Items without envelope, open/plastic wrapped/paper wrapped

Discount terms for machine readable mail

1. Terms apply to

Items without envelope - open or plastic/ paper wrapped, such as magazines and catalogues.

For plain envelopes, envelopes and postcards with print advertising and items in boxes or similar, see options and discount terms on bring.no/english.

2. Number, formats and dimensions

Stated parameters include wrapping	Format small	Format large
Minimum number	200 units	200 units
Maximum dimensions	B5 (25 cm x 17,6 cm)	B4 (35,3 cm x 25 cm)
Maximum thickness	0,5 cm	2 cm
Minimum dimensions	14 cm x 9 cm	14 cm x 9 cm
Minimum weight	20 gram	20 gram
Items without plastic/wrapping	The paper quality of the cover must be at least 100g/m2	

3. Wrapping and packaging

Items with plastic wrapping
The plastic must be of such quality that mail items do not stick together. The welding of the plastic wrapping must not mask the address field nor unravel during the distribution process.

Items with paper wrap
The paper must be of such quality that the mail items do not stick together. The cover must close tightly around the item. Excess paper must not exceed 3 cm lengthwise. Width wise, the paper must be fitted closely to the item. Paper quality at least 90 g. Read more about paper wrapping under point 7.

The plastic must be wrapped tightly around the item. Excess plastic must not exceed 2 cm lengthwise. Width wise, the plastic must be fitted closely to the item. Read more about plastic wrapping and recommended plastics types in section 7.

Open items without wrapping/plastic wrapping
The backside of the item should be used for the recipients' address. Print the address directly on the item or a label, as illustrated in section 6 a. Addressing in longitudinal direction may be used.

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4. Layout

Use the templates in section 6 as basis for layout and guidelines for correct addressing. A sufficient large space for the recipient's address and the return address, postage paid impression must be set up, as well as a space that can used for postal barcodes.

Otherwise the address side can be used by the customer for graphics or print that cannot be mistaken as a recipient address or return address.

- Sender-/return address must always have a valid keyword
- Any other visible address that can be mistaken for the recipient's or the return address must be underlined or set in a negative text, white text on black background
- A standard giro may be visible on the address side
- If using Business Reply Service coupons as a part of the layout, the address of the coupon must not be visual on the same side as the recipient's address

See detailed specifications for machine readable addressing in section 5. Addressing.

5. Addressing

Recipient's address
The recipient's address must be placed in Field C (see 6. Templates) • The recipient's address must be at least 2 lines • All lines must be set with a straight left margin • All lines must be parallel with the to the upper edge of the item • All lines must have the same line spacing of 1 or 1.5. No double line spacing or open/blank lines. See template in 6 c) • Space between the words must be 1 or 2 space bars • Customer number, Electronic Address Updating or a similar customer ID must always be put at the top of the address lines
Typeface/fonts and font size
The following typefaces/fonts and sizes must be used • Arial – font size 10,11,12 • Courier New – font size 10,11,12 • Verdana – font size 9,10,11,12 • Fonts and font size must be the same in the entire address • Bold, Italic or underlined text is not permitted • Inkjet of good quality may be used even if fonts are not quite satisfactory
Print colour
The address must be in dark print on white or very light coloured background
The address field

There must be a clear zone of 10 mm around the entire address block
- Additionally a clear space of 10 mm is required between the address and text in Field A/B
- The clear zones must be without any text and graphics
- If the address field are framed with an unbroken line, the frame must be drawn with at least 10 mm clearance to the address (outside the clear zone)
- Logo and graphics can be placed to the left of the recipient's address provided it does not contain numbers or text that can be mistaken for an address (e.g. postcodes, places/cities, countries or telephone numbers)
- Field D is set up for Postal barcodes, printed directly on to the item or by using a label supplied and put on the item by Posten Norge

Keywords

If using keywords in the address field it must be placed above the recipient's name:
- With a straight left margin, and the same line spacing as the address lines
- The same typeface/font and font size as the recipient address
- Any customer number/ID shall be places above the keyword

Approved keywords are: Adressat, Mottaker, Til/to

Address labels

Address labels can be used as long as the terms in general are met

Return address (Senders address)

The return address is placed to the right of the recipient's address with a clearance of 20 mm to the address lines (Field A/B)
- Alternatively directly above or directly under the address field with a clearance of 10 mm to the recipients address and to the edges of the item. Do not place the return address to the left of the recipients address.

