



Practical Letter Guide

English translation of the Guide Pratique du Courrier

**INDUSTRIAL MAIL
WITH SMART DATA**

JANUARY 2024

For an optimal handling
of your letters.



LA POSTE
SOLUTIONS
BUSINESS



EVERYTHING YOU NEED TO KNOW FOR AN OPTIMAL HANDLING OF YOUR LETTERS

Introduction:

The present document is an English translation of the “Guide Pratique du Courrier”, realized in order to facilitate the reading for non French speaking readers. In all cases, the official reference remains the French Guide.

Key changes since March 2023 :

- **NEW! The Destineo Premium mail**
Advertising mail is enriched with a new offer, Destineo Premium, a complementary offer to the Destineo offer to transform the mail media and increase the value of advertising mail.
Find all the technical characteristics of the offer, the definition of formats, the new envelope visuals (Small Format, Large Format, and Other Format), starting on page 25.
- **NEW! Destineo**
Evolution of packaging support (cylindrical and roll formats), page 25.
- **New signage - Marking of the Large Format forwarding area**
Update of the Large Letter (Courrier Industriel de Gestion) and Large Format (Destineo Premium) diagrams.
Materialization of the forwarding area and additional information, pages 12, 14, 15, 33, 35 and 36.
- **NEW! New wrappers - Recommendations**
Provision of practical recommendations in the use of new materials to optimize the handling of letters, pages 59 and 60.
- **Review of the Pantone background color chart**
New Pantone background color chart, removal of references 485 U and 206 U, page 55.



EVERYTHING YOU NEED TO KNOW FOR AN OPTIMAL HANDLING OF YOUR LETTERS

1st PART: RULES FOR PROCESSING THE INDUSTRIAL MANAGEMENT MAIL

- **1** - Definition of formats and presentation rules
- **2** - The different sections that you can use on a letter
- **3** - Stamping signage

2nd PART: RULES FOR PROCESSING THE DESTINEO PREMIUM INDUSTRIAL MAIL

- **1** - Definition of formats and presentation rules
- **2** - The different sections that you can use on a letter
- **3** - Stamping signage

3rd PART: RECOMMENDATIONS FOR YOUR LETTER

- **1** - Writing and printing addresses
- **2** - Background colors (Pantone®) and the color chart
- **3** - Choice of paper

APPENDIX

- **Appendix 1** : The technical characteristics of the paper and the envelope
- **Appendix 2** : Reminder of the links and access paths for information
- **Appendix 3** : Tips for a more responsible use of letter



EVERYTHING YOU NEED TO KNOW FOR AN OPTIMAL HANDLING OF YOUR LETTERS









1ST PART:

RULES FOR PROCESSING THE INDUSTRIAL MANAGEMENT MAIL



1 - Definition of formats and presentation rules:

Summary of the characteristics of the Industrial Mail Management formats

	SMALL LETTER (MECHANIZABLE)	LARGE LETTER (MECHANIZABLE)	SMALL LETTER STANDARD DISTRI	LARGE LETTER STANDARD DISTRI
CI Premium available				
CI Essential available				
Dimensions without thickness	<u>Rectangular mail</u> <ul style="list-style-type: none"> • minimum: 90 x 140 mm • maximum: 176 x 250 mm <u>Square mail</u> <ul style="list-style-type: none"> • minimum: 140 x 140 mm • maximum: 176 x 176 mm 	<u>Rectangular mail</u> <ul style="list-style-type: none"> • minimum: 90 x 140 mm • maximum: 260 x 360 mm <u>Square mail</u> <ul style="list-style-type: none"> • minimum: 140 x 140 mm • maximum: 260 x 260 mm 	<u>Rectangular mail</u> <ul style="list-style-type: none"> • minimum: 90 x 140 mm • maximum: 176 x 250 mm <u>Square mail</u> <ul style="list-style-type: none"> • minimum: 140 x 140 mm • maximum: 176 x 176 mm 	<u>Rectangular mail</u> <ul style="list-style-type: none"> • minimum: 90 x 140 mm • maximum: 260 x 360 mm <u>Square mail</u> <ul style="list-style-type: none"> • minimum: 140 x 140 mm • maximum: 260 x 260 mm
Thickness	Thickness <= 5 mm	Thickness <= 20 mm	Thickness <= 5 mm	Thickness <= 20 mm
Unit weight	UW <= 80 g	UW <= 350 g	UW <= 80 g	UW <= 350 g
Container / Packaging	Matte paper envelope and referenced weight Seamless gluing on the entire flap Controlled oversize		Paper of cellulose fiber envelope Seamless gluing on the entire flap	
Address presentation	Printed address (window, envelope, label) Compliance with the Standard Address from the AFNOR 13619 rule		Printed address (window, envelope, label) Font imitating handwriting prohibited	

1 - Definition of formats and presentation rules: Small Letter (mechanizable format)

To qualify for the Premium or Essential Industrial Mail rate, all mail must have the following characteristics:

→ Dimensions

Any rectangular envelope:

- minimum: 90 x 140 mm.
- maximum: 176 x 250 mm.

Any squared envelope:

- minimum: 140 x 140 mm.
- maximum: 176 x 176 mm.

→ Weight

Minimum 8 g / maximum 80 g

→ Thickness

Between 0.3 et 5 mm. One to two internal or external oversizes are possible up to 1.5 mm (within 5 mm).

→ Container / Packaging

Matte paper envelope / Referenced weight

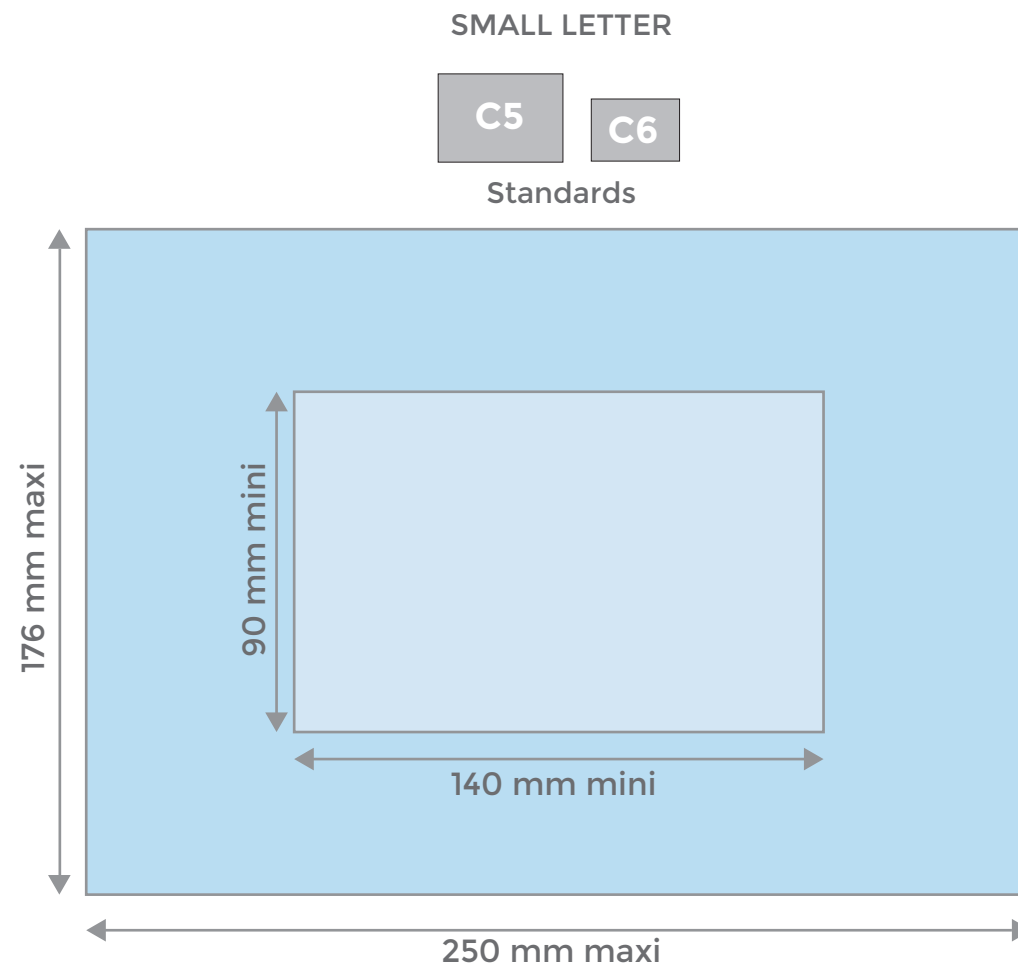
Seamless gluing on the entire flap

Letters must not be deformed, torn or glued together

→ Address presentation

Printed address (window, envelope, label)

Compliance with the Address Standard from the AFNOR 13619 rule



1 - Definition of formats and presentation rules: Small Letter Standard distri

To qualify for the Essential Industrial Mail rate, all mail must have the following characteristics:

→ Dimensions

Any rectangular envelope:

- minimum: 90 x 140 mm.
- maximum: 176 x 250 mm.

Any squared envelope:

- minimum: 140 x 140 mm.
- maximum: 176 x 176 mm.

→ Weight

Minimum 8 g / maximum 80 g

→ Thickness

Between 0.3 et 5 mm. One to two internal or external oversizes are possible up to 1.5 mm (within 5 mm).

→ Container / Packaging

Matte paper envelope / Referenced weight

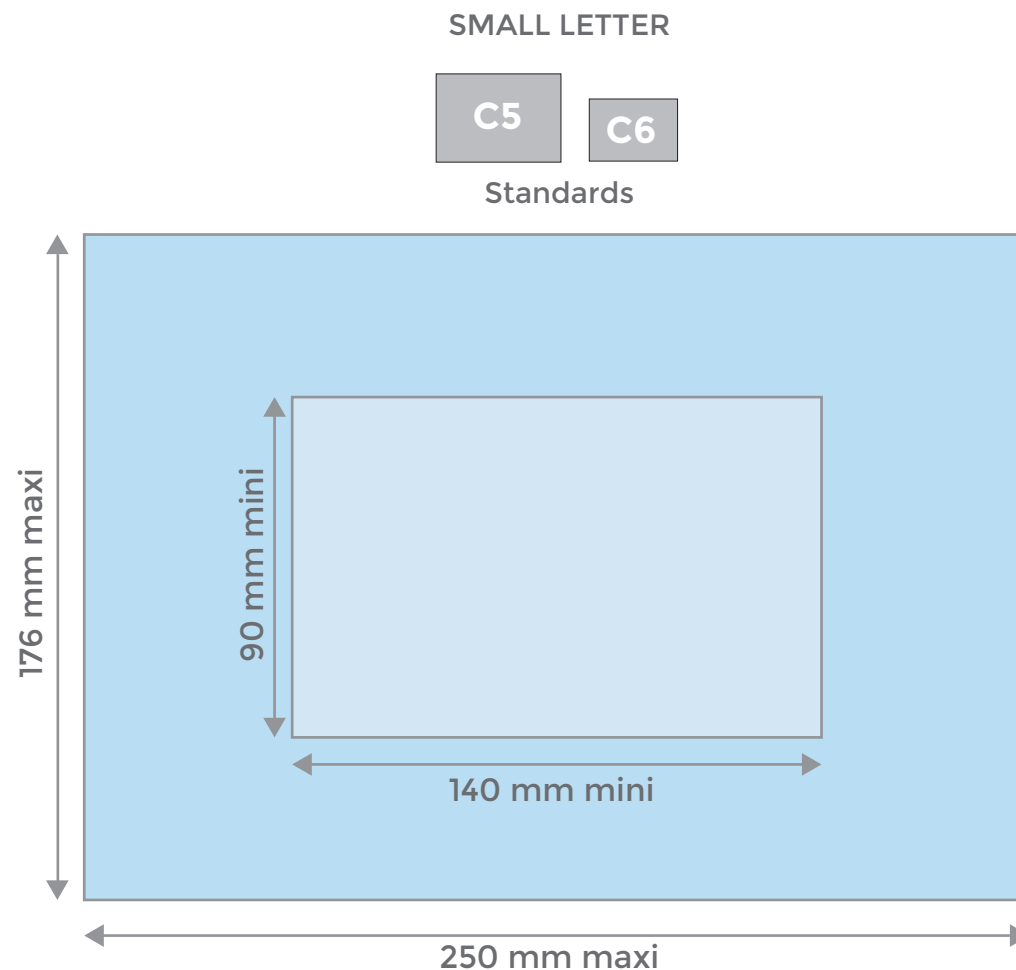
Seamless gluing on the entire flap

Letters must not be deformed, torn or glued together

→ Address presentation

Printed address (window, envelope, label)

Font imitating handwriting prohibited



1 - Definition of formats and presentation rules: Large Letter (mechanizable format)

To qualify for the Premium or Essential Industrial Mail rate, all mail must have the following characteristics:

→ Dimensions

Any rectangular envelope:

- minimum: 90 x 140 mm.
- maximum: 260 x 360 mm.

Any squared envelope:

- minimum: 140 x 140 mm.
- maximum: 260 x 260 mm.

→ Weight

Minimum 10 g / maximum 350 g

→ Thickness

1 mm < Thickness ≤ 20 mm

→ Container / Packaging

Matte paper envelope / Referenced weight

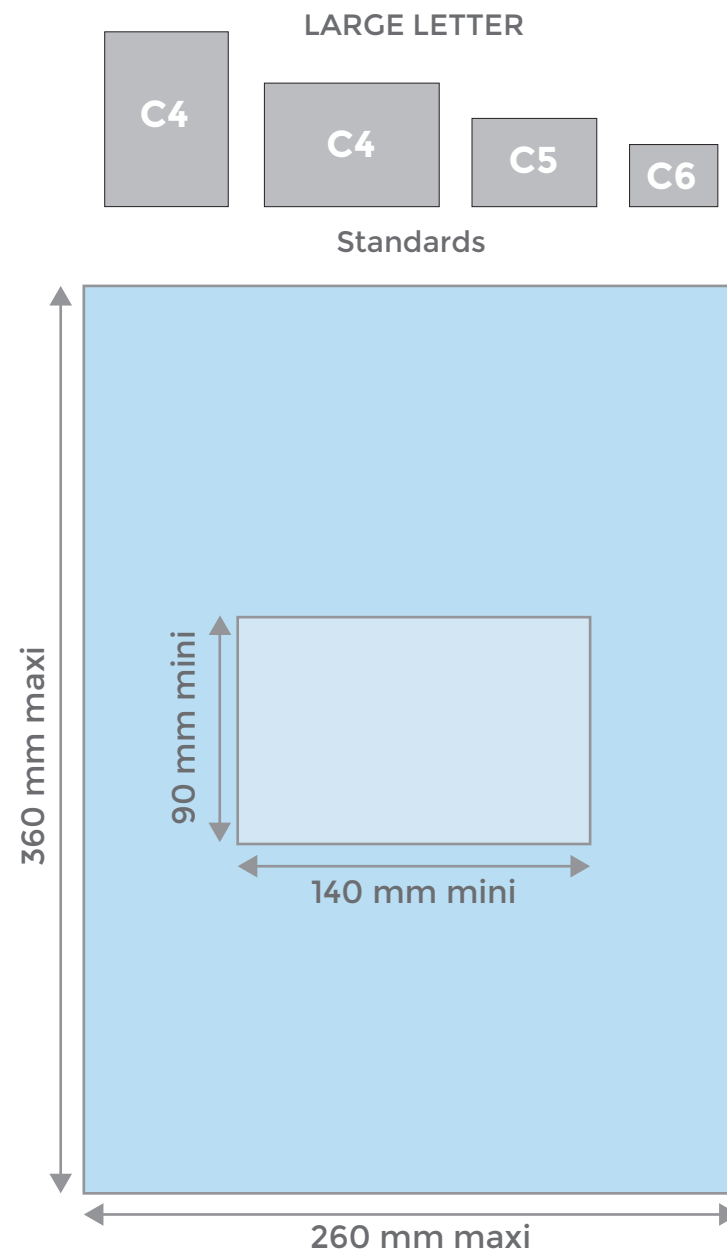
Seamless gluing on the entire flap

Letters must not be deformed, torn or glued together

→ Address presentation

Printed address (window, envelope, label)

Compliance with the Address Standard from the AFNOR 13619 rule



1 - Definition of formats and presentation rules: Large Letter Standard distri

To qualify for the Essential Industrial Mail rate, all mail must have the following characteristics:

→ Dimensions

Any rectangular envelope:

- minimum: 90 x 140 mm.
- maximum: 260 x 360 mm.

Any squared envelope:

- minimum: 140 x 140 mm.
- maximum: 260 x 260 mm.

→ Weight

Minimum 10 g / maximum 350 g

→ Thickness

1 mm < Thickness ≤ 20 mm

Oversize: 5 mm maximum

→ Container / Packaging

Paper or cellulose fiber envelope

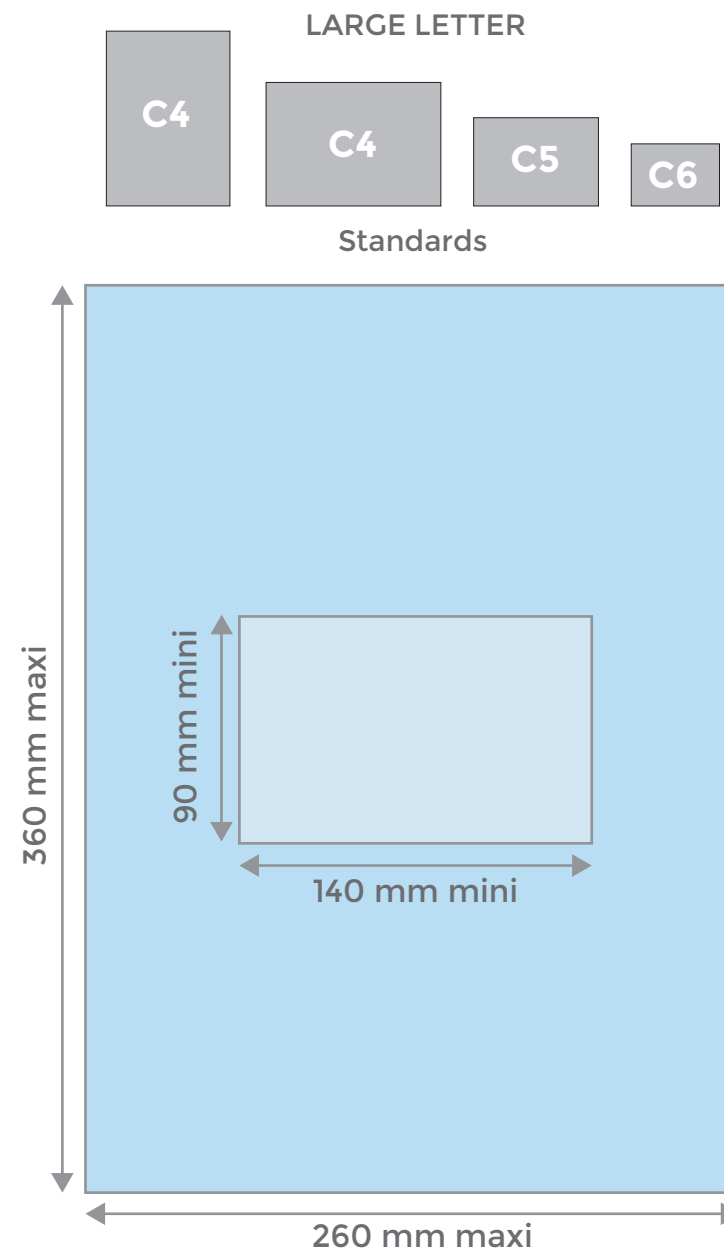
Seamless gluing on the entire flap

Letters must not be deformed, torn or glued together

→ Address presentation

Printed address (window, envelope, label)

Font imitating handwriting prohibited



2 - The different sections that you can use on a letter

A letter is made up of different sections: **"La Poste" sections, each of which has a function in letter processing, shared sections, and a free section for the sender.** Letters deposited through the Courrier Industriel device must respect these sections. The background of the zero, stamping, recipient address and indexing sections must respect Pantone® colors (see part 3 on Pantone colors). These sections are to be kept free of any characters or graphics.

