

POSTATARGET
MAGAZINE
TECHNICAL SPECIFICATION

UPDATED MAY 2009

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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 Zone di Rispetto*
- <http://www.poste.it/en/postali/cap/howto.shtml>

1 GENERAL CHARACTERISTICS

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

Postatarget Magazine is the delivery service to send in-house company communications (house organ) and external communications (corporate magazine) as well as publications containing advertising and information about goods and services.

Publications and magazines sent via Postatarget Magazine service must contain at least 50% of informational and editorial content and up to 50% of advertising, as detailed in the paragraph: "Mailable items" .

The communication tool used may be machinable or non machinable, according to the Client's format needs.

Product machinability, according to which special prices are applied, is verified through a mandatory homologation procedure at Poste Italiane Product Homologation Centres.

1.1 QUALITY OBJECTIVES

Quality objectives for delivery require the following delivery targets:

- Within 7 working days after posting (J+7) for 85% of postal items;
- Within 9 working days after posting (J+9) for 99% of items.

Quality objectives refer exclusively to valid addresses and do not apply to undeliverable postal items owing 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 solely by Clients who present items in compliance with the requirements defined by Poste Italiane in terms of:

- content ([2.1](#) and [2.2](#)) and wrapping;
- quantity ([2.4](#));
- format and dimensions ([2.5](#));
- methods of preparation and pre-sorting of items ([2.6](#));
- posting method ([99](#))
- address composition standards (in terms of lay out, format and content) as reported on Poste Italiane website (see <http://www.poste.it/en/postali/cap/howto.shtml>)

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

It is also recommended to meet the additional specifications laid out in appendix (see paragraph [1010](#)).

In order to qualify for special prices reserved to machinable items it is also necessary to:

- meet machinability technical specifications defined by Poste Italiane ([7](#) and [10](#));
- subject the product to a homologation process ([9](#)).

2.1 WHAT CAN BE MAILED

Postatarget Magazine permits to send publications consisting of communications from the Company/ Civil service to clients, partners, suppliers, investors, employees or citizens. Display advertisings may be included for both company products and products of other companies.

Postatarget Magazine allows to send items of identical format and weight and with the same content, except for some personalizations (in accordance with privacy laws), such as:

- data on the addressee (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 a business representative, the day and time of a business visit or a presentation;
- The address of the closest branch to Client.

To qualify for the prices, items shall meet the following characteristics:

- at least 50% of editorial and informational content, in which no reference to direct sales may appear: as a consequence, it is not allowed to enclose discount vouchers, sales promotions, indications and references for clients to place orders;
- within the editorial content it is allowed to show product descriptions with indications of related prices without enclosing the complete price list;
- 50% of advertising per single issue. Advertising inserts are not taken into account when calculating the 50% limit;
- a maximum of three advertising inserts is allowed;
- only display advertisements are classified as advertising;
- minimum weight 50 grams;
- minimum periodicity: at least 2 issues per year of different content related to the same publication, with the same title;
- minimum 50 000 items per year per sender;
- the company to whom authorization is issued must be reported on the front cover of the publication;
- progressive periodicity number (number/year coeval with mailing) must be reported on the publication.

Mailings of back issues and supplements are allowed, as long as they are mailed at a different time from that of publication mailing and provided that they represent a separate mailing and are no older than 18 months.

2.1.1 Inserts and enclosures

It is allowed to enclose inserts, also of promotional nature, discount vouchers, products samples, questionnaires, gadgets, all of which shall be taken into account when defining the applicable price for the mailing. The following are also considered inserts: enveloped inserts, pre-franked and non pre-franked return envelopes, mailers for subscription campaigns.

Gadgets may be enclosed upon payment of the applicable price (which takes into account the total weight of the magazine and the enclosed gadget). Gadgets may be made of non paper material.

It is also allowed to send blank postal payment slips (i.e. *bollettini in bianco*) or pre-printed postal payment slip (i.e. *bollettini premarcati*) showing an identical amount for all addresses (admitted personalizations: sender and addressee).

2.2 WHAT CAN'T BE MAILED

It is not allowed to send via PostaTarget Magazine items that have the typical product catalogue format, to which Posta Target Catalog price is applied.

