

Designing



Machineable Mail

IMPORTANT UPDATES

| DESCRIPTION OF CHANGE | | LOCATION |
|-----------------------|-----------------------------|-------------------------------|
| Amendment v1.0 | Posted on November 16, 2018 | Effective on January 14, 2019 |
| No updates. | | |

When the document is amended or revised, the version number will be modified as follows:

- an amendment increases the first digit in the version (e.g., version, 3.0)
- a revision increases the second digit in the version (e.g., version 1.1, 1.2)
- the version number restarts at 1.0 every January of a given year.

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DESIGNING

The Designing module provides all the details you need to design and create your machineable mail item. This section includes mandatory requirements such as address placement, postage zone, sealing, dimensions and weight to ensure that we can process your mail items with our automated equipment to avoid delays and surcharges.

INTRODUCTION

The Machineable Mail section of the Designing module has been developed to help you and your suppliers create mail items (Standard or Oversize) that can be processed by our automated equipment efficiently and without delay.

All requirements in this document must be met to access the machineable mail option and avoid surcharges. To help you become more familiar with our services and tools, you can view our “How to videos” at canadapost.ca/howtovideos.

Machineable Mail - Best Practices, that are recommended for optimal performance in our machines, can be found under the applicable service in the Quick Links at canadapost.ca/postalservices.

Please note that the graphics in this document are used for illustration only and are not exhaustive.

GENERAL DESIGN REQUIREMENTS

1 MARKINGS

Customers may use the “Delivered by” logo on items delivered by Canada Post with the prior written consent of the Director, Marketing and Brand or her/his designate. They can be contacted at info.brand@canadapost.ca. Visit canadapost.ca/logo for available artwork.

Customers may use Canada Post postal indicia on items delivered by Canada Post without prior authorization. See canadapost.ca/indicia for the requirements, artwork and the specifications.

Any unauthorized use is an offence under the Canada Post Corporation Act and Regulations as well as being an infringement of Canada Post's trade-marks and official marks.

An item will be considered non-mailable if, on the outside, it is marked or labelled with any of the following that were not provided or authorized by Canada Post:

- certain markings that could be confused with Canada Post's designators, services, or indicia. These must not be used. Some examples include:
 - any design likely to be mistaken for a postage stamp, meter impression, service label or any other mark suggesting that postage has been paid
 - any label or endorsement implying that it will be given special handling, delivered faster, such as Priority Mail, Express Mail, or be provided with any service that has not been purchased by the customer. (However, customers may include labels on items that are directed to the addressee as an instruction that is clearly related only to the enclosure and would not otherwise result in the item being non-mailable matter. Examples of acceptable wording include “URGENT”, “RUSH” and “IMPORTANT COMMUNICATION ENCLOSED”), and
 - any facsimile of any label, endorsement or marking used by Canada Post that might cause confusion so as to affect its handling, e.g., confusion as to the service the customer has paid for.

It is your obligation to obtain approval for any proposed endorsement or other markings from Canada Post prior to printing.

1.1 Non-mailable matter

Generally, non-mailable matter means any mail that:

- is prohibited by law (e.g., illegal, obscene, fraudulent)
- is non-mailable due to the fact that it fails to meet certain physical characteristics or marking requirements
- contains products or substances that could:
 - injure a person handling the mail
 - damage postal equipment or other items
 - trap other items
- contains cannabis. Refer to [ABCs of Mailing](#) of the *Canada Postal Guide* for specific requirements on the promotion of cannabis.
- contains sexually explicit material unless it is sent in an opaque envelope with the words “ADULT MATERIAL” or similar wording. Solicited Publications Mail items only require opaque wrapping.

Sexually explicit material is defined as images or representations of nudity that suggest sexual activity; images or representations of sexual intercourse, or written text that describes sexual acts in a way that is more than plainly factual. Images or text which contain or suggest violence or degradation are not permissible.

Any item bearing a modified postage stamp in contravention of Section 52, or bearing a word or mark in contravention of Section 58 of the [Canada Post Corporation Act and Regulations](#) is also non-mailable matter.

Dangerous substances or articles prohibited by law are not acceptable.

It is your obligation to ensure an item does not constitute non-mailable matter (further to Canada Post's *Non-mailable Matter Regulations*) and is otherwise acceptable for mailing.

For information on unacceptable items, please refer to the [Non-mailable Matter](#) section of the *Canada Postal Guide*.