1 Stamping section

The stamping section is a section used either for stamping mention or left free for customer content.

- Postal use: This area must contain the stamping mention in accordance with the 2 mm of protection around each mention. Stamping mentions must be positioned at the top right of the letter, respecting a 10 mm blank zone on the top and right edges. Stamping mentions can also be printed in the Section 0.
- Customer use: In this case, no stamping mention must be included. Customer mentions must not be a source of disruption for optimal processing within the postal network. Any mention that may suggest an official character to the illustration or cause confusion within of the postal network is strictly prohibited (no date, no address).

2 Section 0

Section 0 is a shared space between La Poste and the customer located above the recipient address section.

It may contain the following information:

- Stamping mentions
- Sender's address

3 Recipient address section

The address must include all the information necessary for the processing and distribution of the letters, according to the rules of the address: See also. Appendix Letter addresses.

4 Blank sections

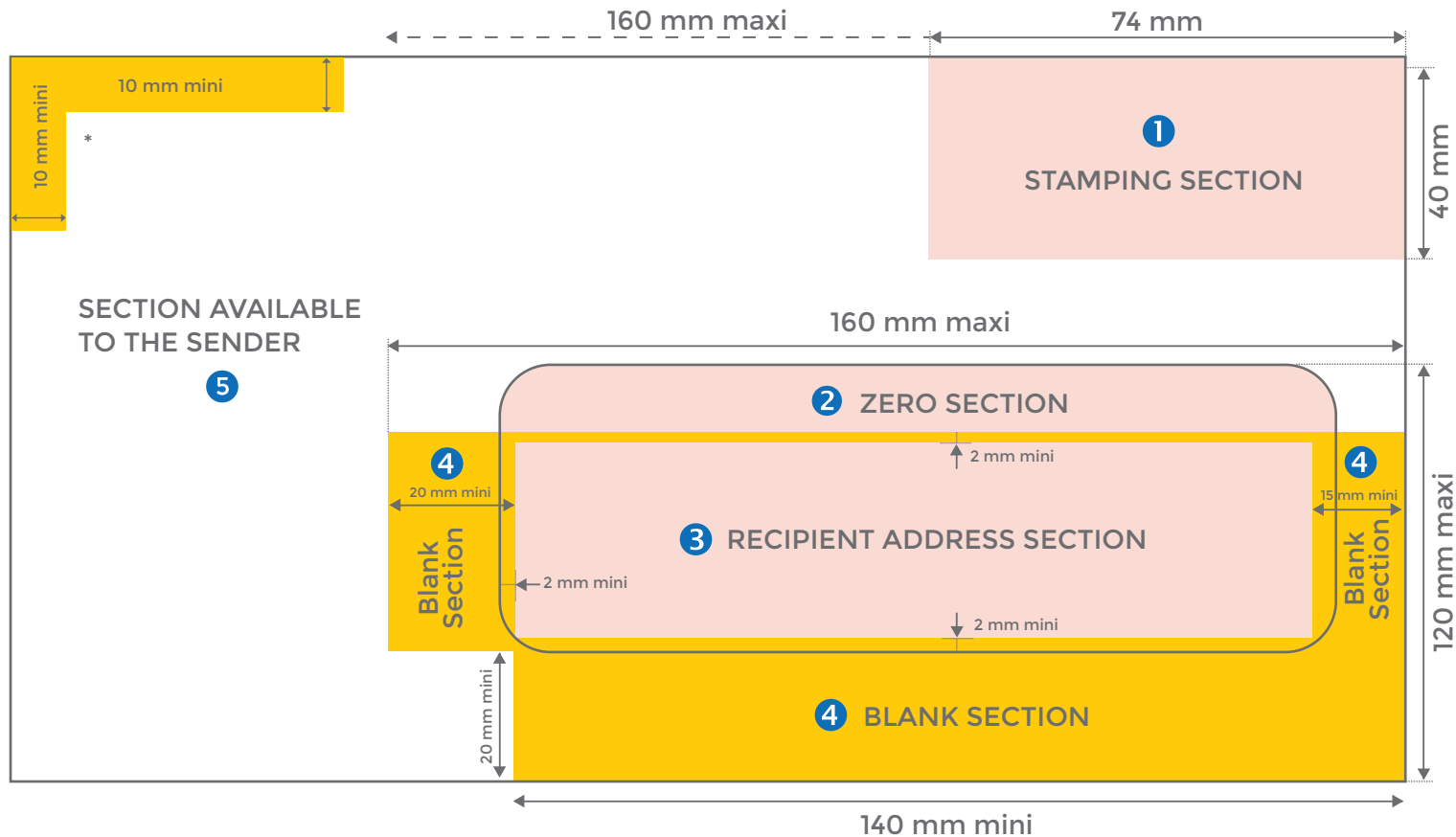
Different sections on the letter must remain blank, they allow the processing of the letter in the postal network. The section located between the edge of the envelope and the recipient address area must remain blank, irrespective of its width.

5 Section available to the sender

Any section other than those defined above and the back of the letter are at the disposal of the sender of the letter.

2 - The different sections that you can use on a letter

→ Example of a Small Letter



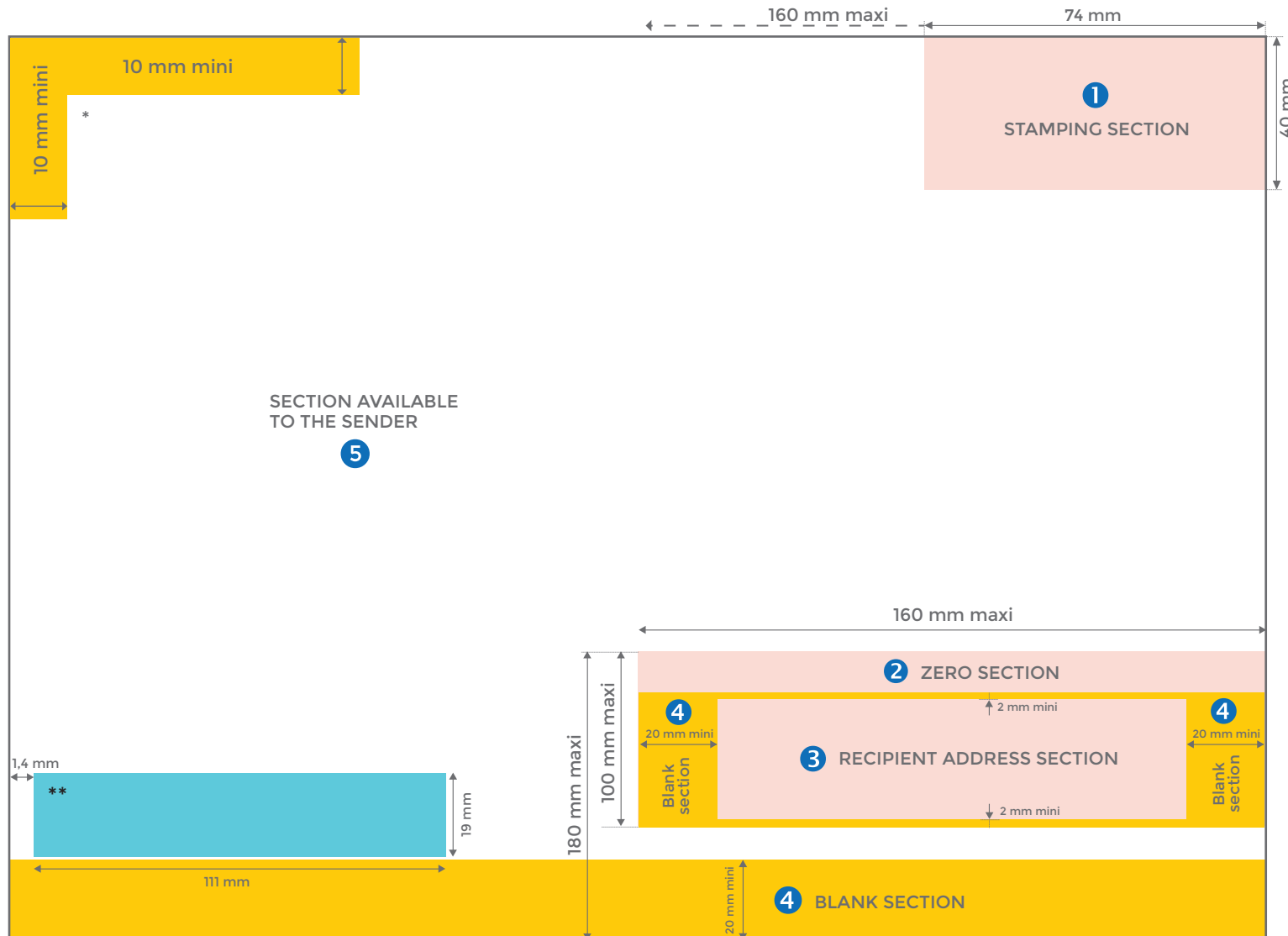
Characteristics of the stamping area and the return address:

Size of the reference area:
160 x 40 mm max.
Size of the mandatory area of
postal stamping information:
74 x 40 mm

*The sender's address or the
return address can be posi-
tioned horizontally, at the top
left of the envelope with a
10 mm silence zone.

2 - The different sections that you can use on a letter

→ Example of a Large Letter/landscape



Characteristics of the stamping area and the return address:

Size of the reference area:

160 x 40 mm max.

Size of the mandatory area of postal stamping information:

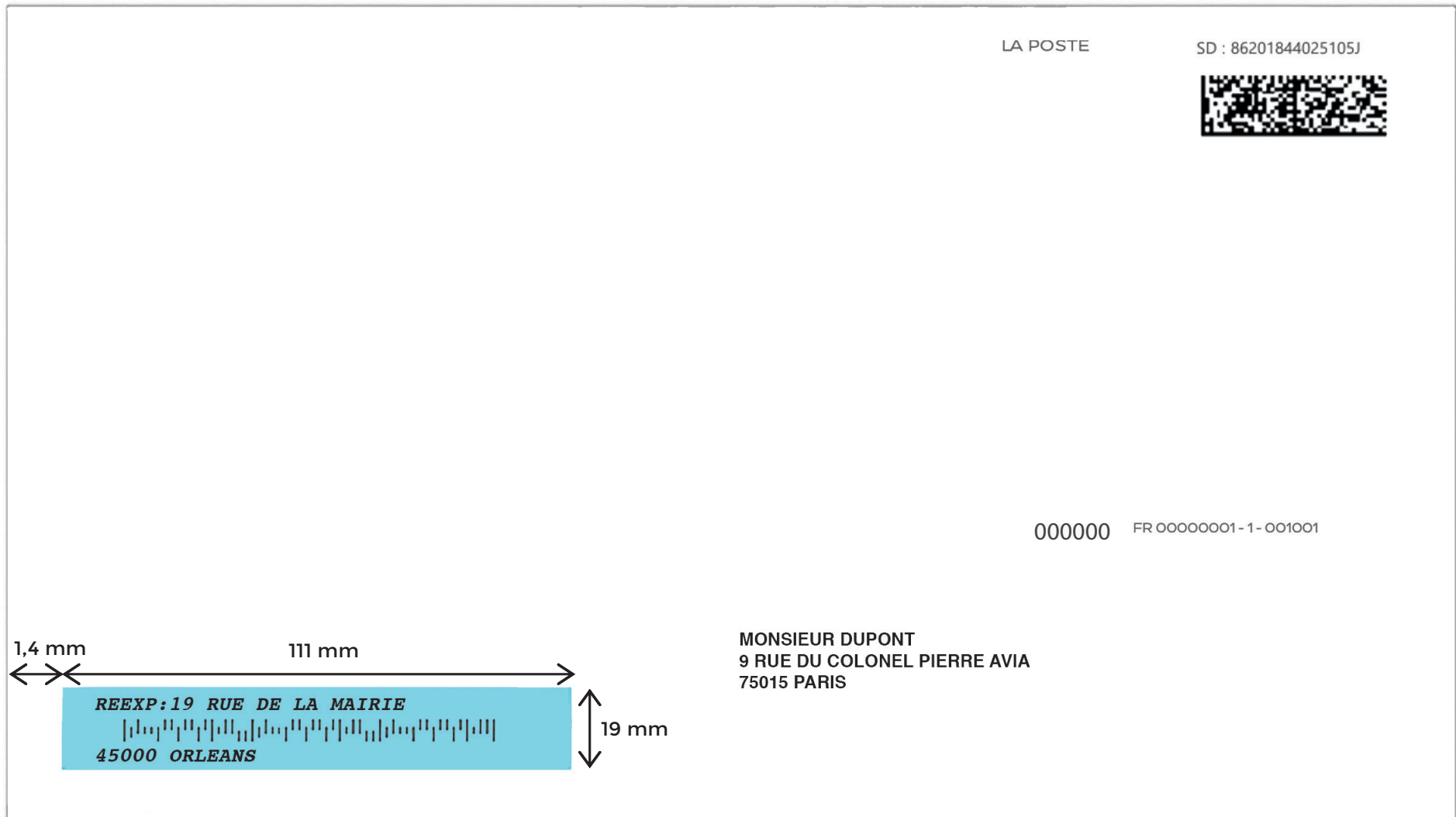
74 x 40 mm

*The sender's address or the return address can be positioned horizontally, at the top left of the envelope with a 10 mm silence zone.

** Information : This Large Format forwarding area may be hidden by La Poste for processing and distribution purposes.

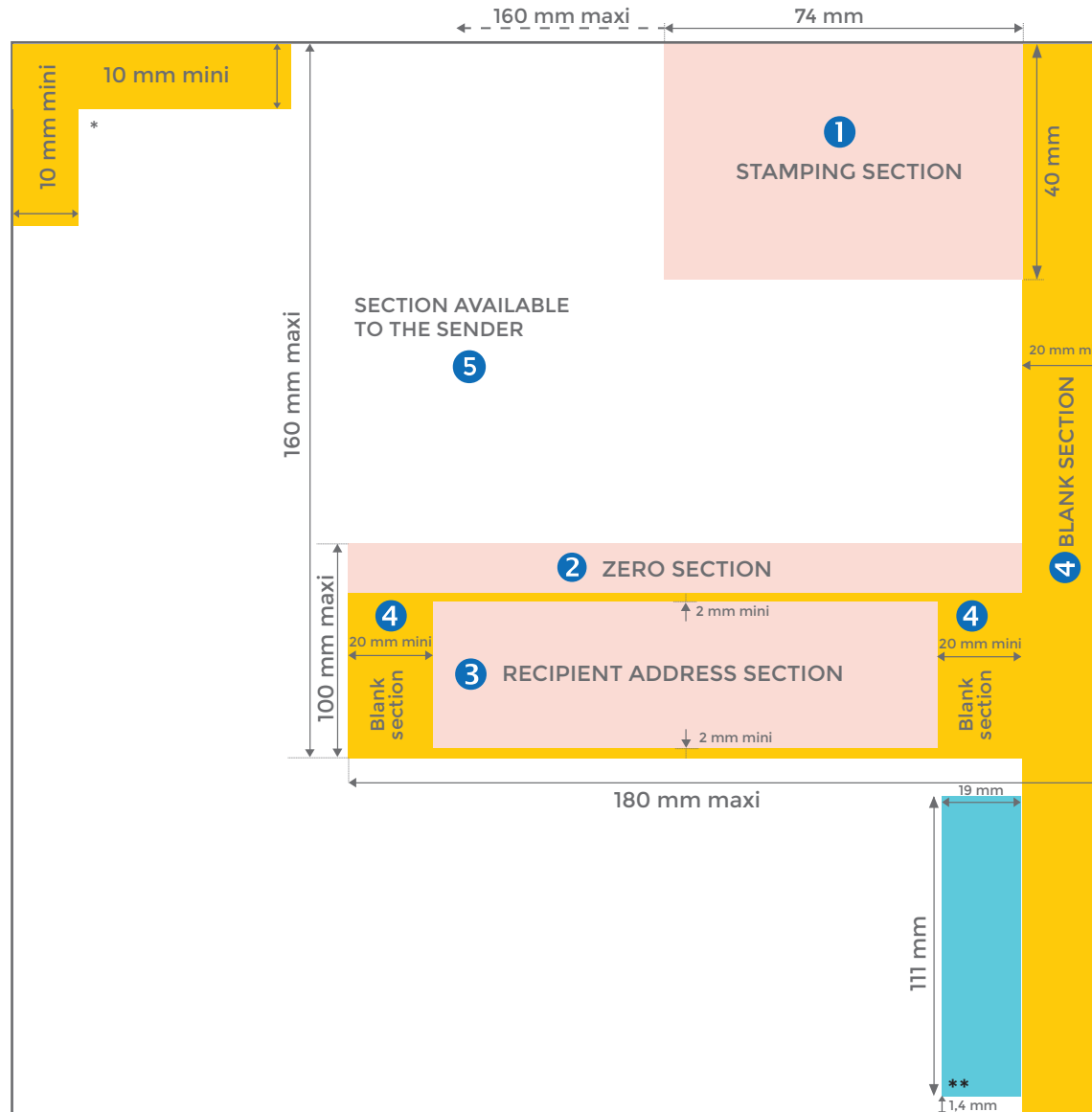
2 - The different sections that you can use on a letter

→ Example of a Large Letter/landscape/Forwarding area



2 - The different sections that you can use on a letter

→ Example of a Large Letter/portrait small side



Characteristics of the stamping area and the return address:

Size of the reference area:

160 x 40 mm max.

Size of the mandatory area of postal stamping information:

74 x 40 mm

*The sender's address or the return address can be positioned horizontally, at the top left of the envelope with a 10 mm silence zone.

** Information : This Large Format forwarding area may be hidden by La Poste for processing and distribution purposes.

2 - The different sections that you can use on a letter

→ Example of a Large Letter/portrait large side



Characteristics of the stamping area and the return address:

Size of the reference area: 160 x 40 mm max.
Size of the mandatory area of postal stamping information: 74 x 40 mm

*The sender's address or the return address can be positioned vertically, at the bottom left of the envelope with a 10 mm silence zone.

