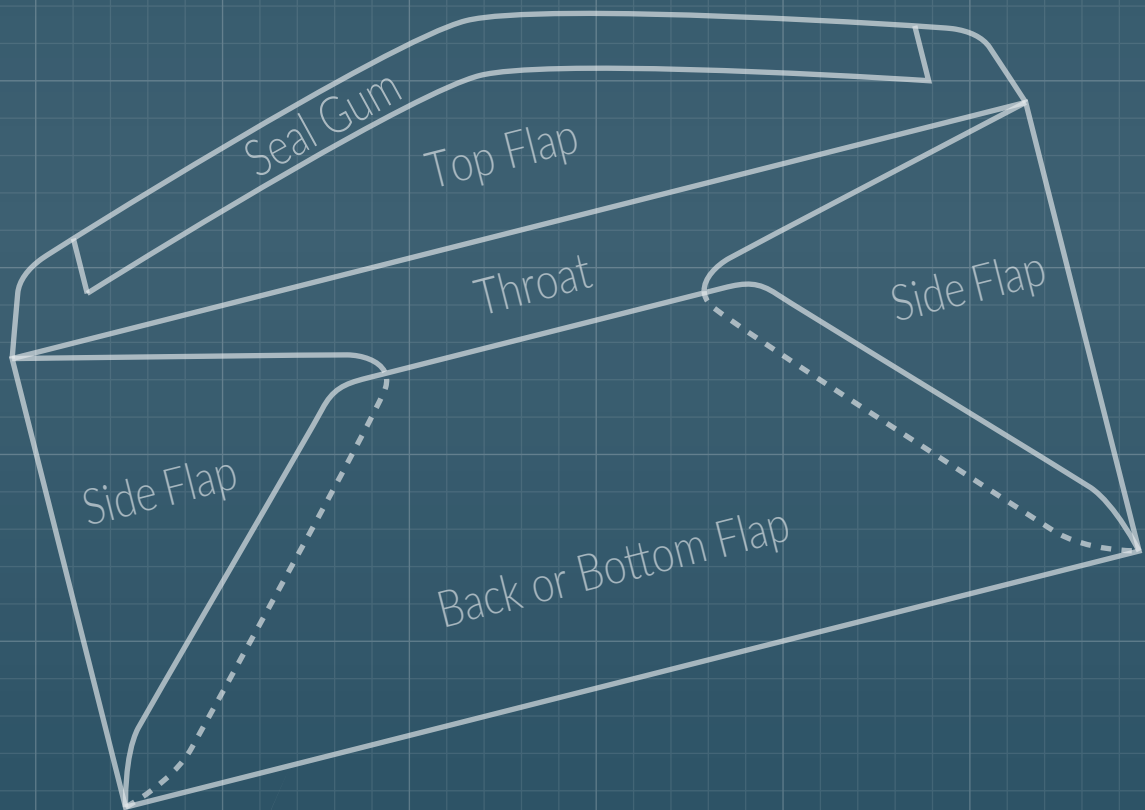
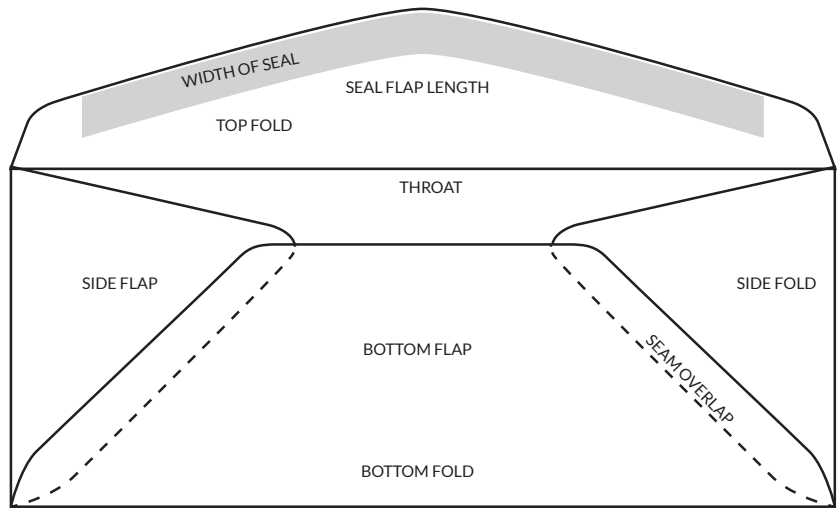


Encyclopedia
of
*Envelope
Terms*

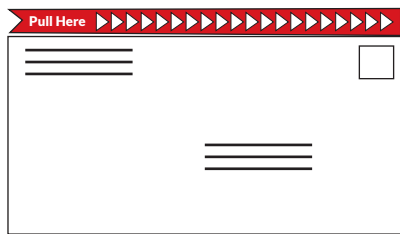


Cenveo®

Buying and specifying envelopes is easy when you know the language. This Cenvéo Encyclopedia was written and designed to help you master “envelopes” in one easy lesson. You’ll find getting the precise envelope you need is a breeze when you use the tips in this Cenvéo Envelope primer.



