail items other than Small or Large. Therefore, these mail items cannot be processed mechanically.</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Special </li> </ul>
<b>A</b> <a href="#">Shape, dimensions, thickness, weight, content, packaging</a>	<ul style="list-style-type: none"> <li>Conditions for designing Special mail items, see <a href="#">page 3</a>.</li> </ul>
Material	<ul style="list-style-type: none"> <li>All types of packaging and content.</li> </ul>
<b>B</b> <a href="#">Content with gadget or sample*</a>	<ul style="list-style-type: none"> <li>Ensure that the gadget or sample cannot move.</li> </ul>
<b>C</b> <a href="#">Address window</a>	<ul style="list-style-type: none"> <li>Address always visible and legible (please ensure that the content cannot move).</li> <li>Plastic foil covering window not too glossy and completely transparent (see <a href="#">Appendix 3</a>).</li> </ul>
<b>D</b> <a href="#">Contrast and reflection</a>	<ul style="list-style-type: none"> <li>Good contrast between address, codings and franking mark and background (see <a href="#">Appendix 3</a>).</li> <li>The address side of the mail item not too glossy (see <a href="#">Appendix 3</a>).</li> </ul>
<b>E</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>The print quality is at least 300 dpi.</li> </ul>
Closure	<ul style="list-style-type: none"> <li>Completely closed with gum, tape lock or sticker, therefore do not fold so that the content can fall out during processing.</li> <li>Mail items are not sticking (no glue residues).</li> </ul>
Layout	<ul style="list-style-type: none"> <li>Subdivided into: <ol style="list-style-type: none"> <li>Address zone.</li> <li>Franking zone.</li> <li>Return address zone.</li> </ol> </li> <li>See the conditions below for further clarification of these elements.</li> </ul>
Address zone	<ul style="list-style-type: none"> <li>In the centre of the address zone, with due consideration to the franking zone, the index zone and the return address zone.</li> <li>Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing.</li> <li>Address zone at least 40 mm from the top and at least 15 mm from the other sides.</li> </ul>
Franking zone	<ul style="list-style-type: none"> <li>Used for <a href="#">PostNL Port Betaald (Postage Paid) logo</a> or franking mark (see <a href="#">Appendix 1</a>).</li> <li>Area measuring a maximum of 74 mm wide by 40 mm tall in top right-hand corner.</li> <li>Maximum size of PostNL Port Betaald logo or franking mark is the maximum size of the franking zone.</li> </ul>
Index zone	<ul style="list-style-type: none"> <li>See <a href="#">Appendix 4</a>.</li> </ul>
Return address zone	<ul style="list-style-type: none"> <li>Top left-hand corner.</li> <li>Size optional, taking into account specifications for the address, index and franking zones.</li> </ul>
Address**	
Address	<ul style="list-style-type: none"> <li>For addressing mail items in plastic foil, see the conditions for designing Special mail items in plastic foil (<a href="#">page 17</a>).</li> <li>At least 3, but not more than 6 lines.</li> <li>Order: name/company name, street and house number, postcode, town/city.</li> <li>Addresses in the Netherlands only: add KIX code (customer index code) or Coding Line as last line (see <a href="#">Appendix 1</a> and/or <a href="#">2</a>).</li> </ul>
Font	<ul style="list-style-type: none"> <li>Sans serif font (font without a cross line at the end of the letters).</li> <li>No italic or gothic font.</li> <li>Well-spaced (see <a href="#">Appendix 1</a>).</li> </ul>
Font size	<ul style="list-style-type: none"> <li>At least 7-point font, but not larger than 17-point font.</li> <li>When 7 to 10-point font is used: print address in capital letters.</li> <li>Use a single font size for the entire address.</li> <li>KIX code in 10-point font. For coding lines, see specifications in <a href="#">Appendix 2</a>.</li> </ul>
Address labels	<ul style="list-style-type: none"> <li>Rectangular.</li> <li>Place the address parallel to and at the bottom of the mail item.</li> </ul>
Return address	<ul style="list-style-type: none"> <li>Every bulk mail item must have a complete return address within the Netherlands (street and house number or PO Box and PO Box number, postcode, town/city).</li> <li>Smaller font than that of the delivery address.</li> <li>No KIX code.</li> <li>If on the address side: complete return address on a single line and preferably underlined, so that the sorting machine does not sort by PO Box.</li> <li>If a card has a shared address side: preferably in the return address zone, but may also be positioned vertically in relation to the delivery address.</li> </ul>