** Information : This Large Format forwarding area may be hidden by La Poste for processing and distribution purposes.

3 - Stamping signage

→ Visual of a mechanizable envelope under Smart Data

Mention of the operator: LA POSTE

The name of the operator must appear in capital letters.

It can be affixed:

- in the upper right corner of the stamping section
- in the 0 section

The font used is **Montserrat or similar** and dark in color. The font size is at least 2.5 mm high.

Smart Data must be visible regardless of the direction in which the envelope is turned.

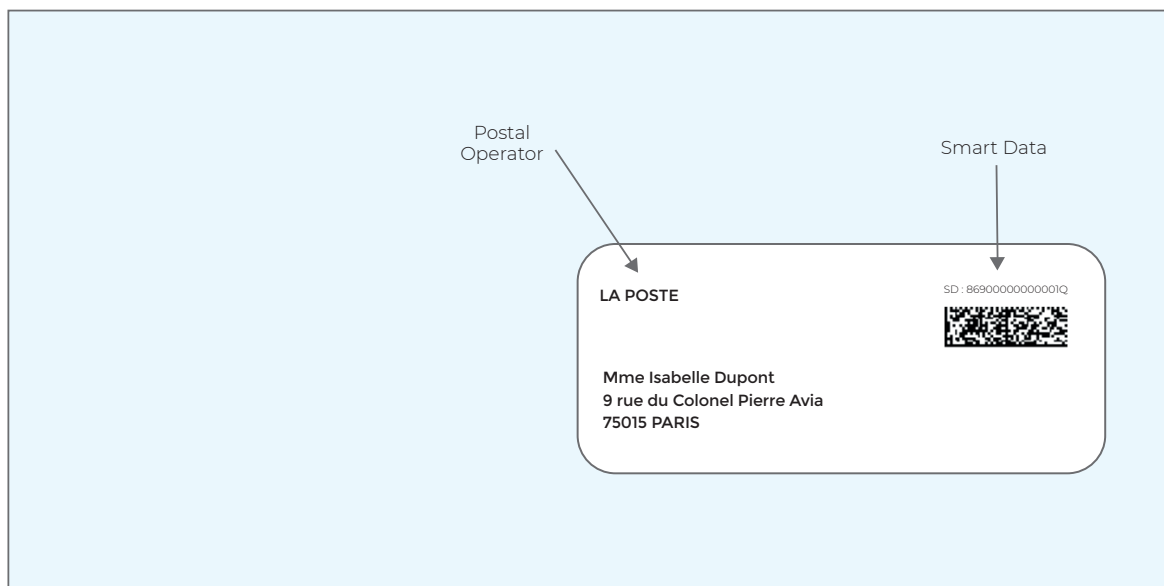
Deposit date:

This information is optional. The date of deposit of the letters may be affixed in the stamping section or in the 0 section. **This date must be consistent with the actual date of deposit of the letter.**

Location :

All the information must be on the same side as the destination address: stamping information (Smart Data + LA POSTE), return address of the letter if present.

The placement of the fields must respect the rules defined in the technical data sheets. You can find the compulsory information on the Technical and Quality Area website, FT-SIG15 or <https://www.espacetechniqueetqualite.laposte.fr/node/233>



Professional advice

To communicate on your environmental commitment, you can, for example, include on the free zones of the letter, preferably the back, the different environmental labels on logos for which you are eligible and which certify the materials and the way of manufacturing of your communication supports (See Also appendix 3.)

To ensure that you use the appropriate information, you can consult the CNC's practical guide to environmental claims. (https://www.economie.gouv.fr/files/files/directions_services/cnc/avis/2023/Allegations_environnementales/guide_2023.pdf).

3 - Stamping signage

→ Visual of a standard envelope distributed under Smart Data

Mention of the operator: LA POSTE

The name of the operator must appear in capital letters.

It can be affixed:

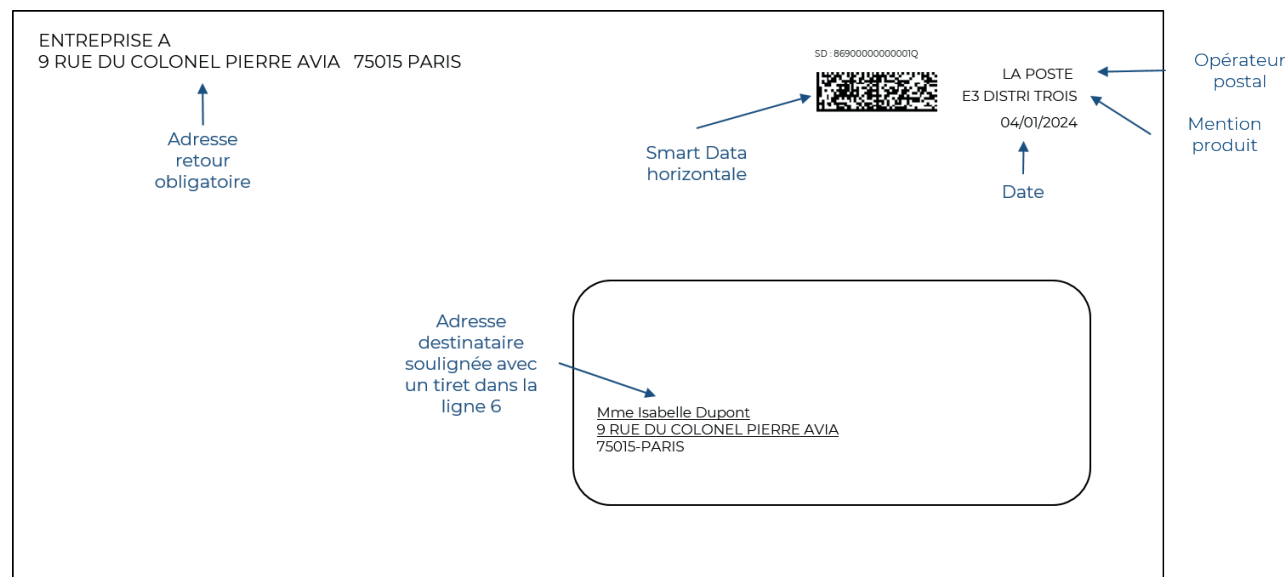
- in the upper right corner of the stamping section
- in the 0 section

The font used is **Montserrat or similar** and dark in color. The font size is at least 2.5 mm high.

The return address must be located in the sender address field.

The product information in the postage area.

The date of deposit in the postage area. **This date must be consistent with the actual date of deposit of the envelope.**



Smart Data must be visible regardless of the direction in which the envelope is turned.

Location :

All the information must be on the same side as the destination address: stamping information (Smart Data + LA POSTE), return address of the letter if present.

The placement of the fields must respect the rules defined in the technical data sheets. You can find the compulsory information on the Technical and Quality Area website, FT-SIG15 or <https://www.espacetechniqueetqualite.laposte.fr/node/233>

3 - Stamping signage

→ Focus on Smart Data: printing and positioning rules

The letter identifier that must be printed in clear is composed of the following data:

- Mention « SD : »
- Letter ID (of 14N)
- Control key: The algorithm for calculating the control key is defined in the ISO/IEC 7064 mod 37/36 standard. The control key is in alphanumeric format.

Format: font of 1.5 mm minimum height (ex: Montserrat font 7)

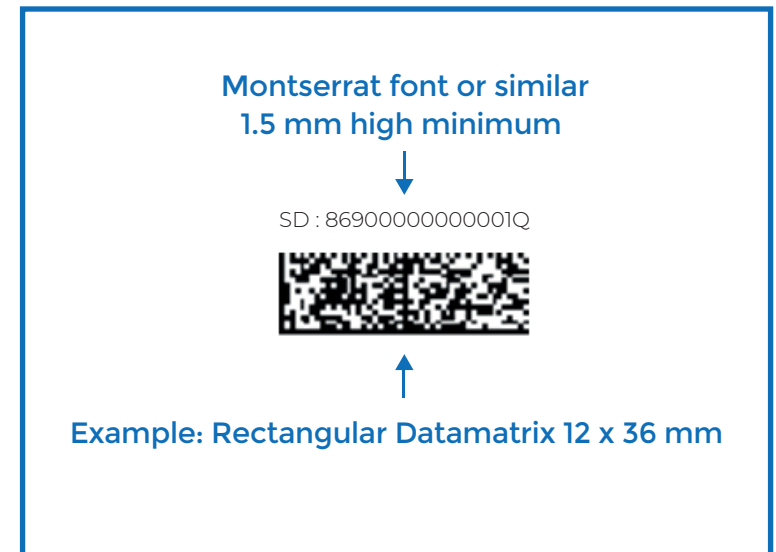
Example : « SD : 86900000000001Q »

Positioning:

The Smart Data can be printed:

- on the document under the envelope window in section 0
- on the envelope or on a label:
 - > in section 0
 - > to the left of the recipient address
- in the stamping section: only for ordinary letters

In case the Smart Data is printed on an insert for reading under the window, the size of the window must be sufficient to keep the information (Smart Data and the 6 address lines) visible through the window, irrespective of the direction in which the envelope is turned.



3 - Stamping signage

→ Focus on Smart Data: orientation of Smart Data and printing of other barcodes (CAB)

The smart Data can be printed horizontally or vertically:

- If the barcode is in the horizontal position, the trigger bars should be to the left and bottom of the datamatrix.
- If the barcode is in a vertical position, the trigger bars should be to the right and bottom of the datamatrix. In this case, the clear identifier is printed on the right of the datamatrix.

Printing condition of the other barcodes on the letter:

The letter will contain a single barcode: The Smart Data datamatrix. For the record, it includes a client section of 40AN.

However, the printing of an additional barcode is accepted provided that the following conditions are met:

- No other coding begins with "SD:"
- No other CAB has the characters "%" in the first position and "^" in position 32.
- Positioning at least 4 mm apart from the words "La Poste" and Smart Data, recommendation of a distance of at least 10 mm.
- The edition of another postal bar code dedicated to historical offers (IDT, IDS, or Alliage) is prohibited on a cover with Smart Data.

Example of horizontal positioning

SD : 86900000000001Q



Example of vertical positioning



3 - Stamping signage

→ Zoom in on the Service logo (if necessary)

The logo makes it possible to indicate clearly that the letter is the bearer of a service with an action as mailman to be carried out

The indication of the type of logo to be affixed, if any, is given by the Combinations table of the Industrial Mail Repository by the «Logo» field, according to the criteria «commercial product», «service product», «service product(s)», «commercial product option(s)» and «service option(s)».

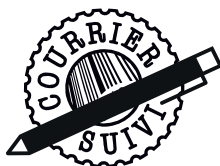
ATTRIBUTE	VALUE/CONSTRAINT
Size	12 mm x 12 mm
Margin between datamatrix and the logo	Between 2 and 8 mm
Print resolution	Value type : 300 dpi Minimum : 200 dpi



Suivi



Signé



Recommandé



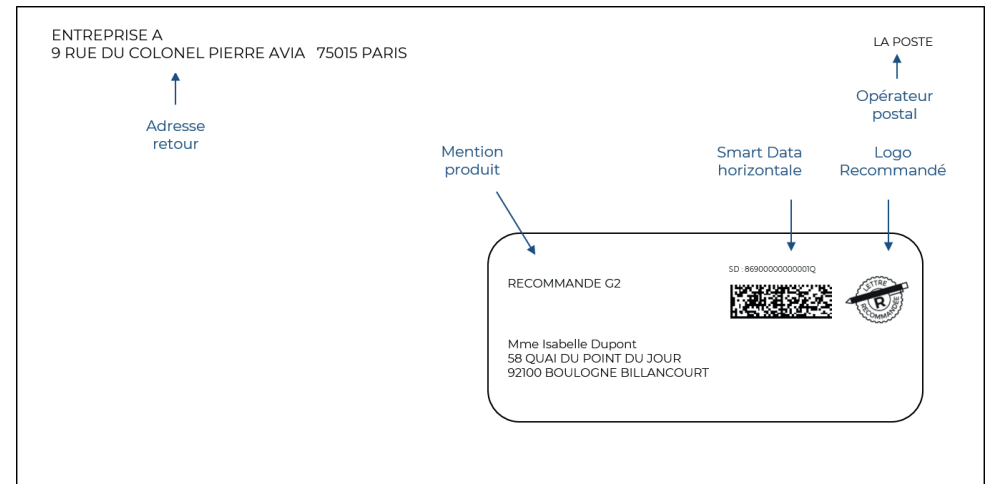
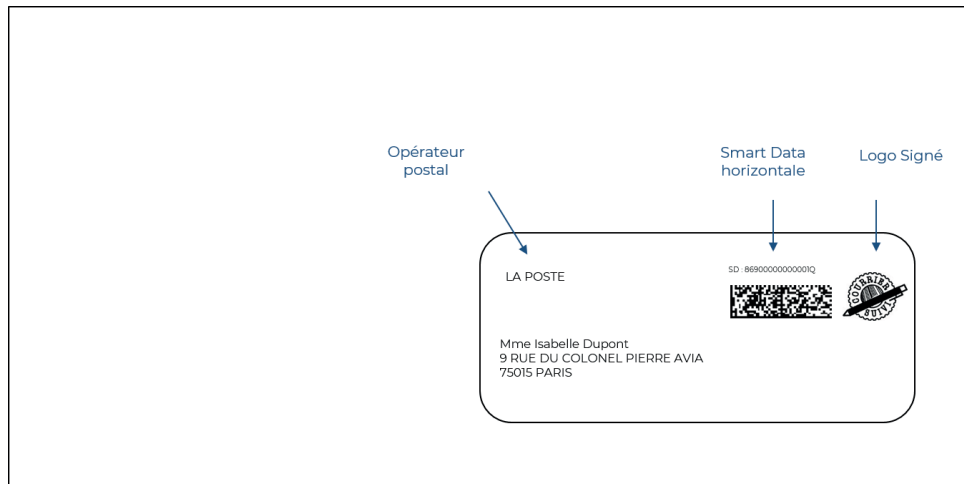
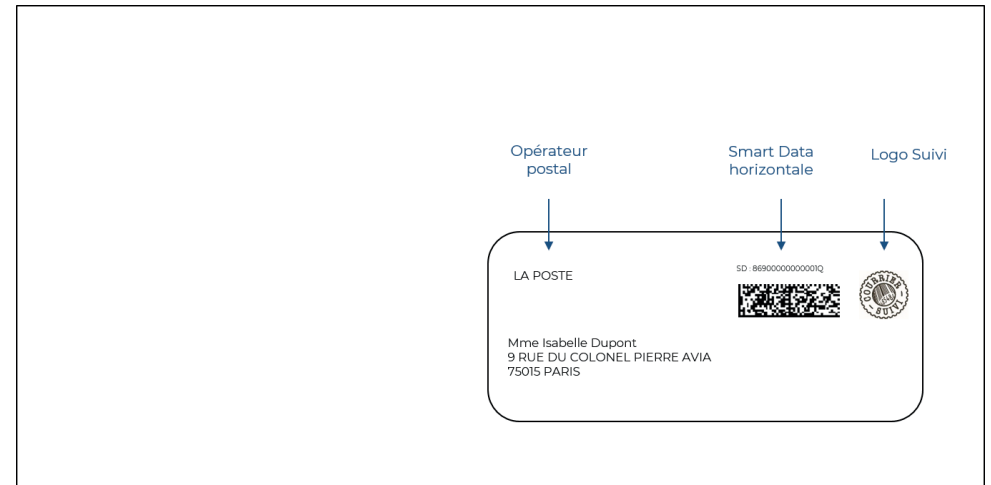
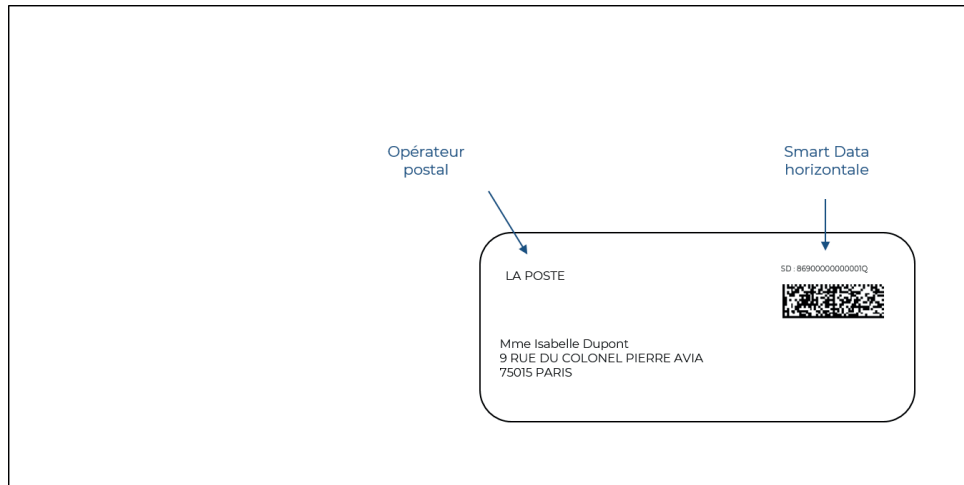
Positioning of the logo in relation to the barcode:

- **Horizontal positioning:** The logo must be positioned at least 2 mm to the right of the barcode. The logo must be centered horizontally with the Smart Data.
- **Vertical positioning:** The logo must be positioned at least 2 mm above the bar code. It must be centered vertically.

In case the Smart Data is edited on an insert for reading under a window, the size of the window must be sufficient to keep the logo visible in the window.

