

POSTATARGET  
BASIC  
TECHNICAL SPECIFICATIONS

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## QUOTED DOCUMENTS

- *Preparation and pre-sorting of Postatarget products*
- *Scheda Tecnica Codice Commerciale 2D per i prodotti Postatarget*
- *Elenco Pantoni ammessi nelle Clear zones*
- <http://www.poste.it/en/postali/cap/howto.shtml>

## 1 GENERAL CHARACTERISTICS

Postatarget consists of a range of services designed for delivery of promotional and advertising communications to reach a target audience nationwide.

Postatarget Basic is the service to send addressed mailing, which combines the need to attract Clients' attention through direct and detailed communications with the necessity to contain marketing campaign costs.

The compliance with product technical specifications, designed to allow automated sorting of postal items by Posteitaliane equipment, ensures high quality standards at affordable prices.

### 1.1 QUALITY OBJECTIVES

Quality objectives for delivery require the following delivery targets:

- Within 5 working days after posting (J+5) for 85% of postal items;
- Within 7 working days after posting (J+7) for 99% of items

Mailings taking place at PosteBusiness facilities require franking and pre-sorting services which are attended to by Poste Italiane in two working days, to be added to the delivery targets stated above.

Quality objectives refer exclusively to valid addresses and do not apply to undeliverable postal items due to:

- Incorrect address
- Non-existent address
- Insufficient address
- Addressee Moved
- Addressee Unknown
- Addressee Untraceable
- Addressee Deceased
- Refused postal items

## 2 ACCESS CONDITIONS

The service may be accessed exclusively by Clients presenting machinable items in compliance with the requirements defined by Poste Italiane in terms of:

- content ([2.1](#) and [2.2](#));
- quantity ([2.3](#))
- format and dimensions ([2.4](#))
- methods of item preparation and pre-sorting ([2.5](#))
- product technical specifications ([7](#) and [10](#));
- posting method ([9](#)).

The mailing must consist of postal items of identical format and weight

In order to qualify for Postatarget Basic service it is also necessary to comply with the product homologation procedure described in [8](#).

### 2.1 WHAT CAN BE MAILED

Postatarget Basic allows to send items of identical format and weight aimed at communicating an advertising, marketing or informative message with the same content, except for some personalisations ( in accordance with privacy laws), such as, for instance:

- Addressee data (name, surname and full address, landline and mobile phone numbers, e-mail, taxpayer's code number or VAT code, birth date or anniversary);
- the reference code of the addressee, of products/services on sale, or other identification codes (alphanumeric codes or barcodes);
- the sender's autograph signature, the name of the business representative, the day and time of a business visit or a presentation,
- The address of the closest branch to Client.

Only paper content is allowed, except for the cases reported in paragraph [10.12](#), which are subject to prior authorization from the Product Homologation Centre ("Centro Omologazione Prodotto") of Poste Italiane.

In the mailing, blank postal payment slips (i.e. *bollettini in bianco*) or postal payment slips providing information on the addressee (name, surname, address) and/or on the amount to be paid – provided that this is the same for all addressees – may also be inserted.

### 2.2 WHAT CAN'T BE MAILED

It is not allowed to send via Postatarget Basic postal items which contain in the same wrapping promotional and advertising communications and other correspondence items.

The following items are not allowed:

- Notices and reminders for payment
- Invoices

- Financial and social security statements
- Bank statements
- Already signed contracts
- Delivery notes
- Bills
- Taxes and duties payment slips
- Bollettini ICI (Italian council tax payment slips)
- Payment slips for legally compulsory payments
- Tax forms / assessments
- Income- tax return
- Personal messages related to sales management or customers management.
- Statements
- Undersigned policies
- Receipts and quittances
- Checks and checkbooks
- Prepaid cards and credit cards
- Messages whose distribution is forbidden by law (postulating, pornographic, discriminating)
- Goods for sale
- Valuables, hazardous and illegal goods, fresh and/or perishable goods
- Metal or glass objects
- Other typologies of correspondence that may not be classified as promotional or advertising communication.

## **2.3 QUANTITY**

The minimum quantity to qualify for Postatarget Basic prices is of 1000 items per single mailing.

For single mailings of less than 1000 pieces the Client will have the right to access to the service against a fee equivalent to the one applied to a 1000 item Postatarget Basic mailing, according to prices published on the internet site [www.poste.it](http://www.poste.it).

## **2.4 FORMAT AND DIMENSIONS**

Poste Italiane allows two formats for Postatarget Basic: **P Format** (small) and **M Format** (medium).

Only rectangular or square machinable items (for M Format only) may qualify for the service, provided that they meet the following requirements:

DIMENSIONS	P Format	
	Min	Max
L ≥ 1,2 H		
L length (mm)	140	235
H height (mm)	90	120
T thickness (mm)	0.25	5
W weight (g)	4	50

	M Format	
	Min	Max
L length (mm)	140	353
H height (mm)	90	250
T thickness (mm)	0.5	25
W weight (g)	10	2000

In the event of at least one of these values exceeding the maximum allowed for P Format, M Format shall be applied.

For further details on characteristics see paragraph [7](#).

## 2.5 PREPARATION AND PRE-SORTING REQUIREMENTS

Required preparation and pre-sorting of mailings vary according to the format of postal items:

- **P Format:** items of P Format must be prepared in boxes.
- **M Format:** items of M Format must be prepared either in boxes (method recommended by Poste Italiane) or in bundles. In any case, each mailing must be made using one type of preparation only.

Required specifications for preparation and pre-sorting of items are laid out in the following document, available on the site [www.poste.it](http://www.poste.it):

*Preparation and pre-sorting of Postatarget products*

## 3 PRICES AND FEES

Prices and fees vary according to format, weight and mailed quantities, as described on the internet site [www.poste.it](http://www.poste.it). Promotional specimens enclosed in the items shall be taken into account when setting the final price.

Starting from a minimum of 10 000 items, quantity discounts may be claimed per single client and single mailing, for items of the same format and weight-step.

In case the sender declares to mail a yearly volume of more than 500 000 items – cumulative of PT Card, PT Basic, PT Creative e PT Catalog products – specific agreements with Poste Italiane may be stipulated.

In the event of mailings which have not correctly been prepared and pre-sorted according to requirements in paragraph [2.5](#) prices published in the section Direct Marketing of the site [www.poste.it](http://www.poste.it) shall be applied.

## 4 FRANKING AND PAYMENT METHODS

Franking methods allowed for Postatarget Basic include the following:

- PPI (Postage Paid Impression): subject to prior completion of related registration forms

In any case postal items must bear the product logotype.

Franking in the form of postage stamp is not allowed.

For the payment of the amount due the account “BancoPosta ImpresaOnline” may be used.

## 4.1 PPI (POSTAGE PAID IMPRESSION)

With this methodology items are not “physically” franked. Reference to the agreed method of payment is reported according to set modalities.

For this typology the following payment methods are authorized:

- **Payment in advance:** the Client deposits an advance payment on specific Poste Italiane accounts. The amount deposited must cover the total amount for mailings foreseen for the coming month.
- **Immediate payment:** At the time of mailing the Client must present a statement of a deposit for an amount equal to the amount of the mailing presented.
- **Automatic collection:** At the time of mailing the amount due is debited to the postal checking account in the Client’s name.

The authorization code is mandatory and must be reported on the postal item according to one of the following alternative methods:

- Inside the logo (see paragraph 5)
- On the first line of the address block, preferably maintaining a single blank space. In this case it is recommended to use Times New Roman 8pt font.



## 5. LOGO

The Postatarget Basic product must be identified through a specific logo, which varies according to methods of payment.

### 5.2 PPI LOGO

For PPI mailings the following logo is required:



**DIMENSIONS:**

40 x 70 mm "Postatarget" = 32 pt / category = 28 pt aligned right / code = 9pt

26 x 45 mm "Postatarget" = 20,5 pt / category = 18 pt aligned right / code = 6pt

20 x 35 mm "Postatarget" = 16 pt / category = 14 pt aligned right / code = 5pt

Lettering : "Postatarget Basic" = Univers 55 Oblique/code = Univers

The logo may be imprinted both in positive and negative.

It is allowed to use any colour, provided that it has a high colour intensity, greater than 30% of background colour, in order to ensure readability of the logo and of the any additional texts (authorization).

It is not allowed to use the chromatic codes of Postatarget Gold brand logo:

- Pantone: 872C
- Four-colour process: 20% Cyan / 30% Magenta / 70% Yellow / 15% Black

All colours which can easily be confused with the above shades of colour must also be avoided. The electronic format of the logo is available on the website of Poste Italiane or may be requested from Territorial Commercial Areas.

