

POSTATARGET CARD TECHNICAL SHEET

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TABLE OF CONTENTS

QUOTED DOCUMENTS	4
1 GENERAL CHARACTERISTICS	4
1.1 QUALITY OBJECTIVES	4
2 ACCESS CONDITIONS	5
2.1 WHAT TO MAIL	5
2.2 WHAT IS NOT ALLOWED TO MAIL	5
2.3 QUANTITY	6
2.4 FORMAT AND DIMENSIONS	6
2.5 PREPARATION AND PRE-SORTING REQUIREMENTS	6
3 PRICES AND FEES	7
4 FRANKING AND PAYMENT METHODS	7
4.1 PPI (POSTAGE PAID IMPRESSION)	7
5 LOGO	8
5.1 PPI LOGO	8
6 VALUE ADDED SERVICES	9
6.1 RETURNS	9
6.2 OTHER SERVICES	10
7 TECHNICAL SPECIFICATIONS	10
7.1 P CARD FORMAT	11
7.2 2D CODE	13
7.3 OTHER BARCODES	13
8 HOMOLOGATION	13
9 ACCEPTANCE AND CHECKINGS	14
9.1 ACCEPTANCE CENTRES	15
9.2 OPENING HOURS AND TIME LIMITS FOR ACCEPTANCE	15
10 APPENDIX	16
10.1 TERMS AND DEFINITIONS	16
10.2 CARD MATERIAL	16
10.3 ITEM CHARACTERISTICS	17
10.3.1 Length / height ratio	17
10.3.2 Bending resistance	18
10.3.3 Closing flaps and stickers	18
10.4 ADDRESS BLOCK	18
10.4.1 Definition	18
10.4.2 Address Block Position	18
10.4.3 Address Block Printing Specifications	20
10.5 CLEAR ZONES	21
10.5.1 Address block clear zone	22

10.5.2 Clear Zone for item identification code.....	23
10.5.3 Clear zone for sorting code	24
10.5.4 Barcode clear zone.....	25
10.5.5 Clear zone kept free of printing	26
10.6 MANAGEMENT OF CLEAR ZONES.....	27
10.6.1 Pantone colours.....	27
10.6.2 White semi-transparent band	28

QUOTED DOCUMENTS

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

1 GENERAL CHARACTERISTICS

Postatarget consists of a range of services designed to deliver addressed and personalized promotional and advertising communications which permit to reach a target audience nationwide.

Postatarget Card is a delivery service that allows to send cards and two-folded items of advertising nature. It is an ideal tool for relational marketing and communications of informative nature, suitable for promotional sales and events (e.g. invitations, openings of sales points), and it allows at the same time to reduce campaign costs. The fulfillment of the technical specifications of the product – necessary for automated sorting of items by Poste Italiane's facilities– ensures access to high quality standards at reasonable prices.

1.1 QUALITY OBJECTIVES

Quality objectives for delivery require the following delivery targets:

- 5 working days plus the day of posting (J+5) for 85% of items;
- 7 working days plus the day of 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 methods (9).

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

In order to access Postatarget Card service it is also necessary to comply with the product homologation procedure described in 8.

2.1 WHAT TO MAIL

Postatarget Card allows to send addressed cards and two folded items of advertising nature, characterized by flexibility of use and immediacy of messages conveyed.

For this product there are no content constraints or specifications, it being understood that it complies with provisions by law, with indications laid out in paragraph “what to mail” and format specifications (see para 7).

Postatarget Card items must have identical content except for some personalizations (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.

2.2 WHAT IS NOT ALLOWED TO MAIL

It is not allowed to send via Postatarget Card:

- Enveloped or cellophane wrapped items
- Items containing inserts or gadgets
- Notices and reminders for payment
- Invoices
- Delivery Notes
- Bills
- Taxes and duties payment slips
- Bollettini ICI (Italian council tax payment slips)

- Payment slips for legally compulsory payments
- Tax forms / assessments
- Statements
- Receipts and quittances
- Checks
- Messages whose distribution is forbidden by law (postulating, pornographic, discriminating)
- Items containing information, publicity promotions related to more than one company

2.3 QUANTITY

The minimum quantity to access Postatarget Card prices is of 1 000 items per single mailing and per single client.