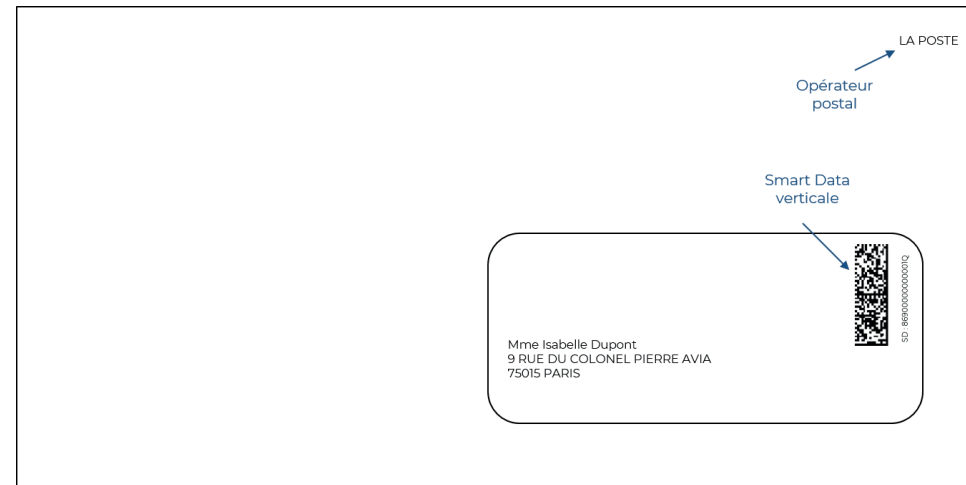
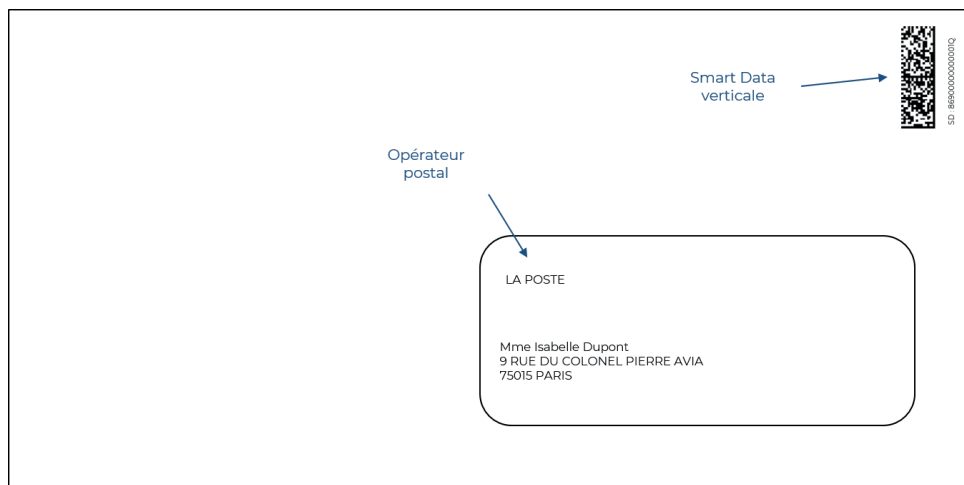
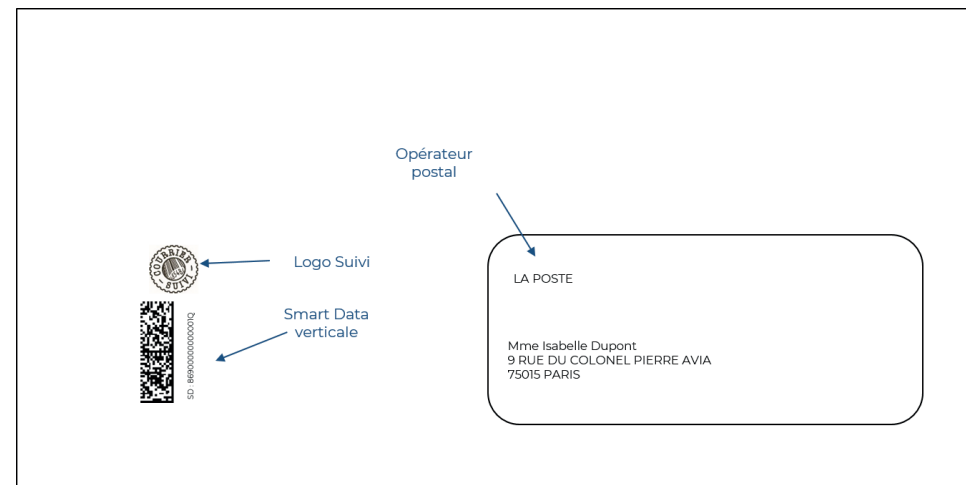
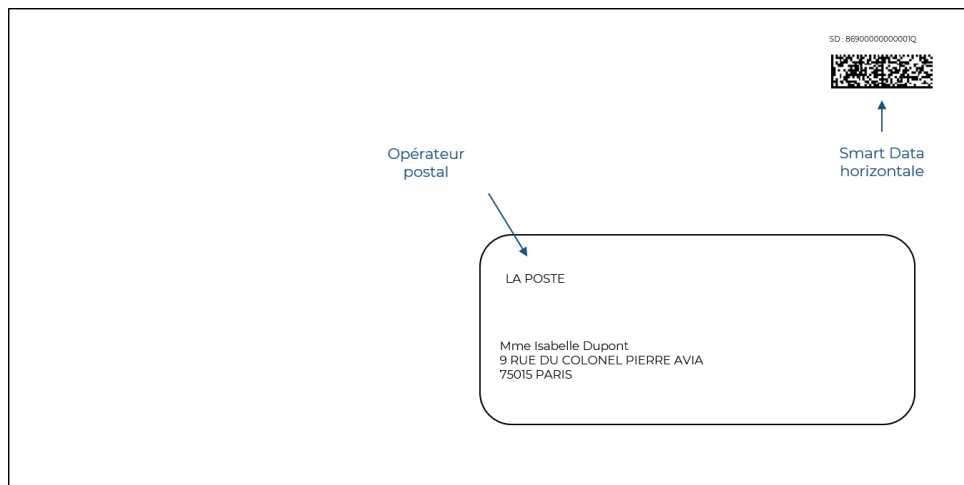
3 - Stamping signage

→ Examples of mechanizable visual flows



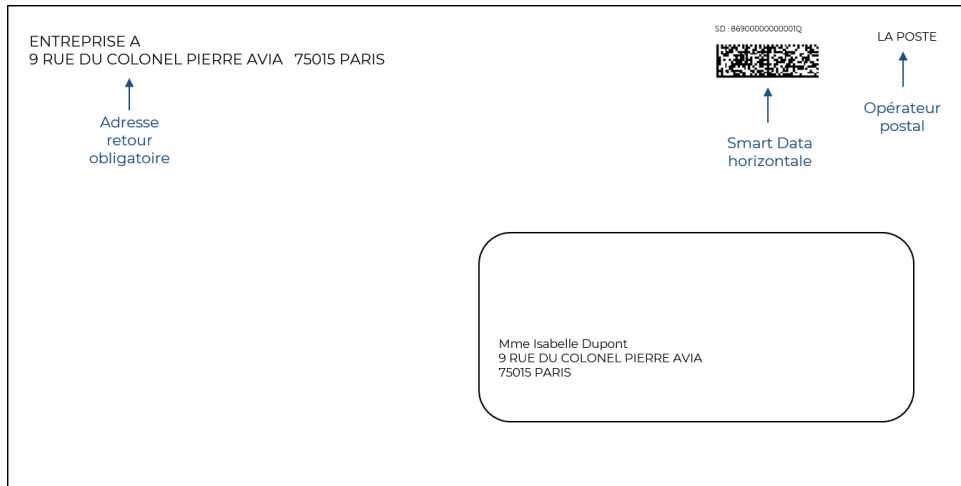
3 - Stamping signage

→ Examples of mechanizable visual flows

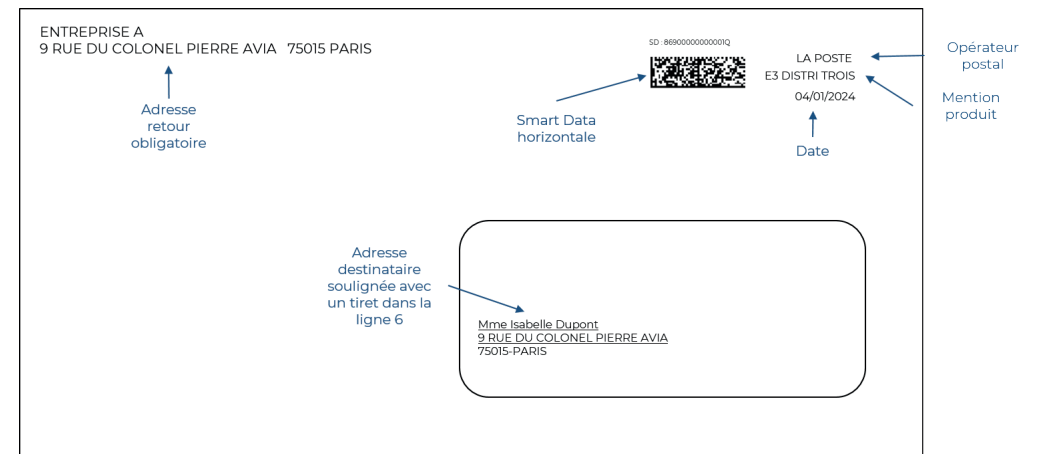
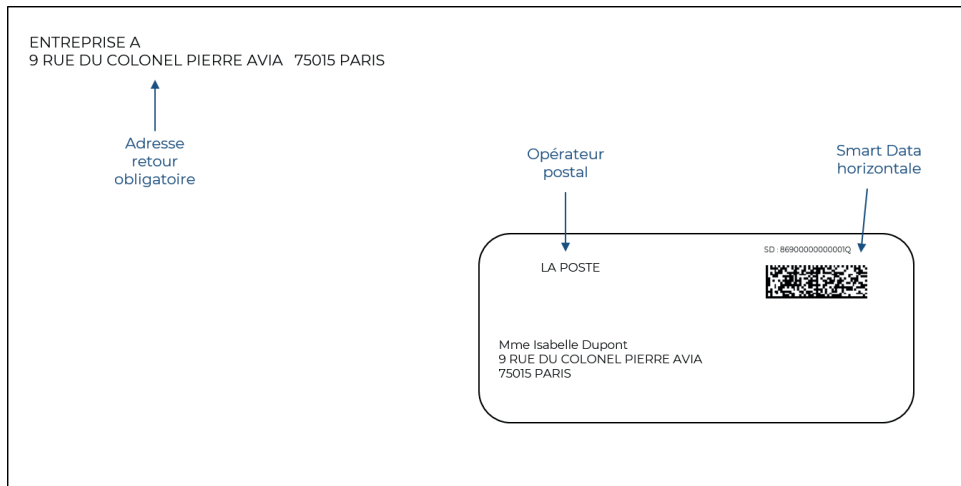
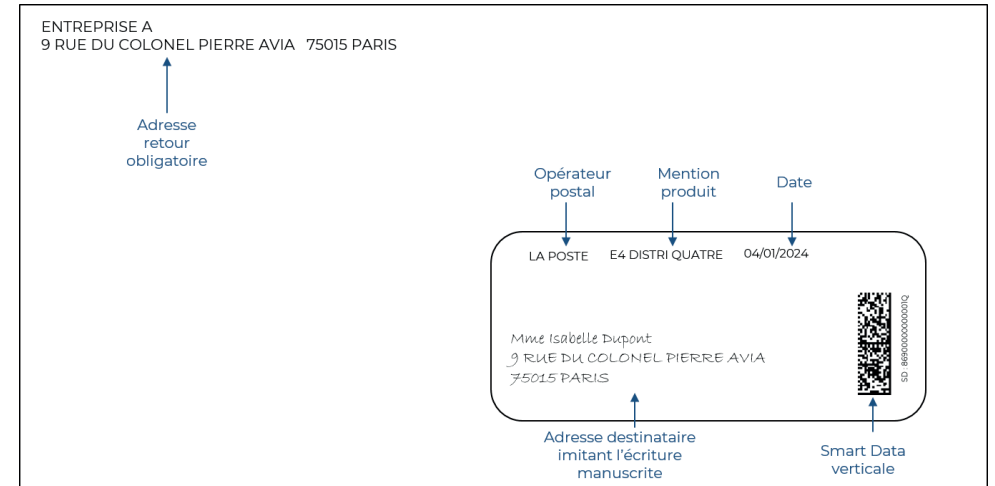


3 - Stamping signage

→ Examples of mechanizable visuals



→ Examples of Standard distri visuals






2ND PART:

RULES FOR PROCESSING THE DESTINEO PREMIUM INDUSTRIAL MAIL



1 - Definition of formats and presentation rules

Summary of the characteristics of the Destineo Premium formats

	SMALL FORMAT (MECHANIZED)	LARGE FORMAT (MECHANIZED)	OTHER FORMAT
Available			
Dimensions	<u>Rectangular mail</u> <ul style="list-style-type: none"> • minimum : 90 x 140 mm • maximum : 176 x 250 mm <u>Square mail</u> <ul style="list-style-type: none"> • minimum : 140 x 140 mm • maximum : 176 x 176 mm 	<u>Rectangular mail</u> <ul style="list-style-type: none"> • minimum : 90 x 140 mm • maximum : 260 x 360 mm <u>Square mail</u> <ul style="list-style-type: none"> • minimum : 140 x 140 mm • maximum : 260 x 260 mm 	<u>Rectangular mail</u> <ul style="list-style-type: none"> • minimum : 90 x 140 mm <u>Square mail</u> <ul style="list-style-type: none"> • minimum : 140 x 140 mm <u>Any mail</u> <ul style="list-style-type: none"> • maximum : l+l+h = 100 cm The largest dimension must not exceed 60 cm
Thickness	Between 0.3 and 5 mm	Between 1 and 20 mm	Max 20 mm
Unit weight	UW <= 50 g	Between 10 and 750 g	Max 3000 g
Container/ Packaging	See description page 27	See description pages 28 et 29	See description page 30
Recipient address presentation	Printend address (window, envelope, label) Compliance with the Standard Address from the AFNOR 13619 rule		Printend address (window, envelope, label)

Destineo Premium envelopes delivered to La Poste in the form of rolls and cylinders are not authorized.
Prefer shaping with flat bases and/or triangular type which are more suitable for our treatments.

1 - Definition of formats and presentation rules: Small Format

To qualify for the Small Format rate, all mail must have the following characteristics:

→ Dimensions

Any rectangular mail:

- minimum : 90 x 140 mm.
- maximum : 176 x 250 mm.

Any square mail:

- minimum : 140 x 140 mm.
- maximum : 176 x 176 mm.

→ Weight

Maximum 50 g

→ Thickness

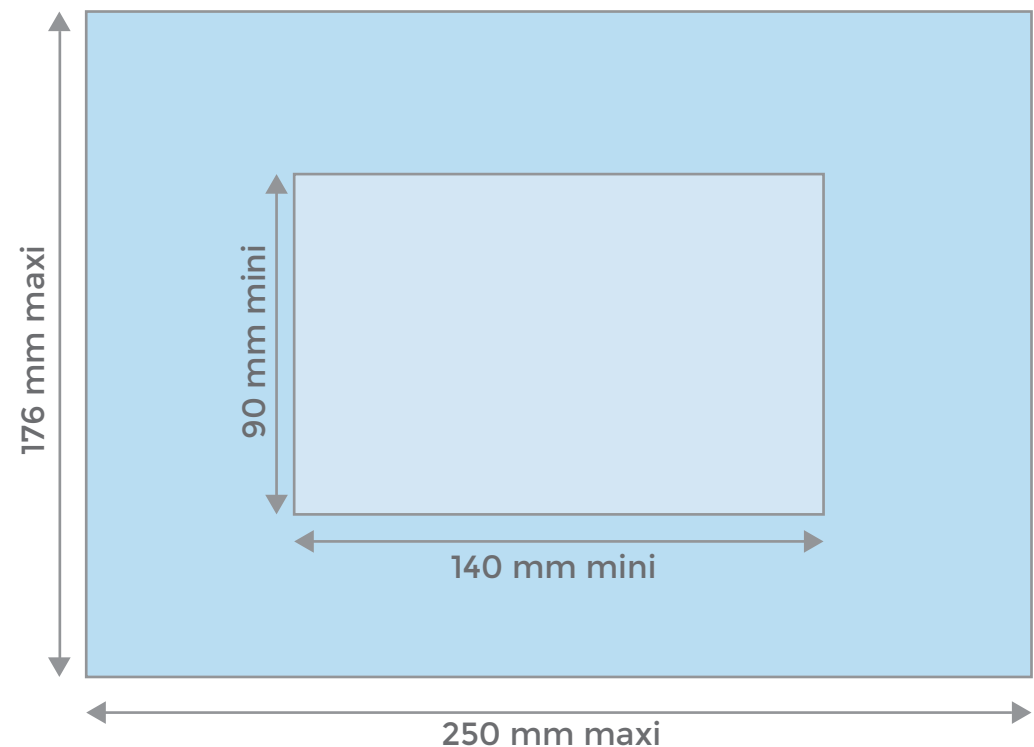
Between 0.3 and 5 mm. One to two internal or external oversizes are possible up to 1.5 mm (within 5 mm).

→ Choice of paper

To meet the criteria for the Small Format rate, the envelope must comply with the paper choice rules detailed on page 56.

These envelopes must meet all other criteria allowing them access to this rate. They must not be deformed, torn or stuck together. All shipments in an envelope or pouch must be completely closed (continuous gluing over the entire flap). Packaging is permitted in paper or cardboard packaging, with or without a window.

SMALL FORMAT



1 - Definition of formats and presentation rules

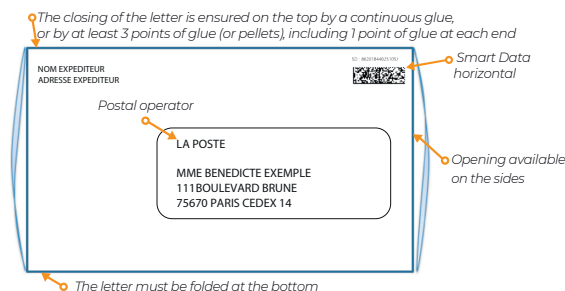
Special shaping : Small Format

→ All-in-one or self-sealing

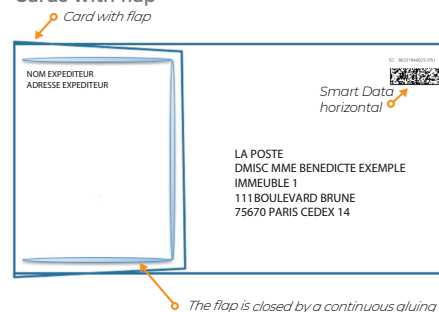
The all-in-one or self-seal is a letter folded from the bottom and closed from the top continuously (by continuous glue, or by three points of glue or by three adhesive pads at least, one at each end). The letter may or may not have a closing flap. The two sides can be open if the upper part is closed with at least three glue dots or adhesive pads.

The gluing must be sufficiently effective so that the folds are not detached during the various passes on La Poste's automatic processing machines. Different materials are used by La Poste depending on the dimensions of the folds.

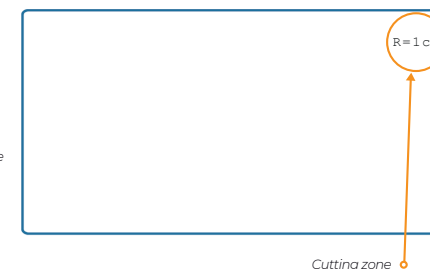
All-in-one or self-sealing



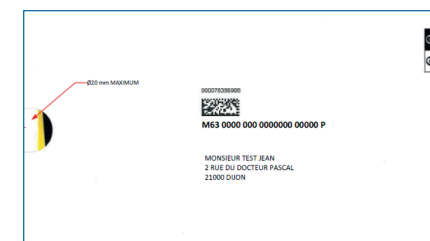
Cards with flap



Letters with rounded corners



All-in-one with notch



The presentation of the letters in the containers must avoid any deformation/deterioration of quality. The use of separators between the layers of letters, the orientation of the letters, are among the parameters on which recommendations can be provided.

The letter must be made of a sheet with a minimum weight of 120g/m². From two sheets, the weight per sheet can be reduced to 80g/m².

→ Letters with rounded corners

Rounded corners must have a radius of curvature less than or equal to 1 cm.

→ Cards with flap

The three sides of the flap are continuously glued (along the whole length).

→ The all-in-one with notch

The notch for removing the documents must be located in the middle of the left side. Its opening diameter must be at most 2 cm. The documents inside must be attached to the letter.

