

# Business Reply Mail™ (BRM)



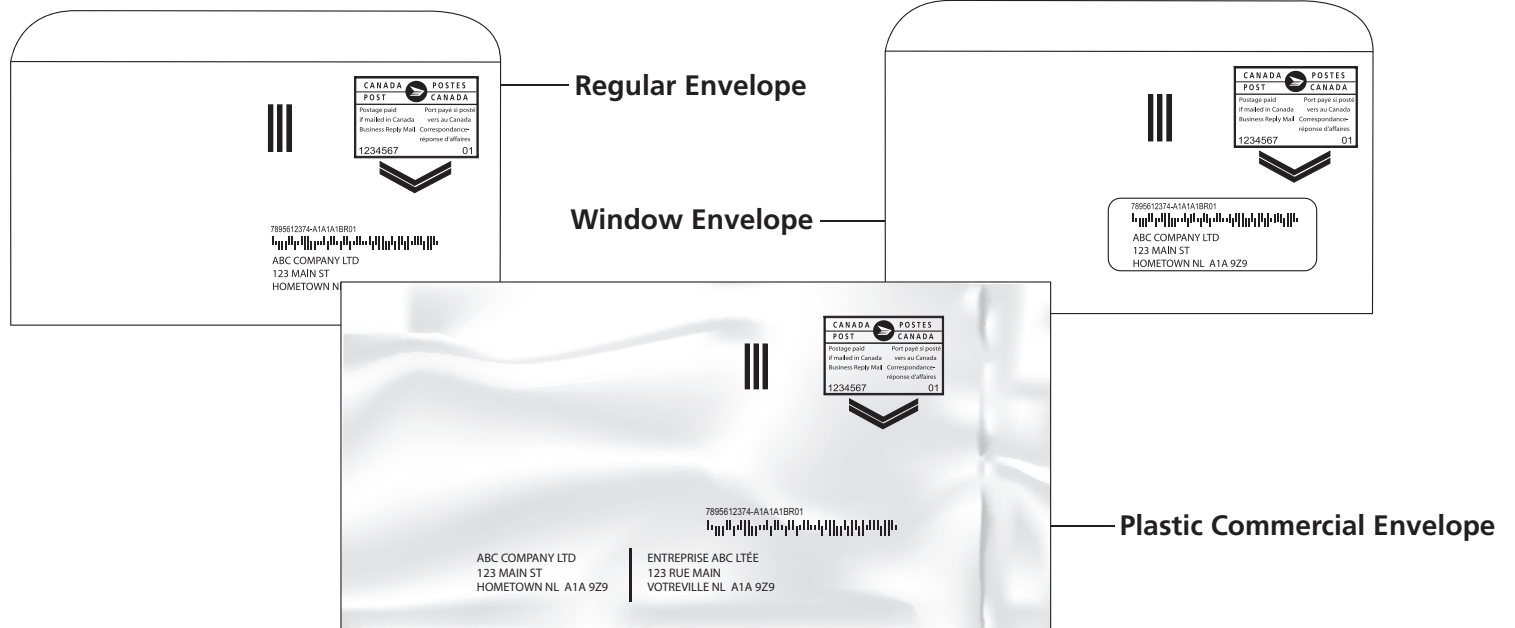
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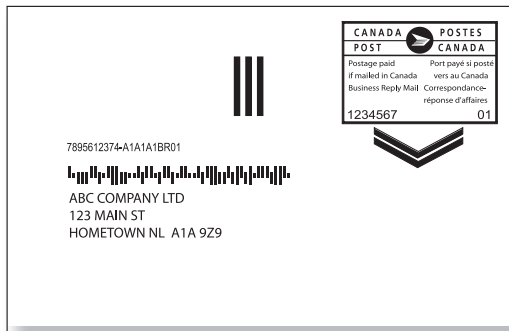
## Domestic BRM Envelope

### Envelopes and Card for Domestic Business Reply Mail

The Business Reply Mail™ (BRM) envelope provides a secure way for your clients to send orders, information or payments – to you.