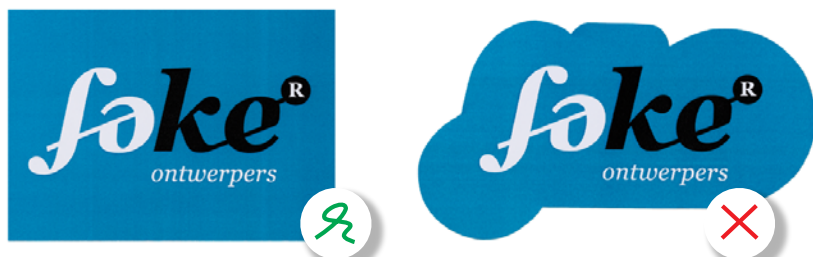
\* It is not possible to send unpackaged mail items to which gadgets/samples have been added.

\*\* For detailed information on how to address mail destined for the Netherlands and abroad see [Appendix 1](#) and [Appendix 3](#).

### Tip!

Are you sending more than 5,000 mail items with gadgets or samples, or thick or heavy mail items? Then you can hand over the consignment as sorted. For additional conditions and information about this, visit [postnl.nl](https://postnl.nl)

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



**B.** Content: including a gadget or sample



**C.** Address window: no movement





**D.** Contrast: sufficient contrast with the background



**E.** Print quality: ink does not stain in case of light sliding force



## 8. Business reply items (machine-suitable)

Features	
Business reply items general	<ul style="list-style-type: none"> <li>These conditions apply to mail items that you prepare for your customers and that they can return via your business reply number.</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Small </li> </ul>
<b>A</b> <u>Shape, dimensions, thickness, weight, content, packaging</u>	<ul style="list-style-type: none"> <li>For general conditions for designing Small mail items see <a href="#">page 3</a>.</li> </ul>
Business reply items material	<p>In case of a business reply card:</p> <ul style="list-style-type: none"> <li>Sufficiently sturdy and flexible paper or cardboard, at least 170 g/m<sup>2</sup> (Small size).</li> <li>At least one side mat and without finishing layer (also known as varnish layer).</li> </ul>
<b>B</b> <u>Contrast and reflection</u>	<ul style="list-style-type: none"> <li>Good contrast between address, codings and franking mark and background (see <a href="#">Appendix 3</a>).</li> <li>The address side of the business reply item not too glossy (see <a href="#">Appendix 3</a>).</li> </ul>
<b>C</b> <u>Print quality</u>	<ul style="list-style-type: none"> <li>In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address and coding.</li> <li>The print quality is at least 300 dpi.</li> </ul>
<b>D</b> <u>Layout</u>	<ul style="list-style-type: none"> <li>Subdivided into: <ul style="list-style-type: none"> <li>1. Address zone.</li> <li>2. Franking zone.</li> <li>3. Index zone (area within which PostNL prints the sorting codes).</li> <li>4. Return address zone.</li> </ul> </li> <li>See the conditions below for further clarification of these elements.</li> </ul>
<b>1</b> <u>Address zone</u>	<ul style="list-style-type: none"> <li>In the centre of the address zone, with due consideration to the franking zone, the index zone and the return address zone. At least 40 mm from the top and at least 5 mm from the other sides.</li> <li>Keep a distance of at least 10 mm between the smallest rectangle that can be drawn around the address and any other printing.</li> <li>For a business reply item with shared address side: <ul style="list-style-type: none"> <li>- Division into a left-hand and a right-hand side by a line that is at least 1.2 mm thick.</li> <li>- At least 74 mm space on the right-hand side of the line.</li> <li>- Address on the right-hand side of the line.</li> </ul> </li> </ul>
<b>2</b> <u>Franking zone</u>	<ul style="list-style-type: none"> <li>Area measuring a maximum of 74 mm wide by 40 mm tall in top right-hand corner.</li> <li>For business reply items, you should put the 'Postzegel niet nodig' (No stamp required)** mark in the franking zone. Download the mark </li> <li>You can put the 'Postzegel niet nodig' (No stamp required) mark in the top right-hand corner, 10 mm from the top and 20 mm from the right-hand side.</li> <li>Different rules apply to international business reply items; see <a href="https://www.postnl.nl/en/business-solutions/">https://www.postnl.nl/en/business-solutions/</a></li> </ul>
<b>3</b> <u>Index zone</u>	<ul style="list-style-type: none"> <li>See <a href="#">Appendix 4</a>.</li> </ul>
<b>4</b> <u>Return address zone</u>	<ul style="list-style-type: none"> <li>Top left-hand corner.</li> <li>Size optional, taking into account specifications for the address, index and franking zones.</li> </ul>
Address*	
Address	<ul style="list-style-type: none"> <li>At least 3, but not more than 6 lines.</li> <li>Order: name/company name, business reply number, postcode, town/city.</li> <li>Addresses in the Netherlands only: add KIX code (customer index code) or Coding Line as last line (see <a href="#">Appendix 1</a> and/or <a href="#">2</a>).</li> </ul>
<b>5</b> <u>Font</u>	<ul style="list-style-type: none"> <li>Sans serif font (font without a cross line at the end of the letters).</li> <li>No italic or gothic font.</li> <li>Well-spaced</li> </ul>
Font size	<ul style="list-style-type: none"> <li>At least 7-point font, but not larger than 17-point font.</li> <li>When 7 to 10-point font is used: print address in capital letters.</li> <li>Use a single font size for the entire address.</li> <li>KIX code in 10-point font. For coding lines, see specifications in <a href="#">Appendix 2</a>.</li> </ul>
Address labels	<ul style="list-style-type: none"> <li>Rectangular.</li> <li>Place the address parallel to and at the bottom of the mail item.</li> </ul>
Return address	<ul style="list-style-type: none"> <li>Every bulk mail item must have a complete return address within the Netherlands (street + house number, postcode, town/city).</li> <li>Smaller font than that of the delivery address.</li> <li>No KIX code.</li> <li>If on the address side: complete return address on a single line and preferably underlined, so that the sorting machine does not sort by PO Box.</li> <li>If a card has a shared address side: preferably in the return address zone, but may also be positioned vertically in relation to the delivery address.</li> </ul>

