

Items in boxes or similar

Discount terms for machine readable mail

1. Terms apply to?

Items in boxes or similar. The discount terms apply both to Mail of identical format (formats large and extra large) and Small packets.

For plain envelopes, envelopes and postcards with print advertising and items without envelope, open/plastic wrapped, [see options and discount terms on bring.no/english](https://bring.no/english).

2. Number, formats and dimensions

	Mail of identical format	Small packets
Minimum number	200 units	Minimum price
Stated parameters include wrapping		
Maximum dimensions	Length 45 x width 31,5 cm	
Maximum thickness/height	35 cm	
Maximum size in total	Length+width+thickness/height must not exceed 90 cm	
Maximum weight	2 kilos per item	
Minimum dimensions	14 cm x 9 cm	
Minimum thickness	0,5 cm	
Minimums weight	20 grams per item	

3. Entry requirements

Select packaging that suits the contents of your packet. Wrap tightly to keep the content in place. The packet must have an approximate flat top and bottom side. The bottom side must be suitable and stable on a conveyor belt.

4. Layout

Use the templates in section 6 for layout and guidelines for correct addressing. By placing the addresses correctly you avoid that the return address can be mistaken as the recipient's address during the machine sorting process. The recipient's address, including a clear zone for at least 10 mm around the entire address block, must be placed facing up on a flat surface. Otherwise the address side can be used by the customer for graphics or print that cannot be mistaken as a recipient address or a return address. A standard giro form can be used as address label. The entire giro form must be placed on a flat surface.

- Sender address/return address shall always start with a valid keyword
- Any other visible address that can be mistaken as the recipient's address or the return address must be underlined or set in a negative text, white text on black background
- P.P.Indicia must be placed outside the 10 mm clear zone. Recommended placement is at the upper right-hand corner.

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

5. Addressing

Recipient's address
<ul style="list-style-type: none"> • The recipient's address must be at least 2 lines • All lines must be set with a straight left margin • 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 f) • 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
<p>The following typefaces/fonts and sizes must be used</p> <ul style="list-style-type: none"> • Arial - font size 10 - 20 • Courier New - font size 10 - 20 • Verdana - font size 9 - 20 • Fonts and font size must be the same in the entire address • Bold, Italic or underlined text is not permitted
Print colour
<p>The address must be in dark print on white or very light coloured background</p>
The address field
<p>There must be a clear zone of minimum 10 mm around the entire address block</p> <ul style="list-style-type: none"> • The clear zone must be white, without any text, numbers or graphics • If the address is placed in a window, the entire address and the clear zone of 10 mm must be visible and placed in a way that prevents it from sliding away from the window. • If the window cut out is too small to include the clear space, the wrapping must be either white or very light coloured around the window cut out • If the address field are framed with an unbroken line, the frame must be drawn with at least 10 mm clearance to the address • If using a giro in a window, only the forms "Steer Angles" and the text "Betalt av" are accepted in free zone / address window. • A standard giro form can be used as address label as long as the entire form is visible and placed on a flat surface. <p>Recommended placement is with a straight margin to the left edge of the item</p>
Address labels
<p>Brukes nøkkelord i mottakeradressen skal det plasseres over mottakers navn</p> <ul style="list-style-type: none"> • Rett venstre marg og samme linjeavstand som i adressefeltet • Samme skrifttype/skriftstørrelse som i mottakeradressen • Eventuelt kundenummer/-identifikasjon skal stå over nøkkelordet
Keywords
<p>Approved keywords: Adressat, Mottaker, Til/To</p>

Return address (Senders address)

The back of the item is the preferred placement of the return address.