For single mailings of less than 1000 pieces the Client will have the option to access the service against payment of a fee equivalent to the one applied to a 1000 item Postatarget Card mailing and according to prices published on the internet site www.poste.it.

2.4 FORMAT AND DIMENSIONS

Poste Italiane allows a single format for Postatarget Card which, in accordance with other machinable products of Poste Italiane, is called **P Card Format (Piccolo Card)**.

Only rectangular machinable items may access the service, provided that they meet the following requirements:

DIMENSIONS	P CAR Format	
	Min	Max
L \geq 1.4 H		
L length (mm)	140	235
H height (mm)	90	120
S thickness (mm)	0.25	2
P weight (g)	4	12

For further details on technical characteristics see paragraph 7.

2.5 PREPARATION AND PRE-SORTING REQUIREMENTS

Postatarget Card mailings must be prepared in boxes.

Technical requirements to be met for preparation and pre-sorting of mailing are illustrated in following document, available on the site 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

Starting from a minimum of 10 000 items, quantity discounts may be claimed per single client and single mailing.

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 signed.

In the event of mailings which have not correctly been prepared and pre-sorted according to the document “Preparation and pre-sorting of Postatarget products”, the appropriate prices published in the section Direct Marketing of the site www.poste.it shall be applied.

4 FRANKING AND PAYMENT METHODS

Franking methods allowed for Postatarget Card items 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 keeping a single blank space. In this case it is recommended to use Times New Roman 8pt font.



5 LOGO

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

5.1 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 Card" = 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

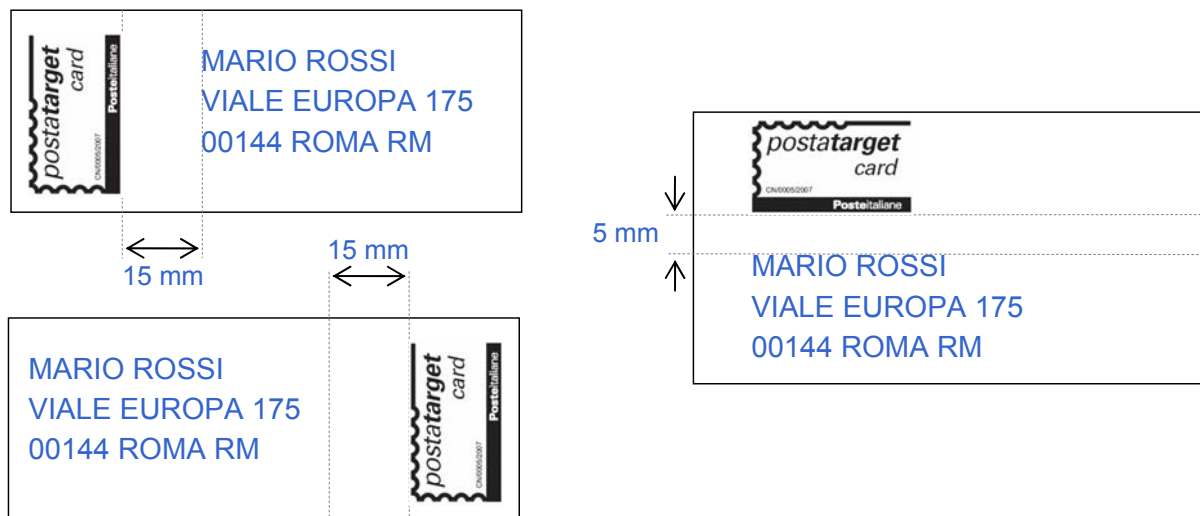
All colours which can easily be confused with the above shades of colour must also be avoided.

The standard logo is available in electronic format on Poste Italiane website or may be requested at the following address: internationalpostalbusiness@posteitaliane.it.

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 [10.5](#)).

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 Card.