\* For detailed information on how to address mail destined for the Netherlands and abroad see [Appendix 1](#) and [Appendix 3](#).

\*\* This designation tells your customer that you will pay the postage.

### 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 stain in case of light sliding force



### D. Layout of business reply item

Small




### D. Layout of business reply item with shared address side

Small



\*\* This designation tells your customer that you will pay the postage.

## 9. Letterbox Packet+

Features	
General	<ul style="list-style-type: none"> <li>These conditions apply to Letterbox Packets+</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Letterbox Packet+ </li> </ul>
Shape, dimensions, thickness, weight, content, packaging	<ul style="list-style-type: none"> <li>For general conditions for designing Letterbox Packets+, see <a href="#">page 3</a>.</li> <li>Goods that fit in the Letterbox can be sent as a Letterbox Packet+ within the Netherlands.</li> </ul>
Material	<ul style="list-style-type: none"> <li>Protective packaging e.g. carton letterboxes, closed pocket envelopes.</li> </ul>
Contents including gadget or sample	<ul style="list-style-type: none"> <li>Ensure that the gadget or sample cannot move.</li> </ul>
<b>A</b> <a href="#">Verzendlabel</a>	<p>Rectangular address label, with a complete address <b>1</b> and a unique barcode, generated in Mijn PostNL or an application approved by PostNL and thus prepared for correct processing using the 'PostNL Port betaald' (postage paid) <b>2</b> franking mark and with the correct font and the correct font size.</p>
Contrast and reflection	<ul style="list-style-type: none"> <li>Good contrast between address and franking mark and background (see <a href="#">Appendix 3</a>).</li> <li>The address side of the mail item not too glossy (see <a href="#">Appendix 3</a>).</li> </ul>
<b>B</b> <a href="#">Print quality</a>	<ul style="list-style-type: none"> <li>In case of light sliding force, the ink may not stain. This applies to the printing of the mail item itself as well as to the address.</li> <li>The print quality is at least Grade B (in accordance with ISO/IEC 15416)</li> <li>The background on which the address label is printed must be as white as possible</li> </ul> <p>Barcode specifications (code 39):</p> <ul style="list-style-type: none"> <li>* barcode has a length of 13 or 15 characters and begins with 3S</li> <li>* height of the barcode is 23-25 mm</li> <li>* width of the bars and the intermediate areas is between 0.4 mm and 0.5 mm</li> <li>* the ratio between narrow and wide bars and intermediate spaces (= ratio) is between 1:2 and 1:3</li> <li>* a white space before and after the barcode of at least 10 times the width of the narrow bar</li> <li>* a white space of at least 2 mm above and below the barcode</li> </ul>