The following are also not permitted:

- Product catalogues for retail sales
- Communications related to taxes and duties

- Notices and reminders for payment
- Invoices
- Financial and social security statements
- Bank statements
- Already signed contracts
- Delivery notes
- Bills
- Tax forms
- Income tax returns
- Statements
- Already signed policies
- Receipts and quittances
- Checks and checkbooks
- Prepaid cards and credit cards
- Messages whose distribution is forbidden by law (postulating, pornographic, discriminatory)
- Goods for sale
- Valuables, glass objects, hazardous and illegal articles, fresh and/or perishable goods, both food and non food.

2.3 WRAPPING AND PACKAGING

Posta Target Magazines items may be wrapped in paper envelopes or in cellophane.

Items must be securely sealed to ensure that both content and wrapping remain intact during delivery process.

In case there is an address label, it is also necessary to ensure that this does not come off the item during postal processing.

2.4 QUANTITY

The minimum quantity required to qualify for Postatarget Magazine prices is of 1 000 items per single mailing.

For single mailings of less than 1 000 pieces the Client shall have right to access Postatarget Magazine service upon payment of the amount required for mailings of 1 000 items, according to prices published on the site www.poste.it.

2.5 FORMATS AND DIMENSIONS

Poste Italiane allows two formats for Postatarget Magazine: **M Format (Medium)**, for machinable items, and **Non Machinable Format** (Formato Non Meccanizzabile).

Only rectangular machinable items can qualify for the service, provided that they meet the requirements for one of the two formats:

	M Format	
	Min	Max
L Length (mm)	140	353
H height (mm)	90	250
T thickness (mm)	0.5	25
W weight (g)	50	2 000

	Non Machinable Format	
	Min	Max
L length (mm)	140	353
H height (mm)	90	250
T thickness (mm)	0.5	50
W weight (g)	50	2 000

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

2.6 PREPARATION AND PRESORTING METHODS

Preparation and pre-sorting requirements vary according to item format:

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

The required specifications for preparation and pre-sorting of items are detailed in the following document, which is available on the site www.poste.it:

Preparation and pre-sorting of Postatarget products

3 PRICES

Prices vary according to format, weight and yearly mailed quantities, as described on the website www.poste.it. Please note that promotional objects enclosed in the items shall be taken into account when setting the final price.

In the event of mailings which have not correctly been prepared and pre-sorted according to requirements in paragraph [2.6](#) the prices prescribed in case of non pre-sorting shall be applied. Such prices are published on the site www.poste.it.

4 FRANKING AND PAYMENT METHODS

The following franking method is allowed for Postatarget Magazine, subject to the issue of a specific authorization from related business facilities:

- PPI (postage paid impression)

In all cases, items must bear the product logo.
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 foreseen mailings for the coming month.
- **Immediate payment:** at the time of mailing the Client must present 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 top 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 Magazine 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

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

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

Lettering: Univers 55 Oblique

The logo may be imprinted both in positive and negative.

It is allowed to use any colour, provided it has a high colour intensity, greater than 30% of background colour, which ensures legibility of the logo and of the eventual additional texts (authorization).

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

- 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 imprinted 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 [10.8.](#)) and provided that in case of cellophane wrapping the logo is not wholly or partly hidden by inserts or address labels.

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

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



15 mm

15 mm



6 VALUE ADDED SERVICES

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

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.

The 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
<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	
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 caption: *“In caso di mancato recapito inviare al CMP/CPO di (indicare here the post office) per la restituzione al mittente previo pagamento res”*

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

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

6.2 OTHER SERVICES

For details on additional services available please refer to your business representative or visit the site www.poste.it.

7 AUTOMATION COMPATIBILITY

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

7.1 M FORMAT

Rectangular items meeting the following characteristics fall within M Format:

	M Format	
	Min	Max
L length (mm)	140	353
H height (mm)	90	250
T thickness (mm)	0,5	25
W weight (g)	50	2'000

The differences in thickness 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 complied with (see paragraph [10.6.1](#)).

TECHNICAL REQUIREMENTS – M Format

Items must be wrapped in paper or in shrink-wrap (heat-shrinking cellophane). (It is allowed to use wrappings in non heat-shrinking cellophane solely under the terms and conditions described in the contract. Items prepared according to such wrapping modalities shall be subjected to automation compatibility verification by the Product Homologation Centre prior to homologation issuing.)