6.1 RETURNS

The Client may request the return of undeliverables on the basis of prices listed on the website 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:

Posteitaliane		Mod. 24B - Cod. 8910
Siamo spiacenti di non aver recapitato questo invio in quanto:		
<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	
il destinatario è:		
<input type="checkbox"/> irreperibile	<input type="checkbox"/> sconosciuto	
<input type="checkbox"/> deceduto	<input type="checkbox"/> trasferito	
Data _____	Firma _____	

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

Alternatively, the client can use the logo “Resi Mittente”, where the name of the CMP (automated post office) to return the item to must be clearly legible. The logo must be placed next to the product logo in the upper right corner of the item, as in example below:



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 wording 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.

7 TECHNICAL SPECIFICATIONS

The requirements that items have to meet to be processed by automated mail sorting equipment of Poste Italiane are described below.

With Postatarget Card it is possible to mail machinable items only in **P CARD Format** (Piccolo Card).

7.1 P CARD FORMAT

Rectangular items meeting the following characteristics fall within P Card Format:

DIMENSIONS	P Card Format	
	Min	Max
L \geq 1.4 H		
L Length (mm)	140	235
H height (mm)	90	120
S thickness (mm)	0.25	2
P weight (g)	4	12

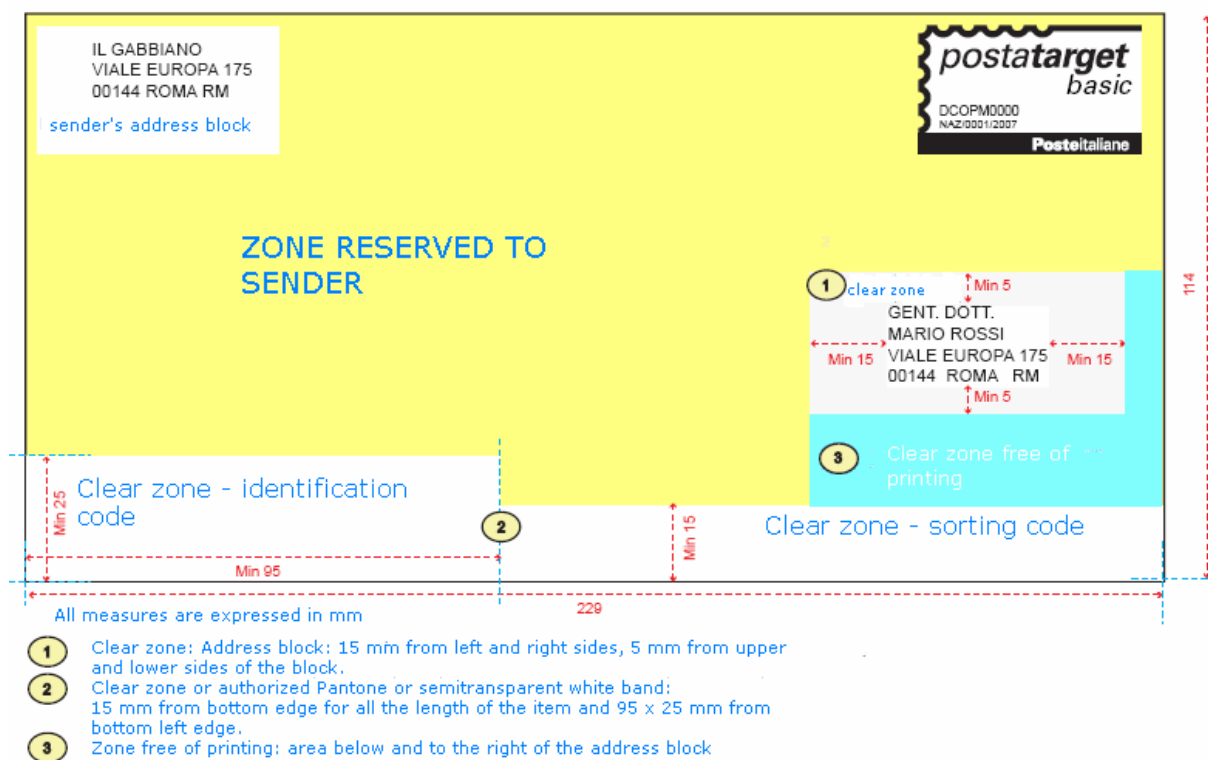
The length/height ratio of the item must be equal to or greater than 1.4 (see paragraph 10.3.1).