Closure	<ul style="list-style-type: none"> <li>Completely closed.</li> </ul>
<b>3</b> <a href="#">Unique barcode</a>	<ul style="list-style-type: none"> <li>A unique barcode and coding line are part of the address and have been integrated into the address label.</li> </ul>
<b>4</b> <a href="#">Return address zone</a>	<ul style="list-style-type: none"> <li>Every Letterbox Packet+ must have a complete return address within the Netherlands (street + house number, postcode, town/city).</li> </ul>
<b>C</b> <a href="#">Position of address label</a>	<ul style="list-style-type: none"> <li>A Letterbox Packet+ must have a fully completed address label with inter alia an address and a unique barcode, affixed to the front of the packaging of the Letterbox Packet+ and not folded over the edges. The address label has been placed parallel to and at the bottom of the mail item.</li> </ul>
* For detailed information on how to address mail destined for the Netherlands and abroad see <a href="#">Appendix 1</a> and <a href="#">Appendix 3</a> .	

## A. Letterbox Packets+ address label



## B. Print quality: ink does not stain in case of light sliding force



## C. Position of the address label: parallel to the bottom sides






Position of the address label: not folded over the edge

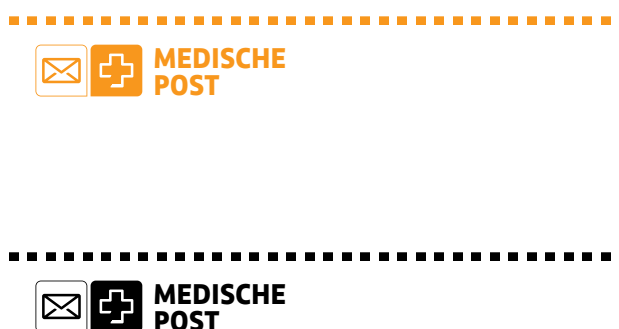
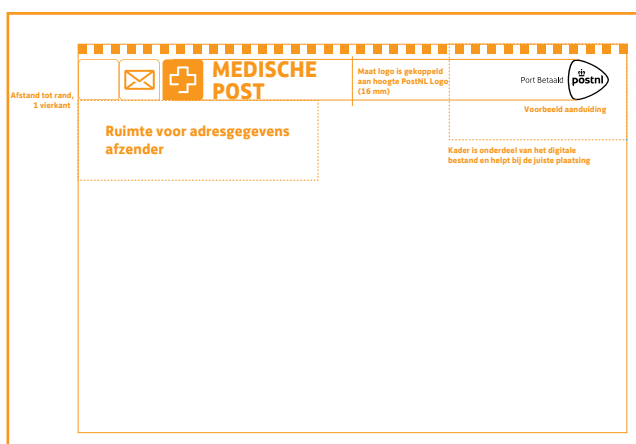




## 10. Medical Mail

Features	
General	<ul style="list-style-type: none"> <li>Medical Mail contains urgent information and/or perishable content and therefore requires additional attention. When you place the specially developed 'Medische Post' (Medical Mail) logo on your envelope or envopak, we can give it the attention it deserves.</li> <li>You can download the Medische Post (Medical Mail) logo print file at <a href="https://postnl.nl/medische-post">postnl.nl/medische-post</a>. The logo consists of a pictorial mark and a chequered attention bar.</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Small  Large  Special </li> </ul>
Features and addressing	<ul style="list-style-type: none"> <li>Medical mail items should preferably contain the Medische Post (Medical Mail) logo.</li> <li>A consignment with diagnostic material must be sent to a business reply number (using a medical FIM code as a franking designation).</li> </ul>

For the 'Medical Mail' design conditions visit [postnl.nl/medische-post](https://postnl.nl/medische-post).



