

Review of FOLDED SELF-MAILERS Standards Effective Jan 2013



Why Revise Standards?

Letter mail mix shifting from envelopes

- Booklets and folded self-mailer volume growing
- Creativity of elements / designs outpacing DMM
- Appeals to PCSC for exceptions are increasing

Operational implications

- Do not behave like envelopes in automation
 - Damage and jam rates higher, thruput is lower
- Diversion to flat sorters or manual operation is costly

Need balance between *innovation & machinability*

- Mailers want options for design creativity and clear standards

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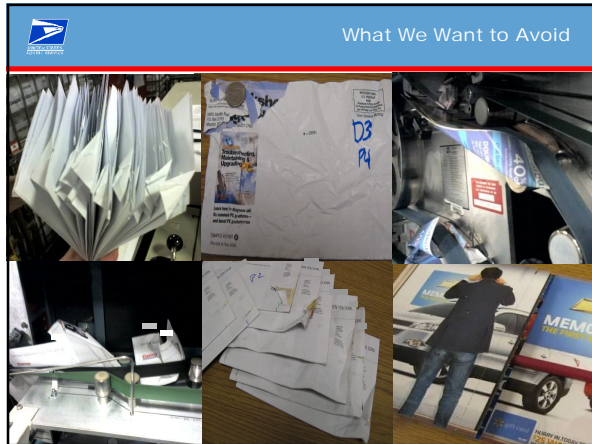


Why Revise Standards?

Mutual Benefit to New Standards

- Introduce more mailing options
- Reduce confusion, discrepancy and delay of local rulings
- Reduce time / cost both parties spend on the appeal process
- Enable smoother transition for getting new formats into mail
- Reduce diversion to manual or flat operation
- Contain costs by increasing efficiency

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What We Want to Avoid

Folded Self-Mailer study

- ❑ Significant participation from letter mailing industry
 - Over 250k pieces tested
 - Participants were given opportunity to view test

Analysis Phase


<p>Primary elements</p> <ul style="list-style-type: none"> • Dimension • Fold style / orientation • Paper basis weight of cover • Closure method; tabs, glue line / spots • Thickness, total weight, # layers / panels 	<p>Optional elements</p> <ul style="list-style-type: none"> • Loose inserts secured in pocket • Attachments - interior • Die-cutout on cover • Perforations
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Development of standards

- ❑ Developed initial framework having optimized standards
- ❑ Presented 10 category model to industry participants
- ❑ Discussed potential to streamline, reduce complexity
- ❑ Revised the proposed standards model
 - Begins with standards for a Basic FSM format
 - Standards progress based on optional elements used
- ❑ Good news!
 - Revised standards account for all design elements desired

Will Revised Standards Make a Difference?

Existing vs. New Standards



- ❑ Top group shows condition of pieces when using existing requirements
 - 60lb paper with one tab at top center
- ❑ Bottom group shows condition of pieces when using revised requirements
 - 70lb paper with two tabs at top

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Letter Distinction

Created clearer delineation in letter types

- ❑ Establishes better distinction from envelopes, other non-envelope style mailpieces and cards
 - Booklets - revised standards in effect
 - Folded self-mailers - standards developed and published
 - Unenveloped letters – new section to cover other letter designs such as Forms and the Open Sleeve style (DMM 201.3.15)
- ❑ Clarity for USPS acceptance and industry, creative designers etc
- ❑ PCSC still the avenue to review design compliance questions

Now, let's delve into folded self-mailers...

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**OVERVIEW of
FOLDED SELF-MAILER
REQUIREMENTS
(Basic & Optional Creative Elements)**

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Folded Self-Mailer Definition

A folded self-mailer is formed of panels created when a single or multiple unbound sheets of paper are folded together and sealed to form a letter-size mailpiece.



Basic Design Elements

- Dimension
 - Height – 3.5” to 6” max
 - Length – 5” to 10.5” max
- Weight – up to 3oz
- Paper cover basis weight - Book grade (Text, Offset)
 - Basic Folded Self-Mailer design
 - ◆ 70lb min for 1oz mailpiece; 80lb over 1oz up to 3oz
 - Optional elements added
 - ◆ basis weight ranges from 80lb to 120lb
 - ◆ basis weight increases when piece weight is over 1oz
 - Newsprint paper allowed on quarter-fold design only
 - ◆ 55lb minimum paper, 1.5 inch tabs required

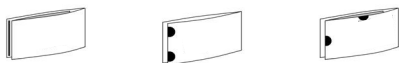


Basic Design Elements

- Fold style / orientation
 - Horizontal - final fold at bottom edge to non-address side



- Vertical - final fold on lead edge to non-address side
 - ◆ Oblong is a common name for this fold style



These are only representative illustrations of potential designs.