The logo must always be reported on the same side of the address block and preferably in the upper right hand corner of the item. Alternatively, it may be placed anywhere else on the item, as long as all the required clear zones are kept (see paragraph 10.10), and provided that, in case of cellophane wrapping, the logo is not wholly or partly hidden by inserts or address labels.

The PPI logotype may also be placed on the address label:

- above the address, keeping a clear zone of 5 mm
- to the right or left of the address, rotated by  $\pm 90^\circ$  and keeping a clear zone of 15 mm.



## 6 VALUE ADDED SERVICES

For a fee, a number of value added services may be added to Postatarget Basic.

### 6.1 RETURNS

The Client may request the return of undeliverables on the basis of prices listed on the website [www.poste.it](http://www.poste.it), in the section Direct Marketing.

Return of undeliverables permits the physical return of undeliverable items. The reasons for non-delivery are indicated in a box imprinted directly on the item or on a label affixed by Poste Italiane.

<b>Posteitaliane</b>		Mod. 24B - Cod. 8910
<i>Siamo spiacenti di non aver recapitato questo invio in quanto:</i>		
<input type="checkbox"/> è stato rifiutato	<input type="checkbox"/> l'indirizzo è insufficiente	
<input type="checkbox"/> l'indirizzo è inesatto	<input type="checkbox"/> l'indirizzo è inesistente	
<b>il destinatario è:</b>		
<input type="checkbox"/> irrimediabile	<input type="checkbox"/> sconosciuto	
<input type="checkbox"/> deceduto	<input type="checkbox"/> trasferito	
<b>Data</b> _____	<b>Firma</b> _____	

The Client requesting the service of return of undeliverables must indicate it clearly on the item with the following caption: “In caso di mancato recapito inviare al CMP/CPO di (*indicare here the post office*) per la restituzione al mittente previo pagamento resi”

Standards required for sender's address composition are the same as those for delivery address composition, as described on Poste Italiane's site (see <http://www.poste.it/en/postali/cap/howto.shtml>).

Both the sender's address block and the caption must be placed on the same side as the delivery address, preferably on the upper left corner of the item.

### 6.2 OTHER SERVICES

For details on additional services available please contact your business representative or visit the site [www.poste.it](http://www.poste.it)

## 7 AUTOMATION COMPATIBILITY REQUIREMENTS

Requirements that items have to meet to be processed by automated mail sorting equipment of Poste italiane are described below.

Two formats are available for machinable items (P Format and M Format). These formats are defined according to items dimensions and weight.

### 7.1 P FORMAT

Rectangular items meeting the following characteristics fall within P Format:

DIMENSIONS	P Format	
	Min	Max
$L \geq 1.2 H$		
L length (mm)	140	235
H height (mm)	90	120
T thickness (mm)	0.25	5
W weight (g)	4	50

The length/height ratio of the item (aspect ratio) must be equal to or greater than 1.4 (see paragraph [10.8.1](#))

The thickness differences between the thinnest and the thickest parts of the items must be less than 40% of maximum thickness, on the understanding that maximal dimensions allowed for the format are always respected ( see paragraph [10.8.2](#)).

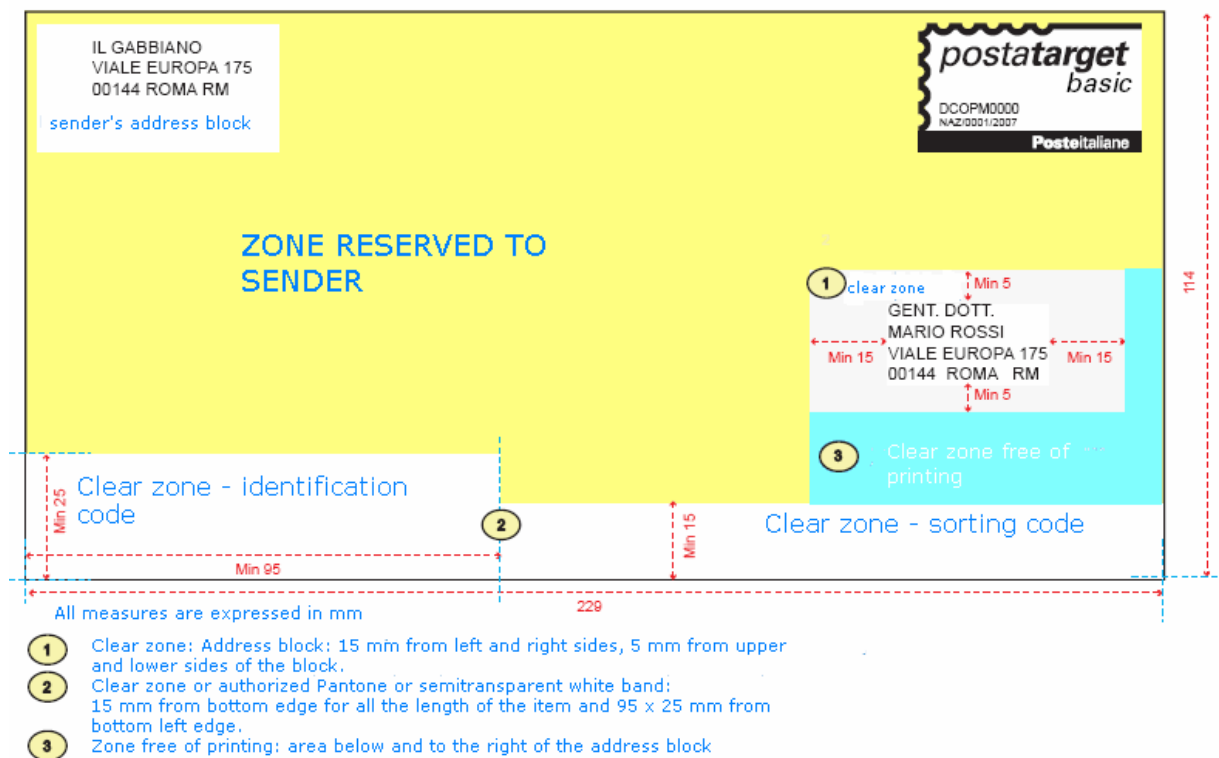
#### **TECHNICAL REQUIREMENTS – P Format**

- Postal items may be:
  - enveloped
  - in postcard format;
  - in folded format with two flaps of identical dimensions (in the last case the items must be perfectly sealed on the four sides with adhesive bands for all the length of the edges, so that it does not impair item machinability).
- Both item content and packaging must be made of paper.
- Postal items wrapped in cellophane are not permitted.
- Postcards with perforations/drillings are not permitted.
- Item material and packaging must meet Poste Italiane technical standards requirements (see paragraph [10](#)).
- Only paper content is allowed. It is allowed to insert plastic cards in conformity with specifications laid out in paragraph [10.12.1](#) and subject to prior authorization from Product Homologation Centre during Homologation phase. Other gadget typologies are not admitted.
- It is not allowed to insert/affix pins, clips, staples, coins, etc.

- The address block must respect technical standards in terms of layout, typeface and number of lines (see paragraph [10.9](#))
- It is mandatory to comply with address composition standards described on the site of Poste Italiane (see <http://www.poste.it/en/postali/cap/howto.shtml>)
- Clear zones must be respected according to paragraph [10.10](#).

Please note that the figure below is merely illustrative and is not drawn to scale.

### FORMAT C5/C6 (229 X 114 mm)



## 7.2 M FORMAT

Rectangular and square items meeting the following characteristics fall within M Format:

	M Format		P Format
	Min	Max	Max
L length (mm)	140	353	235
H height (mm)	90	250	120
T thickness (mm)	0.5	25	5
W weight (g)	10	2000	50

In the event of at least one item dimension exceeding the maximum values allowed for P Format, M Format shall be applied.

The thickness differences between the thinnest and the thickest parts of the item must be less than 40% of maximum thickness and never greater than 5 mm, on the understanding that maximum dimensions allowed for the format are always respected ( see paragraph [10.8.2](#)).