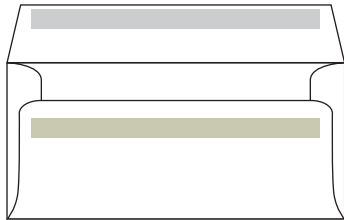
ACTION DEVICE: elements of the envelope that are made during the manufacturing process, or added to the envelope offline. Intended to generate interaction with the recipient and make them more likely to open the envelope. Examples include peel strips, perforated windows, and stickers. ▼



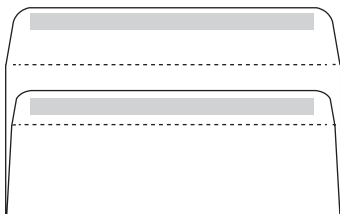
ADHESIVES:

Back-gum: adhesive that cannot be remastered. Used as a permanent seal for envelope seams.

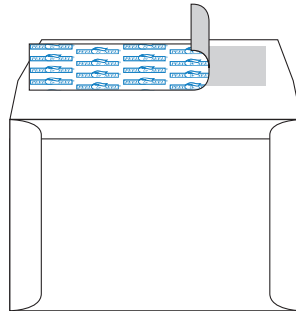
Envelock®: Adhesive that provides outstanding defense against improper sealing and mail fraud. Adds up to 20% of additional seal strength using a proprietary formulated glue that also offers tamper evidence. ▼



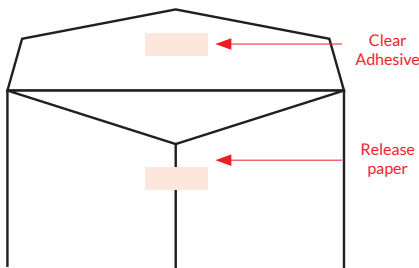
latex: made from a rubber based material for self-seal envelopes. Latex is applied to the seal flap and the back of the envelope, and sticks only to itself. ▼



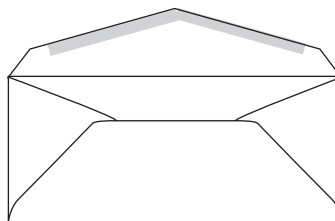
Special Adhesive: applied to the seal flap and covered by release paper; self-sealing. ▼



Peerless Tac: a unique closure device designed for long life with repeated opening and closing. ▼

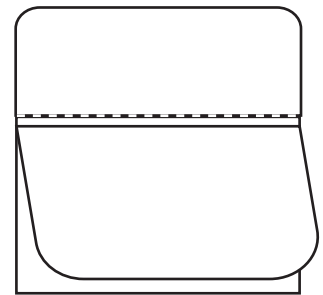


Remoistenable: adhesive activated by water or solvent. Applied to seal flap of envelopes. ▼

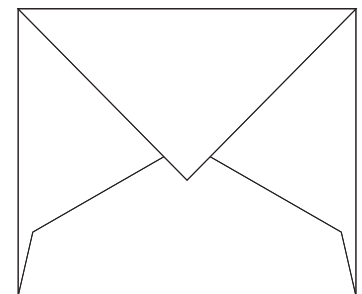


Resealable: latex adhesive designed to form a lighter bond, for multiple sealing and resealing.

BANG-TAIL: perforated coupon attached to the body of a return envelope; must be torn off before the envelope is sealed. Used for remittance envelopes, order envelopes and other direct mail applications. ▼



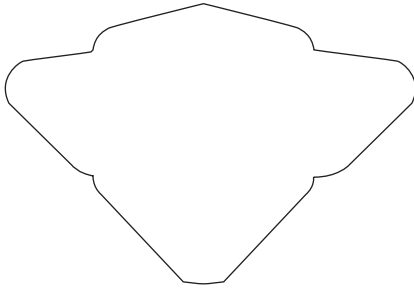
BARONIAL: type of envelope recognized by large pointed or wallet seal flap. Used most often for social correspondence, including announcements, greeting cards and invitations. ▼



BASIS WEIGHT: see Substance Weight

BIND-IN ENVELOPE: combination return envelope and order form. Generally bound into catalogs; often featuring sophisticated graphics and four color printing. Produced on specialized equipment.