TECHNICAL REQUIREMENTS –P Card Format

- Items must be in card or folded format with two panels of identical dimension (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 as not to impair item machinability.)
- Items must be made in paper and meet the technical requirements set out by Poste Italiane (see paragraph 10).
- The side opposite to the recipients address block can be plasticized or (e.g. lenticular cards).
- Enveloped, cellophane wrapped or bound items are not allowed.
- Postcards with perforations/drillings are not permitted.
- Gadgets are not allowed.
- It is not allowed to have inserts inside folded items.
- 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 10.4).
- 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 10.5.

Please note that the figure below is merely illustrative and is not drawn to scale. Dimensions are expressed in millimeters.

FORMAT C5/C6 (229 X 114 mm)



7.2 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 10.5.4. For technical specifications regarding 2D code printing and placing, please refer to the following document, available on the site 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

7.3 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 application form (Modello OP) are available on the site: 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, 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, spaced with a single 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.



9 ACCEPTANCE AND CHECKINGS

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.

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, 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

For domestic mail and according to the volumes to be handled, Postatarget Card mailing must take place at:

- **CMP** (Postal Automation Centres): with no weight limits;
- **Provincial Centres**: up to a maximum weight of 1 000 Kg per daily mailing 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 strictly up to a maximum weight of 200 Kg per daily mailing per client;

The mailing must always be accompanied by an acceptance note (Form No 247).

The list of CMPs, Provincial centres and Distribution centres (CDs) qualified for acceptance is available on the site www.poste.it. Poste Italiane reserves the faculty to update the list of acceptance points and delivery methods.

For international mailing, items must be delivered at:

CSI (International exchange centre) located at Via Archimede, 2 20068 MILANO.

9.2 OPENING HOURS AND TIME LIMITS FOR ACCEPTANCE

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

- 8.30 am - 5 pm Monday to Friday
- 8.30 am -12 am Saturday

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

- 2 pm for structures of acceptance located at CMPs (with the following exceptions: 12 am for the CMP in Bari, 10 am for the CMP in Lamezia Terme);
- 11 am for structures of acceptance located at Provincial centres and DCs;
- 1 pm 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 Card mailings are listed below.

10.1 TERMS AND DEFINITIONS

Acronym / Term	Description
Condensed (caratteri)	Reduced spacing of characters composing a word
Columning	Grids, broken lines, grid patterns or perforations
Front of the item	The side of the envelope with no closing flaps
Spacing	Space between address lines
ISO	International Organisation for Standardisation
Opacity of the transparent band	Measure of transparency in % of the white band that may be applied to the clear zone.
Pantone	International colour match system for colour selection, specification, identification and control.
Back of the item	Side of the envelope with closing flaps
UNI EN	Ente Nazionale Italiano di Unificazione

10.2 CARD MATERIAL

The characteristics of the card material are the following:

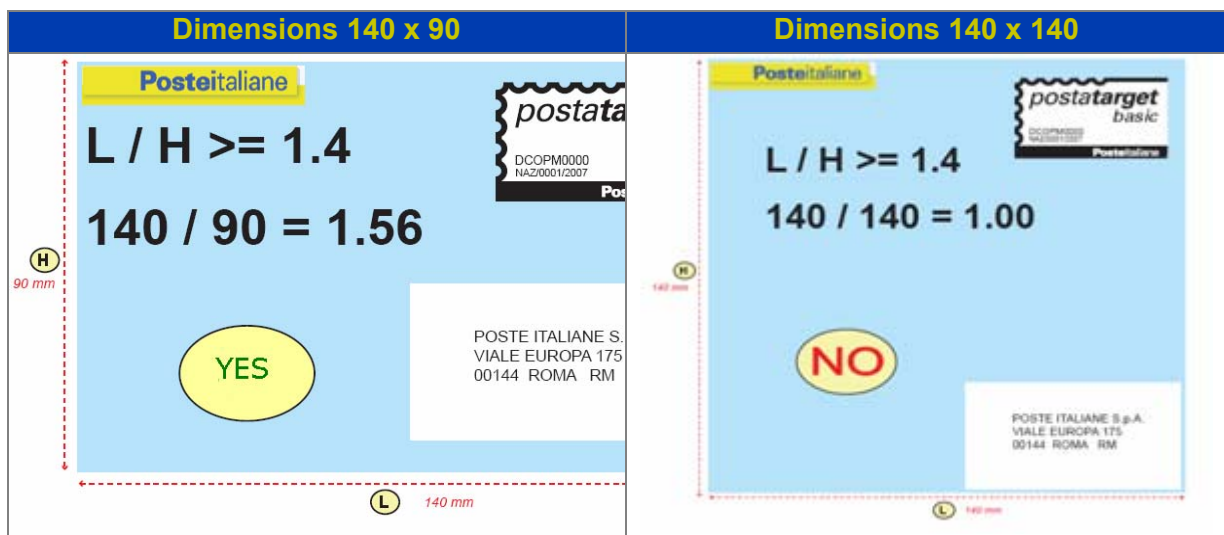
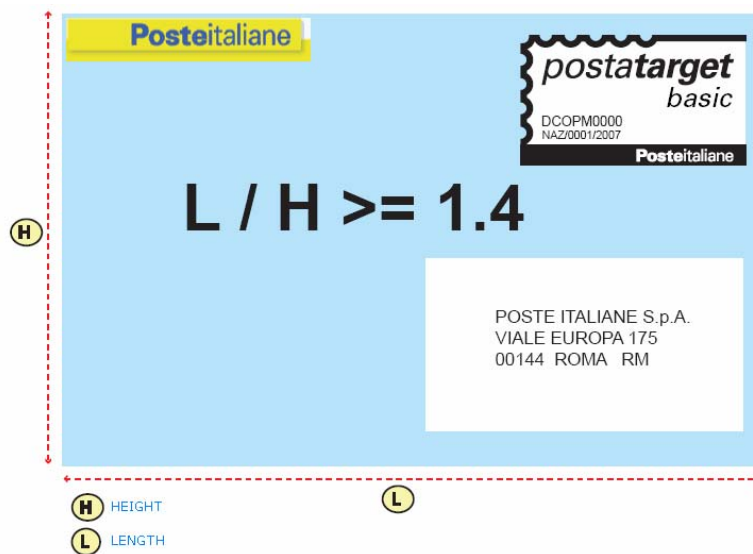
CARD CHARACTERISTICS	VALUES
Grammage (UNI EN ISO 536/98)	235 ÷ 500 g/m²
Thickness (EN 20534/94)	235 ÷ 300 µm
Bending stiffness (UNI 9070/94)	≥ 44,0 mN
Laceration index (UNI EN 21974/95)	≥ 6 mNm²/g

The side opposite to the recipients address block can be plasticized or (e.g. lenticular cards).

10.3 ITEM CHARACTERISTICS

10.3.1 Length / height ratio

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
229	114	2,01	YES
140	110	1,27	NO
120	120	1	NO

10.3.2 Bending resistance

Item stiffness is one of the physical properties contributing to the determination of product automation compatibility.

La resistenza a flessione deve essere inferiore a 2.000 mN, determinata in accordo con la norma UNI 9070.

10.3.3 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

10.4 ADDRESS BLOCK

10.4.1 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

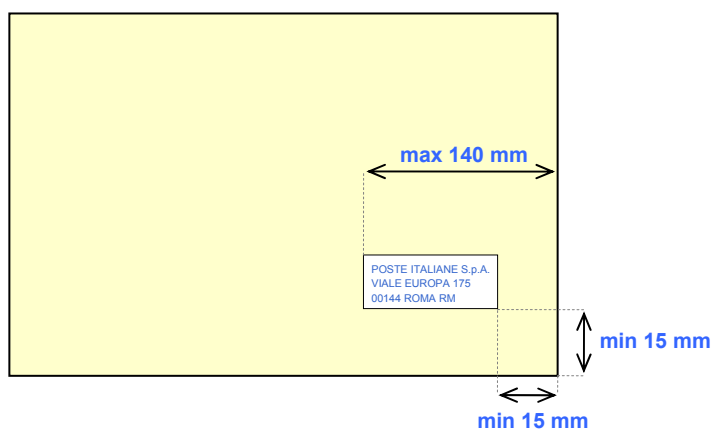
10.4.2 Address Block Position

The address block may be:

- printed directly on the item;
- printed on an appropriate label.