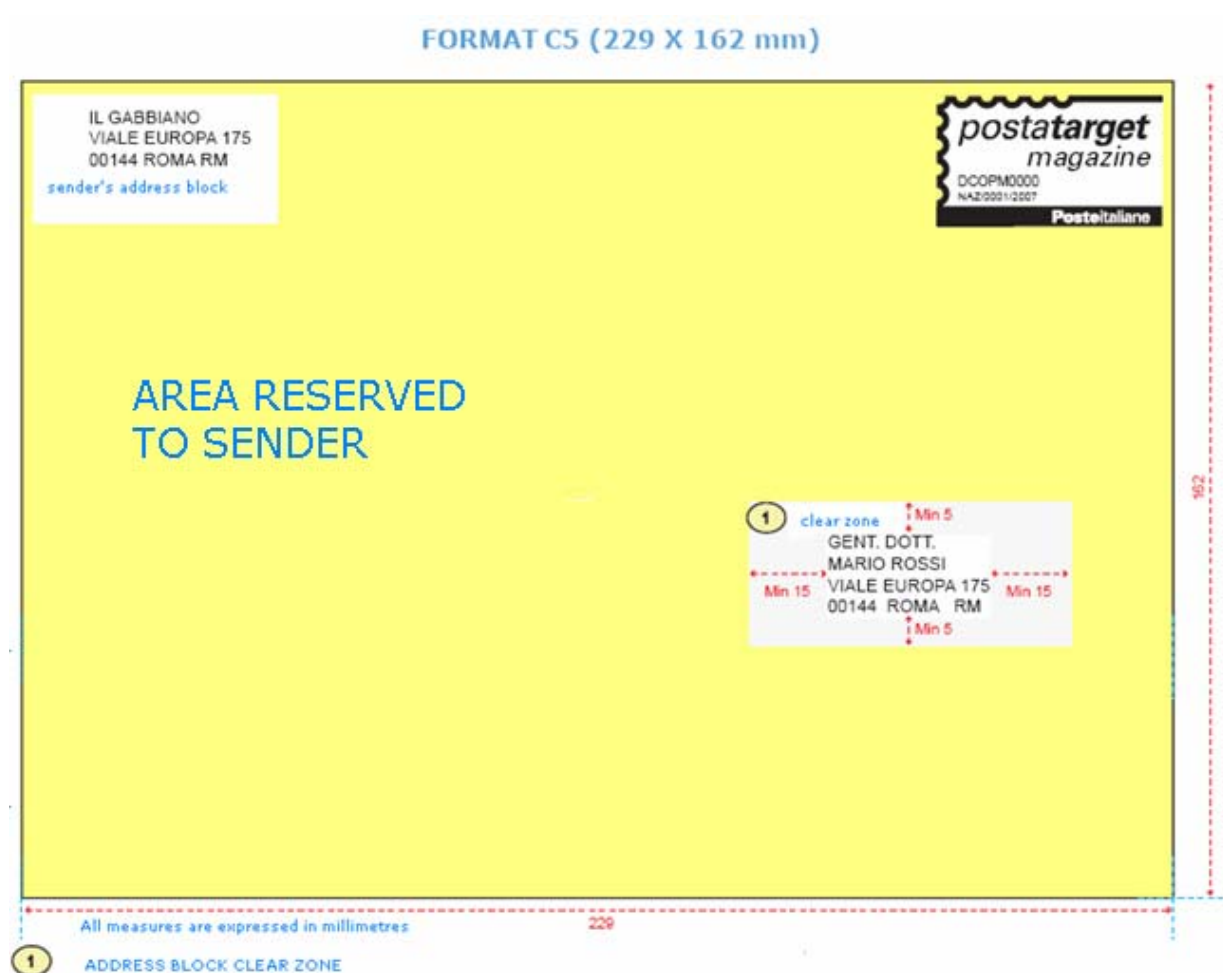
### TECHNICAL REQUIREMENTS – M Format

- Postal items may be:
  - In paper envelopes;
  - In paper postcard format;
  - In folded format with two paper panels of identical dimensions (in the last case, all sides of the items must be perfectly sealed with adhesive bands for all the length of the item so that item machinability is not compromised. )
  - shrink-wrapped ( wrapped in heat-shrinking cellophane)
- Postcard with perforations/drillings are not allowed.
- Item packaging and material must meet Poste Italiane’s technical standards. (see paragraph [10](#)).
- Only paper content is allowed. Plastic cards, IT storage media (CDs, DVDs) and heat-sealed bags may be inserted in compliance with technical specifications in paragraph [10.12](#) and subject to authorization by Product Homologation Centre during homologation phase. Other gadget typologies are not allowed.
- Clear zones must be respected as detailed in paragraph [10.10](#)
- The address block must respect technical standards in terms of lay-out, typeface and number of lines (see paragraph [10.9](#)).
- It is mandatory to conform to address composition standards described on the site of Poste Italiane (see <http://www.poste.it/en/postali/cap/howto.shtml>).
- Items wrapped in cellophane must bear the recipient’s address on the right parallel to the bigger side of the item, or top right parallel to the smaller side of the item, always respecting the maximum distance of 140 mm from item outer edges. For this wrapping method the address block may be inserted according to one of the following options:
  - Address label inside the shrink-wrap:
    - minimum dimensions 85 x 40 mm
    - the label must be at a maximum angle of 5° with the bottom of the item, and must be fastened to the item with glue in order to ensure the right angle.
  - Address label glued to the outside of the heat-shrinking cellophane (shrink-wrap):
    - minimum dimensions 85 x 40 mm
    - label must be at a maximum angle 5° with the bottom of the item

- Address imprinted directly on the item, on the specially provided white background area
- Address imprinted on the specially provided white area on an insert whose width equals at least one of item dimensions (width and/ or length), in order to prevent it from rotating.
- The use of tie-on labels and of postal payment slips (*bollettini C/C*) as address labels is not allowed.

Client benefitting from special agreements may request – in view of the large volumes mailed – to use wrappings in non heat-shrinking cellophane, according to limits and modalities set out in the agreement. For items prepared according to such procedures machinability shall be verified by the Product Homologation Centre of Poste Italiane prior to homologation issuing.

Please note that the figure below is merely illustrative and is not drawn to scale.



Examples of labels and of their position on the item.

<p>Etichetta adesiva 85 x 40</p> <p>GENT. DOTT. MARIO ROSSI VIALE EUROPA 175 00144 ROMA RM</p>	<p>Etichetta adesiva 85 x 60</p> <p><b>postatarget basic</b> DCOPM0000 DCB Centrale/PC0108/2007 Posteitaliane</p> <p>GENT. DOTT. MARIO ROSSI VIALE EUROPA 175 00144 ROMA RM</p>
<p>FORMATO C4 (324 x 229 mm)</p>   <p><b>CON POSTESHOP ANDARE A SCUOLA CONVIENE DAVERO!</b></p> <ul style="list-style-type: none"> <li>Consegna a domicilio gratuita in tutta Italia</li> <li>Pagamento in contrassegno alla consegna dei libri</li> <li>Buono sconto di 20 euro per ordini di valore minimo di 120 euro</li> <li>Sistema di raccolta ordini che consente di individuare automaticamente la lista dei testi</li> </ul> <p>Fai il tuo ordine <a href="#">Clicca qui</a></p>	<p>FORMATO C4 Alternativo (324 x 229 mm)</p>  <p><b>CON POSTESHOP ANDARE A SCUOLA CONVIENE DAVERO!</b></p> <ol style="list-style-type: none"> <li>1. Scegli i tuoi libri dalla lista della tua classe</li> <li>2. Indica l'indirizzo di recapito</li> <li>3. Paga alla consegna e ricevi il buono sconto di € 20,00</li> <li>4. Fai il tuo ordine</li> </ol>  <p>GENT. DOTT. MARIO ROSSI VIALE EUROPA 175 00144 ROMA RM</p>

### **7.3 2D CODE**

Upon the Client's request and subject to verification during homologation phase, items may be supplied with a standard bi-dimensional "Data Matrix" barcode (2D Code). The 2D code permits to optimize internal sorting processes. It also permits the Client to benefit from the new value added services that Poste Italiane is currently developing thanks to new technology and which will be duly publicized once available.

Around the 2D code a clear zone must be kept, as indicated in paragraph [10.10.4](#). For technical specifications regarding 2D code printing and placing, please refer to the following document, available on the site [www.poste.it](http://www.poste.it):

*Scheda Tecnica Codice Commerciale 2D per i prodotti Postatarget*

For further information regarding 2D Code use and technical specifications, please contact:

CENTRO OMOLOGAZIONE PRODOTTO  
VIALE EUROPA 175  
00144 ROMA RM  
e-mail: [infocat@posteitaliane.it](mailto:infocat@posteitaliane.it)

### **7.4 OTHER BARCODES**

The Client may place on items barcodes for their own use.

The use of the following barcodes is subject to authorization from the Homologation Centre. These barcodes might in fact correspond to the ones in use on Poste Italiane facilities and might therefore impair product machinability:

- 2D "Data Matrix";
- Code 2 of 5 interleaved (ITF);
- Code 39;
- Code 128.

