

Unlocking Success: Getting Envelopes Opened and Driving Action!

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Printing Industry Stats – Where are We?



Commercial printing generates nearly \$900 billion in annual revenue



72% of corporations utilize direct mail campaigns



95% of mailings include Envelopes

Common stocks and weight – considerations

- What is readily available in inventory?
- When can print partner deliver?
- **Pricing increases can not be ignored**
- Be **FLEXIBLE** with what availability and timing

Envelope Paper Stocks Ranked by Availability



Most Readily Available:

- 24# White Wove (Standard for #10 envelopes and such)
- 28# White Wove (Heavier weight, common for business mailings)



Moderately Available:

- 24# & 28# Natural Wove (Off-white, premium feel)
- 24# & 28# Bright White Sulphite (High brightness)
- Kraft (Brown/Natural for business applications)



Less Available / Specialty Stocks:

- 32# White Wove (Heavy-duty envelopes)
- Recycled Papers (**Varied availability based on supplier**)
- Colored Wove (**Blues, Greens, Yellows - *Special order**)
 - Specialty Textured Stocks (Linen, Laid, Grooved)

Commercial Side Seams

#6-1/4	3-1/2 x 6	#9	3-7/8 x 8-7/8
#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
#8-5/8	3-5/8 x 8-5/8	#14	5 x 11-1/2

Commercial Diagonal Seams

#6-1/4	3-1/2 x 6	#9	3-7/8 x 8-7/8
#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
#8-5/8	3-5/8 x 8-5/8	#14	5 x 11-1/2

Booklet Envelopes

6x9
6-1/2 x 9-1/2
7 x 10
7-1/2 x 10-1/2
8-3/4 x 11-1/2
9 x 12
9-1/2 x 12-5/8
10 x 13

Announcements

A2	4-3/8 x 5-3/4
A6	4-3/4 x 6-1/2
A7	5-1/4 x 7-1/4
A8	5-1/2 x 8-1/8
A10	6 x 9-1/2

Catalog Envelopes

6x9
6-1/2 x 9-1/2
7 x 10
7-1/2 x 10-1/2
8-3/4 x 11-1/2
9 x 12
9-1/2 x 12-1/2
10 x 13

Window vs. Closed Face

Window Envelopes:

- More expensive to manufacture than closed face envelopes, however less expensive and easier to mail (non-match mailing)
- Die Costs incurred
- Window Patch Material Availability:
 - Cellophane – cheapest and not as durable
 - Glassine – veggie based – recyclable
 - Clarifoil – wood pulp - recyclable
 - Poly – typically used
 - Acetate ... and more
- Size & placement of windows / die-lines affect availability and turn time
- Standard window sizes over special makes – not a time to be selective – adds time and costs

Closed Face Envelopes:

- Less expensive to manufacture than window envelopes, however more expensive to mail (match mailing)
- Greater availability.

Engage with Printer EARLY – timing makes a difference as well as quantities



Window Standards and Positioning – Refer back to standards chart (slide 4)

Standard Window Envelope Size:	Envelope Measurements:	Window Size:	Window From Left:	Window From Bottom:
#6 3/4	3-5/8 ^{OS} x 6-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#7	3-3/4 ^{OS} x 6-3/4 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#7 3/4	3-7/8 ^{OS} x 7-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#8 5/8	3-5/8 ^{OS} x 8-5/8 ^{OS}	1 [°] X 4 [°]	1 [°]	3 / 4 [°]
#9	3-7/8 ^{OS} x 8-7/8 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#10	4-1/8 ^{OS} x 9-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#11	4-1/2 ^{OS} x 10-3/8 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#12	4-3/4 ^{OS} x 11 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]
#14	5 ^{OS} x 11-1/2 ^{OS}	1-1/8 [°] X 4-1/2 [°]	7/8 [°]	1 / 2 [°]

- Clients push for streamlining
- Plan early and well ahead of time
- **Be open to substitution and alternative options in stock and formatting**
- Understanding versioning on envelopes is crucial for pricing because each version may require separate printing plates (dies) and ink setups.
- Keep options open
- Special windows and sizes require Dies
- Be aware of delivery and timing
- Lead time is still a major factor

Inks - Printing 4 color process vs. PMS (Pantone)