If placed on the face the alternatives are:

- Directly above or pulled to the right of the recipient's address
- To the right of the recipient's address with a clear space of minimum 20 mm to the recipient's address.
- Directly under or pulled to the right of the recipients address

Key Words

The return address shall always start with a keyword to avoid that the return address can be mistaken as the recipient's address. Choose one of two options:

1. In one line separated by comma - Keyword, (alt. Keyword:) recipient, street address.
2. 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 and 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

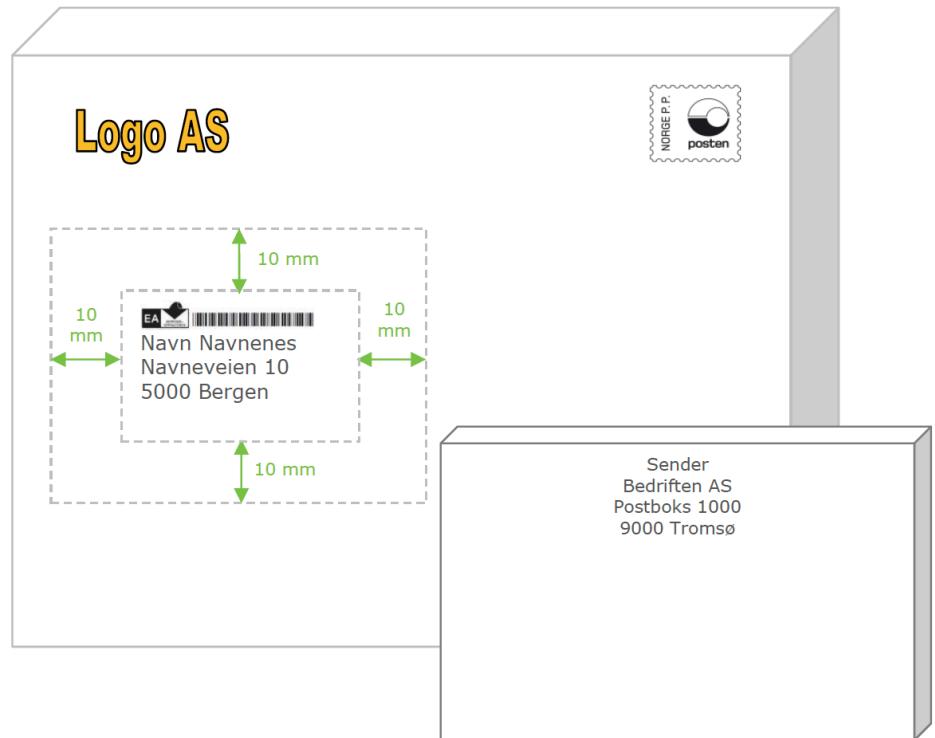
A full and accurate address, complete with the postcode, helps us deliver your mail quickly and safely.

[See How to address your Norwegian mail.](#)

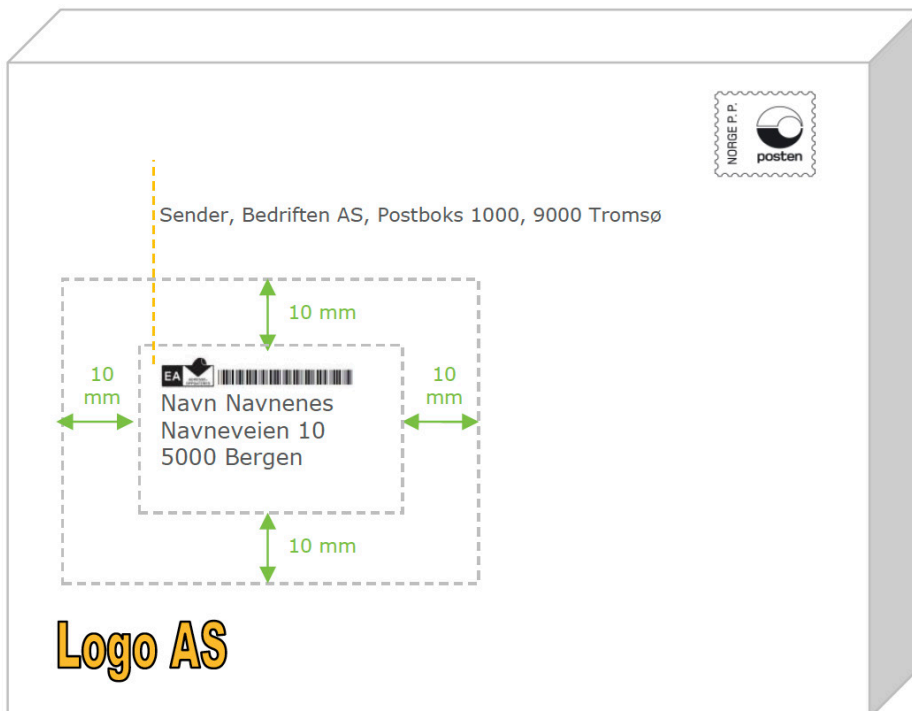
6. Templates

Example showing the placement of logo on the face and the return address on the back.