Basic Design Elements

- **Panels** - formed when a sheet(s) of paper are folded
 - Each folded section of a sheet is a separate panel
 - Both sides of panel count as one and the same panel
 - Equal - nearly equal size; varied fold styles with panels of differing sizes, short panels covered by full-size panel(s)
 - Internal partial panels count toward # panels allowed
 - Final fold panel creates non-address side of mailpiece by folding from bottom to top, or lead to trail edge

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Basic Design Elements

□ Panel Count



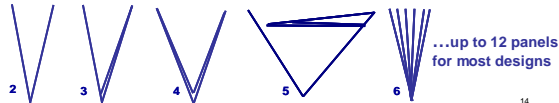
2 Panels
(Bi-fold)
Single sheet folded once in half



4 Panels
Two nested sheets folded once in half
One sheet folded three times
One sheet quarter-folded perpendicular



3 Panels
(Tri-fold)
Single sheet of paper folded twice

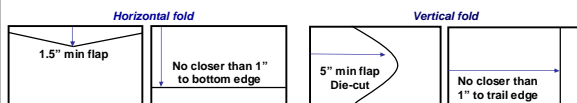


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Basic Design Elements

- **Flap** - used for closure of mailpiece on non-address side
 - Horizontal fold letter, external flap is final fold from top edge
 - Vertical fold letter, external flap must be final fold from lead edge
 - Die-cut shape external flaps allowed
 - glue line seal along the contour of the edge recommended
 - glue spots / elongated glue lines or tabs must sufficiently seal the flap to the non-address side panel



← Lead Edge on left (Non-address side view) Trail Edge on right →

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 Basic Design Elements

❑ Closure method - Glue (adhesive or cohesive)


Continuous Glue Line
1/8" W to within 1/4" of each edge

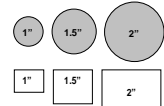
Glue Spots
3/8" diameter
3- 4 spots based on mailpiece design / wgt

Elongated Glue Lines
1/8" W x 1/2" L or 1/4" W x 1/2" L or 1/8" W x 1" L
3- 4 lines based on mailpiece design / wgt

❑ Closure method - Tabs (2 or 3 based on mailpiece design)


- Placed either at Top or Lead / Trail
 - ♦ within 1" from adjacent edge(s)
 - ♦ lower lead edge tab 1/2" from bottom

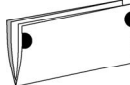




1" 1.5" 2"

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 Quarter-Fold Design

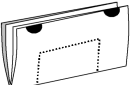



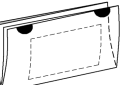
Two folds perpendicular create a quarter-fold mailpiece

Folds must be on the lead and bottom edge

Single layer attachment or reply envelope allowed within


Paper basis wgt – 70lb min, 80lb if over 1oz.
♦ Newsprint requires 55lb min

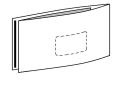


These are only representative illustrations of potential designs.

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 Interior Attachment or Loose Enclosures



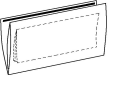
Max thickness of attachments and/or loose enclosures is:

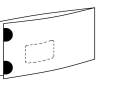
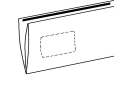
- ♦ .05" - mailpiece wgt under 1oz
- ♦ .09" - mailpiece wgt over 1oz

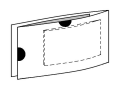
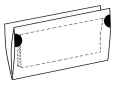
Attachments must be secured on panel 1/2" from edges

Loose enclosures must be made of paper and remain secure in pocket or other containment method; pocket does not count as a panel

Paper basis wgt is 80lb min; 100lb if piece exceeds 1oz




These are only representative illustrations of potential designs.

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Attachments


- Internal attachments (must be secured to panel)
 - Multiple attachments must be nearly uniform in thickness
 - When multiple attachments are secured on separate panels, combined thickness is applied to maximum allowed if those attachments align stacked.