→ Access to the reference note

Find other examples of tested and validated shaping, by consulting the documentation available in the technical and quality section:

https://www.espacetechniqueetqualite.laposte.fr/system/files/public/Note_technique_generaleV1.2.pdf





Professional advice

For pocket formats, a maximum of 3 mm between the adhesive and the edge of the pocket flap is recommended.

1 - Definition of formats and presentation rules: Large Format

To qualify for the Large Format rate, all mail must have the following characteristics:

→ Dimensions

Any rectangular mail:

- minimum : 90 x 140 mm.
- maximum : 260 x 360 mm.

Any square mail:

- minimum : 140 x 140 mm.
- maximum : 260 x 260 mm.

→ Weight

Minimum 10 g / maximum 750 g

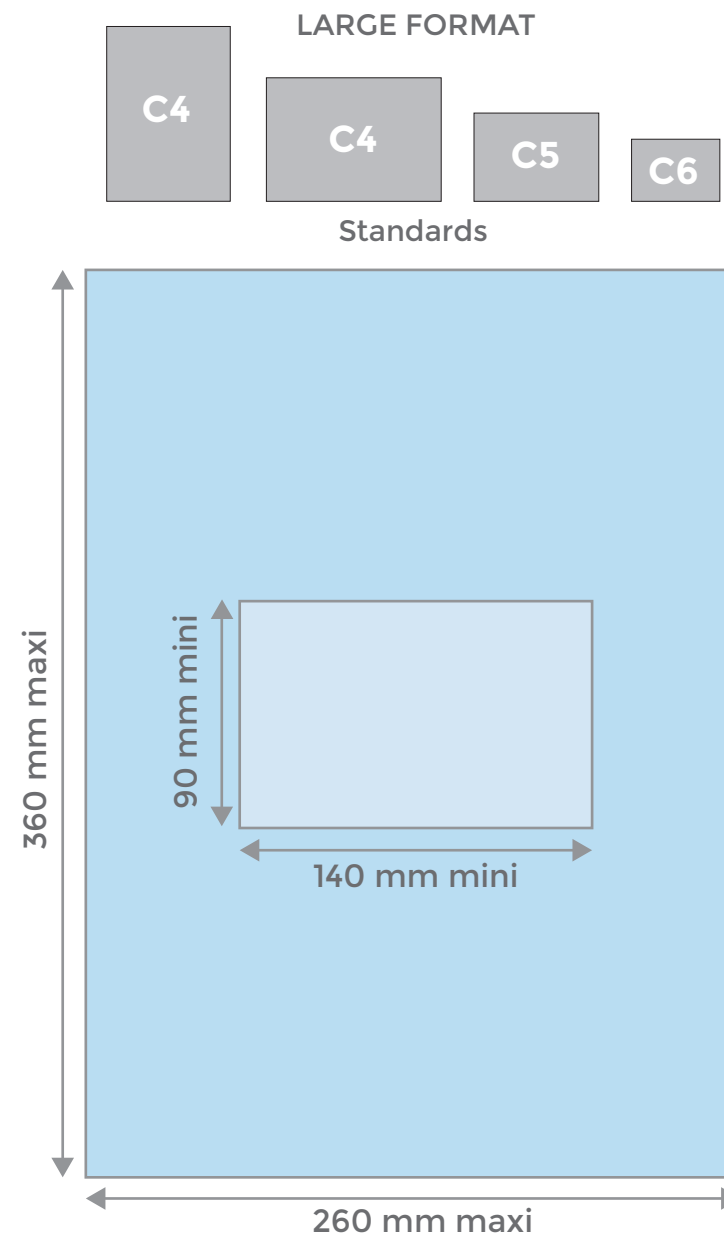
→ Thickness

Between 1 and 20 mm.

→ Choice of paper

To meet the criteria for the Large Format rate, the envelope must comply with the paper choice rules detailed on page 56.

These envelopes must meet all other criteria allowing them access to this rate. They must not be deformed, torn or stuck together. All shipments in an envelope or pouch must be completely closed (continuous gluing over the entire flap). Packaging is permitted in paper or cardboard packaging, with or without a window.



1 - Definition of formats and presentation rules:

Exposed sendings: from C5 to Large Format

The exposed sendings packaging method consists of depositing bound envelopes without film or paper packaging. The inserts must be stapled to the main document. The format is greater than or equal to A5 format for rectangular folds.

Exposed sendings must meet the following characteristics:

- Rigidity with a ply deflection strictly less than 65 mm.
- Weight of the first and last cover pages strictly greater than 130g/m².



Professional advice

In order to benefit from a high coverage rate on services, it is recommended that C5 and Large Format open envelopes have a closing system at each end of the envelope (by gluing or flap).

→ Zoom on the recipient address: open shipments

Address block: place of affixing on the front (front cover) or back of the document (4th cover).

Dimensions

- Minimum: 30 x 90 mm.
- Recommended: 40 x 100 mm.
- No characters within 5 mm of the edges of the address pad.

Background color

Background color: a white address zone or a clear, matte solid color, with a background reflectance greater than 50%. (réf : EN13619 : 2002).

Affixing the address

Self-adhesive label, inkjet or laser printing, address document attached to the Destineo Premium letter.

Sending signage

No particular specificity. The mandatory information is that linked to the Destineo Premium product. Stamping signage must be affixed above the address pad.

1 - Definition of formats and presentation rules: Other Format

To qualify for the Other Format rate, all mail must have the following characteristics:

→ Dimensions

Any mail:

- minimum : 90 x 140 mm (for any square mail minimum : 140 x 140 mm).
- maximum : Length + Width + Height = 100 cm.

The largest dimension must not exceed 60 cm.

→ Weight

Maximum 3000 g (Maximum 2000 g for «Destineo Premium Simply» and «Destineo Premium Utilité Publique»).

These envelopes must meet all other criteria allowing them access to this rate. They must not be deformed, torn or stuck together. All shipments in an envelope or pouch must be completely closed (continuous gluing over the entire flap). Packaging is permitted in paper or cardboard packaging, with or without a window.

→ Exposed sending: Other Format

The exposed sendings packaging method consists of depositing bound envelopes without film or paper packaging. Inserts must be stapled to the main document. The format is greater than or equal to A5 format for rectangular folds. For ensure that the folds removed will resist handling. La Poste recommends that you submit mail items that meet the following mail characteristics:

- rigidity with a ply deflection strictly less than 65 mm.
- closure system at each end of the fold (by gluing or flap).
- weight of the first and last cover pages strictly greater than 130 g/m².

The quality of the folds may be impaired if these recommendations are not followed.

→ Choice of paper

All the rules and information specified for envelopes at the Small Format and Large Format rates are recommended for the Other Format format.

2 - The different sections that you can use on a letter

A letter is made up of different sections: **"La Poste" sections, each of which has a function in letter processing, shared sections, and a free section for the sender.** Letters deposited through the Courrier Industriel device must respect these sections. The background of the zero, stamping, recipient address and indexing sections must respect Pantone® colors (see part 3 on Pantone colors). These sections are to be kept free of any characters or graphics.

1 Stamping section

The stamping section is intended for the affixing of stamping mention or for customer content. Please note the following rules:

- Postal use: Within this area, 2 mm must be left around each mention. Stamping mentions must be positioned at the top right of the letter, respecting a 10 mm blank zone on the top and right edges. Stamping mentions can also be printed in the Section 0.
- Customer use: In this case, the 74 mm mandatory zone must remain free of stamping mention (See Also. next page). For an optimal processing within the postal network, customer mentions must not be a source of disturbance. Any mention that could suggest an official character to the illustration or cause confusion within the postal network is strictly prohibited (no date, no address).

2 Section 0

Section 0 is a shared space between La Poste and the customer located above the recipient address section. It may contain the following information:

- Stamping mentions
- Sender's address

3 Recipient address section

The address must include all the information necessary for the processing and distribution of the letters, according to the rules of the address: See also. Appendix Letter addresses.

4 Blank sections

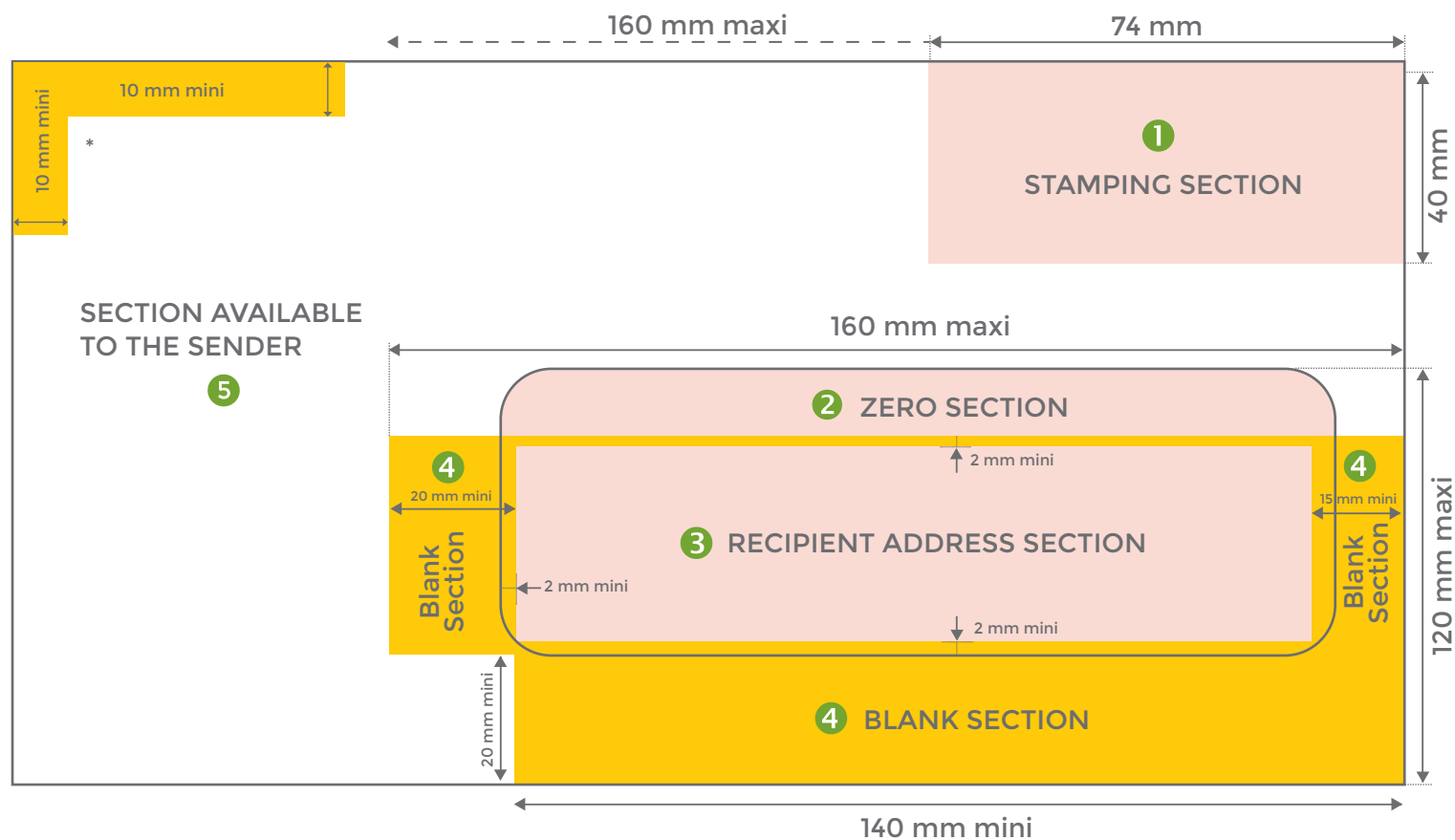
Different sections on the letter must remain blank, they allow the processing of the letter in the postal network. The section located between the edge of the envelope and the recipient address area must remain blank, irrespective of its width.

5 Section available to the sender

Any section other than those defined above and the back of the letter are at the disposal of the sender of the letter.

2 - The different sections that you can use on a letter

→ Example of a Small Format



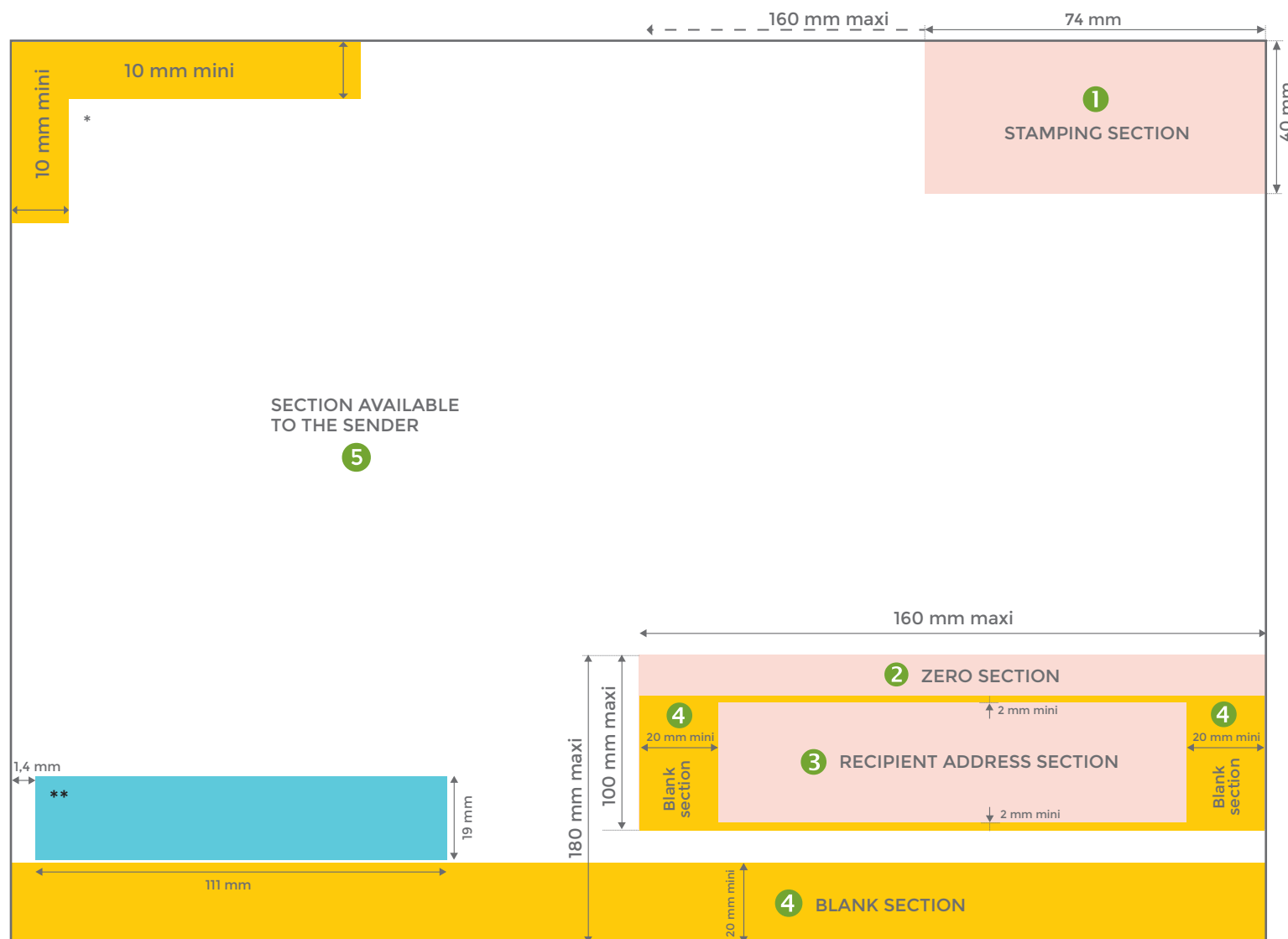
Characteristics of the stamping area and the return address:

Size of the reference area:
160 x 40 mm max.
Size of the mandatory area of
postal stamping information:
74 x 40 mm

*The sender's address or the
return address can be posi-
tioned horizontally, at the top
left of the envelope with a
10 mm silence zone.

2 - The different sections that you can use on a letter

→ Example of a Large Format/landscape



Characteristics of the stamping area and the return address:

Size of the reference area:

160 x 40 mm max.

Size of the mandatory area of postal stamping information:

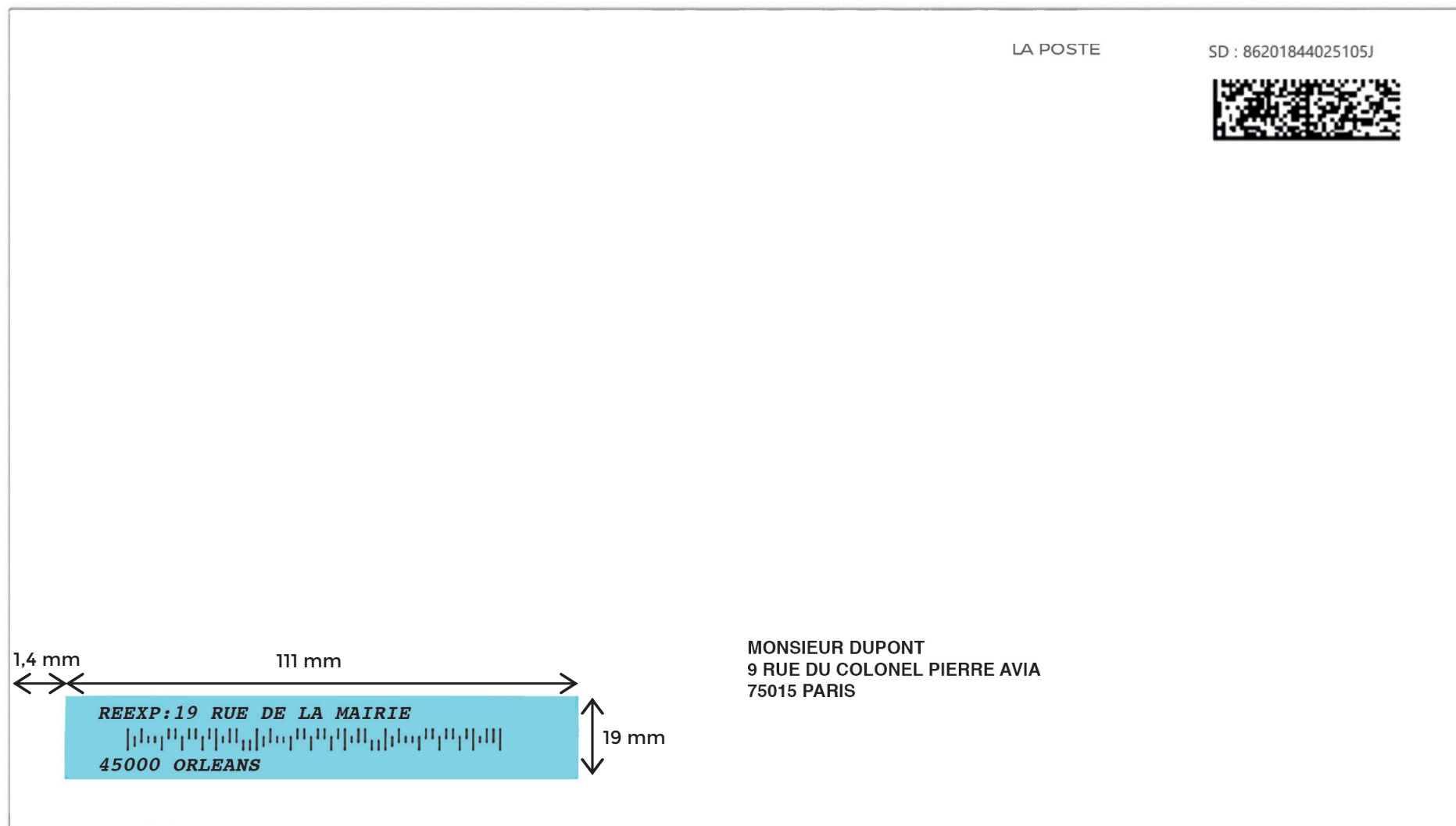
74 x 40 mm

*The sender's address or the return address can be positioned horizontally, at the top left of the envelope with a 10 mm silence zone.