## 8 HOMOLOGATION

For mailings of more than 5 000 items a year the Product must be subject to a homologation process at the facilities in charge indicated on the site of Poste Italiane, which may be contacted through the business representative.

The Homologation Process is aimed at verifying the compliance with Product standards defined by Poste Italiane.

The Homologation process and the related registration form (Modello OP) are available on the site: [www.poste.it](http://www.poste.it).

Poste Italiane's facilities to be contacted for further information and to start the process are listed on the site [www.poste.it](http://www.poste.it), and vary according to homologation type and reference regions.

Each homologated item, in cases where the issue of the Homologation Code is required, must bear the homologation code in two alternative ways:

- inside the **logo**: In this case the code must be reported on a single line placed inside the logo;
- above the recipient's **address block**, on the top line of the address, single spaced with a blank line and in Times New Roman 8pt font; in case the PPI code of authorization is inserted on the top line of the address block, the homologation code must be reported on the second line of the address block.



DCOPM0000  
POSTE ITALIANE S.p.A.  
VIALE EUROPA 175  
00144 ROMA RM

CN/0005/2007  
DCOPM0000  
POSTE ITALIANE S.p.A.  
VIALE EUROPA 175  
00144 ROMA RM

## 9 ACCEPTANCE AND CHECKING

All mailings shall be subjected to checks by Poste Italiane during acceptance phase. Checks will be aimed at verifying the compliance of mailing with necessary requirements to qualify for the service, as well as to determine the correct price to be applied. Criteria for resolving irregularities shall be duly publicized by Poste Italiane, along with methods that shall be applied in case of random checks.

In particular, during the acceptance phase, mailings consisting of identical weight items shall be weighed to verify mailed volume. On the basis of weight per single item and of total weight the detected volume shall be compared with the one declared on the posting list for verification. The compliance with pre-sorting requirements and product characteristics as well as the accordance of mailings with set requirements shall be verified through random checks on boxes/ bundles. The mailing shall be accepted solely in case of positive results.

In case the checks prove negative the Client will have the option to withdraw the mailing and take care of its regularization or to request its acceptance anyway against payment of the applicable prices. The prices to be applied in case of non pre-sorting of PostaTarget products are available on the site: [www.poste.it](http://www.poste.it).

For volumes of more than **2 000 kg** per mailing or more than **40 000 items** per single mailing, in view of the large volumes to be handled, the Client must plan mailings using the Mailing Reservation Service (“Servizio Prenotazione Spedizioni”) available at [www.poste.it](http://www.poste.it), in order to optimize the activities on the whole productive cycle of Poste Italiane. Prior to each mailing the Client must communicate to Poste italiane the number of items to be mailed to every destination Zipcode.

Two sample items (non returnable) are requested per single mailing.

### 9.1 ACCEPTANCE CENTRES

According to the volumes to be handled, the mailing of Postatarget Basic must take place at:

- **CMP** (Centro di Meccanizzazione Postale- Automated Post centres ): with no weight limits;
- **Provincial centres**: up to a maximum weight of 1000 Kg per daily shipment per client;
- **Distribution Centres (CDs)** which are qualified for acceptance: up to 200 Kg per daily mailing per client.
- **PosteBusiness**: up to 5 000 items and up to a total weight of 200 Kg of daily shipment per client;

The mailing must be accompanied by an acceptance note (mod. 247).

The list of CMP offices, Provincial Centres and distribution centres qualified for acceptance is available on the site [www.poste.it](http://www.poste.it). Poste Italiane reserves the faculty to update the list of acceptance points and delivery methods.

## **9.2 OPENING TIMES AND TIME LIMITS FOR ACCEPTANCE**

Acceptance structures of CMPs and Provincial Centres shall be accessible at least at the following opening times:

- 8:30 -17:00 Monday to Friday
- 8:30 -12:00 Saturday

For the delivery process to start on the same day of acceptance the product must however be presented no later than (Mondays to Saturdays):

- 14:00 h for structures of acceptance located at CMPs (with the following exceptions: 12:00 h for the CMP in Bari, 10:00 for the CMP in Lamezia Terme);
- 11:00 h for structures of acceptance located at Provincial centres and DCs;
- 13.00 h for PosteBusiness.

For all items presented by the above time limits, delivery service shall become effective as of the same day of acceptance.

For mailings presented later than the above time limits, delivery service shall become effective only as of the first working day following the acceptance day.

## **10 APPENDIX**

The machinability characteristics to be fulfilled to qualify for Postatarget Basic mailings are listed below.

### **10.1 TERMS AND DEFINITIONS**

<b>Acronym / Term</b>	<b>Description</b>
<b>ASTM</b>	American Society for Testing and Materials
<b>Condensed (typeface)</b>	Reduced spacing of characters composing a word
<b>Columning</b>	Grids, broken lines, grid patterns or perforations
<b>Front of the item</b>	The side of the envelope with no closing flaps
<b>Gloss</b>	Measure of Reflection
<b>Haze</b>	Measure of Opacity
<b>Spacing</b>	Space between address lines
<b>ISO</b>	International Organisation for Standardisation
<b>Opacity of the transparent band</b>	Measure of transparency in % of the white band that may be applied to the clear zone.
<b>Pantone</b>	International colour match system for colour selection, specification, identification and control.
<b>Back of the item</b>	Side of the envelope with closing flaps

<b>Shrink-wrap</b>	Wrapping in heat-shrinking plastic film
<b>Transmittance</b>	The fraction of light at a specified wavelength that passes through a material
<b>UNI EN</b>	Ente Nazionale Italiano di Unificazione

## 10.2 ENVELOPE FORMATS

The recommended standard envelope formats are:

<b>FORMAT</b>	<b>DIMENSIONS (length x height)</b>
<b>DL</b>	<b>220 mm x 110 mm</b>
<b>C5/C6</b>	<b>229 mm x 114 mm</b>
<b>C6</b>	<b>162 mm x 114 mm</b>
<b>C5</b>	<b>229 mm x 162 mm</b>
<b>C4</b>	<b>324 mm x 229 mm</b>

## 10.3 ENVELOPE MATERIAL

The material to be used for the envelopes must meet the following characteristics:

<b>ENVELOPE CHARACTERISTICS-</b>	<b>VALUES</b>
<b>Grammage (UNI EN ISO 536/98)</b>	<b><math>\geq 60 \text{ g/m}^2</math></b>
<b>Thickness (EN 20534/94)</b>	<b><math>100 \div 150 \text{ }\mu\text{m}</math></b>
<b>Opacity (UNI 7624/86)</b>	<b><math>\geq 90 \%</math></b>
<b>Laceration index (UNI EN 21974/95)</b>	<b><math>\geq 6 \text{ mNm}^2/\text{g}</math></b>

## 10.4 WINDOW MATERIAL

The material to be used for the window of the envelope must have the following characteristics

<b>Tearing strength (ASTM D 1004– 94) (N/mm of thickness)</b>	<b>Long. <math>\geq 50 \text{ N/mm}</math> Transv. <math>\geq 30 \text{ N/mm}</math></b>
<b>Material</b>	<b>Polystyrene type</b>
<b>Grammage (UNI EN ISO 536/98)</b>	<b><math>34 \text{ g/m}^2 \pm 5 \%</math></b>
<b>Thickness (ASTM D 374 C)</b>	<b><math>32 \text{ }\mu\text{m} \pm 5 \%</math></b>
<b>Gloss at 60°(ASTM D 2457/77)</b>	<b><math>\leq 60 \%</math></b>
<b>Haze (ASTM D 1003/88)</b>	<b><math>\leq 25 \%</math></b>

## **10.5 POSTCARD MATERIAL**

The material to be used for postcards must meet the following characteristics::

<b>POSTCARD CHARACTERISTICS</b>	<b>VALUES</b>
<b>Grammage (UNI EN ISO 536/98)</b>	<b>235 ÷ 500 g/m<sup>2</sup></b>
<b>Thickness (EN 20534/94)</b>	<b>250 ÷ 300 µm</b>
<b>Bending stiffness (UNI 9070/94)</b>	<b>≥ 44,0 mN</b>
<b>Laceration index (UNI EN 21974/95)</b>	<b>≥ 6 mNm<sup>2</sup>/g</b>

## **10.6 PLASTIC FILM MATERIAL**

The material to be used for wrapping the item in heat shrinking plastic film must meet the following characteristics:

<b>PLASTIC FILMS CHARACTERISTICS</b>	<b>VALUES</b>
<b>Nature of the material for IR recognition</b>	<b>Polyethylene type with low density and low fluidity index</b>
<b>Thickness (ASTM D 374 C)</b>	<b>µm 25 - 30</b>
<b>Gloss at 60° (ASTM D- 2457)</b>	<b>≤ 60 %</b>
<b>Transmittance (ASTM D-1003)</b>	<b>≥ 80 %</b>
<b>Haze (ASTM D-1003)</b>	<b>≤ 20 %</b>
<b>Medium tearing resistance ( (ASTM- D 1004/94°)</b>	<b>long ≥ 50 N/mm transv ≥ 50 N/mm</b>
<b>Tensile strength (ASTM D – 882)</b>	<b>long ≥ 13,50 N/mm<sup>2</sup> transv ≥ 11,50 N/mm<sup>2</sup></b>

## **10.7 SELF-MAILERS**

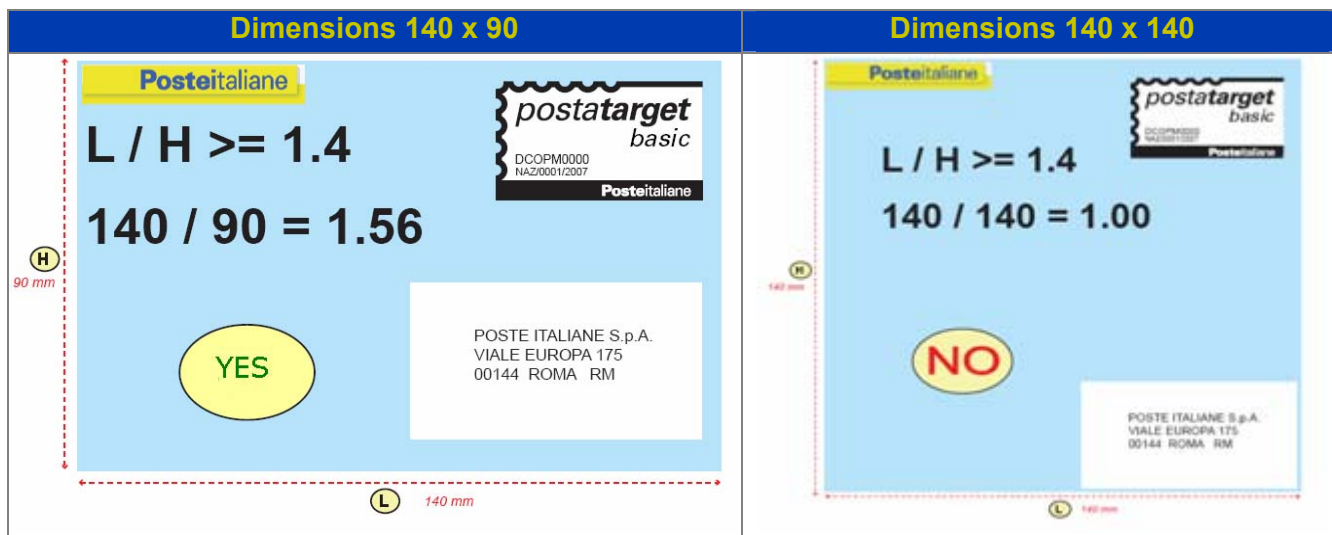
Items prepared with self-mailer technology – in addition to respecting the technical specifications reported on the present document – must meet the following requirements:

- the item must be perfectly sealed on the four sides;
- in case of perforations on the item these must ensure the sealing during postal processing;
- the adhesive used must not leak out;
- In case of side flaps intended to be detached to facilitate item opening, these must not fold (perforation methods and appropriate glues must be used in order to avoid this eventuality).

## 10.8 PHYSICAL CHARACTERISTICS

### 10.8.1 Length / height Ratio (P Format)

For P Format only, the item length/height ratio (aspect ratio) must be equal to or greater than 1.4. This requirement essentially implies that square items are not admitted.



The following table shows a few examples of length/height ratios and their automation compatibility.

Length (mm)	Height (mm)	L / H Ratio	OK
140	90	1.56	YES
140	100	1.40	YES
140	110	1.27	NO
160	120	1.33	NO
229	114	2.01	YES

### 10.8.2 Thickness

The thickness differences between the thinnest and the thickest parts of the item must be less than 40% of maximum thickness and never greater than 5 mm, on the understanding that maximum dimensions allowed for the format are always respected.

$$\frac{A-B}{A} \leq 0,4 \quad \text{and} \quad A-B \leq 5\text{mm}$$



The following table presents a few examples of item thickness and automation compatibility requirements.

Minimum Thickness (mm)	Maximum Thickness (mm)	Thickness difference	Difference % (Max 40%)	OK
0.15	0.21	0.06	29%	YES
1.00	1.40	0.40	29%	YES
1.00	1.80	0.80	44%	NO
2.00	2.80	0.80	29%	YES
3.10	5.30	2.20	42%	NO
3.58	5.00	1.42	28%	YES

Minimum Thickness (mm)	Maximum Thickness (mm)	Thickness difference	Difference % (Max 40%)	OK
5.00	7.00	2.00	29%	YES
18.00	24.00	6.00	25%	NO
25.00	26.00	1.00	4%	NO

### 10.8.3 Bending stiffness and resistance

Item stiffness is one of the physical properties contributing to the determination of product automation compatibility. There are different requirements for P Format and M Format according to the different sorting equipment used.

The compliance with such requirements is crucial in particular in the event of inserts enclosed in the item.

#### **P Format – Bending stiffness (B)**

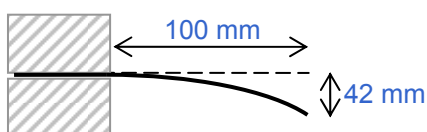
Bending stiffness, determined in accordance with UNI 9070 regulation, must be less than 2 000 mN.

#### **M Format – Bending stiffness (B)**

Bending stiffness, determined in accordance with UNI 10184 regulation and measured on the rigid side of the item, must be equal to or greater than 5 Nmm

$$B \geq 5 \text{ Nmm}$$

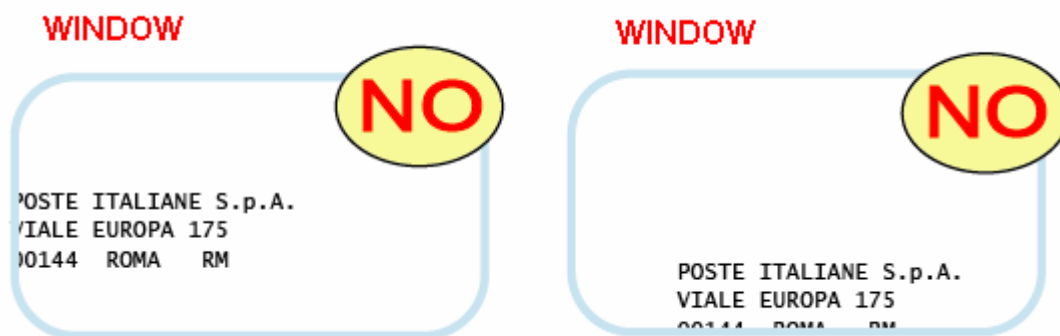
Such value roughly corresponds to the stiffness of an object which, if horizontally held in a clamp with 100 mm hanging loose from the grip point, does not bend under its own weight for more than 42 mm from the level of the grip point. (see image below)



### 10.8.4 Shifting of inserts inside the item

An excessive shifting of the insert (sheet) inside the item (envelope) may cause:

- the partial concealment of information placed beneath the windows
- the item to exceed allowed limits for thickness differences.



In order to avoid such drawbacks it is therefore necessary to ensure that items are properly prepared (appropriate dimensions of envelopes vis-à-vis windows and inserts, central placement of the address block and 2D codes, etc.).

### 10.8.5 Closing flaps and stickers

Close attention must be given to the choice of glues and adhesives used for item preparation and for closing the flaps. Item preparation must ensure that:

- the item does not open during processing
- the adhesive does not leak out
- the gluing of windows does not cause wrinkles on the transparent film.

## 10.9 ADDRESS BLOCK

### 10.9.1 Definition

The “address block” is defined as the set of lines composing the address.