BLANK: a die-cut sheet of paper before it is folded into an envelope. ▼

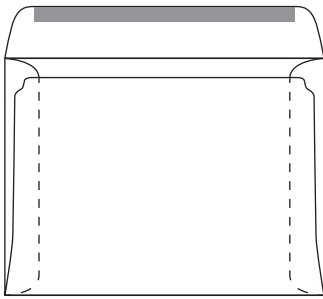


BLEED: an image that extends off the edge of the page or envelope. Envelopes with bleed generally must be printed before they are folded, since the fold line runs through the printed image.

BLIND EMBOSS: raised design stamped in paper, without foil or ink.

BOND: grade of writing or printing papers, often used for letterheads and matching envelopes. Characterized by strength, rigidity, relatively low opacity and erasability. Sometimes features a mill or custom watermark; sometimes with cotton fiber content.

BOOKLET: 1) a large, open side envelope for catalogs, annual reports, brochures. This style is gaining popularity over traditional catalog (open end) envelopes because it can be used with automatic inserting machines. 2) Also refers to commercial open side envelopes with two side seams. ▼



Business Reply Mail (BRM): specially printed envelopes may be mailed without prepayment of postage. The postage and fees are collected when the mail is delivered back to the sender. ▼



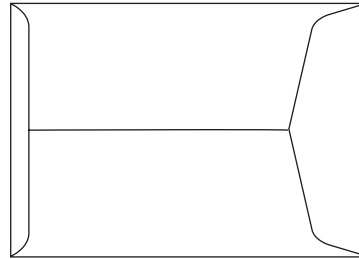
BRIGHTNESS: the light reflecting property of a paper. The more light it reflects, the higher its brightness. A bright sheet offers the best print quality and appearance.

BULK: thickness of a sheet of paper in relation to its weight. A high bulk paper lacks compactness; a low bulk paper is compact, with less air space between its fibers. High bulk papers offer a heavier feel to the touch, but a lower mailing weight.

CALIPER: thickness of a sheet of paper, measured in units of 1/100th inch (points or mils).

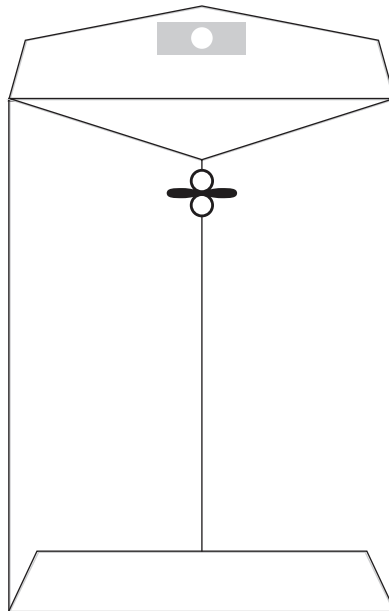
CATALOG: general term for any large open end envelope.

CENTER SEAM: envelope style where the sides are folded and glued over each other, forming a seam which runs down the center of the envelope. ▼



CI PRESS: high quality 4-color process flexographic printing using a Central Impression Cylinder. Quality near lithographic printing can be more cost effective and time saving based on print specifications.

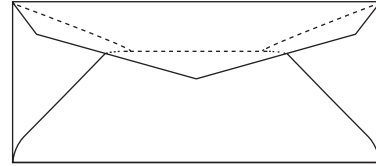
CLASP: metal fastener sometimes used with remoistenable gum, usually on catalog envelopes, allowing for repeated opening and closing of the envelope. ▼



CLOSED FACE: an envelope without a window.

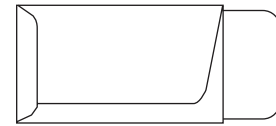
CLOSURE: general term for the means of closing and securing an envelope. May be an adhesive, a clasp or other mechanical closure, or a security closure that prevents tampering, such as in evidence envelopes.

COMMERCIAL: general term for the most common style of business envelopes. Open side, with or without windows. ▼



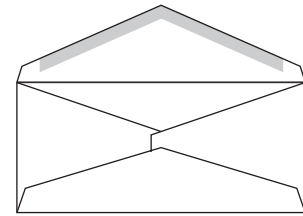
CORNER CARD: return address and other identification of the sender in the upper left hand corner.

CREDIT CARD PROTECTOR: an open-end envelope perfectly sized to hold and protect credit cards, phone cards and hotel room keys. Available in paper or Tyvek. Can be printed with simple company logos up to full color. ▼



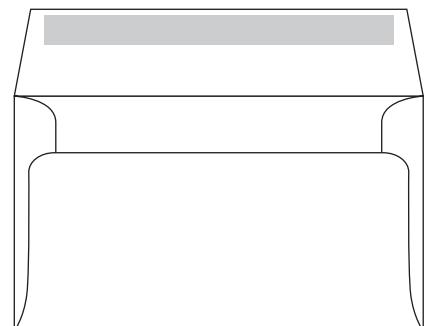
DECKLE EDGE: feathered edge on envelope flap, deliberately produced for decorative purposes. Found especially on formal announcement or invitation envelopes.