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

- Parallel to the longer side of the item;
- the distance between the left border of the address and the right edge of the envelope must be less than 140 mm.
- At a distance of at least 15 mm from the edges.



10.4.3 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

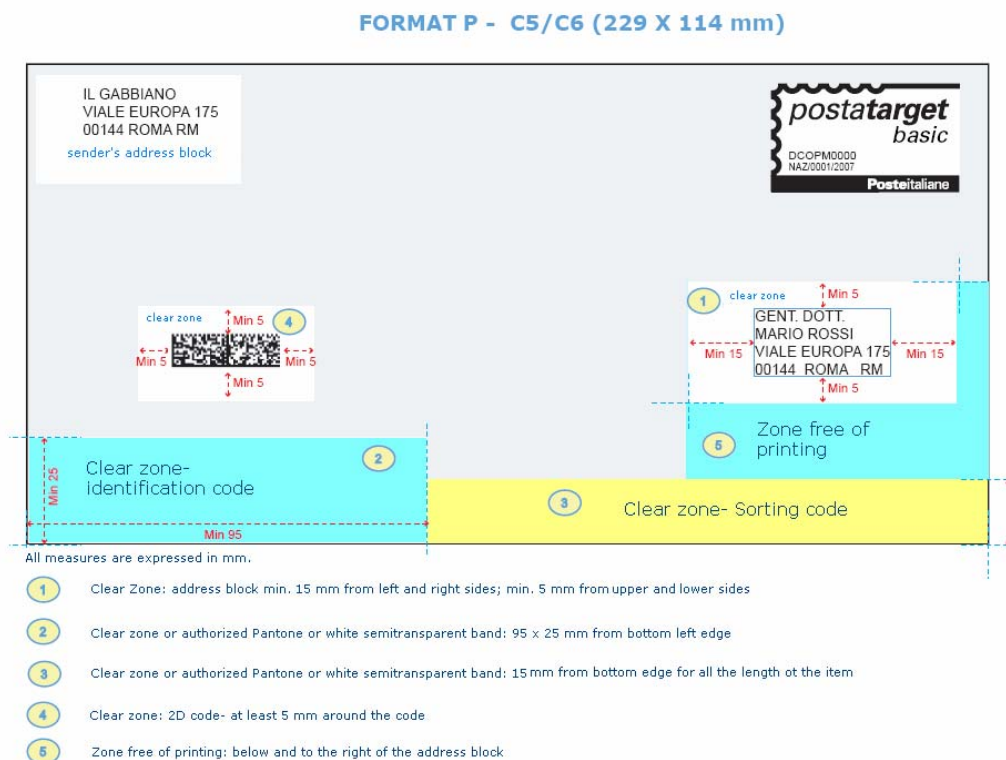
10.5 CLEAR ZONES

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:



The sender's address block is mandatory only if the Returns service is requested.

10.5.1 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.