1.1.1 SOLICITATIONS BY MAIL

Solicitations (offers) having the general appearance of a bill, invoice, or statement of account where there is no obligation to make a payment in relation to the offer unless accepted, must adhere to the regulatory obligations detailing wording and format requirements. For the official requirements of the Solicitations by Mail Regulations made under the Canada Post Corporation Act, go to http://laws.justice.gc.ca/eng/regulations/C.R.C.,_c._1295/.

1.1.2 SCENTED OR ALLERGEN ITEMS

Ensure each item is mailable and consider the following:

1. Scented items must be sealed in such a manner that prevents the scent from escaping. Similarly, liquids and powders must be packaged appropriately. A scented item produced using micro-encapsulated scent infused ink/lacquers does not need to be sealed provided the scented area is covered or contained within the mailed item.
2. If an item contains a common allergen such as peanuts, sesame seeds, tree nuts (e.g. almonds, walnuts) or eggs, it must be packaged and labelled to minimize the potential for allergic reactions.

Visit “[ABCs of Mailing](#)” and “[Non-mailable Matter](#)” in the *Canada Postal Guide* for more information.

UNDERSTANDING MACHINE PROCESSING

To successfully process your mail through our sorting equipment, the mail item must be machineable and readable.

Our **machineability** requirements ensure that your mail items can efficiently travel through our automated equipment. These requirements include size and weight, aspect ratio as well as elements of the mail item's construction (such as its strength, flexibility and sealing). To help you become more familiar with our services and tools, you can view our “How to videos” at canadapost.ca/howtovideos.

Our **readability** requirements ensure that our automated equipment can find and read the address on each of your mail items. These requirements include the location and printing of addresses, postage and quiet zones.

Our automated equipment must be able to read at least 95% of the addresses on Standard mail items and 85% of the addresses on Oversize mail items in any given mailing. If the mailing does not meet this expectation, we may request that you redesign future mail items.

Markings on your mail item may occur during processing in our automated equipment.

We offers free evaluation services that will assess the machineability and readability of your mail items.

See [Section 2](#) for more information.

MANDATORY REQUIREMENTS - STANDARD

| Standard Items* | Length | Width | Thickness | Aspect Ratio (L x W) | Weight |
|-----------------|------------------|------------------|---------------------|----------------------|-----------------|
| Minimum | 5.6 in. (140 mm) | 3.6 in. (90 mm) | 0.007 in. (0.18 mm) | 1.3:1 | 2 g (0.07 oz.) |
| Maximum | 9.6 in. (245 mm) | 6.1 in. (156 mm) | 0.2 in. (5 mm) | 2.6:1 | 50 g (1.76 oz.) |

* Square envelopes are acceptable - min. 140 mm x 140 mm x 0.18 mm and max. 156 mm x 156 mm x 5 mm.

MACHINEABILITY

SHAPE

Rectangular cards and self-mailers. Envelopes may be square provided they meet the square dimensions.

MATERIAL

- Must be paper; items cannot be made or wrapped in plastic.
- Minimum paper weight for:
 - **envelope:** 75 gsm (approx. 20 lb. bond)
 - **folded self-mailer:** 90 gsm (approx. 60 lb. text)
 - **card and postcard:** 160 gsm (approx. 60 lb. cover)
- Must be sufficiently flexible to bend; items cannot be rigid.

ENCLOSURES

- Any paper enclosure is acceptable.
- Flexible magnets, single coin, key tags and plastic cards are acceptable when firmly attached.
- Liquids, powders and gels are unacceptable unless tested and approved by Canada Post prior to deposit.

CREATIVE FEATURES

Items with the following features must be tested and approved by us prior to deposit:

- alternative sealing locations
- zipper seals / perforations on the exterior items
- non-paper enclosures within a self-mailer
- tip-on placed on a card
- square self-mailers and cards
- die-cuts placed along the top, leading or trailing edge
- decorative and creative font.

Once tested and approved, the service ticket # must be written on the *Order (Statement of Mailing)* at the time of deposit.