DIAGONAL SEAM: seam style frequently used in commercial open-side envelopes and announcement, invitation and baronial envelopes. ▼

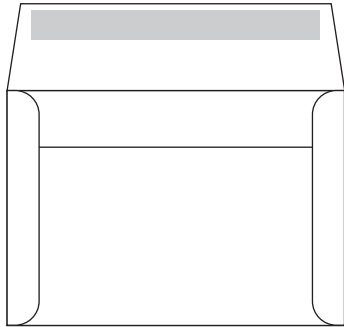


DIE: precision tool used to cut out envelope blanks, windows or other shapes.

DOUBLE INSIDE SIDE SEAM: type of seam configuration on open side envelopes where seams tuck beneath back panel. ▼



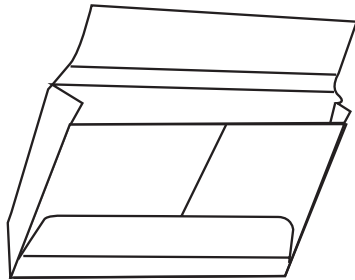
OUTSIDE SIDE SEAM: seam configuration on open side envelopes where seams are glued on top of back panel. ▼



DUMMY: hand folded mock-up to exact specifications prior to production proof.

EMBOSSED FINISH: raised pattern applied to paper.

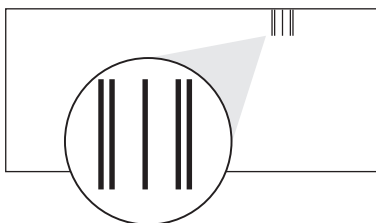
EXPANSION ENVELOPE: envelope with a gusset or box bottom and sides, allowing it to expand for bulky mailings. ▼



EYELET: small hole in a tag or envelope to receive a string or clasp. May be plain or reinforced with a metal ring, paper or cloth backing.

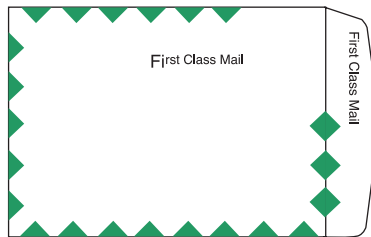
FACE: the side of the envelope without seams.

FIM: Facing Identification Mark, is a pattern of vertical bars printed in the upper right portion of the envelope just to the left of the postage area, used to identify business reply mail. The FIM is an orientation mark for automated facing and canceling equipment. ▼



FINISH: the surface properties of a paper, including smoothness, gloss, absorbency and texture. A paper can be smooth or textured, coated or uncoated, soft or hard. Different finishes offer different printing characteristics. The finish of an envelope paper contributes greatly to the emotional judgment about quality. A slightly textured surface, such as a vellum or antique, can impart a sense of higher quality than the very smooth surface of white wove.

FIRST CLASS:
First Class Envelope: a catalog or booklet style envelope printed with green "First Class" around the edges. Available in WHITE WOVE, KRAFT paper and Tyvek ▼



First-Class Mail: a class of mail that includes all matter wholly or partly in writing or typewriting, all actual and personal correspondence, all bills and statements of accounts, and all matter sealed or otherwise closed against postal inspection. Any mailable matter may be sent as First-Class Mail.

FLAPS EXTENDED: term used to describe the packing of envelopes with seal flaps in an unfolded position

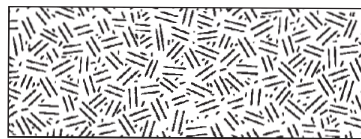
GLASSINE: a smooth, dense semitransparent paper. Sometimes used as window patch material, but losing popularity compared to the new polystyrene materials which are more transparent and less sensitive to moisture.

GRAIN: direction in which most of the fibers lie in a finished sheet of paper. Paper folds more easily with the grain. It offers greater resistance to being torn across the grain, and demonstrates greater tensile strength in the direction of the grain.

GUM: see Adhesives.

INSERT SIZE: as a rule of thumb, envelopes should be 1/2" wider and 1/4" higher than the largest insert. Automatic inserting equipment may require more space.