The preferred placement of the return address is at the back



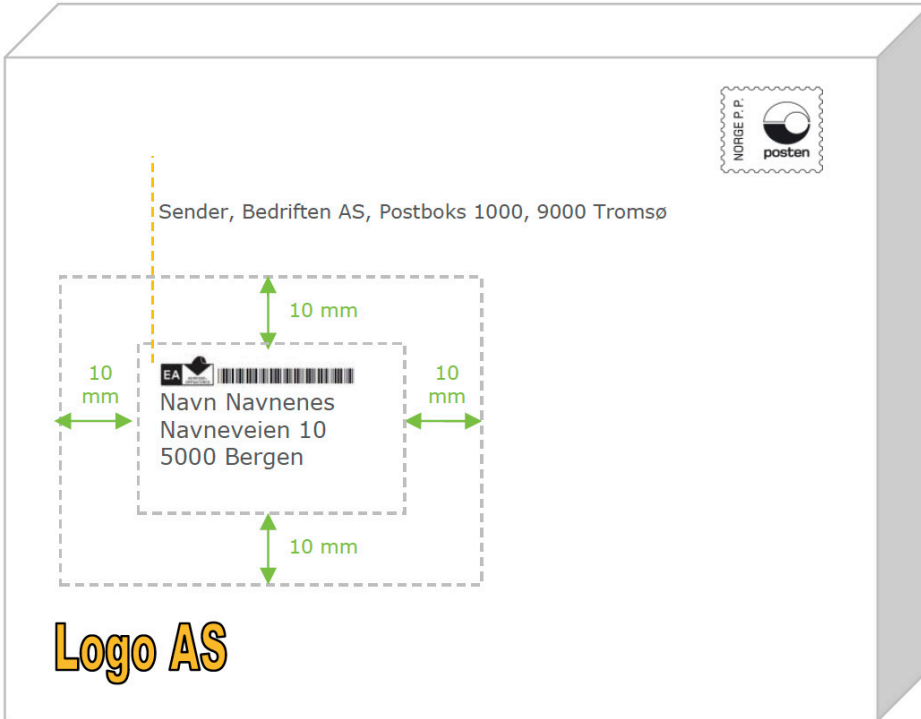
Return address on the face, preferably in one line



Example showing the return address in one line above the recipient's address.

The sender's address must be directly above or pulled to the right of the recipient's address.

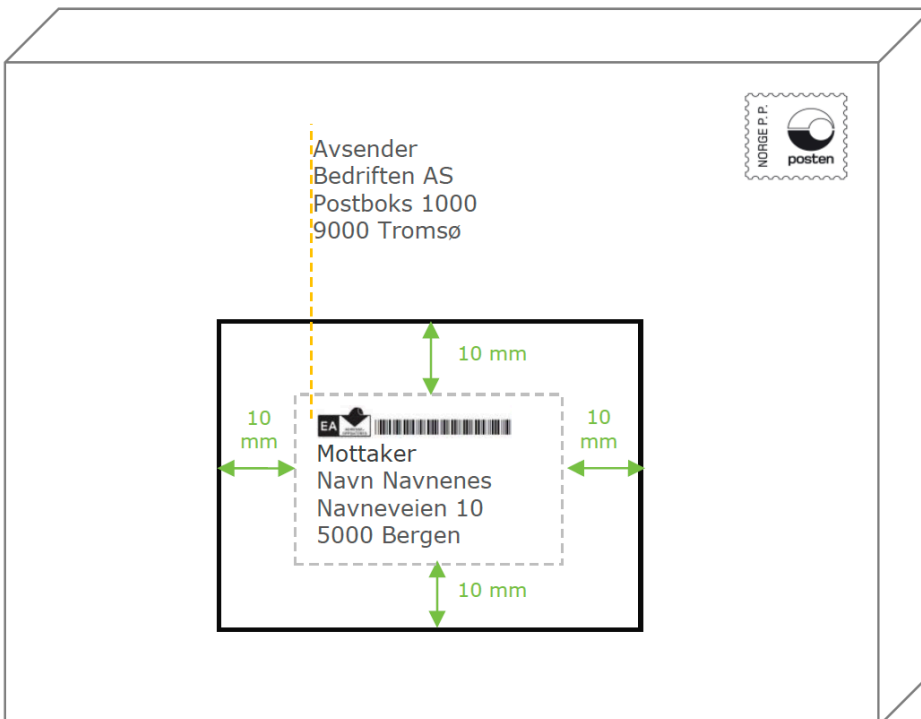
The return address can be placed to the right of the recipient's address