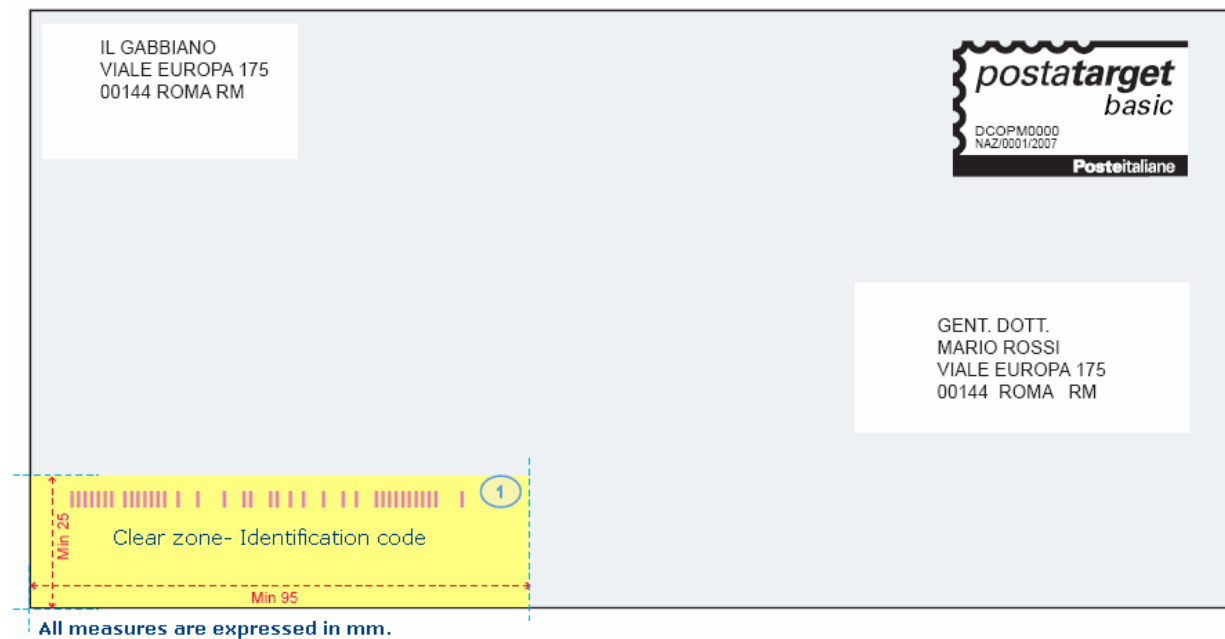


10.5.2 Clear Zone for item identification code

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 10.6.1), alternatively, a white semi-transparent band may be applied as described in paragraph 10.6.2.

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



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

10.5.4 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.

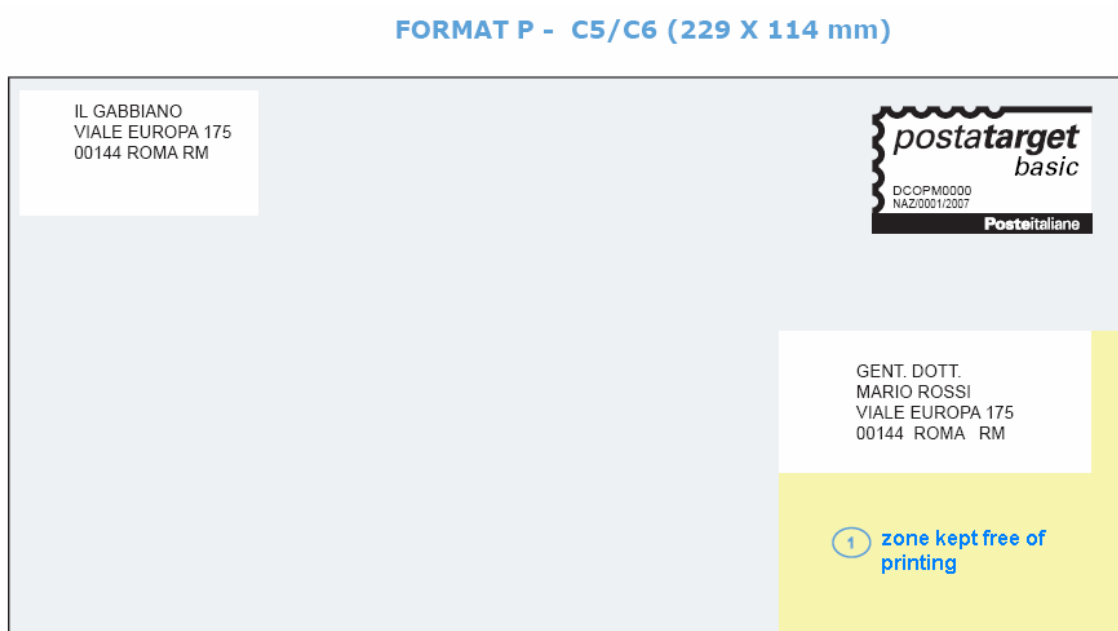
This zone must be white-coloured.



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

10.5.5 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.



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

10.6 MANAGEMENT OF CLEAR ZONES

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.

10.6.1 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 regarding Pantone colours and other systems of colorimetric management are published in the following document, available on the site of Poste Italiane (www.poste.it):

Elenco Pantoni ammessi nelle zone di rispetto

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



10.6.2 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 printing 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.