** Information : This Large Format forwarding area may be hidden by La Poste for processing and distribution purposes.

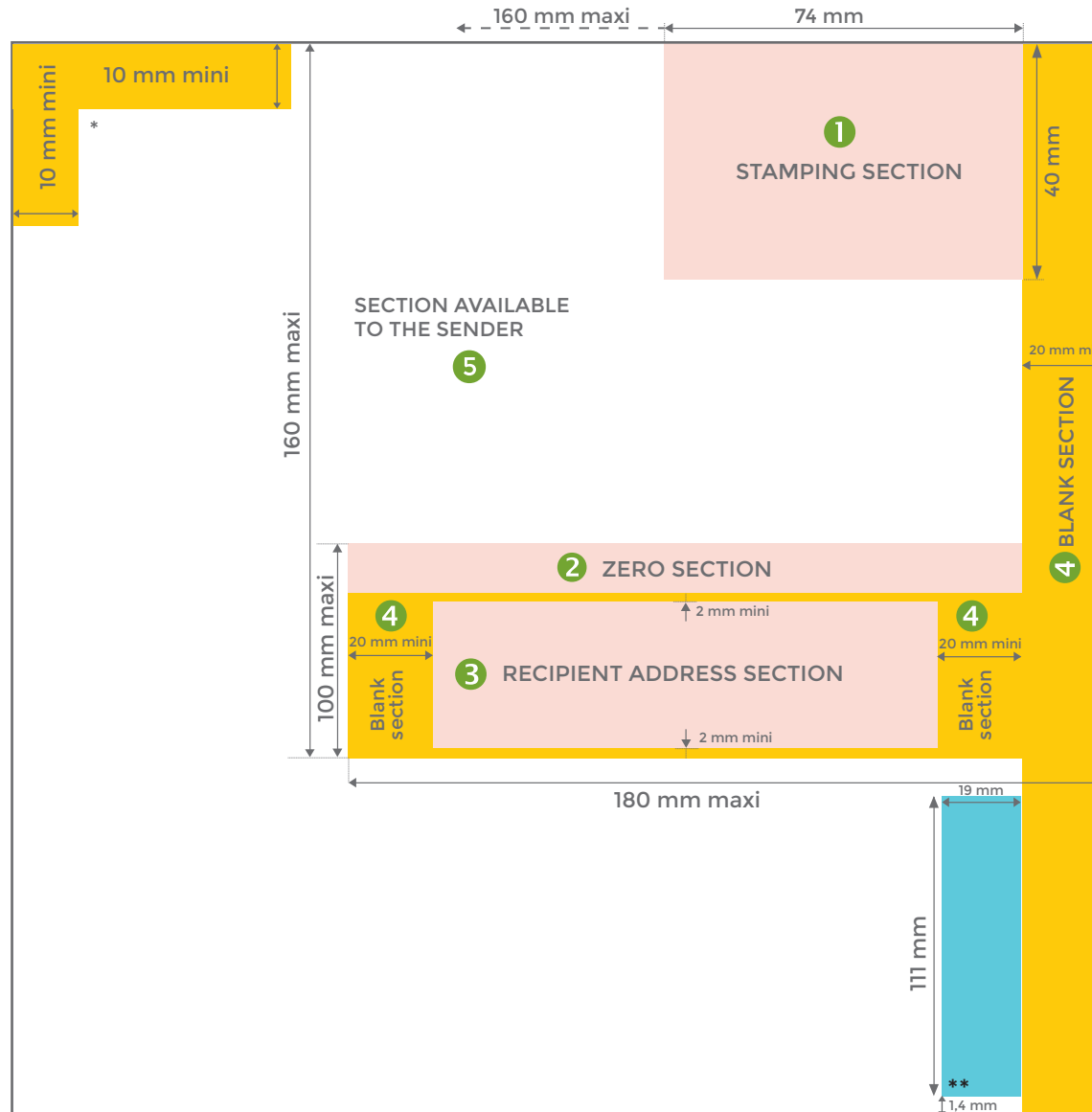
2 - The different sections that you can use on a letter

→ Example of a Large Format/landscape/Forwarding area



2 - The different sections that you can use on a letter

→ Example of a Large Letter/portrait small side



Characteristics of the stamping area and the return address:

Size of the reference area:

160 x 40 mm max.

Size of the mandatory area of postal stamping information:

74 x 40 mm

*The sender's address or the return address can be positioned horizontally, at the top left of the envelope with a 10 mm silence zone.

** Information : This Large Format forwarding area may be hidden by La Poste for processing and distribution purposes.

2 - The different sections that you can use on a letter

→ Example of a Large Format/portrait large side



Characteristics of the stamping area and the return address:

Size of the reference area: 160 x 40 mm max.
Size of the mandatory area of postal stamping information: 74 x 40 mm

*The sender's address or the return address can be positioned vertically, at the bottom left of the envelope with a 10 mm silence zone.

** Information : This Large Format forwarding area may be hidden by La Poste for processing and distribution purposes.

3 - Stamping signage

→ Visual of a Other Format letter under Smart Data

Mention of the operator: LA POSTE

The name of the operator must appear in capital letters.

It can be affixed:

- in the upper right corner of the stamping section
- in the 0 section

The font used is **Montserrat or similar** and dark in color. The font size is at least 2.5 mm high. The return address must be in the sender's address zone. The product mention and date of deposit into the stamping section.

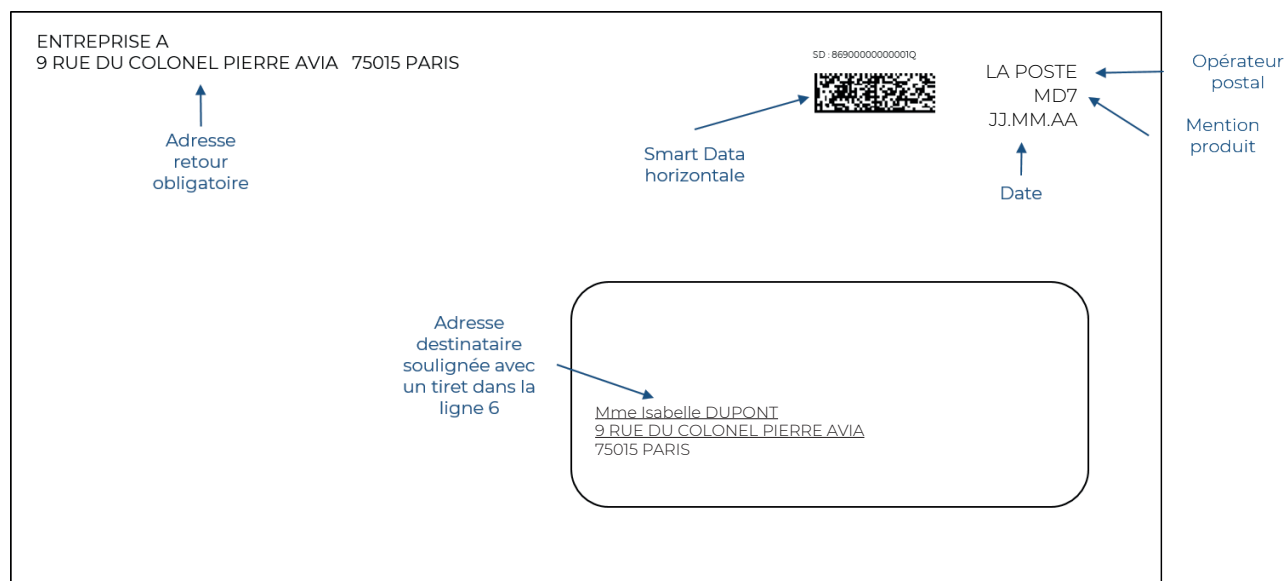
Smart Data must be visible regardless of the direction in which the envelope is turned.

Date of deposit:

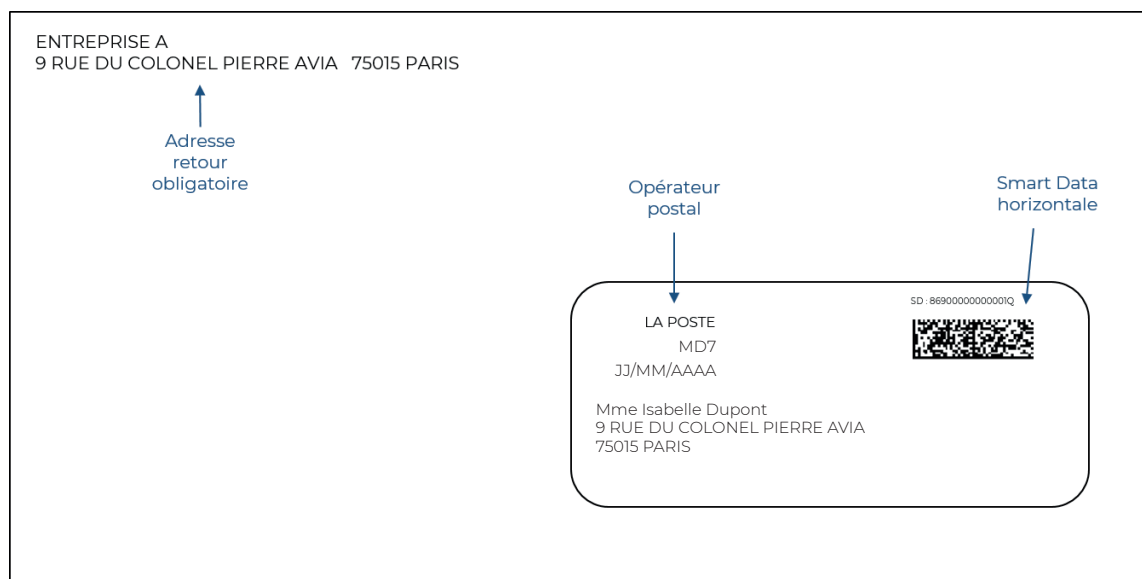
This mention is mandatory. The mailing date can be affixed in the stamping section or in the zero section. **This date must be consistent with the actual date of deposit of the envelope.**

Location :

All the information must be on the same side as the destination address: stamping information (Smart Data + LA POSTE), return address of the letter if present.



Example of an Other Format letter, more examples on page 41.



Example of an Other Format letter, more examples on page 41.

3 - Stamping signage

→ Visual of a mechanizable envelope under Smart Data

Mention of the operator: LA POSTE

The name of the operator must appear in capital letters.

It can be affixed:

- in the upper right corner of the stamping section
- in the 0 section

The font used is **Montserrat or similar** and dark in color. The font size is at least 2.5 mm high.

Smart Data must be visible regardless of the direction in which the envelope is turned.

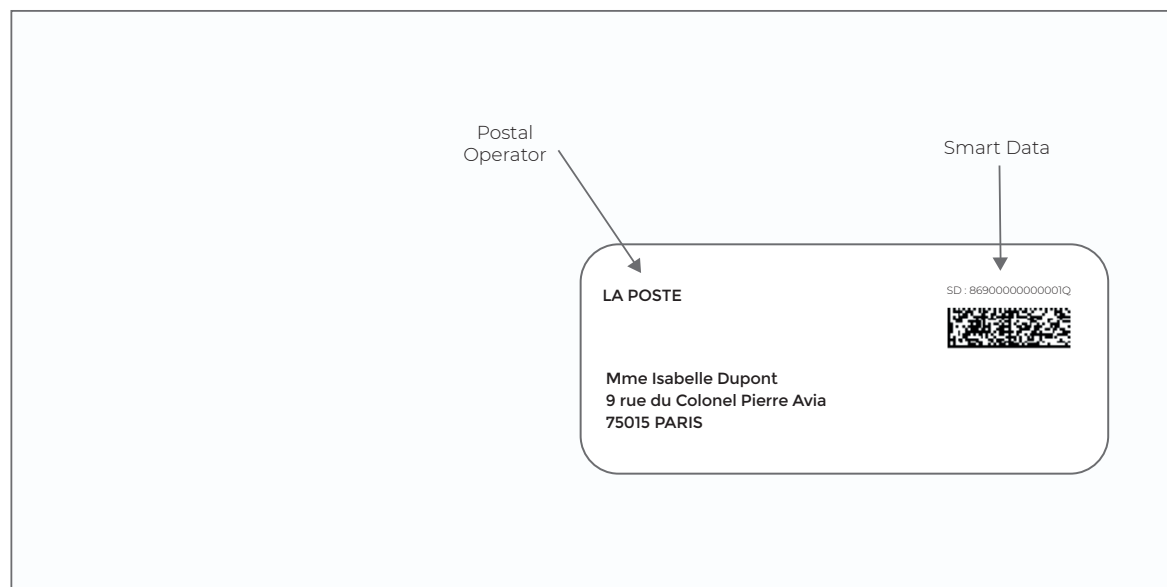
Deposit date:

This information is optional. The date of deposit of the letters may be affixed in the stamping section or in the 0 section. **This date must be consistent with the actual date of deposit of the letter.**

Location :

All the information must be on the same side as the destination address: stamping information (Smart Data + LA POSTE), return address of the letter if present.

The placement of the fields must respect the rules defined in the technical data sheets. You can find the compulsory information on the Technical and Quality Area website, FT-SIG15 or <https://www.espacetechniqueetqualite.laposte.fr/node/233>



Professional advice

To communicate on your environmental commitment, you can, for example, include on the free zones of the letter, preferably the back, the different environmental labels on logos for which you are eligible and which certify the materials and the way of manufacturing of your communication supports (See Also appendix 3.)

To ensure that you use the appropriate information, you can consult the CNC's practical guide to environmental claims. (https://www.economie.gouv.fr/files/files/directions_services/cnc/avis/2023/Allegations_environnementales/guide_2023.pdf).

3 - Stamping signage

→ Focus on Smart Data: printing and positioning rules

The letter identifier that must be printed in clear is composed of the following data:

- Mention « SD : »
- Letter ID (of 14N)
- Control key: The algorithm for calculating the control key is defined in the ISO/IEC 7064 mod 37/36 standard. The control key is in alphanumeric format.

Format: font of 1.5 mm minimum height (ex: Montserrat font 7)

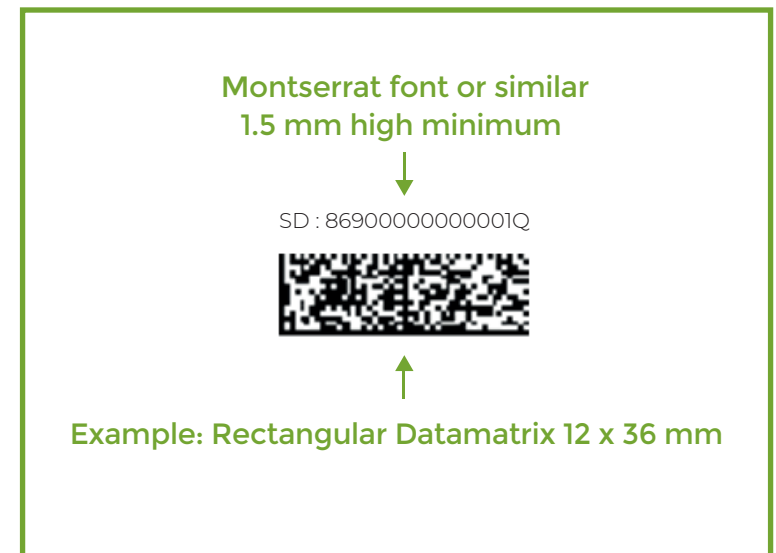
Example : « SD : 869000000000001Q »

Positioning:

The Smart Data can be printed:

- on the document under the envelope window in section 0
- on the envelope or on a label:
 - > in section 0
 - > to the left of the recipient address
- in the stamping section: only for ordinary letters

In case the Smart Data is printed on an insert for reading under the window, the size of the window must be sufficient to keep the information (Smart Data and the 6 address lines) visible through the window, irrespective of the direction in which the envelope is turned.



3 - Stamping signage

→ Focus on Smart Data: orientation of Smart Data and printing of other barcodes (CAB)

The smart Data can be printed horizontally or vertically:

- If the barcode is in the horizontal position, the trigger bars should be to the left and bottom of the datamatrix.
- If the barcode is in a vertical position, the trigger bars should be to the right and bottom of the datamatrix. In this case, the clear identifier is printed on the right of the datamatrix.

Printing condition of the other barcodes on the letter:

The letter will contain a single barcode: The Smart Data datamatrix. For the record, it includes a client section of 40AN.

However, the printing of an additional barcode is accepted provided that the following conditions are met:

- No other coding begins with "SD:"
- No other CAB has the characters "%" in the first position and "^" in position 32.
- Positioning at least 4 mm apart from the words "La Poste" and Smart Data, recommendation of a distance of at least 10 mm.
- The edition of another postal bar code dedicated to historical offers (IDT, IDS, or Alliage) is prohibited on a cover with Smart Data.