For convenience, hereafter, the expression “address block” shall be used to refer to the rectangle which frames address lines, as shown in the following examples:

MARIO ROSSI  
VIALE EUROPA 175  
00144 ROMA RM

SPETT. ARCHITETTO  
LUIGI BIANCHI  
VIA PAISIELLO 32  
74012 MARTINA FRANCA TA

SALVATORE VERDI  
VIALE EUROPA 175  
00144 ROMA RM

### 10.9.2 Address Block Position

The address block may be:

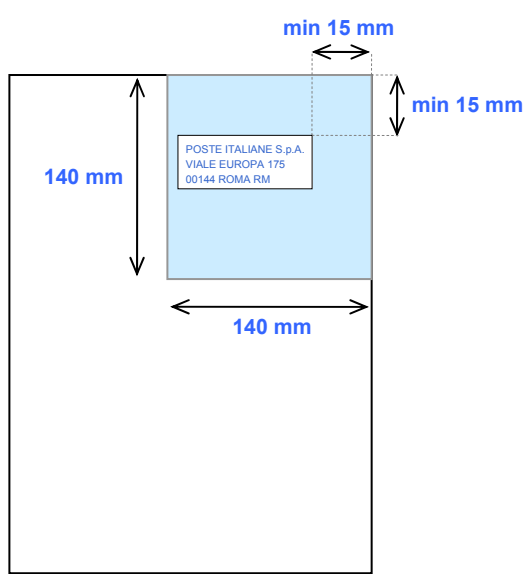
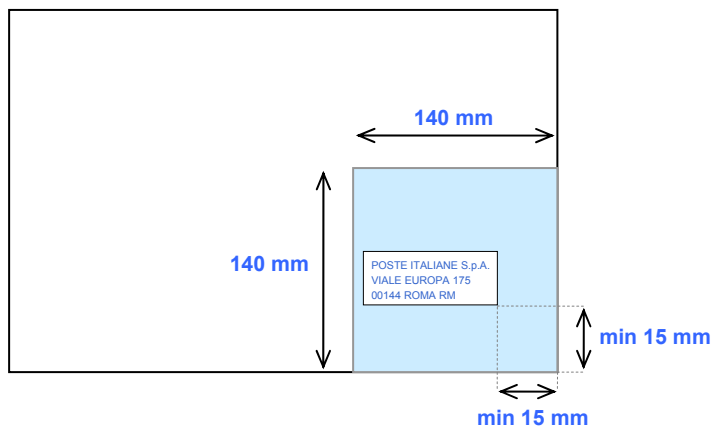
- printed directly on the item;
- printed on an appropriate label;
- placed inside the item and visible through a transparent window made of a material meeting characteristics described in paragraph [10.4](#)

---

The address block must be placed on the item (see figure below):

- within a 140x140 mm area from the lower right corner, in case it is parallel to the longer side of the item.
- within a 140x140 mm area from the upper right corner, in case it is parallel to the shorter side of the item (allowed for M format only)
- at a minimum distance of 15 mm from outer edges.

The address block and the logo may be shown on the back of the envelope, always in compliance with prescribed specifications.



### 10.9.3 Address Block Printing specifications

Printing specifications required for delivery address block are listed below:

- The address must be written in black ink on a white background
- Character style: only “normal” is allowed
- Other styles may not be used, such as:
  - bold, underlined or condensed;
  - giant, graphic, gothic, italic or similar;
  - with embellishments (seriffed).
- The address block must be kept free of logos and other unrelated printing (trademarks, columning, printing in micro-characters, business representative, codes, etc.)
- The distance between two consecutive words must be comprised between 1 and 3 characters
- The spacing must be single and constant for all address lines.
- Address lines must be parallel.
- Address lines must be aligned left.
- The address lines must be at an angle of 5° maximum with the bottom of the character.
- Allowed typefaces (fonts):

TYPEFACE	DIMENSION (pt)	TYPEFACE WIDTH	RECOMMENDED	EXAMPLE
Arial	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Franklin Gothic Book	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Helvetica	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Lucida Console	8-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
OCR 2-B	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Trebuchet MS	10-12	from 0 (normal) to 0.5(expan.)	12 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Verdana	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM

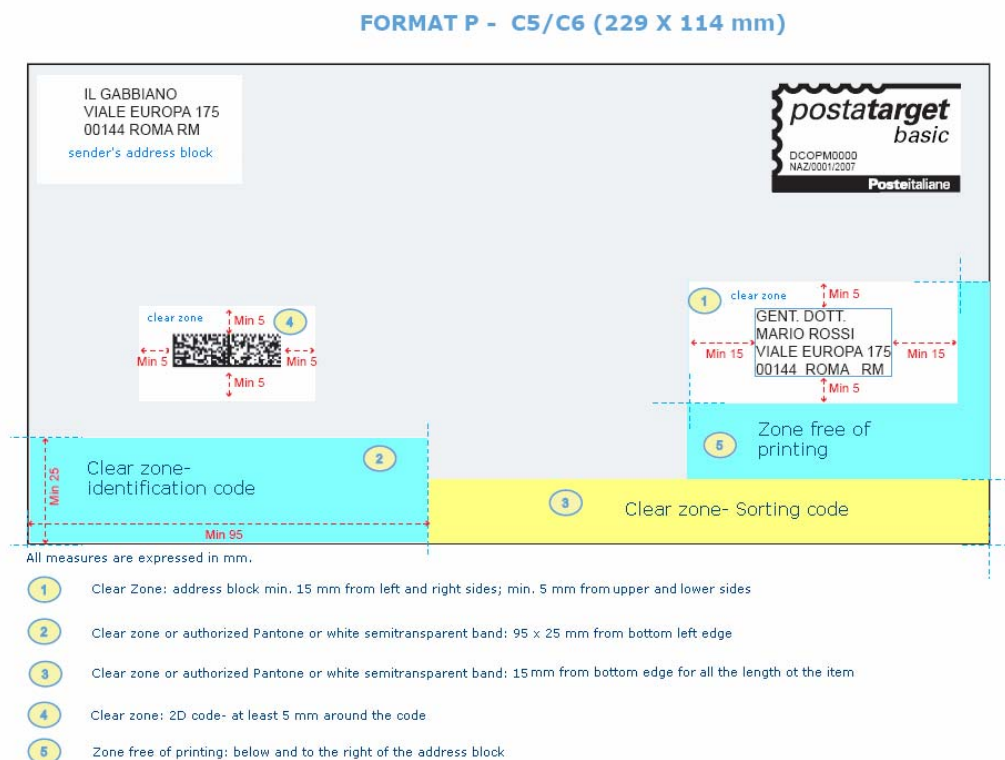
## 10.10 CLEAR ZONES

The clear zone is an area on the item reserved to Poste Italiane, which must be arranged according to specifications described below.

Clear Zones are divided into:

- ① address block clear zones;
- ② clear zones for item identification code;
- ③ clear zones for sorting code;
- ④ 2D code clear zones;
- ⑤ clear zones kept free of printing.

The image below illustrates the different types of clear zones:



### 10.10.1 Address Block Clear zone

In order to ensure the recognition of the address block by automated readers, clear zones must be kept:

- for a minimum of 15 mm from both right and left sides of address block;
- for a minimum of 5 mm from the upper and lower sides of address block.

These zones must be white-coloured.

**Mandatory for: P Format e M Format**



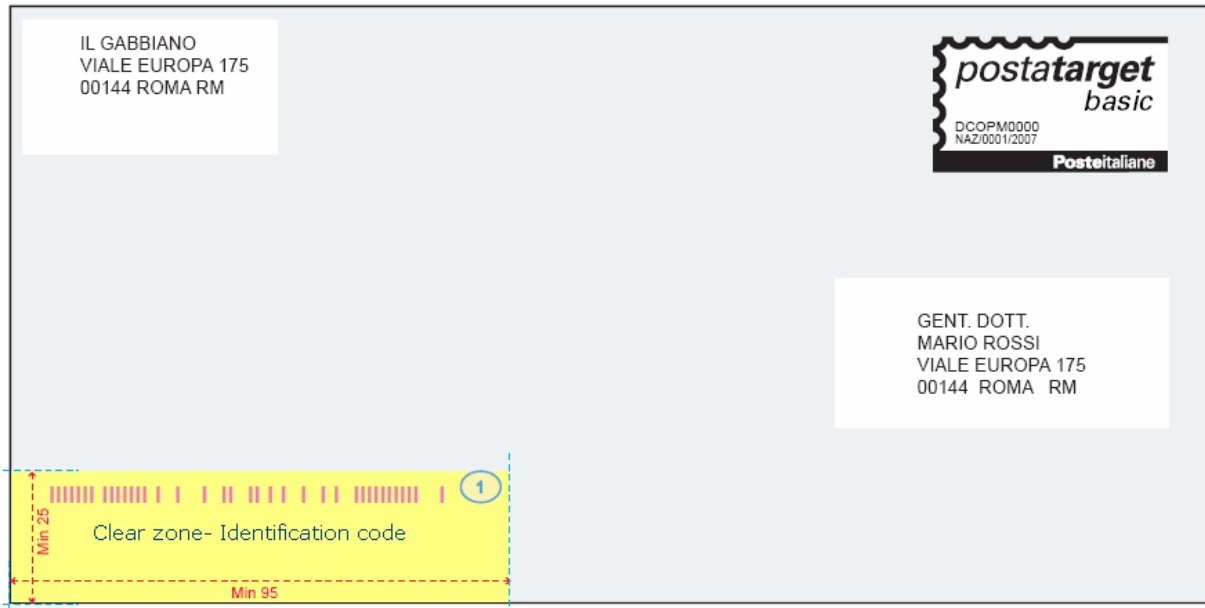
### 10.10.2 Clear zones for item identification code

The sorting machines used for P Format apply a barcode for item identification within an area of 25 mm x 95 mm from the lower left edge.