READABILITY

Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., "OCCUPANT"), street address, municipality, province and a valid Postal Code^{OM}

Postage Zone

1

Return Address

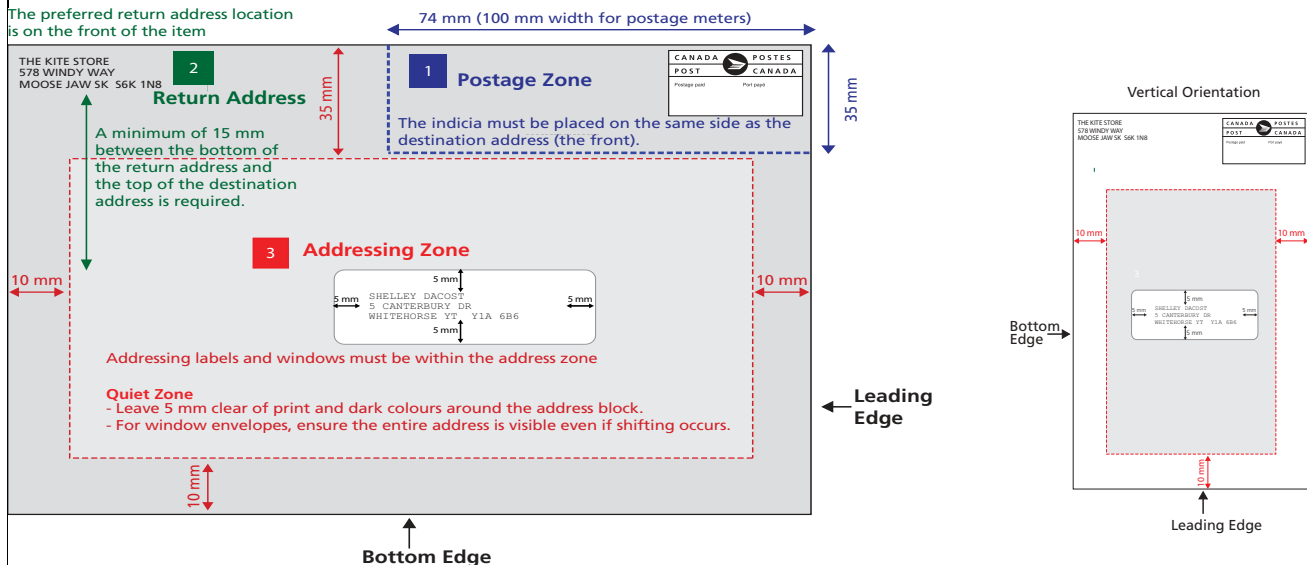
2

Address Zone and Quiet Zone

3

Whether horizontally or vertically oriented, the addressing requirements are the same.

The preferred return address location is on the front of the item



FONT

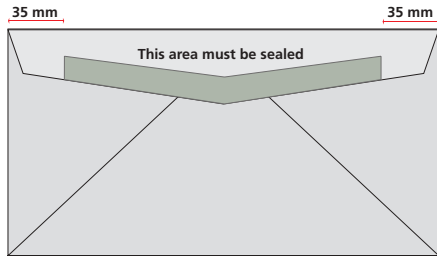
Commercially available fonts should be easy to read, have well-defined characters and:

- Not overlap to the line above or below
- Not contain text effects (i.e. shadow, emboss, etc.)
- Not contain random heights within characters
- Not include calligraphy styles (i.e. The quick brown fox jumps over the lazy dog).

Fonts must be a dark colour (preferably black). There should be good contrast between address and background.

Failure to meet these mandatory requirements may result in mail delays or surcharges. Not all creative designs and sealing options are mentioned above, assessment of your physical mail item is recommended.