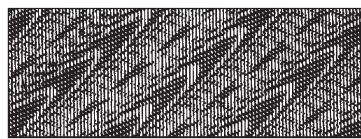
INSIDE TINT: printed design on the inside of the envelope, used for added opacity or security. Available in stock or custom designs. ▼



CVO 1

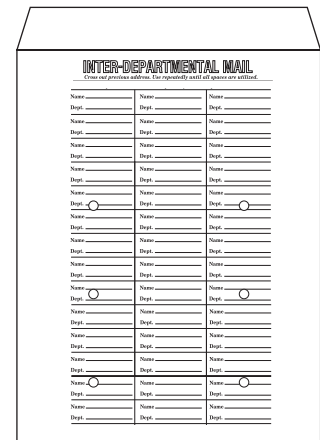


CVO 2



CVO 3

INTEROFFICE ENVELOPE: an open-end envelope designed for multiple-use routing of internal communications. Available with a variety of closures including clasp, string and button and "confidential" ▼



KRAFT: paper grade made from unbleached, bleached or colored wood pulp by the sulfate process. Kraft papers have a coarser finish than woves and are noted for their strength. Most commonly used in the manufacture of catalog and booklet envelopes

LAID: type of finish, characterized by a closely "lined" appearance.

LATEX: see Adhesive Latex.

LIP or Tab Back: unscored, extended flap on some open side envelopes, such as those used for filing.

MACHINE INSERTABLE: an envelope configured to be used with various kinds of machines that automatically insert its contents.

MANILA: 1) a semi-bleached chemical sulfate paper. Not as strong as kraft, but with better printing qualities. 2) light ecru color commonly associated with manila stock.

MONARCH ENVELOPE: a style of envelope with a pointed back flap typically used for personal correspondence.

OFFSET PAPER: also known as book paper. General description of any paper primarily suited for offset printing. Can be coated or uncoated. Characterized by strength, dimensional stability, lack of curl and freedom from foreign surface material.

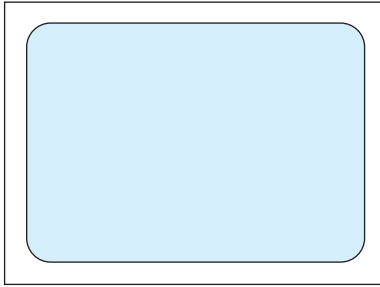
OPACITY: paper property that measures the degree to which paper stops light from passing through. The more opacity a paper has, the less show-through it permits of the envelope contents. Inside tints can be used to compensate for low-opacity papers.

OPEN END ENVELOPE: style of envelope in which the opening is on the shorter side.

OPEN SIDE ENVELOPE: style of envelope in which the opening is on the longer side.

PATCH MATERIAL: refers to the material used to cover envelope windows. Can be translucent or clear. Materials are poly, cello and glassine. An envelope with a window but no patch material is referred to as "open."

PICTORIAL or FULL VIEW: an envelope that has an extra large window designed to give maximum exposure to the contents. Especially valuable for attracting attention and enhancing response to direct mail advertising. ▼



POLYSIYRENE: a thermoplastic material used for window patch.

PRINTING: the choice of a printing process depends upon the size of the run, the complexity and quality of the camera ready art, the number of ink colors, the paper stock and the level of quality desired.

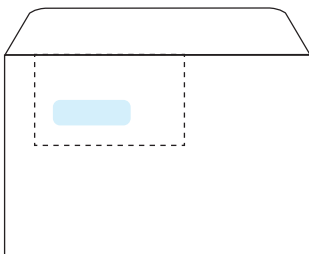
Flexography: a form of rotary letterpress using flexible rubber or photo polymer plates. Most common type of envelope printing. Fast drying process, suitable for screens with 65-105 lines. Printed in line at the same time envelope is converted.

Jet Printing: general term for printing presses set up to print already manufactured envelopes. Allows for fast, offset quality turn around.

Offset Printing: also known as web offset or lithography. Offers highest degree of precision, clarity and quality. Uses screens of 133 lines or more. Typically done before envelopes are converted.

Roll-to-roll printing: a printing process where a roll of paper is fed into the press, printed, and rewound at the delivery end of the press. Typically relates to offset lithographic printing done off-line prior to an envelope being converted. The envelope folding occurs using the rewound paper as the final step in the conversion process.

PROXY: a booklet style envelope used to mail an annual report and a proxy statement. Contains a special pocket for the proxy. ▼

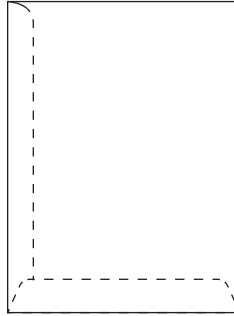


REAM: 500 sheets of paper.

SELF-SEAL LATEX: see Adhesive, Latex.

SHELF LIFE: length of time after manufacture that a material or product will remain in saleable or acceptable condition.