Consequently, this zone must be white-coloured or in another colour certified by Poste Italiane (see paragraph [10.11.1](#)) or it may present a white semi-transparent band, as described in paragraph [10.11.2](#))

**Mandatory for: P Format**

**FORMAT P - C5/C6 (229 X 114 mm)**



All measures are expressed in mm.

- 1 Clear zone or certified Pantone or white semi-transparent band: 95 x 25 mm from bottom left edge

### 10.10.3 Clear zones for sorting code

The sorting machines used for P Format apply a barcode containing item delivery information which are derived from the address block. This code is applied within an area of 15 mm from the lower edge for all the length of the item.

Consequently, this zone must be white-coloured or in another colour certified by Poste Italiane (see paragraph [10.11.1](#)); alternatively, a white semi-transparent band may be applied as described in paragraph [10.11.2](#)0.

**Mandatory for:**      **P Format**

#### FORMAT P - C5/C6 (229 X 114 mm)



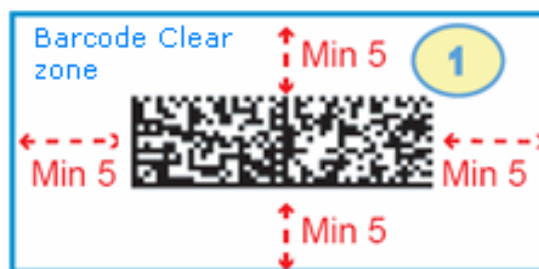
1 Clear zone or certified Pantone or white semi-transparent band: 15 mm from the lower edge for all the length of the item

#### 10.10.4 Barcode clear zone

In order to ensure the recognition of 2D Code by automated readers, a clear zone of minimum 5 mm must be kept around the barcode.

This zone must be white-coloured.

**Mandatory for: P Format e M Format**



**1** CLEAR ZONE: at least 5 mm around the code

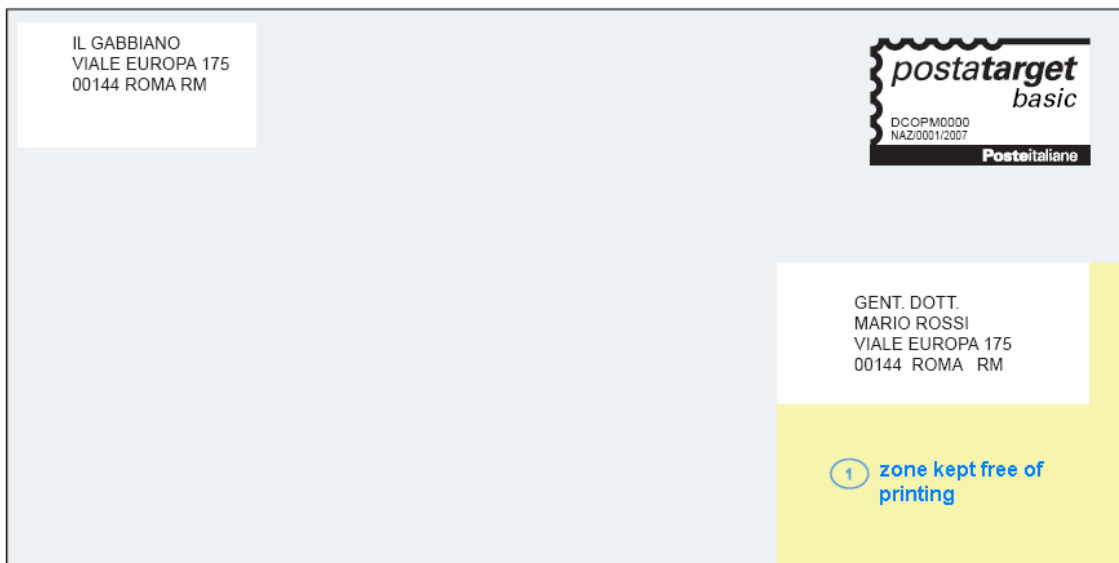
### 10.10.5 Clear zone kept free of printing

In order to ensure its recognition by automated readers, the area below and to the right of the address block must be free of printings.

**Mandatory for: P Format**

**Recommended for: M Format**

#### FORMAT P - C5/C6 (229 X 114 mm)



① ZONE KEPT FREE OF PRINTING: below and to the right of the address block

## 10.11 CLEAR ZONES MANAGEMENT

In order to avoid limits to Clients' creativity/graphics and to ensure product automated compatibility at the same time, Poste Italiane has identified two innovative solutions to manage the clear zones required for identification and sorting codes.

- use of a list of colours certified by Poste Italiane;
- application of a white semi-transparent band.

### 10.11.1 Pantone colours

Poste Italiane has decided to certify colours allowed for clear zones (except for the address block and barcode clear zones) through "Pantone" technology, used as a colour match system for colour selection, specification, identification and control.

The set of Pantone colours allowed and all updates of Pantone colours and other eventual systems of colorimetric management are published in the following document, available on the site of Poste Italiane ([www.poste.it](http://www.poste.it)):

*Elenco Pantoni ammessi nelle clear zones*

*Example:* standard envelope using Pantone 101 U in clear zones reserved for item identification and sorting codes.



## White semi-transparent band

In case the item bears uncertified logos, designs or colours in the clear zones reserved for item identification and sorting codes, it is possible to apply to its graphic arrangement and print a white semi-transparent band with a percentage of opacity equal to **85%** .

*Example:* standard envelope using a white semi-transparent band 85% in clear zones for item identification and sorting codes.



## 10.12 GADGETS

The insertion of non paper objects (gadgets), with no commercial value, is allowed only in compliance with the following specifications and within their restrictions.

The presence of gadgets inside the item must be declared at the time of homologation request. During homologation phase ( Type C, see para. 8) compatibility to Product standards shall be verified.

### 10.12.1 Plastic cards

It is allowed to insert standard ISO 7810 plastic cards measuring 54x86 mm and 0,76 mm thick. (for instance Fidelity Cards).

For P Format, in addition to requirements detailed in previous chapters (dimensions, grammage, thickness, etc.), regulations described below must be respected.

For M Format no specific arrangements are required.

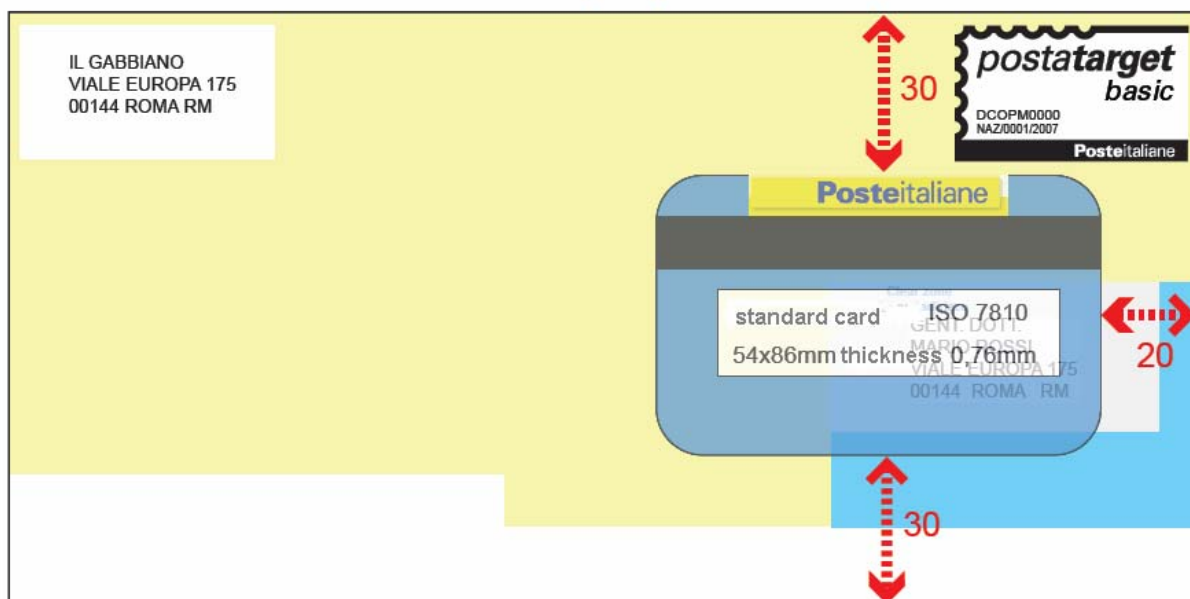
#### Placement of plastic card for P Format