Keywords

The return address shall always start with a keyword to avoid that the return address can be mistaken as the recipient's address. Options:

- In one line with each element separated by comma – Keyword, (alt. Keyword:) recipient, street address, postcode and place. Recommended when placing the return address above the recipient's address.
- If set in multiple lines, the keyword is placed above the address with a straight left margin and with the
- same line spacing

Approved keywords: Avsender, Returadresse, Returadr, Retur Adr, Retur, Fra/From, Sender, Return to

Typeface/fonts and font size

Fonts/font size must be the same in the entire return address, keyword included
- Font size should be smaller than the one used on the recipient's address
- Bold, Italic and negative fonts as well as text with underlining can be used for the entire return address, not partly

Correct address

A full and accurate address, complete with the postcode, helps us deliver your mail quickly and safely.
See How to address your Norwegian mail

6. Templates

Felt C is reserved to the recipient's address and must be set with a straight left margin. Recommended height is 6 cm. There must be a clear zone of 10 mm, without any text or graphics, around the entire address block. Additionally a clear space of 10 mm is required between the address and text in Field A/B.

Field A/B is reserved for the sender/return address and P.P.Indicia .

Alternatively, the return address can be placed immediately above the recipient's address with a clear space of 10 mm separating it from the edges of the item as well as from the recipient's address block.

Field D is set up as a barcode field, used by Posten when necessary to print the barcode directly on the item
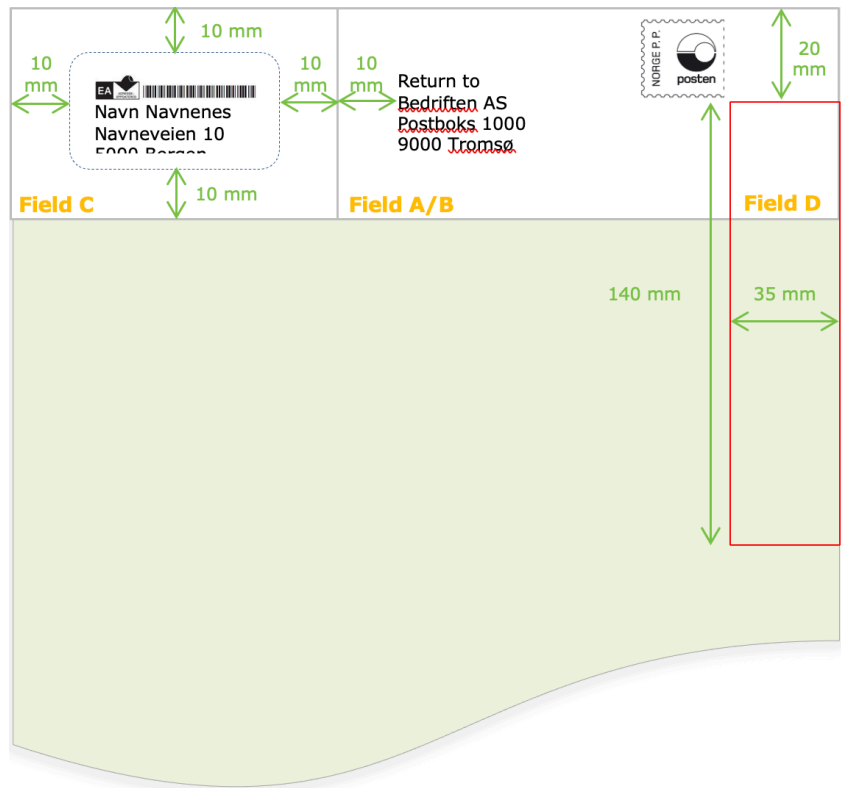
When using a white strip for addressing: Placing is optional, but recommended height is 6 cm.

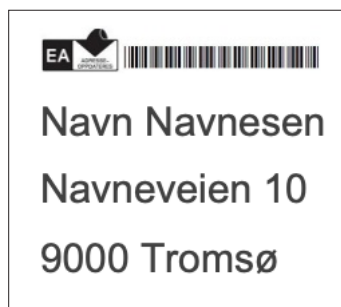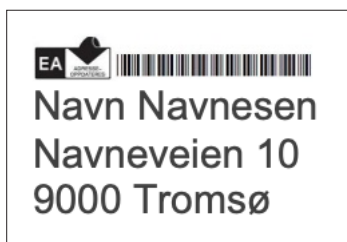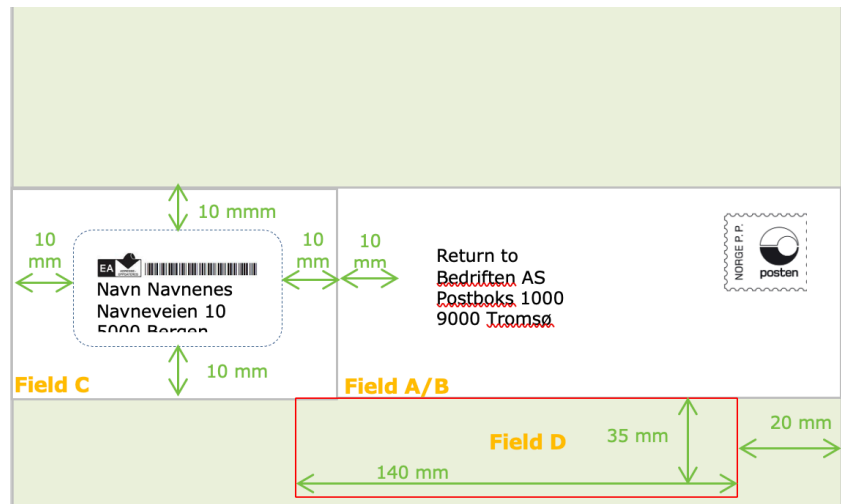Read more about addressing in section 5.