## 11. Registered Letters

Features	
General	<ul style="list-style-type: none"> <li>A registered letter must always be recognisable by a unique barcode and the designation 'R'. In addition to the delivery address, it is also mandatory to state the return address in small print.</li> </ul>
Sizes	<ul style="list-style-type: none"> <li>Maximum weight of 2,000 grams</li> <li>Letterbox size (maximum 380 x 265 x 32 mm)</li> </ul>
Address label	<ul style="list-style-type: none"> <li>The Registered label generated via Mijn PostNL or the PostNL API contains all mandatory data. When creating an address label via Mijn PostNL or the PostNL API, the consignment is also immediately correctly pre-announced.</li> <li>The print quality is at least Grade B (in accordance with ISO/IEC 15416)</li> </ul>
Position of address label	<ul style="list-style-type: none"> <li>The address label must be positioned within the address zone and must be placed below or to the left of the delivery address. The address and the index zone must remain free.</li> <li>The address label may not be folded over the edge of the mail item.</li> </ul>
Franking mark	<ul style="list-style-type: none"> <li>The 'Port Betaald' (Postage Paid) franking mark applies for sending on account.</li> <li>If a franking machine or (digital) stamp is used, both the franking and an address label must be affixed.</li> </ul>

For the conditions for Registered Letters, see <https://www.postnl.nl/en/business-solutions/>.



## 12. Track & Check Letters

### Features

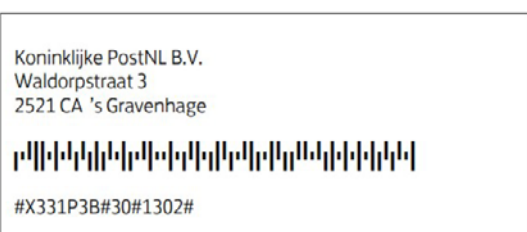
#### General

- For sending bulk mail with Track & Check Letters, the mail items must meet the requirements described for each method of conveyance and must also include a current coding line in combination with a letter code in the form of a KIX code under the address (see [Appendix 2](#)). This letter code corresponds with the mail item that has been pre-announced in Mijn PostNL. Instead of the letter code, a 2D matrix code may also be used in combination with a current coding line.
- In the [Track & Check Letters Manual](#) you can find all information about the creation of letter codes.

#### Sizes

- Small  Large 

For the terms and conditions for Track & Check Letters, see the [Track & Check Letters Manual](#)



## Appendix 1: Address and KIX code

### Adresregels en spaties

Space between	Minimum	Maximum
two words in a single street name	1 space	1 space
street name and house number	1 space	10 mm
PO Box and PO Box number	1 space	10 mm
house number and house number suffix	1 space (or hyphen*)	1 space (or hyphen*)
postcode digits and letters	1 space	1 space
postcode and town/city	2 spaces	10 mm
two words in a single town/city name	1 space	1 space
town/city and province	1 space	1 space

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

- Make sure that the lines in the address run parallel to the bottom side of the mail item.
- Always use the same line spacing between the lines: at least 1 mm and not more than 5 mm.
- Use the instructions given above for spaces and line spacing.
- For spaces always use a gap between 0.2 and 0.4 mm.
- Align the address to the left.
- Avoid underlining.
- Avoid blank rules in the address
- Use the instructions for Contrast and Reflection in [Appendix 5](#) for applying the address.

