

Folded Self Mailers Postal Update

New Regulation highlights...



Yeck Brothers Company

- **Background**
- **Benefits**
- **Details**
- **Questions**

These are POSTAL REGS
...yawning is permitted

Why revise standards?

- Volume of self-mailers is growing
- Creativity and design aspects outpacing the DMM
- Self-mailers do not behave like envelopes in automation
 - Higher damage and jam rate / lower throughput

Looking for balance between innovation & machinability

Mutual benefits...

- Reduce confusion, discrepancy and delay of local rulings
- Easier to get new formats into the mail
- Reduce diversion to manual or flat operation
- Contain costs by increasing efficiency

The study...

- Over 250,000 pieces were tested
- Significant participation from the mailing industry
- Participants actually were able to view the tests
- Discussed the potential to streamline & reduce complexity
- Revised proposed standards to account for all of the design elements requested by the mailing industry

Will Revised Standards Make a Difference?



Top group shows condition of pieces using existing requirements (60# paper with one tab at top)

Bottom group shows condition of pieces when using revised requirements (70# paper with two tabs at top)

When?

January 5, 2013

Expected Result...

- Reduce damage to your mail
- Stop USPS sorting equipment from jamming
- Increase throughput
- Faster processing and delivery

Consequences...

- Processed as Non-Machineable:
 - First Class Mail +27¢/pp
 - Standard Mail +15¢/pp
 - Non-profit Mail +15¢/pp

What?

Folded self-mailer (FSM) defined...

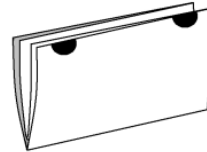
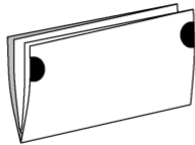
- A folded self-mailer is formed of panels created when a single or multiple **unbound** sheets of paper are folded together and sealed to form a **letter-size** mailpiece

Basic Design Elements...

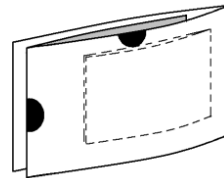
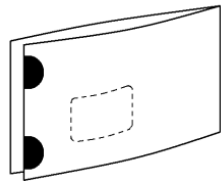
- Dimension
 - Height 3.5" to 6" max (lose 1/8")
 - Length 5" to 10.5" max (lose 1")
- Weight
 - Up to 3oz (lose 0.3oz)
- Paper weight
 - Basic folded self-mailer
 - 70lb minimum for 1oz; 80lb over 1oz up to 3oz
- Newsprint
 - Allowed on quarter-fold design ONLY
 - 55lb minimum
 - Must use 1.5" tabs

Fold style/orientation...

- Horizontal - final fold at bottom edge to non-address side



- Vertical - final fold on lead edge to non-address side (oblong)



These are only representative illustrations of potential designs.

Fold...

- The final fold **MUST** be at the bottom for **ALL** designs except oblong pieces
- Oblong **MUST** have the final fold on the leading edge
- Tabs cannot be placed on the bottom open edge of an oblong self mailer

Panels...

- Each folded section of a sheet is a separate panel
- Both sides of panel count as one
- External panels must be equal or nearly equal in size
- Internal partial panels count toward the number of panels allowed
- **Final folded panel creates the non-address side of the mailpiece by folding from bottom to top or lead to trail edge**

Common Panel Count...



2 Panels

(Bi-fold)

**Single sheet folded
once in half**



4 Panels

Two nested sheets folded once in half

One sheet folded three times

One sheet quarter-folded perpendicular



3 Panels

(Tri-fold)

**Single sheet of
paper folded twice**



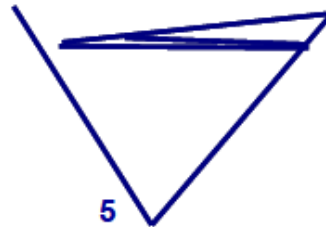
2



3



4



5

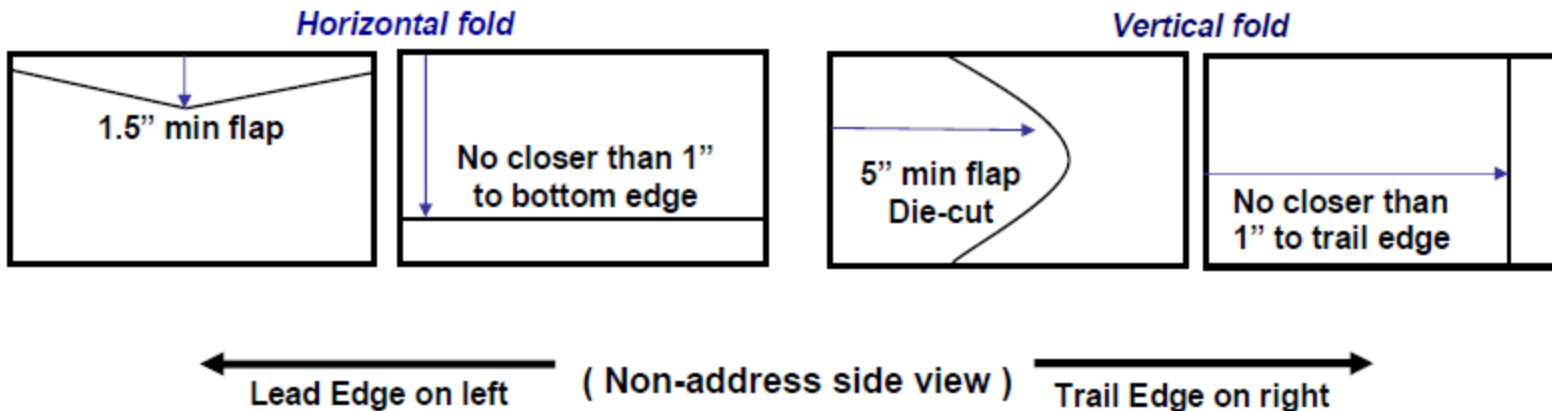


6

**...up to 12 panels
for most designs**

Flaps...