Line spacing
The example shows line spacing of 1 and 1.5 with Arial 10 in Microsoft Word. All lines in the address field must have the same line spacing. No double line spacing or open/blank lines.

Field C

10 mm

10 mm

10 mm

10 mm

10 mm

Navn Navnenes
Navneveien 10
5000 Bergen

Return to
Bedriften AS
Postboks 1000
9000 Tromsø

NORGE P.P. posten

Field A/B

20 mm

Field D

140 mm

35 mm

When printing directly on to the plastic, use a white strip

10 mmm

10 mm

10 mm

10 mm

10 mm

Navn Navnenes
Navneveien 10
5000 Bergen

Return to
Bedriften AS
Postboks 1000
9000 Tromsø

NORGE P.P. posten

Field C

Field A/B

Field D

140 mm

35 mm

20 mm

Navn Navnesen
Navneveien 10
9000 Tromsø

Navn Navnesen
Navneveien 10
9000 Tromsø

All lines in the address field must have the same line spacing of 1 and 1.5

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7. Physical properties/ or paper wrap

Regardless of whether the items are wrapped or not, all items must have sufficient stiffness to withstand machine sorting.

Stiffness can be measured as follows:
- Max 7 cm bending when 10 cm of the item are hanging free
- Place the item on a table, letting 10 cm to hang outside the table's edge. Maximum bending shall not exceed 7 cm either lengthwise or width wise.
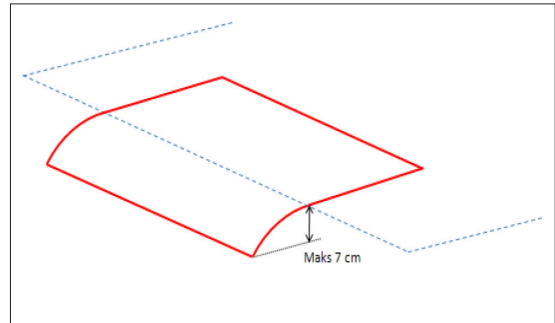
Inserts and annexes

Items with inserts or annexes must be of even thickness. Inserts or annexes may not contain objects allowing an uneven thickness on the item.

	Without wrapping Inserts must be firmly attached by glue drops	**Plastic wrapped I** Close-fitting plastic in width	**Plastic wrapped** Close-fitting plastic in width and length (shrunk)	**Paper wrapped** Close-fitting paper in width
Size	The insert must fit within the edges and not exceed the size of the item itself	Annexes can be both larger and smaller than the item itself	Annexes can be both larger and smaller than the item itself	Annexes can be both larger and smaller than the item itself
Thickness	If the format of the insert deviates more than 10% from the size of the item, the thickness must not exceed 3 mm*	If the deviation in size between the item and the annexe exceeds 5% in length or 10% in width, the smallest of the two must not be thicker than 3 mm*	If the deviation in size between the item and the annexe exceeds 10 % in length or in width, the smallest of the two must not be thicker than 3 mm*	If the deviation in size between the item and the annexe exceeds 5 % in length or 10% in width, the smallest of the two must not be thicker than 3 mm*

* If more than one insert or annex, 3 mm thickness applies for all inserts/annexes in total

Example:

Item with close-fitting plastic wrapping in length and an annexe with 3 mm thickness.

Recommended plastic types:

Polyethylen PE (LD-MD-HD) 20-30 MY
Cast Polyethylen CPP 20-30 MY
Orintal Polyethylen OPP 20-30 MY
Borstar PE 20-30 MY

8. Handing-in

The discount for machine readable mail can be combined with other discounts. Please note the requirements set for mail preparation and minimum number applicable to each individual discount category. See prices and conditions Items of identical format.

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