### Addresses in the Netherlands

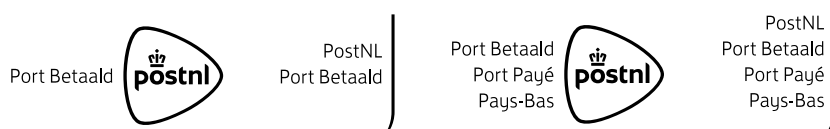
- Use at least three, but not more than six lines for the address.
- Put any line with 'For the attention of' before the penultimate line.
- Put street name, house number and any house number suffix (or PO Box plus the number or Business Reply number plus the number) before the penultimate line.
- Put the postcode and TOWN/CITY (in capital letters) on the last line, with a double space between the postcode and town/city.
- If you are using the KIX code (customer index code), put it on the last line.
- For business reply items, put the 'Postzegel niet nodig' (No stamp required) indication in the franking zone.
- For other mail items, put the national PostNL Port Betaald (Postage Paid) logo in the franking zone. Download the logo [here](#). Do not change the proportions of the downloaded image(s).

### KIX Code

The KIX code (customer index code) gives the address information in the form of a barcode. Our sorting machines recognise the KIX code and use it when sorting. The KIX code can easily be generated yourself using a special program on our website. Go to: [postnl.nl](https://postnl.nl).

- Print the KIX code below the last address line (as an extra line).
- Make sure that the KIX code is at least 2 mm, but not more than 15 mm from the last address line.
- Use only a 10-point font for the KIX code.
- Do not use a matrix printer to print the KIX code.
- The KIX code is a combination of the postcode, house number, PO Box number or business reply number and any house number suffix. The KIX code does not contain any spaces.
- More information about the KIX code is available in the '[KIX code Manual](#)' brochure.

Example illustration



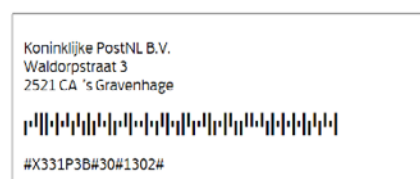
## Appendix 2: Coding and Sorting

### Coding

- **KIX code.** See [Appendix 1](#)

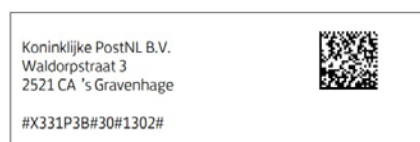
- **Letter code**

The letter code is a one-dimensional barcode with a unique 9-digit code at the end. The code contains information about the party that hands over the mail. A letter code is used when handing over a consignment unsorted and is always printed in combination with the coding line (preferred position: under the name and address).



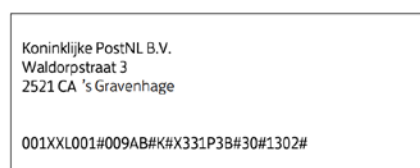
- **Coding line**

A coding line is a sorting code with a unique code per address and handover location. You always use the coding line in combination with a 2D matrix code (preferred position: under the name and address).



- **Print line (also referred to as Sorting line)**

You use a print line when you hand over your consignment sorted. A print line is unique to every mail item and contains information about the consignment and the place of the item in the consignment, for example in which bundle the mail item is handed over. The print line always ends on the coding line. The coding line is therefore part of the print line. Preferred position of the print line: under the name and address






- **2D matrix code**

A 2D matrix code is a two-dimensional barcode containing unique information about your mail item. This code is made of black and white cells in a square pattern. The information in this pattern includes the identification number of your mail item and the destination. Our sorting machines can then easily recognise and read it. Even when part of your sorting code is damaged. A 2D matrix code is used when handing over a consignment sorted or unsorted and is always printed in combination with the coding line. Preferably place the 2D matrix code near the Address zone, taking into account the other specifications.



### 2D types

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

## Appendix 3: Addressing International Mail

### Addressing International Mail

- Use of address lines and spaces in accordance with Appendix 1.
- Put the postcode (if applicable) and TOWN/CITY (in capital letters) on the penultimate line, with a double space between the postcode and town/city.
- A** • Write the country name in CAPITAL LETTERS in Dutch or English on the last line.
- The KIX code does not apply to international mail.
- You can find more detailed information on the composition of international Addresses in the [Addressing International Mail Items](#) brochure or visit the [UPU](#) (Universal Postal Union) website.
- B** • Put the international Port Betaald (Postage Paid) logo or the composite variant in the franking zone. Download the logo via [postnl.nl/downloads](https://www.postnl.nl/downloads).
- C** • Put a Priority sticker on Priority mail or pre-print the image on the mail items. The Priority image and conditions can be found on our website, click [here](#). If no correct Priority image is used, this will result in a longer arrival period.
- International Business Reply Items are subject to specific conditions for the layout. These can be found at <https://www.postnl.nl/en/business-solutions/>.