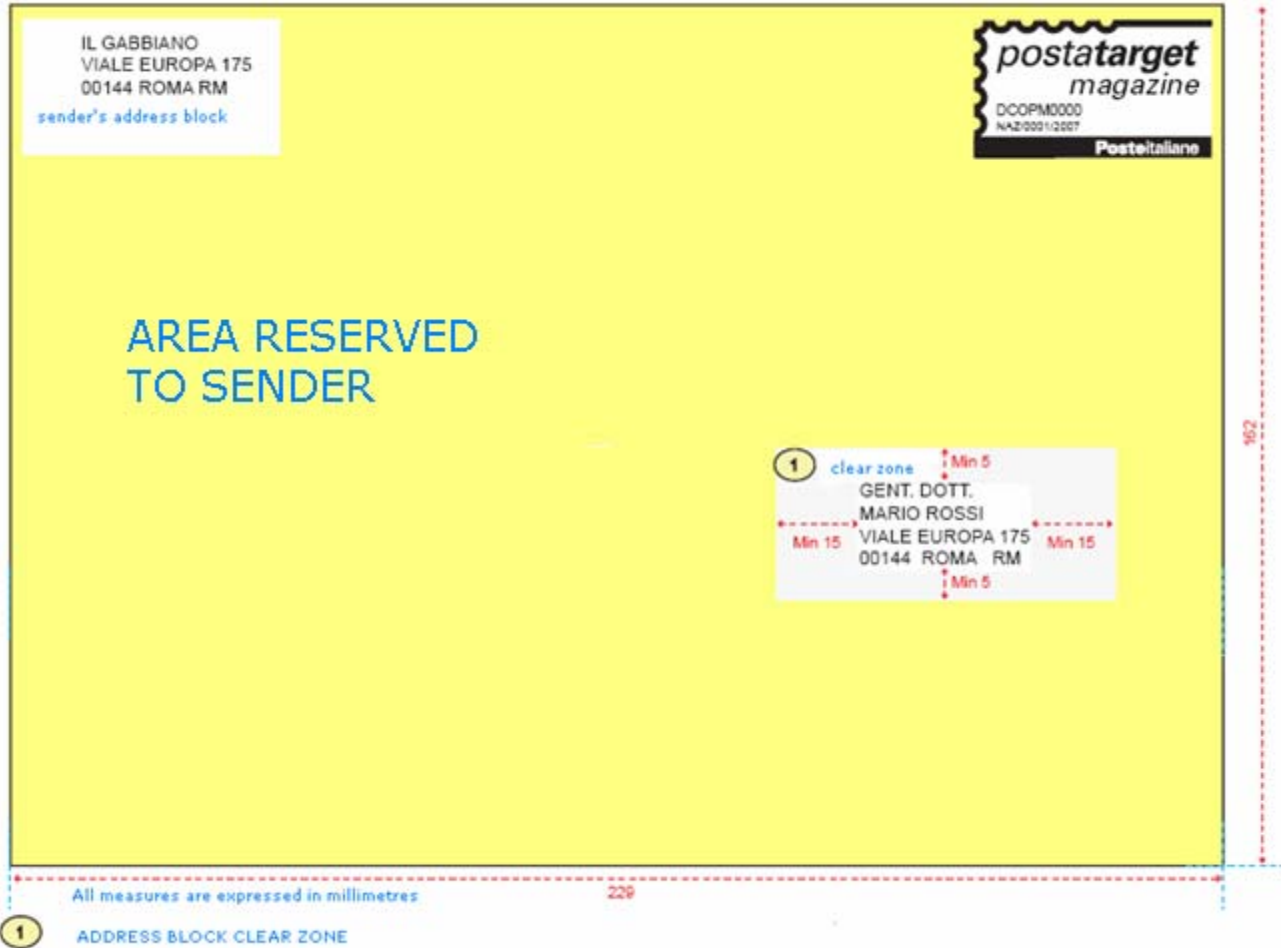
- item material and packaging must meet Poste Italiane technical standards (see paragraph [10](#)).
- only paper content is allowed. Plastic cards, IT storage media (CDs and DVDs) and heat-sealed bags may be inserted in compliance with technical specifications laid out in paragraph [10.9](#) [10.9](#) 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 [10.8](#)
- the address block must respect technical standards in terms of lay-out, typeface and number of lines (see paragraph [10.7](#).)
- 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 in cellophane wrapping must bear the recipient's address either on the right side 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:

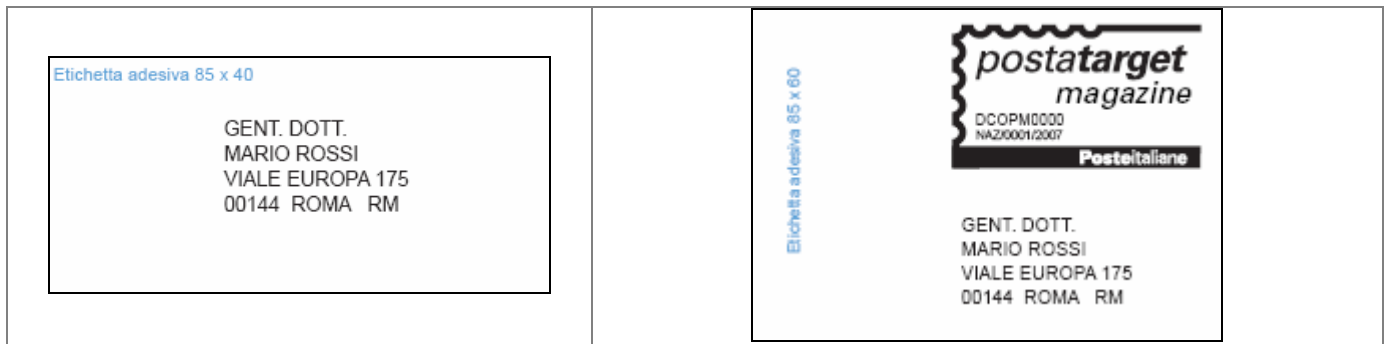
- Address label inside the cellophane
 - minimum dimensions 85 x 40 mm
 - the label must be at a maximum angle of 5° with the bottom of the item, and must be fastened to the item with glue.
 - Address label glued to the outside of the cellophane
 - minimum dimensions 85 x 40 mm
 - label must be at a maximum angle 5° with the bottom of the item
 - Address imprinted directly on the item, on the specially provided white area.
 - Address imprinted on the specially provided white area on an insert whose width equals at least one of item dimensions in order to prevent it from rotating.
- The use of tie-on labels and of postal payment slips (i.e .*bollettini C/C*) as address labels is not allowed.

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

FORMAT C5 (229 X 162 mm)



Examples of different labels and of their position on the item.





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 shall be duly publicized once available.

Around the 2D code a clear zone must be kept, as indicated in paragraph [10.8.2](#). 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 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 M Format machinable items it is mandatory to subject the Product to a homologation process, contacting the structures in charge through the Business representative, as indicated on the site of Poste Italiane.

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.

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 item must bear the Homologation Code according to one of the following options:

- inside the **logo**: in this case the code must be reported in 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 what 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 are published 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*”) on the site 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 Magazine must take place at:

- **CMP** (*Centro di Meccanizzazione Postale*): with no weight limits;
- **Provincial centres**: up to a total weight of 1 000 Kg per daily shipment per client;
- **Distribution Centres (CDs)** which are qualified for acceptance: up to 200 Kg per daily mailing per client.

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

The list of CMPs, Provincial centres and DCs 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.

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 (Monday-Saturday):

- 14.00 for structures of acceptance located at CMPs (with the following exceptions: 12.00 for the CMP in Bari, 10.00 for the CMP in Lamezia Terme);
- 11.00 for acceptance structures located at Provincial centres and DCs;

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 Magazine M Format mailing are listed below.

10.1 TERMS AND DEFINITIONS

Acronym / Term	Description
ASTM	American Society for Testing and Materials
Condensed (characters)	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
Gloss	Measure of reflection
Haze	Measure of opacity
Spacing	Space between address lines
ISO	International Organisation for Standardisation
Pantone	International colour match system for colour selection, specification, identification and control.
Back of the item	Side of the envelope with closing flaps
Shrink-wrap	Wrapping in heat-shrinking plastic film
Transmittance	The fraction of light at a specified wavelength that passes through a material
UNI EN	Ente Nazionale Italiano di Unificazione

10.2 ENVELOPE FORMATS

The recommended standard envelope formats are:

FORMAT	DIMENSIONS (length x height)
C6	162 mm x 114 mm
C5	229 mm x 162 mm
C4	324 mm x 229 mm

10.3 ENVELOPE MATERIAL

The characteristics of the material to be used for the envelope are the following:

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

10.4 WINDOW MATERIAL

The characteristics required for window material are the following:

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

10.5 PLASTIC FILM MATERIAL

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

PLASTIC FILMS CHARACTERISTICS	VALUES
Nature of material for IR recognition	Polyethylene type with low density and low fluidity index
Thickness (ASTM D 374 C)	$\mu\text{m } 25 - 30$
Gloss at 60° (ASTM D- 2457)	$\leq 60 \%$

Transmittance (ASTM D-1003)	≥ 80 %
Haze (ASTM D-1003)	≤ 20 %
Medium tearing strength ((ASTM- D 1004/94°)	long ≥ 50 N/mm transv. ≥ 50 N/mm
Tensile strength (ASTM D – 882)	long ≥ 13,50 N/mm ² transv. ≥ 11,50 N/mm ²

10.6 ITEM CHARACTERISTICS

10.6.1 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 shows a few examples of item thickness and of related automation compatibility.

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
5.00	7.00	2.00	29%	YES
18.00	24.00	6.00	25%	NO
25.00	26.00	1.00	4%	NO

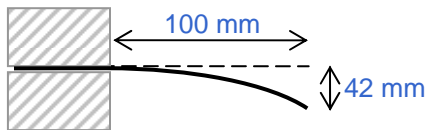
10.6.2 Bending stiffness

Item stiffness is one of the physical properties contributing to the determination of product automation compatibility. The compliance with this requirement is crucial in particular in the event of inserts enclosed in the item.

Bending stiffness (B), 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

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

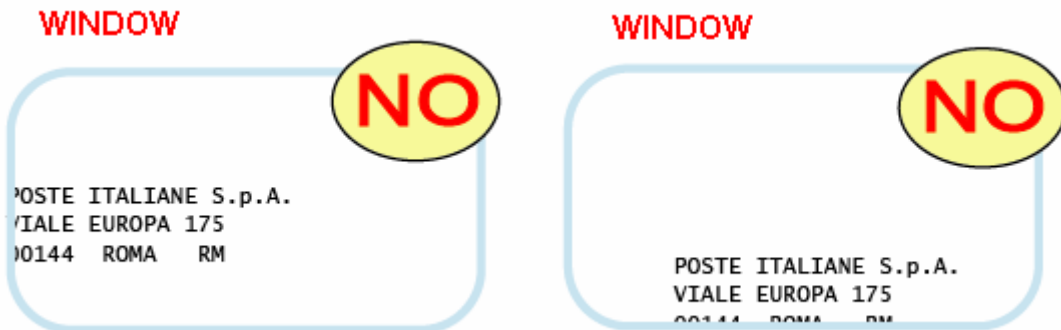
Such value roughly corresponds to the stiffness of an object which, if horizontally held in a clamp, with 100 mm hanging loose from the grip point, does not bend under its own weight for more than 42 mm from the level of the grip point (see image below).



10.6.3 Shifting of the insert

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

- the total/partial concealment of information beneath the windows
- the item to exceed maximum value of thickness difference



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.).

10.6.4 Closing flaps and stickers

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

- Item does not open during processing
- Adhesive does not leak out
- The gluing of windows does not cause wrinkles on the transparent film.

10.7 ADDRESS BLOCK

10.7.1 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 framing the 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

10.7.2 Address Block Position

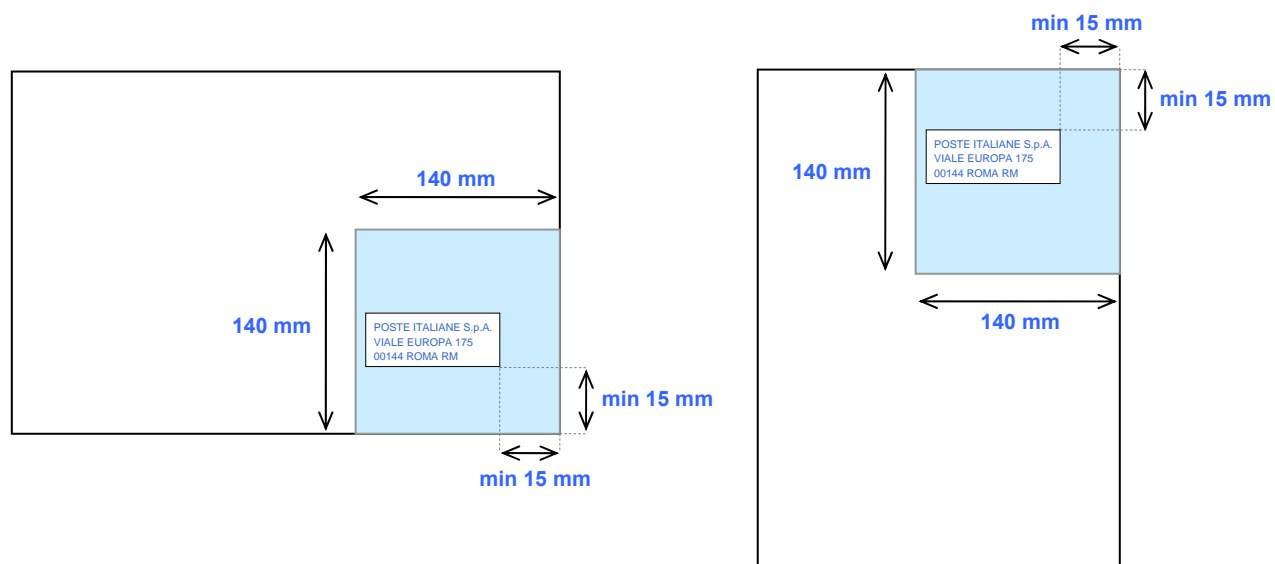
The address block may be:

- 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](#)**Errore. L'origine riferimento non è stata trovata.**

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.

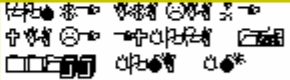
The address block and the logo may be reported on the back of the envelope, always in compliance with prescribed specifications.



10.7.3 Printing specification for the Address Block

Printing specifications for recipient's 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
- 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	da 0 (normal) a 0,5 (expanded)	10pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Franklin Gothic Book	10-12	da 0 (normal) a 0,5 (expanded)	10pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Helvetica	10-12	da 0 (normal) a 0,5 (expanded)	10pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Lucida Console	8-12	da 0 (normal) a 0,5 (expanded)	10pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
OCR 2-B	10-12	da 0 (normal) a 0,5 (expanded)	10pt expanded	
Trebuchet MS	10-12	da 0 (normal) a 0,5 (expanded)	12pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Verdana	10-12	da 0 (normal) a 0,5 (expanded)	10pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM

10.8 CLEAR ZONES SPECIFICATIONS

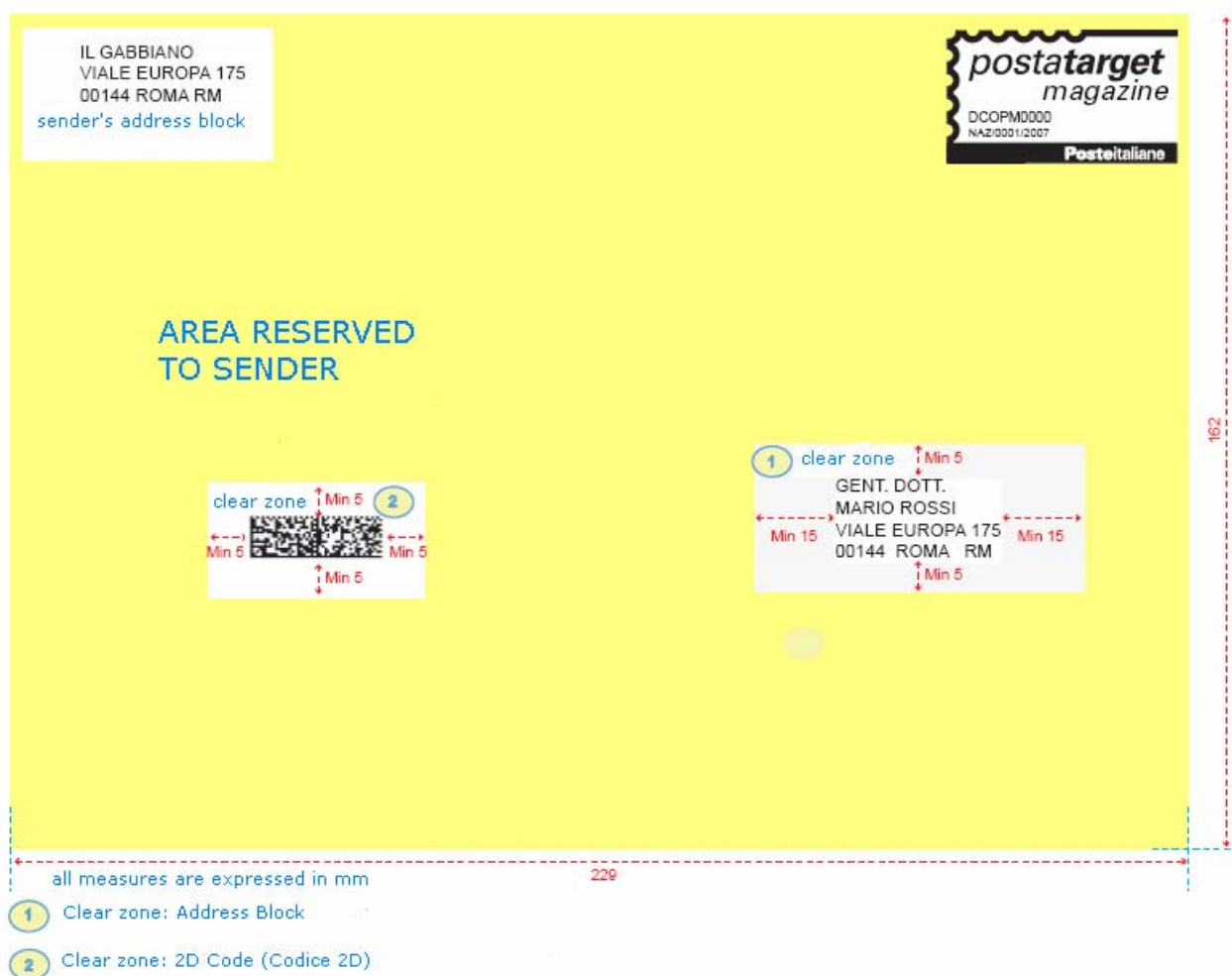
The clear zone is defined as an area on the item reserved to Poste Italiane, which must be arranged according to the specifications described below:

Clear Zones are divided into:

- ① address block clear zones;
- ② 2D code clear zones;

The image below illustrates the two different types of clear zones:

FORMAT C5 (229 X 162 mm)



10.8.1 Address Block Clear Zone

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

- At a minimum of 15 mm from both right and left edges of address block
- At a minimum of 5 mm from the upper and lower edges of address block.

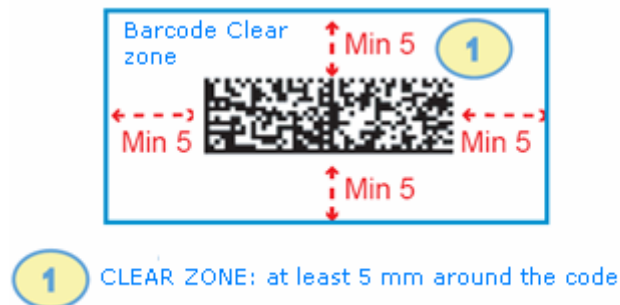
The zones must be white-coloured.



10.8.2 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.



10.9 GADGETS

The insertion of non paper, not for sale objects (gadgets) 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 paragraph [8](#)) compatibility to Product standards shall be verified.

10.9.1 Plastic Cards




It is allowed to insert in items standard ISO 7810 plastic cards measuring 54x86 mm and 0.76 mm thick (for instance Fidelity Cards).





10.9.2 IT storage media (CDs and DVDs)

it is allowed to insert multimedia/ information technology 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:

A fundamental requirement is that CDs and DVDs packaging and their arrangement inside the item must 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
Pvc sleeve	CDs/DVDs are inserted in a transparent pvc sleeve		YES
Paper Sleeve	CDs/DVDs are inserted in a paper sleeve		YES
Cardboard	CDs/DVDs are inserted in a cardboard sleeve		YES

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

In order to ensure that the content remains intact it is recommended to prepare the item according to one of the systems in paragraph [10.9.4](#).

10.9.3 Heat-sealed bags

It is allowed to insert in the item product samples in heat-sealed wrappings, in compliance with all requirements described in previous chapters (dimensions, grammage, thickness, stiffness), 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 elements		YES
Heat-sealed bags with rigid spout		NO


In order to ensure that content remains intact, it is recommended to prepare the item according to one of the systems in [10.9.4.](#)

10.9.4 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
- avoids shifting of the gadget inside the item

The recommended preparation standards are listed below:

Preparation	Description	Example
<p>Air bubble padded envelopes</p>	<p>Padded envelopes with air bubble polyethylene lining</p>	
<p>Cellophane wrapping with backing</p>	<p>Cellophane wrapping in plastic film with semi-rigid backing.</p>	