Example showing the return address set in multiple lines and placed to the right of the recipient's address. Note the clear space of 20 mm between the two addresses.

If using both a keyword and a customer no/ID, the latter shall be placed above the keyword.

Recipient's address in a frame and return address in multiple lines above

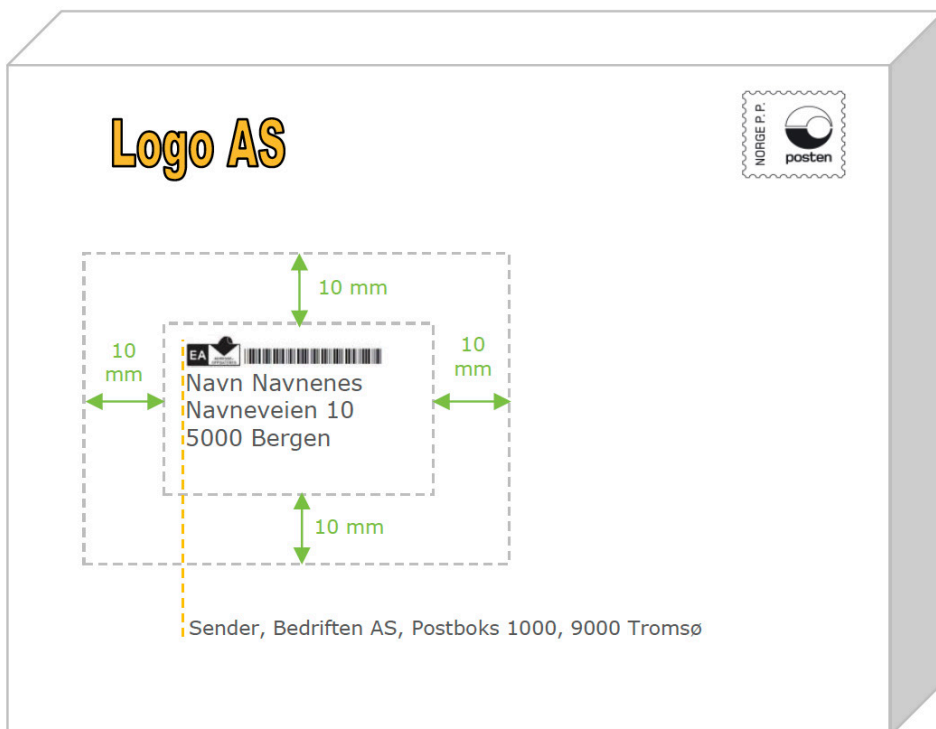


Example showing the use of frame and the return address in multiple lines straight above the recipient's address

The senders address must be directly above or pulled to the right of the recipient's address.

Read more about machine readable addressing in section 5

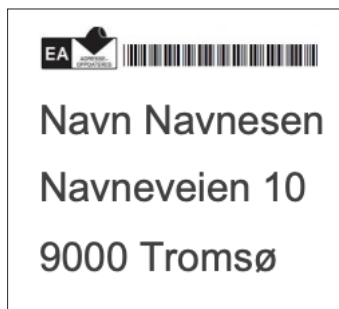
Return address directly under the recipient's address



Example showing the sender's address directly under the recipient's address.

Can also be pulled to the right of the recipient's address

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



7. Note concerning items in boxes or similar

Items that are too large to fit into the recipient's mailbox can be collected at the local Post office/Post in Shops. The recipient will be notified when the item has arrived at the Post office..

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 for [Items of identical format](#) or [Small packets](#).