Example of horizontal positioning

SD : 86900000000001Q

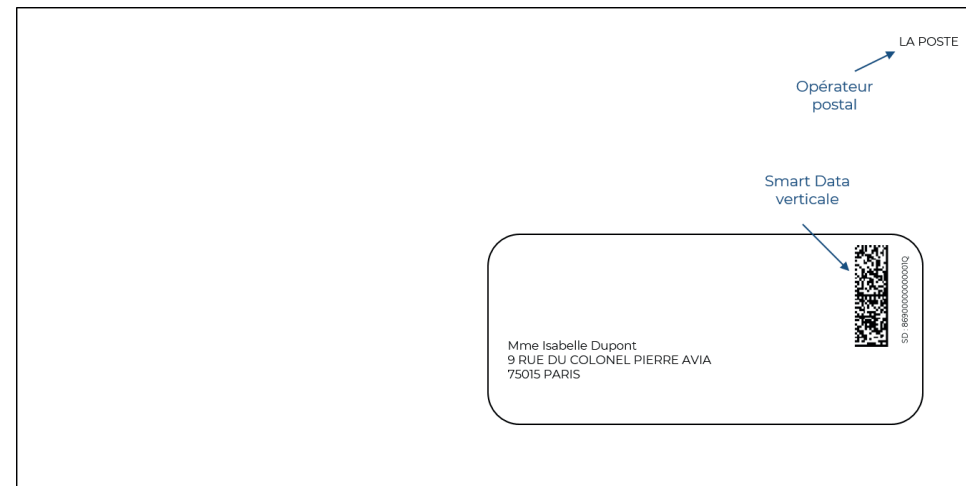
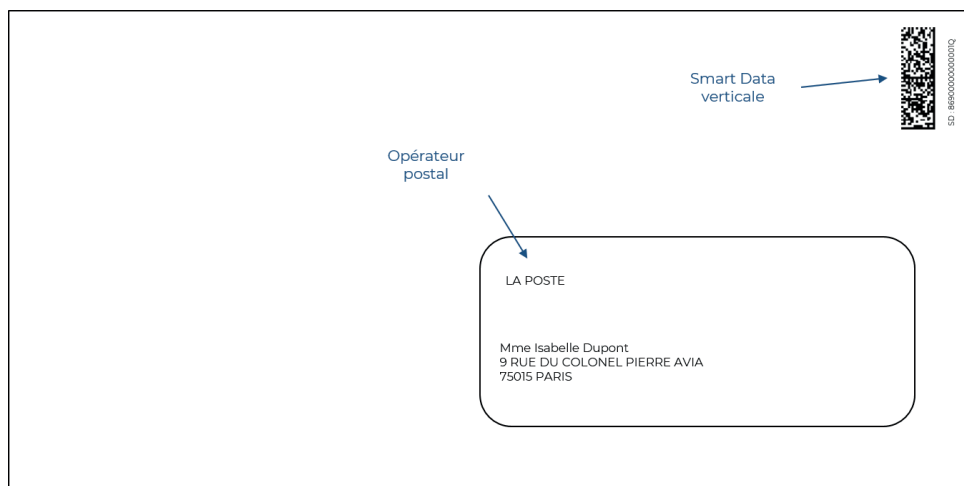
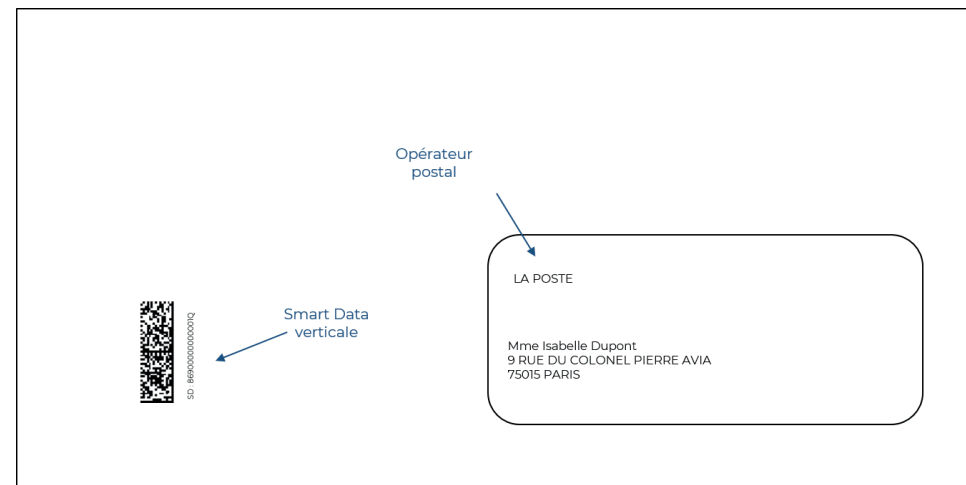
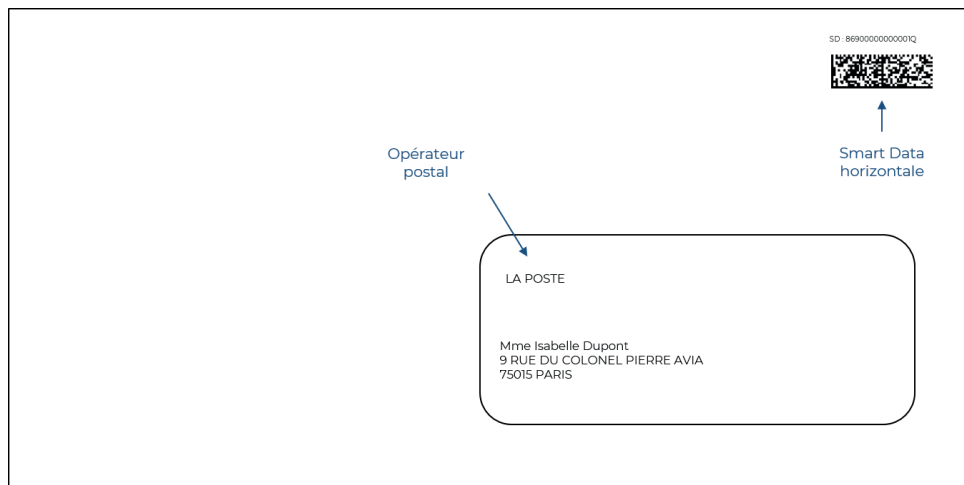


Example of vertical positioning



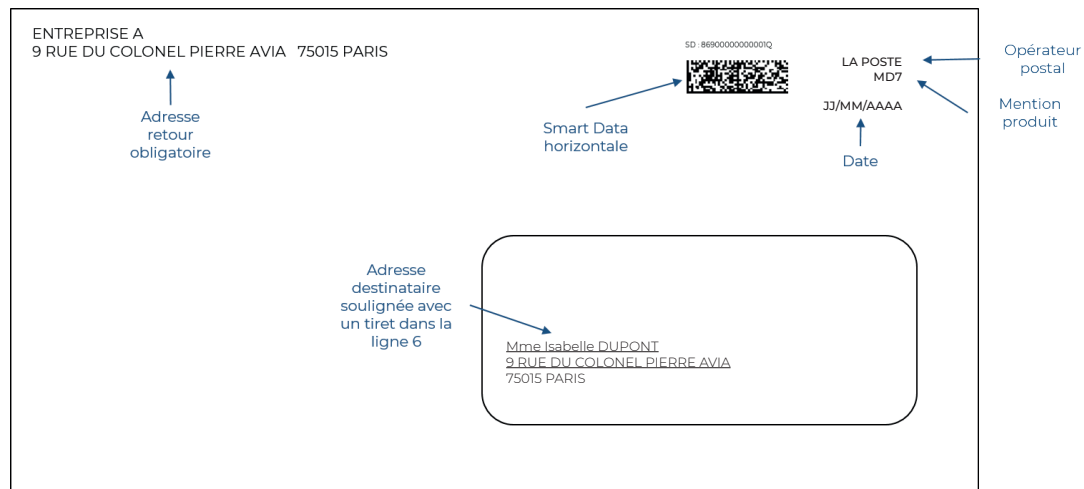
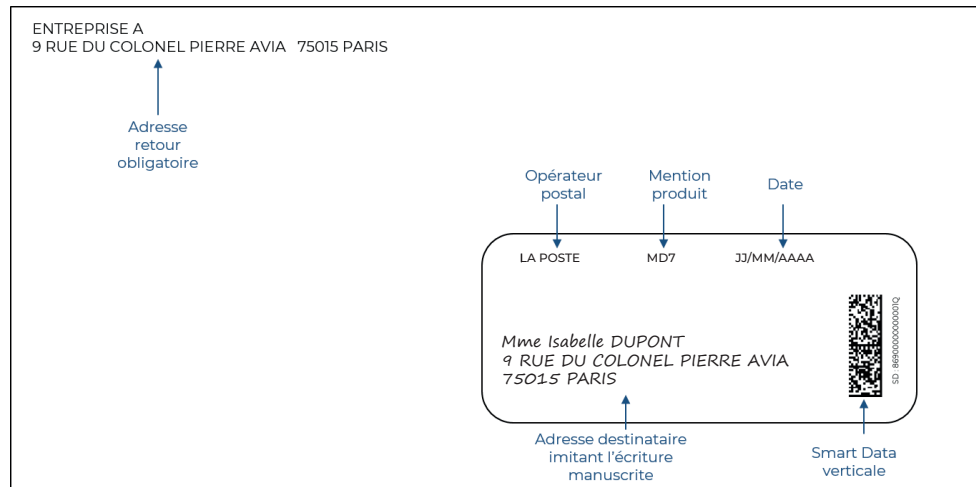
3 - Stamping signage

→ Examples of mechanizable visual flows



3 - Stamping signage

→ Examples of non-mechanizable visual flows



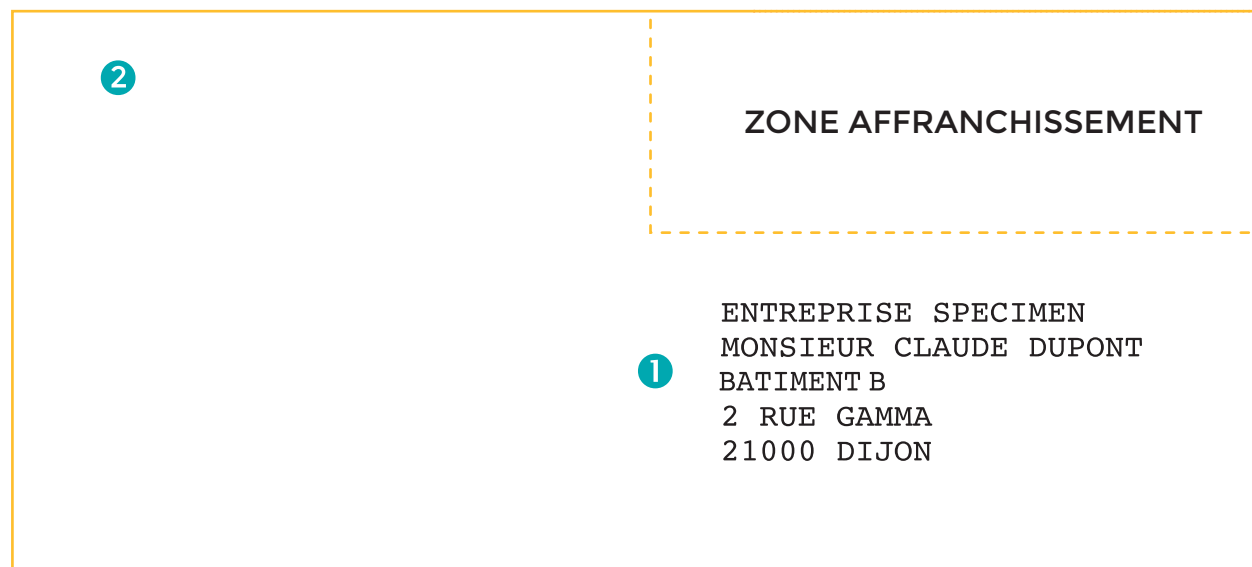
3RD PART:

RECOMMENDATIONS FOR YOUR LETTER



1 - Writing and printing of the recipient address and the sender's address or the return address

→ Principle



The recipient's address is written on 3 to 6 lines with a maximum of 38 characters including spaces per line (standard NF Z 10-011 of January 2013). You can consult the abbreviations of types of roads also in this reference (eg. avenue: AV, boulevard: BD...). The lines are aligned on the left.

The destination address block must be printed parallel to the largest side to benefit from automated processing.

The sender's address must be written in capital letters and must combine lines 4 and 6 on a single line if the address does not have a line 5. It should be as far away as possible from the recipient's address.

- 1 The recipient's address must be placed at the bottom right of the envelope in accordance with the norms of La Poste. As a reminder, this section must not contain any interfering information (drawings, lines...).
- 2 The name of the sender and his address are to be mentioned only if this information is not declared in the announcement letter.



Professional advice

It is recommended that all unused lines in the destination address block should not be printed as blank lines and that at least one blank separating line should be left above the first line.

The 6 golden rules for an accurate address:

<https://www.laposte.fr/courriers-colis/conseils-pratiques/bien-rediger-l-adresse-d-une-lettre-ou-d-un-colis>

Check the wording of your addresses in France and obtain the correction of the street, the city or the postal code:

<http://www.laposte.fr/particulier/outils/tester-une-adresse>

→ Focus on the recipient address: letter to an individual

STAMPING SECTION	
CAPACITY	Line 1
FIRST NAME	Line 2
LAST NAME IF ANY TITLE OR PROFESSION	Line 3
MAILBOX NUMER AT APARTMENT M. X STAIRS FLOOR	Line 4
ENTRANCE TOWER BUILDING RESIDENCE INDUSTRIAL ZONE	Line 5
NUMBER OF THE ROAD TYPE AND NAME OF THE ROAD	Line 6
PLACE OR SPECIAL DELIVERY SERVICE (BP)	
POSTAL CODE AND PLACE OF DESTINATION	

All letters must include at least lines 1-4-6.

Line 6 must be in unaccented capital letters with no punctuation characters (the hyphen being a punctuation character).

Lines 2-3-5 should appear if constitutive elements exist.



Professional advice

It is recommended that you write your addresses in unaccented capital letters and without punctuation characters from line 3 onwards. To help you write an address that respects the 38 characters and spaces per line, please refer to the brochure "Managing your file addresses" (See Also. appendix 2).

→ Zoom on the recipient address: Letter to a company.

ZONE AFFRANCHISSEMENT	
COMPANY NAME OR TRADE NAME	Line 1
IDENTITY OF THE RECIPIENT MANAGEMENT DEPARTMENT IF NECESSARY FLOOR NUMBER	Line 2
ENTRANCE TOWER BUILDING RESIDENCE INDUSTRIAL AREA POST OFFICE BOX...	Line 3
NUMBER OF THE ROAD TYPE AND NAME OF THE ROAD	Line 4
DELIVERY INDICATION (BP, CS, POSTE RESTANTE, TSA, AUTHORIZATION-POSTREPONSE	Line 5
FOLLOWED BY THE NAME OF THE LOCALITY OF DESTINATION IN CASE THIS ONE WOULD	
BE DIFFERENT FROM THE CEDEX OR PLACE NAME	
POSTAL CODE AND PLACE OF DESTINATION OR CEDEX CODE AND CEDEX NAME	Line 6

All letters must include at least lines 1-4-6.

Line 6 must be in unaccented capital letters with no punctuation characters (the hyphen being a punctuation character).

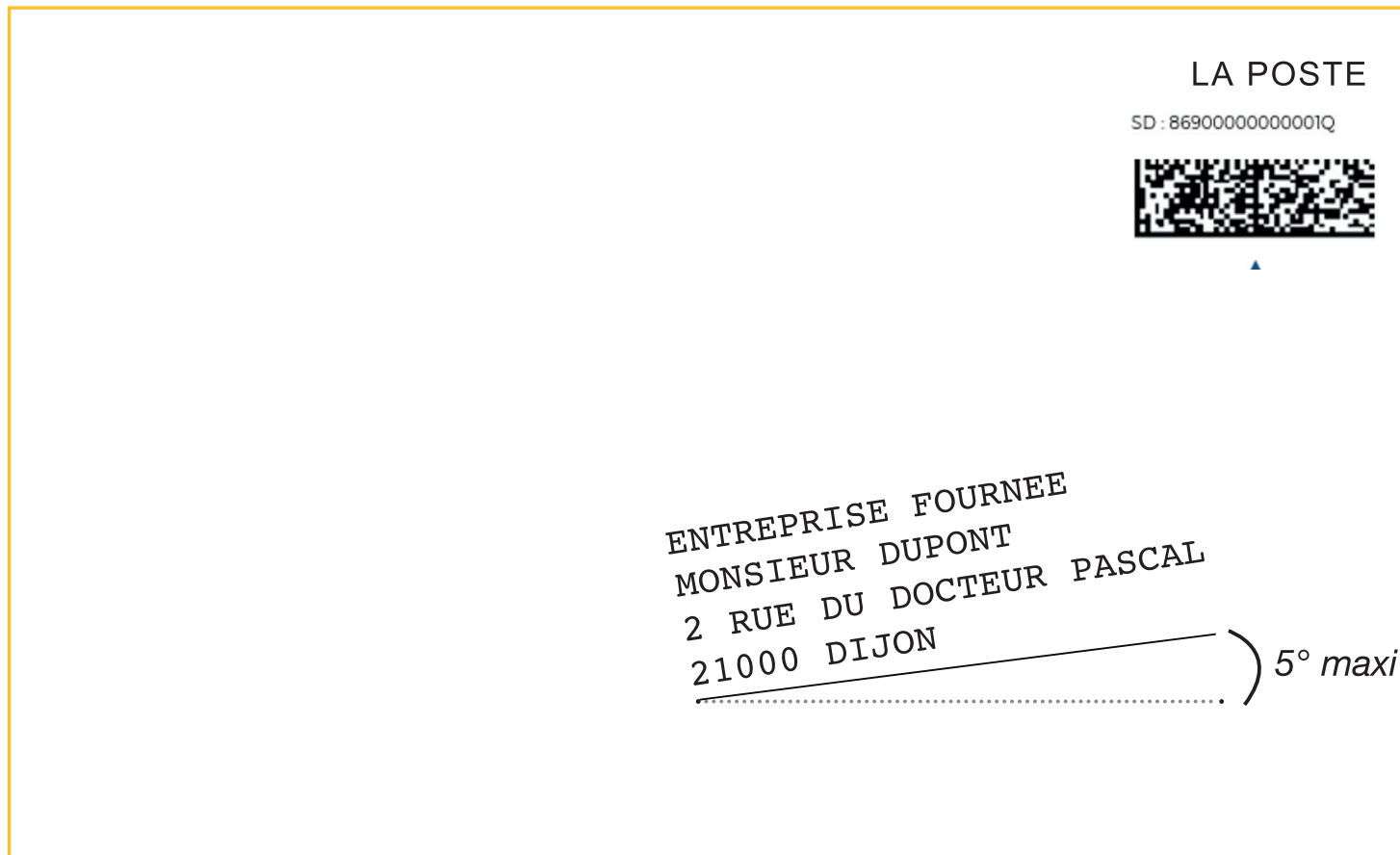
Lines 2-3-5 should appear if constitutive elements exist.



Professional advice

It is recommended that you write your addresses in unaccented capital letters and without punctuation characters from line 3 onwards. To help you write an address that respects the 38 characters and spaces per line, please refer to the brochure "Managing your file addresses", (see also. Appendix 2).

→ Zoom on the recipient address



You can use all printing modes (computer printer, industrial printer...).

The inclination of the address or the address label is accepted up to 5°.

The following are not allowed in the mechanized format tariff: underlined, *italics*, **reverse video**

Punctuation marks, accents, dots over "i's" for capital letters and excessive serifs are considered "parasites".

1 - Writing and printing of the recipient address and the sender's address or the return address

→ The Courier Industriel device offers 2 options to communicate to La Poste the return address in France in case of undeliverable letter (PND):

- Return PND to the address in the advertisement: (see FT-DEC17 CI Letter Ad). In this case, there is no need for a printed address on the letter, the advertised address will be used by La Poste.
- **PND return to the address on the letter.** In this case, the rules of printing stated below must be respected.

The choice between these two options must be communicated in the letter announcement.