The plastic card must be placed inside the item (see figures below), in one of the following positions with respect to the side of the envelope showing the address block:

- centrally with respect to the short side of the item
- at 20 mm ± 5 mm from the right edge
- so that the longer side of the card is parallel to the longer side of the item

Below is an illustrative image of a P Format – Standard C5/C6 item.

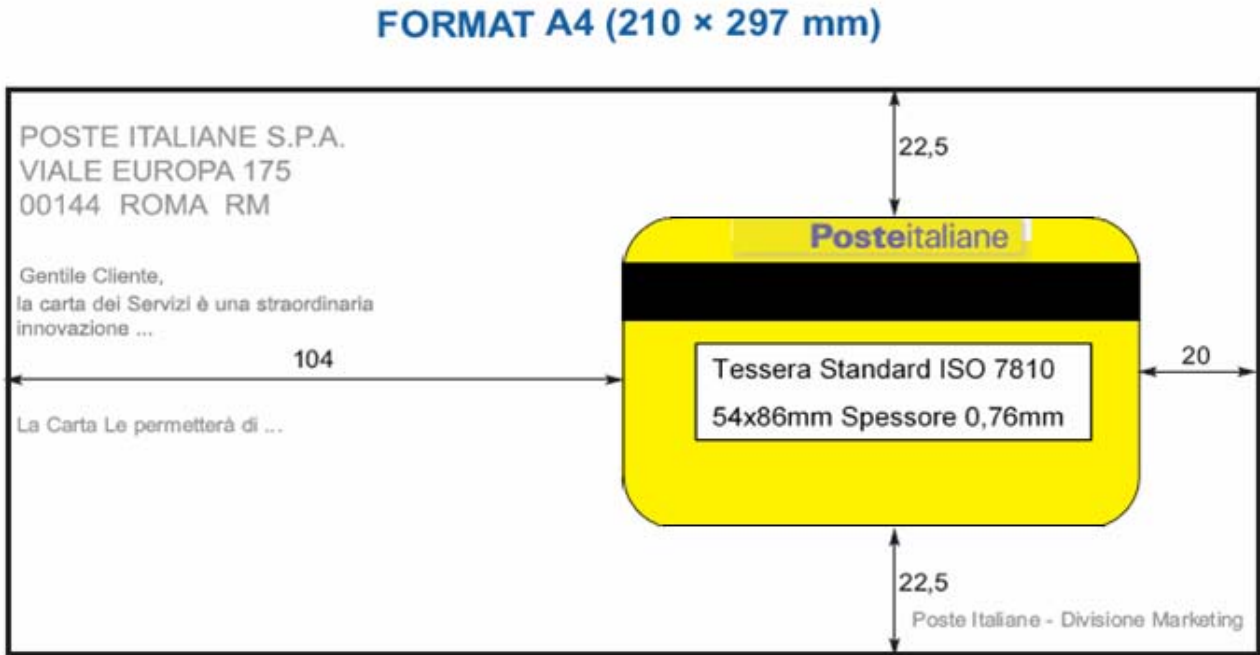
#### FORMAT C5/C6 (229 X 114 mm)



ALL MEASURES ARE EXPRESSED IN MILLIMETRES

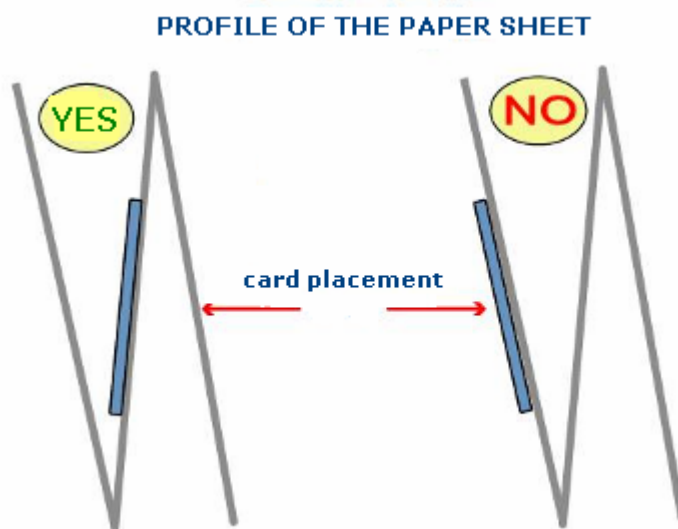
The plastic card must be correctly fastened to the support (sheet or cardboard) in order to prevent it from moving.

The image below illustrates the position of plastic cards (56x84 mm) on a A4 paper with two folds inserted in a P Format – Standard C5/C6 item.



ALL MEASURES ARE EXPRESSED IN MILLIMETRES

In the event of plastic cards fastened to a “Z” fold or to a C fold, the card must be placed inside the folded sheet.







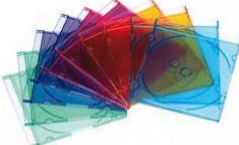


### 10.12.2 IT storage media (CDs and DVDs)

For M format only it is allowed to insert in items multimedia/ IT storage media, such as DVDs or CDs, in compliance with requirements detailed in previous chapters (dimensions, grammage, thickness, stiffness, etc.) as well as in accordance with the following indications:

**It is required that CDs and DVDs packaging and their arrangement inside the item ensure that both covering and content remain intact during automated postal processing.**

As it would be impossible to define the characteristics of all packaging typologies available on the market, only the most common types are reported below, along with their level of compatibility with Automated Postal machines.

Packaging	Description	Example	Allowed
<b>Pvc sleeve</b>	CDs/DVDs are inserted in a transparent pvc sleeve		<b>YES</b>
<b>Paper sleeve</b>	CDs/DVDs are inserted in a paper sleeve		<b>YES</b>


<b>Cardboard</b>	CDs/DVDs are inserted in a cardboard sleeve		<b>YES</b>
<b>Cardboard with a panel</b>	CDs/DVDs are inserted in a cardboard case with a panel which closes the packaging		<b>YES</b>
<b>Slim box</b>	CDs/DVDs are inserted in a 5 mm thick plastic case with a panel which closes the packaging		<b>NO</b>
<b>Jewel box</b>	CDs/DVDs are inserted in a rigid plastic case with a panel which closes the packaging		<b>NO</b>
<b>Dvd Box</b>	CDs/DVDs are inserted in a rigid plastic case which seals the packaging		<b>NO</b>

In order to ensure that the content remains intact it is recommended to prepare the item according to one of the systems in [10.12.4](#).

### **10.12.3 Heat-sealed bags**

It is allowed, for M format items only, to insert product samples in heat-sealed wrappings, in compliance with all requirements described in previous chapters (dimensions, grammage, thickness, stiffness, etc.), as well as in accordance with the following indications.

**A fundamental requirement is that the packaging of the heat-sealed bag and its arrangement inside the item must ensure the integrity of both content and wrapping during automated postal processing.**

Packaging	Example	Allowed
Heat-sealed bags with no rigid parts		YES
Heat-sealed bags with rigid stout		NO

In order to ensure that content remains intact it is recommended to prepare the item according to one of the systems in [10.12.4.](#)

### **10.12.4 Preparation of gadgets inside the item**

It is recommended to prepare the item so that the packaging:

- ensures an adequate protection of the content
- is as close to the content as possible
- does not allow shifting of the gadget inside the item

The recommended preparation standards are listed below:

Preparation	Description	Example
<b>Air bubble padded envelopes</b>	Padded envelopes with air bubble polyethylene lining	
<b>Cellophane wrapping with a backing</b>	wrapping in heat-shrinking cellophane with semi-rigid backing	