ACCEPTABLE SEALING LOCATION

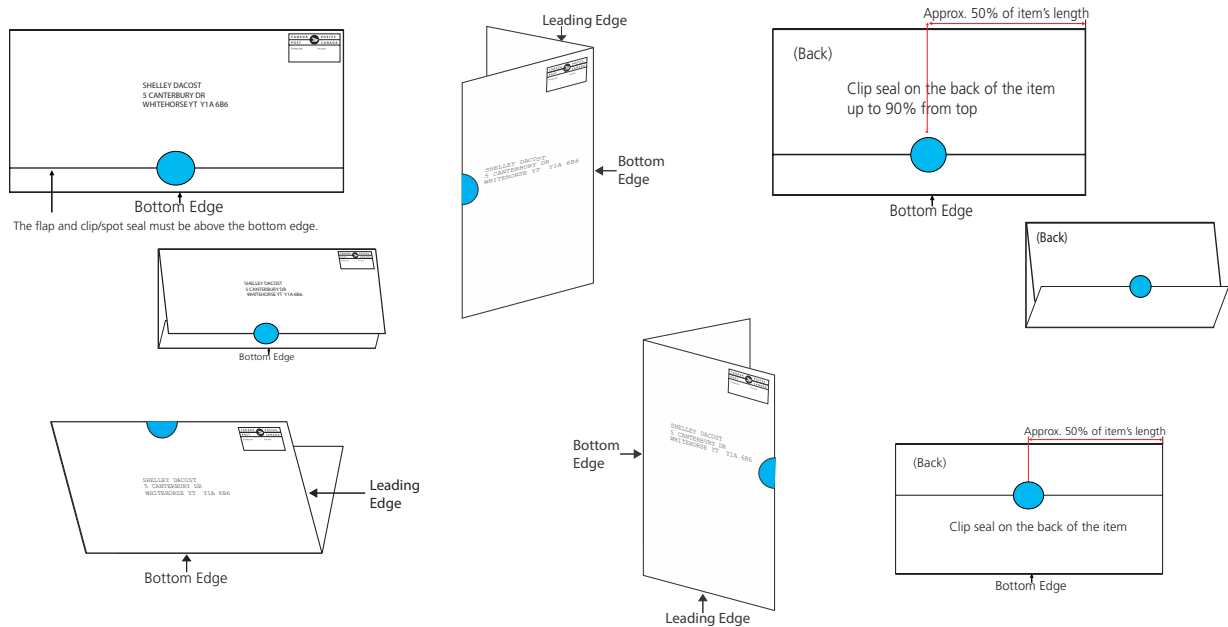


Envelopes must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each end.

To prevent envelopes from sticking together, do not apply an excessive amount of adhesive. Envelopes must not be sealed with staples, clasps or other similar devices.

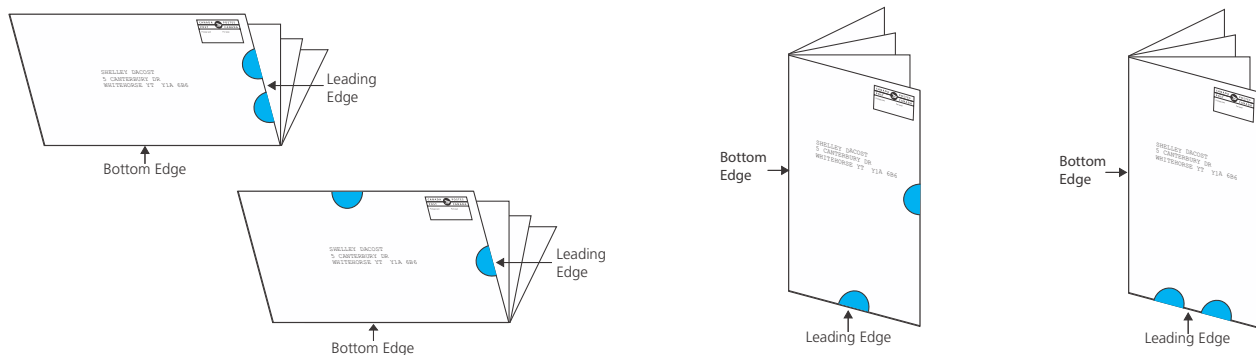
Single Sheet Self-mailer

- Are formed by a single sheet of paper, folded once or multiple times into panels.
- Must have the fold or continuous seal along the bottom edge plus a clip/spot seal on top.



Multiple sheet Self-Mailer / Mini-Catalogue

- Contain multiple sheets of paper, folded once or multiple times into panels and are bound / stitched together.
- Must have the fold or continuous seal along the bottom edge and either:
 - ▶ a clip/spot seal on top and leading edge; or
 - ▶ two clip/spot seals on the leading edge.



MANDATORY REQUIREMENTS - OVERSIZE

| Oversize Items | Length | Width | Thickness | Weight |
|----------------|-------------------|-------------------|-------------------|------------------|
| Minimum | 5.6 in. (140 mm) | 3.6 in. (90 mm) | 0.02 in. (0.5 mm) | 10 g (0.4 oz.) |
| Maximum | 14.9 in. (380 mm) | 10.6 in. (270 mm) | 0.8 in. (20 mm) | 500 g (17.6 oz.) |

MACHINEABILITY

SHAPE

Must be rectangular or square.