4 Color Process or CMYK is simulating or BUILDING colors by layering multiple ink colors

- Cyan, Magenta, Yellow and Black
- Greater flexibility on press in attaining desired look and change - build
- More cost effective and works well for jobs that don't require exact colors



PMS ink colors are pre-mixed from existing color formulas and assigned a standardized number

- Guarantees consistent color all the time for branding
- Produces more accurate colors, but usually costs more



USPS - Tactile, Sensory Interactive Discount 2025

4% Discount
Feb 1 through July 31

Promotion Features:

Specialty Inks

Coatings & Varnishes

Metallic Inks

Sensory Treatments

Embossing

Groove

Scented Envelopes

Interactive Elements

Perforated Pull Tabs

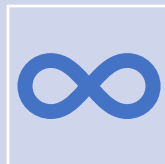
Trailing Edge



The Tactile, Sensory, & Interactive (TSI) Promotion **encourages mailers to excite their customers' senses** by incorporating innovative techniques into their First- Class Mail® and USPS Marketing Mail®.



New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a **multi-sensory experience through special visual effects, sound, scent, texture, and even taste!**



Features like pop-ups, infinite folds, and other dimensional treatments **encourage interaction and drive customer engagement.**

Looking for an eye catcher



Doesn't
holiday

MARKETING MESSAGE WILL BE PLACED HERE BETWEEN

WHICH PRINTING PROCESS TO USE?

Overall Considerations:

- Project Requirements – choice of printing method depends on specific requirements
 - o Volume
 - o Customizations needs
 - o Budget considerations
- Technology Advancements – technology impacts pros and cons of each method as well as incentive programs
 - o Stay updated on industry developments
- Environmental impact

Take into consideration impact of each printing process and choose methods that align with your sustainability goals

• Jet Printing Process: - imprinting on existing stock

Pros	Cons
High Quality Printing for Large Runs	Cost of Consumables may be more expensive
Quick set up – speed of run	Volume Limitations –
Qts. 2M to 500M +	Custom sizing limitations and color coverage

• Flat sheet converting – print and convert

Pros,	Cons
Good option for special size windows, heavy coverage bleeds. High quality graphics	Longer set up
Wide range of substrates	Limited variable data printing
Consistent Quality	Waste generation