## Domestic BRM Card



The Business Reply Mail (BRM) card provides an economical way to obtain new subscriptions, requests for information, or sales leads.

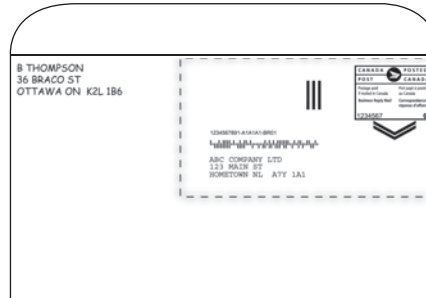
Access the Business Reply Mail Artwork Online tool at [canadapost.ca/obc](http://canadapost.ca/obc) to see how creative and colourful BRM can be, go to [canadapost.ca/brmsupportdocuments](http://canadapost.ca/brmsupportdocuments) and click on "Customer Brochure".

## BRM eLabel

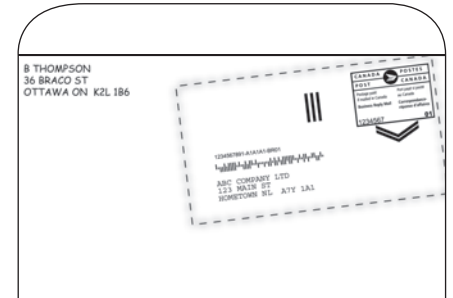
Add the convenient Business Reply Mail™ (BRM) eLabel response vehicle to your website for your clients who need to mail you back documents, orders, voided cheques.

Your client simply prints the BRM elabel on regular paper stock, cuts and carefully glues the outer edges of the elabel onto an envelope, encloses their response, drops the envelope into the mail – effectively creating a pre-addressed, postage-paid envelope.

Sample of BRM elabel



Sample of the BRM elabel correctly affixed to an envelope



Sample of an incorrectly applied BRM elabel

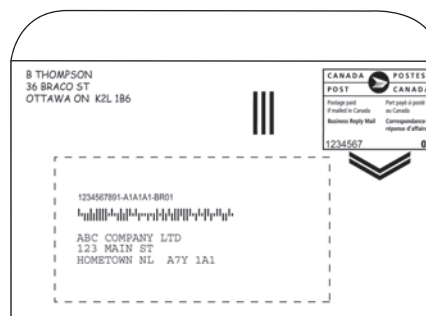
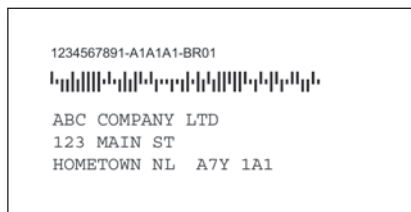
## BRM Overlay Label

To avoid non-compliance surcharges, BRM cards or envelopes depicting the outdated 93-symbology bar code can be recycled by using the BRM overlay label.

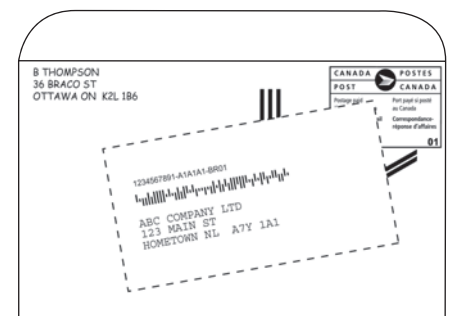
Simply contact your Sales Representative to have a BRM overlay label created and electronically mailed to you.

You can then download and print the BRM overlay label to fit on a standard 2" x 4" (50mm x 100mm) Avery label, and stick the label over the 93-symbology bar code and BRM address. Ensure the BRM indicia, three bars and chevrons are not covered.

Sample of a BRM overlay label



Sample of correctly applied BRM overlay label on old stock



Sample of an incorrectly applied BRM overlay label on old stock

Artwork is not to scale.

For illustrations of all BRM artwork elements, refer to **Section 2.4** of the *Business Reply Mail Customer Guide* at [canadapost.ca/customerguides](http://canadapost.ca/customerguides). Access the Business Reply Mail Artwork Online tool at [canadapost.ca/obc](http://canadapost.ca/obc).