MATERIAL

- Must be paper or plastic.
- Minimum paper weight for:
 - ▶ **envelope:** 90 gsm (approx. 60 lb. text)
 - ▶ **folded self-mailer:** 90 gsm (approx. 60 lb. text)
 - ▶ **card and postcard:** 160 gsm (approx. 60 lb. cover)
- Minimum plastic requirements (wrapper):
 - ▶ covered with transparent or opaque material (max. haze of 75%, 159 gloss unit or less)
 - ▶ must be at least 0.03 mm thick and be low-slip coated
- Must be sufficiently flexible to bend; items cannot be rigid

ENCLOSURES

- Any paper enclosure is acceptable.
- Flexible magnets, single coin, key tags and plastic cards are acceptable when firmly attached.
- Liquids, powders and gels are unacceptable unless tested and approved by Canada Post prior to deposit.
- Enclosures must closely fit the outer wrapper/envelope.

CREATIVE FEATURES

Items with the following features must be tested and approved by us prior to deposit:

- alternative sealing locations
- zipper seals / perforations on the exterior items
- non-paper enclosures within a self-mailer
- tip-on placed on a card
- die-cuts placed along the top, leading or trailing edge
- decorative and creative font.

Once tested and approved, the service ticket # must be written on the Order (Statement of Mailing) at the time of deposit.

READABILITY

Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., "OCCUPANT"), street address, municipality, province and a valid Postal Code^{OM}

| Postage Zone 1 | Return Address 2 | Address Zone and Quiet Zone 3 |
|--|----------------------------|---|
| <p>The preferred return address location is on the front of the item (1/4 horizontal or 25% of total width)</p> <p>74 mm (100 mm width for postage meters)</p> <p>35 mm</p> <p>Vertical Orientation</p> <p>NOTE: For Publications Mail items, the basic identifying information may be placed above the addressing information, as part of the address block, or in the area 35 mm high by 100 mm long in the upper right corner of the mail item.</p> | | |

| FONT |
|---|
| <p>Commercially available fonts should be easy to read, have well-defined characters and:</p> <ul style="list-style-type: none"> • Not overlap to the line above or below • Not contain text effects (i.e. shadow, emboss, etc.) • Not contain random heights within characters • Not include calligraphy styles (i.e. The quick brown fox jumps over the lazy dog). <p>Fonts must be a dark colour (preferably black). There should be good contrast between address and background.</p> |

Failure to meet these mandatory requirements may result in mail delays or surcharges. Not all creative designs and sealing options are mentioned above, assessment of your physical mail item is recommended.

2 ASSESS YOUR MAIL ITEMS BEFORE MAILING

To ensure that your mailing can be processed on our machines and that your mail items meet the requirements for Machineable Mail, we offer free evaluation services.

You have several assessment options:

| STANDARD SELF-ASSESSMENT TOOL |
|--|
| <p>Complete your own self-assessment by using our "Standard Self-Assessment Tool" found in the Quick Links.</p> |
| ELECTRONIC SAMPLE EVALUATION |
| <p>Contact a Commercial Service Network (CSN) representative at 1-866-757-5480 to provide an electronic sample (PDF format) of your mail item. The electronic sample must clearly show how the item will be constructed, and include:</p> <ul style="list-style-type: none"> • finished item size (e.g.: length, width, thickness and approximate weight) • paper basis weight • fold locations (self-mailers) • sealing location and sealing method (self-mailers and envelopes) • window location (if applicable) and address location. <p>Our CSN representative may request additional testing if the electronic sample does not provide enough information. Physical approval testing is required when Creative Features are used (see the Mandatory Requirements section for details).</p> |
| PHYSICAL APPROVAL TESTING |
| <p>Customers requiring a physical test of their mail items on our mail processing equipment must send 200 samples of the final version of the mailing to a CSN representative at 1-866-757-5480 (a service ticket number and the address to send your samples to will be provided). This process is optional, unless your mail item utilizes Creative Features defined in the Mandatory Requirements section. To test readability, your mail items must be addressed. You can use the same address on all items. Any valid Canadian address is acceptable.</p> <p>When 200 samples are not available for physical testing, the Mail Standards and Testing team can provide feedback on a to-scale mock-up (prototype). To have your prototype evaluated, contact the CSN at 1-866-757-5480.</p> <p>NOTE: We cannot provide approval on a prototype. This service is meant to provide feedback on designs prior to producing 200 items for physical testing.</p> |