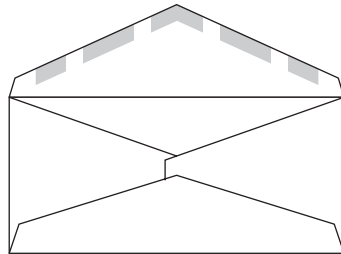
SINGLE INSIDE SIDE SEAM: single seam construction on open end envelopes, where seam glues beneath back panel. Allows full printing on back of envelope. Can be on left or right side. ▼



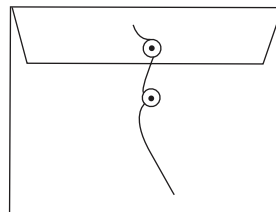
SINGLE OUTSIDE SIDE SEAM: single seam construction on open-end envelopes, where seam is glued on top of back panel. Can be right or left side. ▼



SPLIT SEAL GUM: gum pattern on seal flap when envelopes are to be used on automatic inserting equipment. Gum is broken where flap covers envelope seams; prevents flap from sticking to the back panel during storage in humid conditions. ▼



STRING-AND-BUTTON: mechanical closure with a string attached to the flap and a button on the body of the envelope. Used most commonly in interoffice and other reusable envelopes. ▼

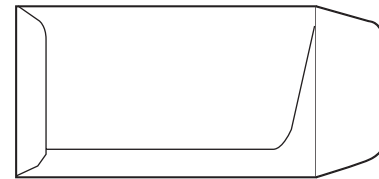


SUBSTANCE OR BASIS WEIGHT: weight, measured in pounds, of a ream (500 sheets) of paper in its basic size. Different grades of paper are sold in different basic sizes. Therefore, basis weights of different grades of paper can not be compared directly; a 24 lb. white wove is comparable to a 60 lb. offset, not to a 24 lb. offset.

STANDARD SUBSTANCE WEIGHTS - WOVE

- 16 lb. Used for overseas air mail envelopes.
- 20 lb. Used for commercial envelopes where strength and opacity is not a factor.
- 24 lb. Workhorse of envelope papers - used for most open side official and commercial envelopes.
- 28 lb. Used for most open end catalog envelopes and larger (i.e. 11, 12 and 14) size commercial envelopes.
- 32 lb. Used for heavy duty envelopes and clasp envelopes.
- 40 lb. Used for large envelopes, heavy duty envelopes or envelopes used for storage and frequent reference.

DRIVE-UP BANK ENVELOPE: also called teller-helper. Used by financial institutions to return cash to customers at counters and drive-up windows. ▼



TEXT: type of high quality paper, manufactured in white or colors from bleached chemical wood pulp and/or cotton fibers. Manufactured in a wide variety of finishes, including antique, vellum, smooth, felt-marked and embossed. Often has matching cover stock. In envelopes, most often used for annual reports, brochures or other prestige mailings where an envelope that matches or complements the enclosure is desirable

THERMOGRAPHY: printing process that produces raised lettering simulating engraving. Used in letterheads and matching envelopes, business cards or announcements.

THUMB CUT: found on envelopes manufactured without flaps, such as filing and film storage. Can be cut on one side or double thumb cut, for easier extraction of contents.

TOP: when referring to envelope specifications, the dimension of the envelope with the opening, even if it is on the "side" relative to the address, corner card, etc.

TUCK FLAP: flap with no gum, used primarily on interoffice and other reusable envelopes.

TYVEK®: spunbonded olefin product manufactured by DuPont. Offers maximum protection and durability at a very light weight. Tyvek is unaffected by moisture and inert to most chemicals. Acid, lint and sulfide free.

WINDOW: cut-out in the body of the envelope positioned to show mailing address, return address and/or special messages. Eliminates the duplication of effort and the potential for error in addressing envelopes. Customized windows can

be created in the shape of a product or logo. Usually covered with transparent window patch material. Can be left open with no patch (referred to as open panel), except in Canada.

WINDOW POSITION: location of the window on the envelope, as measured from the left and bottom edges of the envelope. Window edge should be no closer than 3/8" from the side (to allow space for gluing window material) and 5/8" from the bottom (to correspond

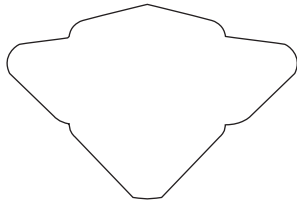
to current postal recommendations) of a standard commercial envelope. Other sizes and styles vary. Postal recommendations and regulations are subject to change; your Cenveo representative can give you latest information.

WOVE: paper having a uniform surface and no discernible marks. Soft, smooth finish. Most widely used envelope paper. Relatively low opacity, brightness and bulk. Available in white or colors.