Internal attachments aligned stacked



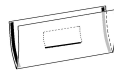
- Where multiple attachments are placed adjacent across panel(s), thickest attachment applies to maximum allowed

Internal attachments aligned adjacent

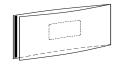


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Perf Options on Non-Address Side Panel

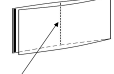


Pop-Open Pane - three sides perforated



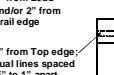
Pop-Out Pane - full perimeter perforation

- Panes placed 1" from edges and other panes
- 4" max for height, length, diameter
- Circle, oval, rectangle or square shape



Pull-Open Strip - Horizontal

- Placed at least 1" from top
- Dual lines placed 1/2" to 1" apart



Pull-Open Strip - Vertical

- Placed at least 5" from lead, 2" from trail edge

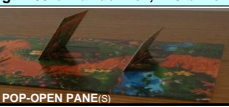
Paper basis wgt -100lb if under 1oz, 120lb if over

5" from Lead and/or 2" from Trail edge

1" from Top edge; dual lines spaced .5" to 1" apart

Pull-open strip in flap

(Non-address side)



POP-OPEN PANE(S)

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Die-Cutout on External Panel

Up to two die-cutout holes can be placed in address or the non-address side panel

- No "through-holes" allowed

Size:

- Circular or Oval - 2" max
- Rectangular* - 1.5" x 2" max
- 1/4" radius corners

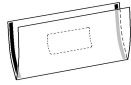
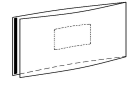
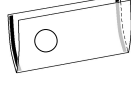
Placement:

- 1.5" from all edges
- 5" from lead edge on non-address side


Thumb-notch:

- 1/2" max semi-circular die-cut at trail edge of address or non-address panel

Paper basis wgt: 100lb min under 1oz, 120 if over

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UNENVELOPED MAILPIECES

DMM 201.3.15

Effective January 05, 2013

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 "Open-Sleeve" Style Letter

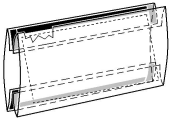
Symmetrical panels joined together to form an Open-Sleeve style letter

Panels sealed along top and bottom edge using a 1/8"W continuous glue line

Optional inner flaps


Optional elements incorporated must comply with standards in 201.3.14.6-9

Paper basis weight minimum is 80lb, but must meet required basis weight for any optional element used according to DMM 201.3.14.5-9



see FR Final language - DMM 201.3.15.1

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 Forms - Tear-Off Strip at Lead and/or Trail Edge

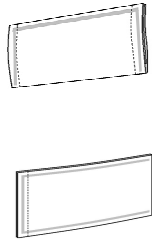
Perforations are vertical lines no more than 9/16" from lead and/or trail edge

Cut-to-Tie ratio: recommended 1 to 1 (minimum); 1 to 2 if piece is over 1oz

Complete seal on all unfolded edges


May have a perforated horizontal line joining the lead / trail edge perforation

Paper basis weight is 60lb; if piece is over one ounce 80lb is recommended



see FR Final language - DMM 201.3.15.2


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 Summary

Basic elements

- Dimension**
 - Height: 6" max
 - Length: 10.5" max
- Weight: up to 3oz max** (closure method based on mailpiece weight)
- Paper Basis Weight:** based on design/weight
 - Book grade (Text/Offset) minimum 70lb and higher
 - Newsprint min 55lb; only allowed with quarter-fold design
- Closure method options** - based on design/weight
 - Continuous glue line or elongated glue lines, glue spots
 - Tabs: 2 or 3 non-perforated tabs


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 Summary

Basic elements

- Fold style / orientation**
 - Horizontal or vertical
- Panel is formed when sheet(s) of paper are folded**
 - Panel is final fold, bottom up to top on non-address side
 - Number of host piece panels determined by design
- Flap (if used) is final fold used in closure of mailpiece**
 - External flap is final fold down from top on non-address side or from lead to trail edge
 - Die-cut shape allowed
 - ◆ must be sufficiently sealed to panel

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 Summary

Optional creative elements

- Interior attachments / loose enclosures**
 - Attachments secured to panel
 - Enclosures in pocket or other style containment method
- Die-cutout hole(s)** - no through holes allowed
 - Placement, size, shape and amount defined
- Perforation elements: cut-to-try vary by design / weight**
 - Pull-open strip, pop-out or pop-open panes
- Exterior attachments based on current DMM standards**
- Recommendations only, not required**
 - Friction, static, coating

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- ❑ **Published Federal Register proposal - August 13, 2011**
- ❑ **Published Federal Register Final rules - Dec 01, 2011**
 - <http://www.gpo.gov/fdsys/pkg/FR-2011-12-01/html/2011-30879.htm>
- ❑ **Conduct internal training - ongoing**
- ❑ **Issue extensive communications - ongoing**
- ❑ **DMM standards required effective date – Jan 05, 2013**
 - Visit FSM home page at RIBBS to access documents
 - <https://ribbs.usps.gov/index.cfm?page=fsm>



Questions