- Flap used for closure of mailpiece on non-address side
 - Horizontal fold letter, external flap is final fold from top edge
 - Vertical fold letter, external flap must be final fold from leading edge



Closure method – Tabs ...

Current

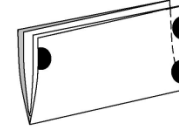
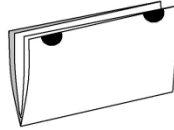
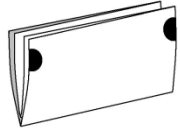
1 tab on top allowed when the final fold is on the bottom

New

2 tabs required on top when final fold is on the bottom (or 1 on leading and 1 on trailing edge) if bi-fold, tri-fold or quarter-fold

Tabs cont'd...

(2 or 3 based on mailpiece design)

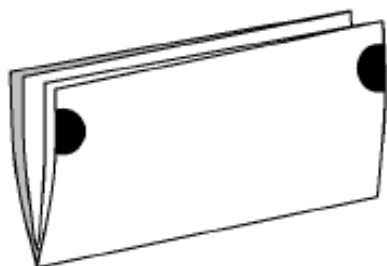


- Placed either at the top or lead/trail
- Within 1" from adjacent edge (s)
- Lower lead edge tab ½" from bottom
- Tabs cannot have perforations
- Must be made of:
 - Paper
 - Translucent paper
 - Vinyl
 - Plastic

Closure method - glue

- Continuous Glue Line
 - 1/8" to within 1/4" of each edge
- Glue Spots
 - 3/8" diameter
 - 3 to 4 spots based on mailpiece design and weight
- Elongated Glue Lines
 - 1/8" wide x 1/2" long or
 - 1/4" wide x 1/2" long or
 - 1/8" side x 1" long
 - 3 to 4 lines based on mailpiece design and weight

Quarter-fold Design...



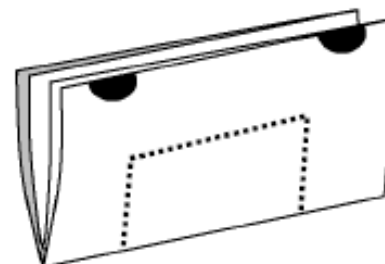
Two folds perpendicular create a quarter-fold mailpiece

Folds must be on the lead and bottom edge

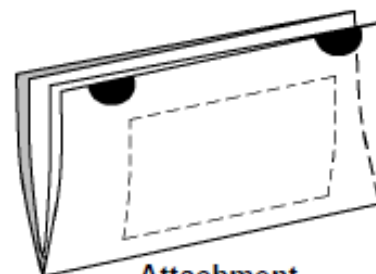
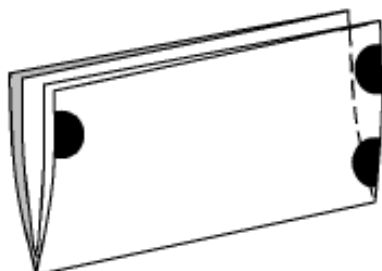
Single layer attachment or reply envelope allowed within

Paper basis wgt – 70lb min, 80lb if over 1oz.

◆ Newsprint requires 55lb min



Reply Envelope inserted within fold



Attachment

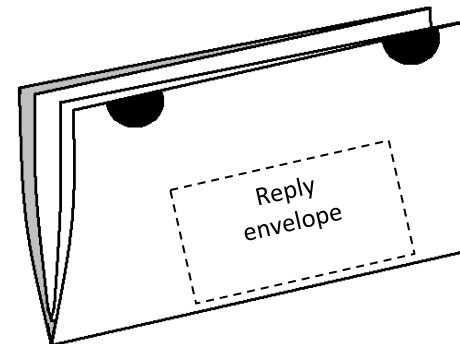
Reply envelope...

Current

- Reply envelopes can be inserted anywhere in a quarter-fold self-mailer.

New

- Reply envelopes must be inserted **INTO** the fold of a quarter-fold self-mailer

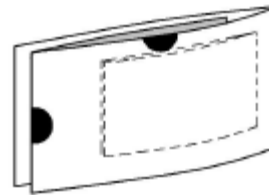


Enclosures & Attachments...

Max thickness of attachments or enclosures:

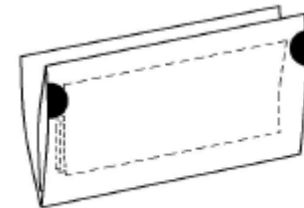
.05" under 1oz

.09" over 1oz



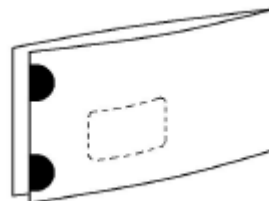
Attachments must be secured on a panel 1/2" from edges

Loose enclosures must be made of paper and remain secure in pocket or other containment method



Minimum paper weight 80lb under 1oz

100lb if piece exceeds 1oz



Die-Cut on External Panel...

- Up to two die cut holes can be placed in address or non-address side panel
- No through-holes
- Size
 - Circle or oval 2" maximum
 - Rectangular 1.5" x 2" maximum
- Placement
 - 1.5" from all edges
 - 5" from lead edge on non-address side
- Paper base weight
 - 100lb minimum under 1oz
 - 120lb if over 1oz

Questions...

◆ <https://ribbs.usps.gov/index.cfm?page=fsm>