Envelope manufacturing process

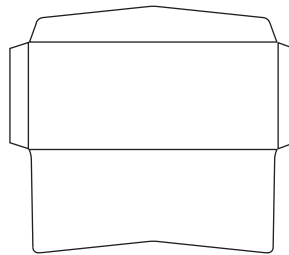
DIE CUT MANUFACTURING PROCESS

The original method for mass envelope production. It is a multi-step process offering a limitless range of styles and sizes. This method is ideal for small orders and specialty papers. Folding variances are inherent with this method.



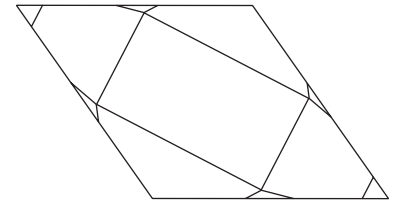
WEB MANUFACTURING PROCESS SIDE SEAM

A one-step high-speed manufacturing process offering more precise folding with limited range of styles and papers. It is ideal for medium to large volume orders and combination runs for standard sizes. Manufacturing paper waste is 11%.



WEB MANUFACTURING PROCESS DIAGONAL SEAM

These envelopes are manufactured on proprietary VH Equipment. It is a one-step high-speed manufacturing process with limited range of styles and papers. This method is ideal for medium to large volume orders and provides more precise folding & size uniformity. These envelopes are dry packed. This is the most sustainable manufacturing process with paper waste of only 2%.



Measuring your Envelope

The **envelope body** is measured from the top fold to the bottom fold and from onside fold to the other. The envelope size is always stated with the shorter dimension first.

Flap width is measured from the top fold/score line to the uppermost tip of the flap.

Seal gum width is measured from the top of the seal flap to where the gum line stops.

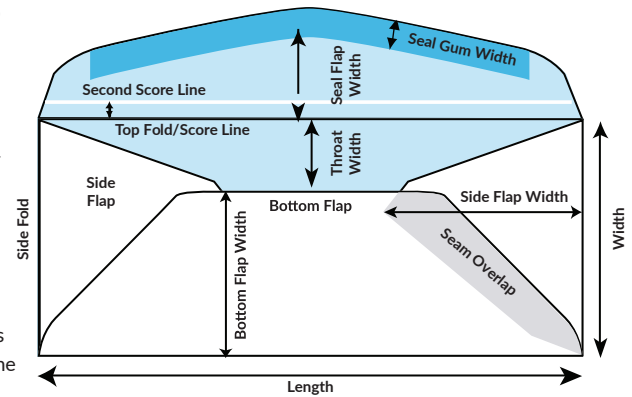
The **throat depth** is measured from the top fold/score line to the top edge of the bottom flap.

Seam overlap is measured from the inside edge of the side flap to the point where it no longer is covered by the bottom flap.

The **bottom flap width** is measured from the bottom fold to the highest point where it meets the throat.

The **side flap width** is measured from the side fold to its farthest point toward the envelope center.

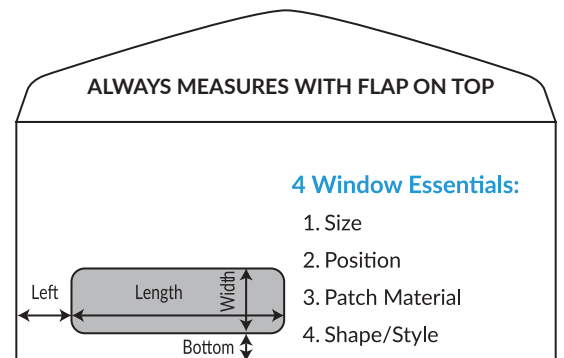
Second score lines are sometimes added to allow the flap to extend over a wide insert, such as a bank statement with canceled checks. Measure the second scoreline as the distance from the top fold.



How To Measure a Window

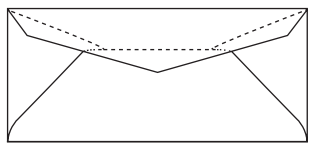
Window envelopes may be used for a variety of applications. Standard windows are rectangular with slightly rounded corners. Special window sizes and styles can be made to order.