**A.**



**B.**



PostNL  
Port Payé  
Pays-Bas



PostNL  
Port Betaald  
Port Payé  
Pays-Bas

**C.**



## Appendix 4: Index zone

### Index zone

- Free from any printing and preferably white. But some pastel shades can also be processed mechanically. See Table.
- Landscape format: at bottom right on the long side, a blank area measuring 20 mm tall by 140 mm wide.
- Portrait format: a blank area of 20 mm wide and 140 mm high, positioned to the right of the centre on the fully closed long side, taking into account franking and address zones.

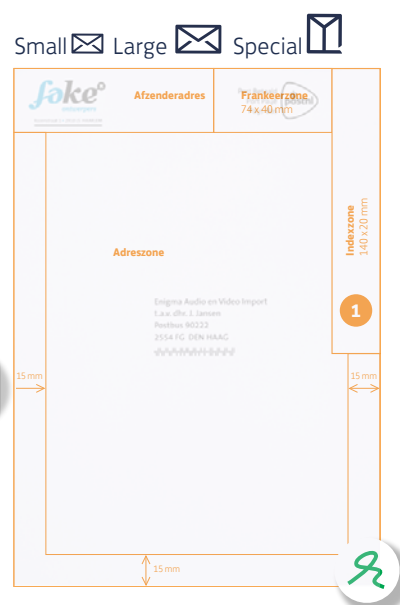
Layout of landscape mail item



Layout of landscape card or self-mailer with shared address side



Layout of portrait mail item



### Background colour (Pantone)

The table below shows the background colours (other than white) that can be used in the index zone or address zone. Each Pantone colour reference contains its quadri equivalent (Cyan - Magenta - Yellow - Black).

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		

\* conversion via the Pantone range® COLOR BRIDGE / coated euro

## Appendix 5: Contrast and reflection

To ensure that addresses, codings 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). The reflection of light on the mail item and the contrast between the letters and the background are important factors. In the guidelines for contrast and reflection we use the Print Contrast Ratio (PCR) and the Print Reflectance Difference (PRD) criteria. For window envelopes and mail items in plastic foil it must be possible to measure this through the window.

### Print Contrast Ratio (PCR)

Definition:

$$\text{PCR}\% = ((R_s - R_b) / R_s) \times 100$$

$R_s$  = the minimum reflection of the background  $R_b$  = the maximum reflection of the characters

- The 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.
- If you wish to have background printing, make sure you have a print raster of at least 400 dpi. In addition, the PCR of the background printing must be less than 15%.
- Diapositive (light letters on a dark background) is not permitted.

### Print Reflectance Difference (PRD)

Definition:

$$\text{PRD} = R_s - R_b$$

$R_s$  = the minimum reflection of the background

$R_b$  = the maximum reflection of the characters

- The minimum Print Reflectance Difference (PRD) is 60%.
- The minimum reflection of the background is 70%.

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

### 2D data matrix code

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

Character set: the C40 character set is used.

The customer can choose from 3 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 must be at least 0.5 mm and no more than 0.7 mm.

- The print quality must correspond to ISO 15415 grade 4/A or 3/B.
- For the module size, 0.5 mm is recommended (corresponds to 6 dots at 300 dpi). The module can be enlarged up to a maximum of 0.7 mm to meet print quality requirements.
- A zone of at least four times the module size must be left blank around the barcode.

### Finishing and refinement

Cards and self-mailers are increasingly provided with a finishing layer (a varnish or refinement). In the guidelines for contrast and reflection of the address side, PostNL states that these may not be too glossy, so that mail items can be processed mechanically and priced as Small or Large.

Preferably, cards and self-mailers are made from sulphate carton, without a finishing layer on the address side.

**For more information,**  
call +31 (0)88 868 68 68 or visit [postnl.nl](https://postnl.nl).