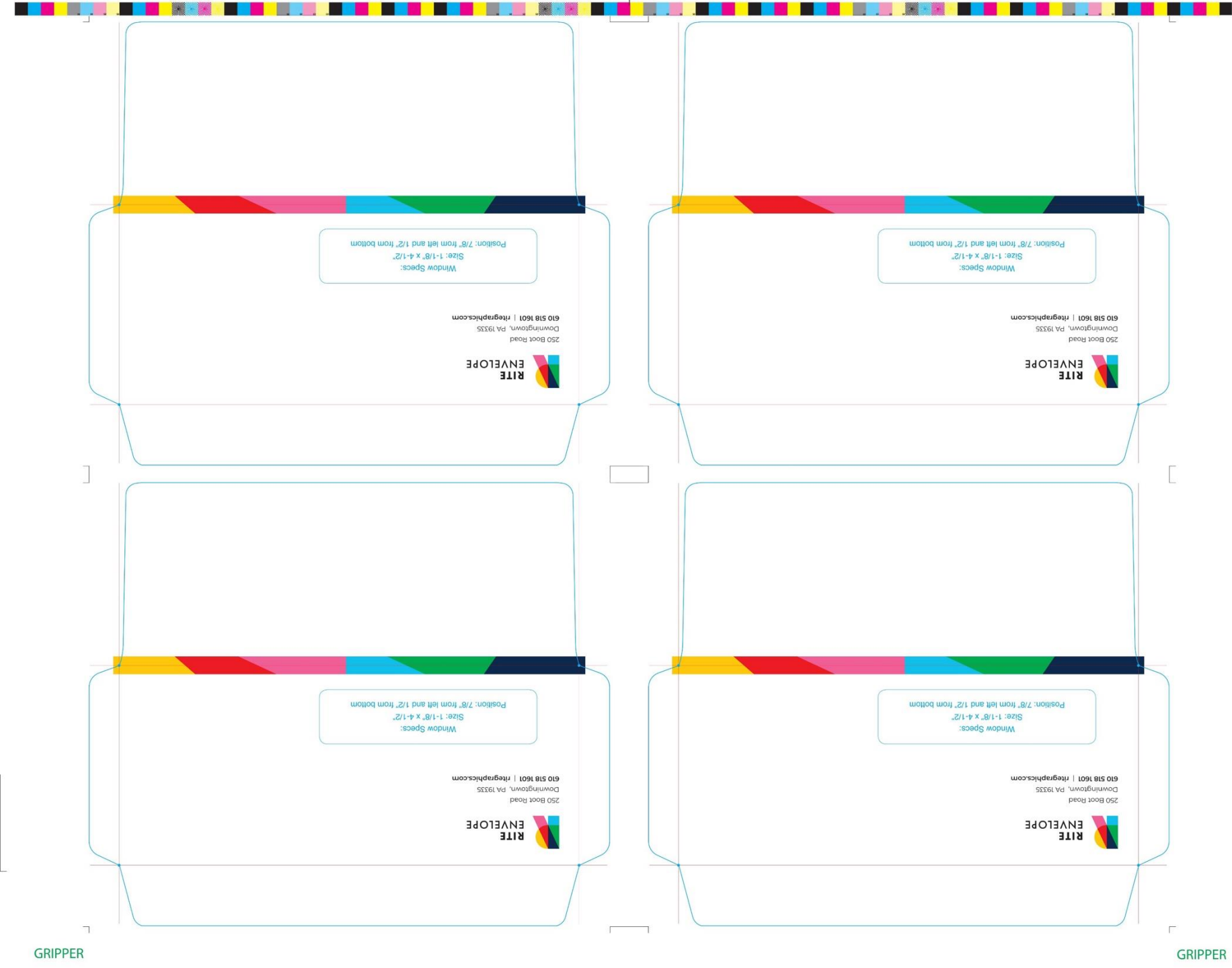
• Flexo Printing

Pros	Cons
High Speed Production	Limited color accuracy
Cost Effective for long runs	Not ideas for short runs
Versatile substrates	Plate costs

The best printing process for envelope production depends on factors such as the scale of production, customization requirements. and budget constraints.

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Envelope Printing Processes

Jet Press



Flat Sheet Lithography/Converting



Checklist to keep in mind when ordering envelopes for a direct mail campaign.

Supplier Relationships are key to negotiating and planning for timing, pricing and delivery they help with timelines or material shortages. Engage early.

SIZING MATTERS!!

Make sure envelopes accommodate all inserted marketing materials

Bear in mind postal regulations to avoid extra costs

Ensure the envelope size falls within the proper Aspect Ratio. The aspect ratio (length divided by height) must be at least 1.3 but no more than 2.5

Envelope Type

Standard envelope sizes get better delivery timing and costs

Standard flap to avoid additional costs associated with custom die-cutting

Paper Stock

Keep weights in mind to ensure appropriate postal discounts

Can an alternative paper stock be used to help take advantage of a Postal Promotion?

Customizations

Do you want custom printing, branding or specific colors to enhance brand - If so, this will add production time and costs

Versioning means additional setup costs, as each requires its own unique ink colors, plate changes, and potential press wash-ups, increasing overall production expenses.

Window Placement and Sizing

Ensure window aligns with address on marketing material

Ensure all relevant information fits in the window

Ensure nothing is showing through the window that shouldn't be

Printing Methods

- Jet, flat sheet converting , flexo, digital
- Ensure color specs and registration requirements match appropriate print method
- Budget appropriately

Printing Techniques

- Opt for efficiency
- Digital and jet for shorter runs – offset for larger quantities
- Compare costs and quality to find best balance

Color Codes

- Limit # of colors in design to reduce printing costs
- **PMS vs. Pantone**

Environmental Considerations

- Eco friendly materials
- Recycled paper if sustainability is a priority

Delivery / Timing

- Consider paper lead times, which may vary by stock selection
- Flexibility to use what stock is available

Bulk Ordering

- Is there an advantage of bulk ordering to benefit from lower unit costs
- Know your campaign volumes to determine appropriate quantities

FIRST IMPRESSIONS MATTER ON ENVELOPES : DESIGN SMART, MAIL SMARTER!



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