1. **SIZE:**
 - I. Measure short dimension first.
 - II. Measure long dimension.
 - III. Standard window size is considered 1 1/8" x 4 1/2" or 1 1/8" x 4"
2. **POSITION:**
 - I. Measure from left edge of envelope to the left edge of the window.
 - II. Measure from the bottom of the envelope to the bottom edge of the window.
 - III. Standard placement is 7/8" from left and 1/2" or 5/8" from bottom.
 - IV. At a minimum, windows should be placed 1/2" from the side and the bottom of the face of the envelope to ensure adequate room for patch adhesive
3. **SPECIFY PATCH MATERIAL:**
 - Poly
 - Glassine
 - Digital Window
 - Cello
 - Open
4. **SHAPE/STYLE:**
 - I. Windows can be made in a wide variety of sizes and shapes, and can be located on either the back or front of the envelope
 - II. Avoid open windows when auto inserting and applying for postal discounts.
 - III. Double windows must be at least 3/8" apart.
 - IV. Extra large windows need heavier paper and patch material.



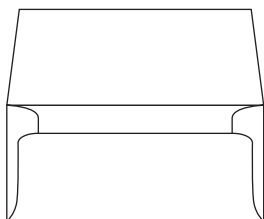
GUIDE TO STANDARD ENVELOPE SIZES

Commercial



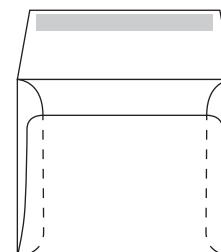
Size	Dimension	Size	Dimension
#6-1/4	3-1/2x6	9	3-7/8x8/7/8
#6-3/4	3-5/8 x 6-1/2	10	4-1/8 x 9-1/2
#7	3-3/4 x 6-3/4	11	4-1/2 x 10-3/8
#7-3/4	3-7/8 x 7-1/2	12	4-3/4 x 11
Monarch	3-7/8 x 7-1/2	14	5 x 11-1/2
#8-5/8	3-5/8 x 8-5/8		

Remittance



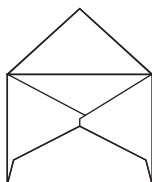
Size	Dimension	Size	Dimension
#6-1/2	3-9/16 x 6-1/4	#6-34	3-5/8 x 6-1/2
#9	3-7/8 x 8-7/8		

Open Side



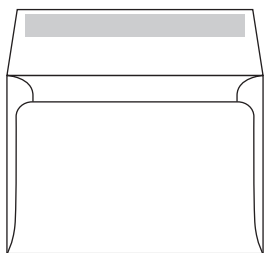
Baronial

Size	Flap	Dimension
#4 Baronial	Pointed	3-5/8 x 5-1/8
#5 Baronial	Pointed	4-1/8 x 5-1/2
#5-1/2 Baronial	Pointed	4-3/8 x 5-3/4
#6 Baronial	Pointed	4-3/4 x 6-1/2
Lee size	Pointed	5-1/4 x 7-1/4



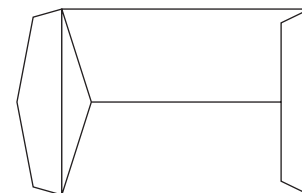
Size	Dimension	Size	Dimension
#3	4-3/4 x 6-1/2	#7-1/4	7 x 10
#4-1/2	5-1/2 x 7-1/2	#7-1/2	7-1/2 x 10-1/2
#5	5-1/2 x 8-1/8	#9	8-3/4 x 11-1/2
#6	5-3/4 x 8-7/8	#9-1/2	9x12
#6-1/2	6x9	#10	9-1/2 x 12-5/8
#6-5/8	6 x 9-1/2	#13	10x13
#6-3/4	6-1/2 x 9-1/2		

Announcement



Size	Flap	Dimension
A-2	Square	4-3/8 x 5-3/4
A-6	Square	4-3/4 x 6-/12
A-7	Square	5-1/4 x 7-1/4
A-8	Square	5-1/2 x 8-1/8
A-9	Square	5-3/4 x 8-3/4
A-10	Square	6 x 9-1/2
Slimline	Square	3-7/8 x 8-7/8

Open End



Size	Dimension	Size	Dimension
#1 Coin	2-1/4 x 3-1/2	#1 Catalog	6x 9
#3 Coin	2-1/2 x 4-1/4	#1-34 Catalog	6-1/2 x 9-1/2
#5 Coin	2-7/8 x 5-1/4	#6 Catalog	7-1/2 x 10-1/2
#4 Coin	3 x 4-1/2	#10-1/2 Catalog	9x12
#4-1/2 Coin	3 x 4-7/8	#12-1/2 Catalog	9-1/2 x 12-1/2
#4-3/4 Coin	3-1/8 x 4-3/4	#13-1/2 Catalog	10 x 13
#5-1/2 Coin	3-1/ 5+1/2	#14-1/2 Catalog	11-1/2 x 14-1/2
#6 Coin	3-3/8 x 6	#15 Catalog	10 x 15
#7 Coin	3-1/2 x 6-1/2	#15-1/2 Catalog	12 x 15-1/2

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