→ Return address location

It can be printed:

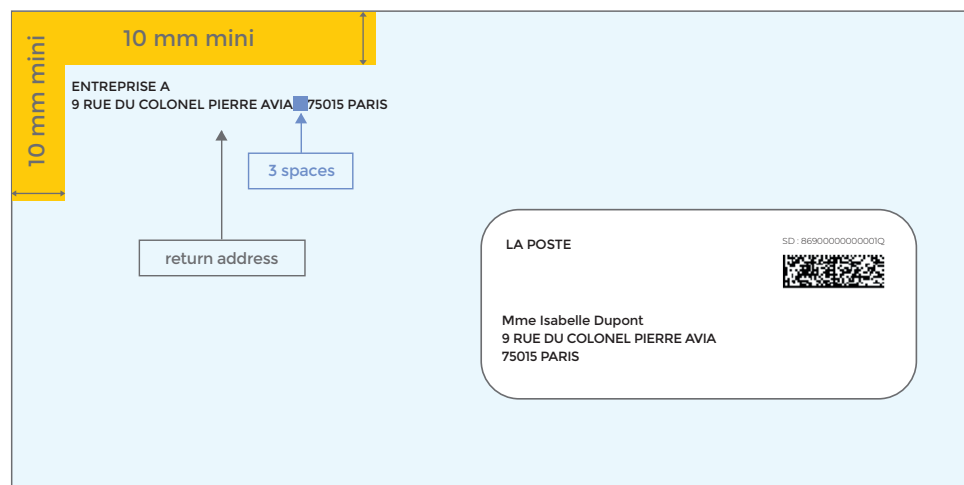
- on the document under the envelope window, in section 0 above the recipient address block and above the Smart Data if it is also in section 0
- on the envelope at the top left

The return address on the envelope may be required depending on the product nature or the format nature, technical sheet (FT-SIG15) <https://www.espacetechniqueetqualite.laposte.fr/node/233>

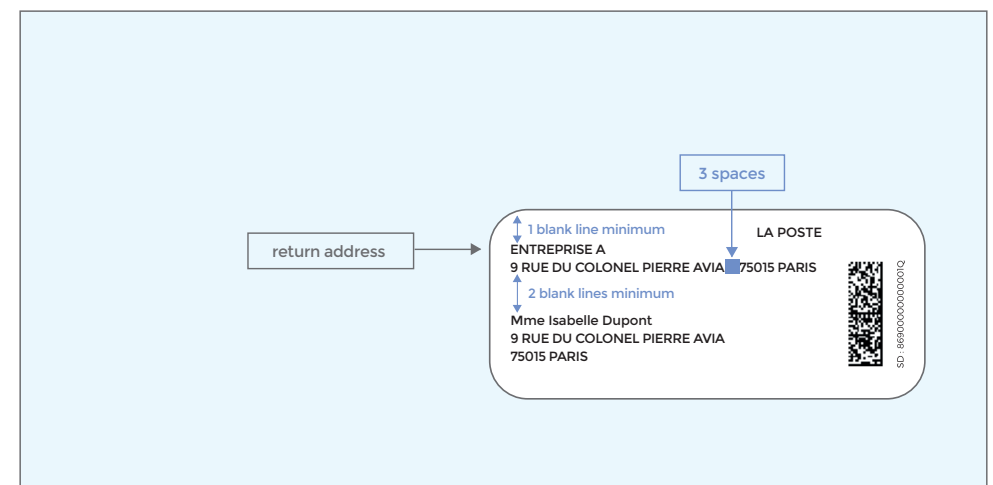
Special case for a shipment in Overseas Zone:

The return address must be printed on the envelope if, in case of non delivery, the return is desired in the Overseas Zone.

Nominal position top left



Positioning in section 0 above the address block



1 - Writing and printing of the recipient address and the sender's address or the return address

→ Case of window envelopes:

If the return address is printed on a window insert, **the size of the window must be sufficient to keep the address visible through the window**, irrespective of the direction in which the envelope is turned.

→ Address format:

For optimal processing of undeliverable letters (PND), it is strongly recommended to write the Sender or Return address in the upper left corner, in capital letters. The address must respect the rules previously stated. **Lines 4 and 6 of the address must be grouped together on a single line if there is no line 5.**

→ Positioning in section 0:

If it is also in the 0 section, the LA POSTE mention must be located above the return address, preferably on the right of the window, and separated from the return address by at least one line. **There should be no text between the destination address block and the return address block.** A space of at least 2 lines is required between these two address blocks.

→ Number of addresses on the letter:

Only one sender address is allowed. If another address (than the sender address) is present (store address for example), it must appear in such a way that no confusion is possible between the two addresses. The return of undeliverable letters will be done in priority on the address appearing on the top left and then on the address in section 0. If the option "PND return to the address in the advertisement" is defined, then the return address appearing in the advertisement will be retained in priority.

1 - Writing and printing the address: special cases

→ Monaco

As the postal service of Monaco is managed by France, the method of coding the postal code is the following:

980 Monaco + 00 Delivery service

The address is therefore written as follows:

M. RENÉ MARTIN
1 AVENUE DE L HERMITAGE
98000 MONACO

→ Andorre

The postal service of Andorra being managed by France and Spain, the method of coding the postal code is as follows

AD country code + 000 Parish (one of the 7)

The distributor office will vary the latter characters.

PARISH LABEL	CODE
Canillo	AD100
Encamp	AD200
Ordino	AD300
La Massana	AD400
Andorra la Vella	AD500
Sant Julià de Lòria	AD600
Escaldes - Engordany	AD700

Example :

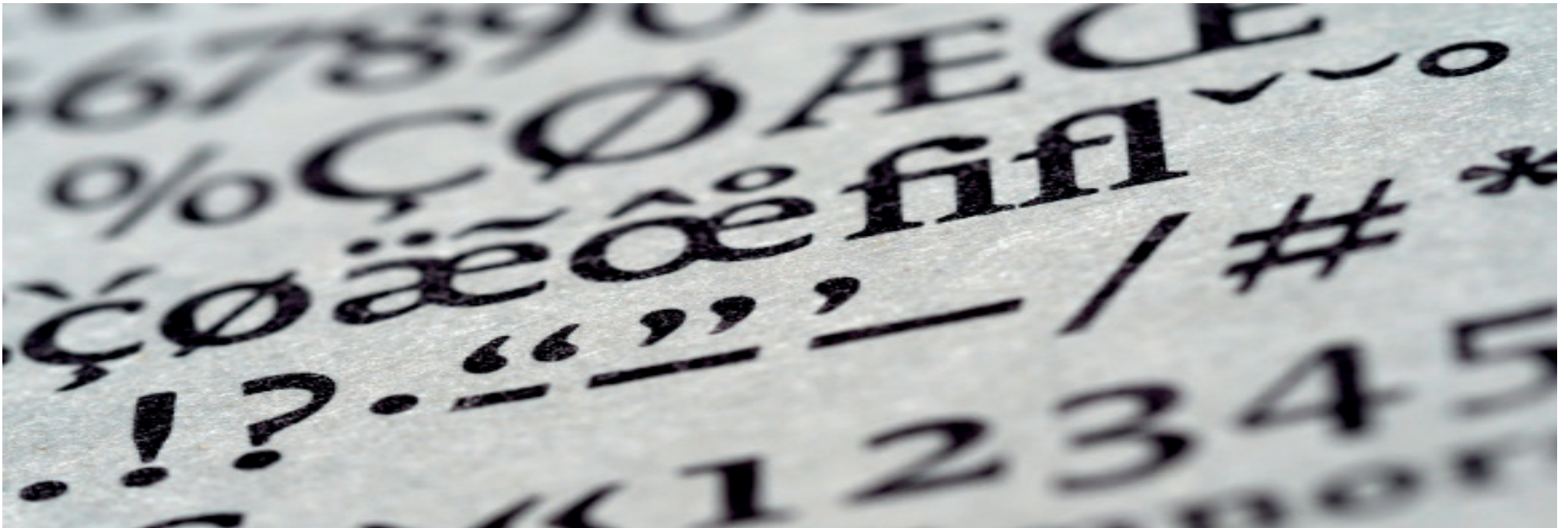
SOCIETAT TORRES
CAL SENYOR BARO APARTAMENT 2
ENTRADA A EDIFICI LES GRANDALLES
2 AVINGUDA CARLEMANY
AD700 ESCALDES ENGORDANY
ANDORRE

1 - Draft and print of the address: fonts

→ Font settings

- Use capital letters, necessarily on the last line of the address (the last three lines are strongly recommended).
- The height of the characters must be between 1.8 and 5 mm.
- The space between each character must be between 0.3 and 2 mm.
- The space between words should be between 1 and 3 characters.
- The color should be black or dark; red is not acceptable.
- The writing must stand out clearly against the background of the address block.

Consult the background colors of the referenced address block (see part 3, chapter 2 background colors). Words must not be underlined, italicized, reverse videoed or linked.



→ Fonts of the recipient address

OCR B (taille 9 à 12)

LUCIDA CONSOLE (taille 9 à 12)

GOTHIC GT2F (taille 12)

LIPAP 2 (taille 12)

COURIER NEW (taille 9 à 12)

COURIER (taille 9 à 12)

LETTER GOTHIC (taille 9 à 12)

VERDANA (taille 9 à 12)

BATANG (taille 9 à 12)

LUCIDA SANS UNICODE (taille 12)

MONOSPACE (taille 9 à 12)

HELVETICA (taille 9 à 12)

OCR A (taille 9 à 12)

MONTERRAT (taille 9 à 12)

The recognized fonts of the recipient address block are listed on the left. (Non-exhaustive list).

Handwriting is not a font and cannot be accepted in Industrial Letter (Courrier industriel) (nor fonts imitating handwritten characters). Font imitating handwriting is only allowed in Other Format.

Zero and stamping section font rules are included in the technical specifications offer.

Font color must be black or dark. Red is not permitted.



Professional advice

To benefit from the machine-readable format rate, for the recipient and sender addresses, it is mandatory to use:

- The fonts shown on the left.
- The fonts with constant or slightly variable spacing.
- The space between each character must be between 0.3 and 2 mm.
- The height of the characters must be between 1.8 mm and 5 mm
- The empty space between 2 written lines must be between 1 mm and 4 times the height of the characters of a line.
- Black or dark color. The writing must stand out clearly against the background of the address block. See the referenced address block background colors (see also. p54).

You can get more information in the standard NF EN 13619 "Optical characteristics for letter processing" (AFNOR standard).

1 - Writing and printing the address: the windows

→ Characteristics of the windows

All windows with a matte panel must respect **a minimum transparency level**. In the case of a crystal paper panel, this minimum transparency is indicated in the NF316 standard (appendix 2).

The panel must be perfectly glued on the inner edges of the envelope cut-out. **The address must appear clearly and completely.**

→ The address windows

Minimum size of address windows: 35 x 90 mm (standard sizes are between 40 x 100 mm and 50 x 100 mm). **The address windows can be of various shapes** (rectangular, square, round, oval...) as long as the inscription remains legible. These address windows must be positioned at least 15 mm from the right edge.

All windows should be less than 50% of the front surface and **leave a minimum area of 35 x 90 mm for the address**. Two windows can be added. They are used for the sender's address or for promotional information.



2 - Background colors (Pantone®) and the color chart

380 shades are accepted for the background of the address section, blank section, index section, zero section and stamping section.

You will find below the Pantone® color chart (international color chart to reference the colors).



Professional advice

By favouring the use of water-based inks, you provide an additional guarantee of the environmental quality of the printed product. It is also preferable to print the background colors avoiding too many solid colors (maximum 40% of the envelope surface to respect the NF 316 standard) rather than choosing paper colored in the mass (see also. Appendix 3).



→ The different sections of the front side of a windowed mechanized letter

Regarding the optical characteristics of papers, the NF EN 13619 standard sets a reflectance value higher than 50% in the address and indexing section. Please refer to chapter 1 on paper selection. Below, 380 matte shades extracted from the Pantone® electronic color chart (Solid Uncoated V2 of 08/09/2001) for the background color of the address and indexing sections.

If you work in four-color process, use Pantone® correspondences. Be careful not to use any color on the address and indexing sections. The colors below are indicative. Only Pantone® references are contractual and can be taken into account.

100 U	1355 U	1625 U	184 U	203 U	244 U	317 U	400 U	4755 U	501 U	5513 U	5655 U	600 U	665 U	700 U	7409 U	7499 U	Cool Gray 1
101 U	136 U	163 U	185 U	204 U	245 U	365 U	406 U	480 U	502 U	552 U	566 U	601 U	670 U	701 U	7410 U	7500 U	Cool Gray 2
102 U	1365 U	1635 U	189 U	205 U	250 U	366 U	413 U	481 U	5025 U	5523 U	5665 U	602 U	671 U	705 U	7411 U	7501 U	Cool Gray 3
106 U	137 U	164 U	1895 U	210 U	251 U	372 U	420 U	482 U	503 U	5527 U	573 U	603 U	672 U	706 U	7412 U	7506 U	Hexachrome Magenta
107 U	1375 U	1645 U	190 U	211 U	252 U	373 U	427 U	486 U	5035 U	559 U	579 U	604 U	673 U	707 U	7413 U	7507 U	Hexachrome Orange
108 U	138 U	165 U	1905 U	212 U	256 U	374 U	434 U	487 U	508 U	5595 U	580 U	605 U	674 U	708 U	7415 U	7508 U	Hexachrome Yellow
109 U	141 U	1655 U	191 U	213 U	2562 U	379 U	441 U	488 U	509 U		584 U	606 U	677 U	709 U	7416 U	7509 U	Red 032
113 U	142 U	1665 U	1915 U	217 U	2563 U	380 U	4525 U	489 U	510 U		585 U	607 U	678 U	710 U	7417 U	7513 U	Orange 021
114 U	143 U	166 U	192 U	218 U	2572 U	381 U	453 U	494 U	515 U		586 U	608 U	679 U	712 U	7422 U	7514 U	Process Magenta
115 U	144 U	169 U	1925 U	219 U	263 U	386 U	4535 U	495 U	516 U		587 U	609 U	684 U	713 U	7423 U	7520 U	Process Yellow
116 U	148 U	170 U	196 U	223 U	2635 U	387 U	454 U	496 U	5165 U		5787 U	610 U	685 U	714 U	7424 U	7521 U	Rubine Red
120 U	1485 U	171 U	197 U	224 U	2706 U	388 U	4545 U		517 U		5793 U	611 U	686 U	715 U	7429 U	7527 U	Rhodamine Red
1205 U	149 U	172 U	198 U	225 U	277 U	389 U	458 U		5175 U		5797 U	614 U	691 U	716 U	7430 U	7528 U	Warm Gray 1
121 U	1495 U	176 U	199 U	226 U	2707 U	393 U	459 U		523 U		5803 U	615 U	692 U	719 U	7431 U	7529 U	Warm Gray 2
1215 U	150 U	1765 U		230 U	290 U	3935 U	460 U		5235 U		5807 U	616 U	693 U	720 U	7436 U	7534 U	Warm Gray 3
122 U	1505 U	1767 U		231 U		394 U	461 U		524 U		5865 U	621 U	698 U	721 U	7437 U	7535 U	Yellow 012
1225 U	151 U	177 U		232 U		3945 U	466 U		5245 U		5875 U	622 U	699 U	726 U	7438 U	7541 U	Yellow
123 U	152 U	1775 U		236 U		395 U	4665 U		529 U			628 U		727 U	7443 U		Warm Red
1235 U	155 U	1777 U		2365 U		3955 U	467 U		530 U			635 U		728 U	7444 U		
124 U	1555 U	178 U		237 U		396 U	4675 U		5305 U			642 U		7401 U	7450 U		
127 U	156 U	1785 U		2375 U		3965 U	468 U		531 U			643 U		7402 U	7457 U		
128 U	1565 U	1787 U		238 U			4685 U		5315 U			649 U		7403 U	7464 U		
129 U	157 U	1788 U		2385 U			472 U		537 U			650 U		7404 U	7478 U		
130 U	1575 U	179 U		239 U			473 U		538 U			656 U		7405 U	7485 U		
134 U	158 U	1795 U		2395 U			474 U		5445 U			657 U		7406 U	7486 U		
1345 U	1585 U	182 U		243 U			4745 U		545 U			663 U		7407 U	7492 U		
135 U	162 U	183 U					475 U		5455 U			664 U		7408 U	7493 U		

3 - Choice of paper

You have complete freedom to choose the paper for your cards and envelopes. You have the option to choose recycled paper.

In order to benefit from the mechanized format tariff, the paper of the letter must be matte, sufficiently resistant and rigid. This excludes any laid paper*. Kraft paper envelopes, with or without window, are accepted. The minimum paper weight is:

- 80 g/m² for envelopes.
- 200 g/m² for cards
(prefer a weight of 250g/m² for the cards).



* A mechanised letter is a letter whose features meet the criteria and mechanical constraints of sorting by our industrial machines. During its sorting trajectory, a mechanised letter will be injected several times into our machines, so these recommendations aim to ensure the integrity of the letter during its trajectory, from its deposit in our establishments to its delivery to the recipient's letterbox.

** Laid paper is a paper which is transparent and shows thin parallel horizontal lines in the thickness of the paper.



Professional advice

For a more responsible paper

Aware of the environmental impact of paper, La Poste has been committed since 2006 to promoting its responsible use: 100% recycled or certified printing paper, development of eco-designed products... You can use recycled paper with 100% post-consumer recycled fiber or 100% recycled FSC certified paper.

Supporter of CITEO?

You can show your commitment to recycling and reuse of paper by using the different logos available on www.citeo.com.

CITEO is an enterprise with a mission created by enterprises in the consumer goods and distribution sector to reduce the environmental impact of their packaging and paper, by offering them solutions for reduction, reuse, sorting and recycling.

To go further:

The NF Environment standard meets technical and environmental criteria. It provides the list of manufacturers on the site:

<https://marque-nf.com>

(direct link: <https://marque-nf.com/?s=NF+316>). (see also. appendix 3).

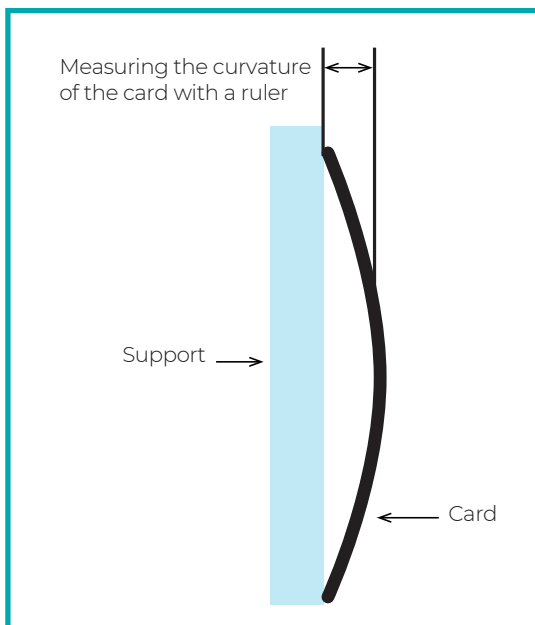
This standard confirms the ecological quality of the products. It has the same requirements as the European Ecolabel. It proposes an optimization of the manufacturing process. It can be supplemented by the "Paper Profile", which provides information on request from the supplier, and guarantees the area and method of supply of the paper fibers used.

3 - The choice of paper: standards ensuring machine processing

To respect the standards ensuring the machine processing of the letters, certain characteristics are not allowed:

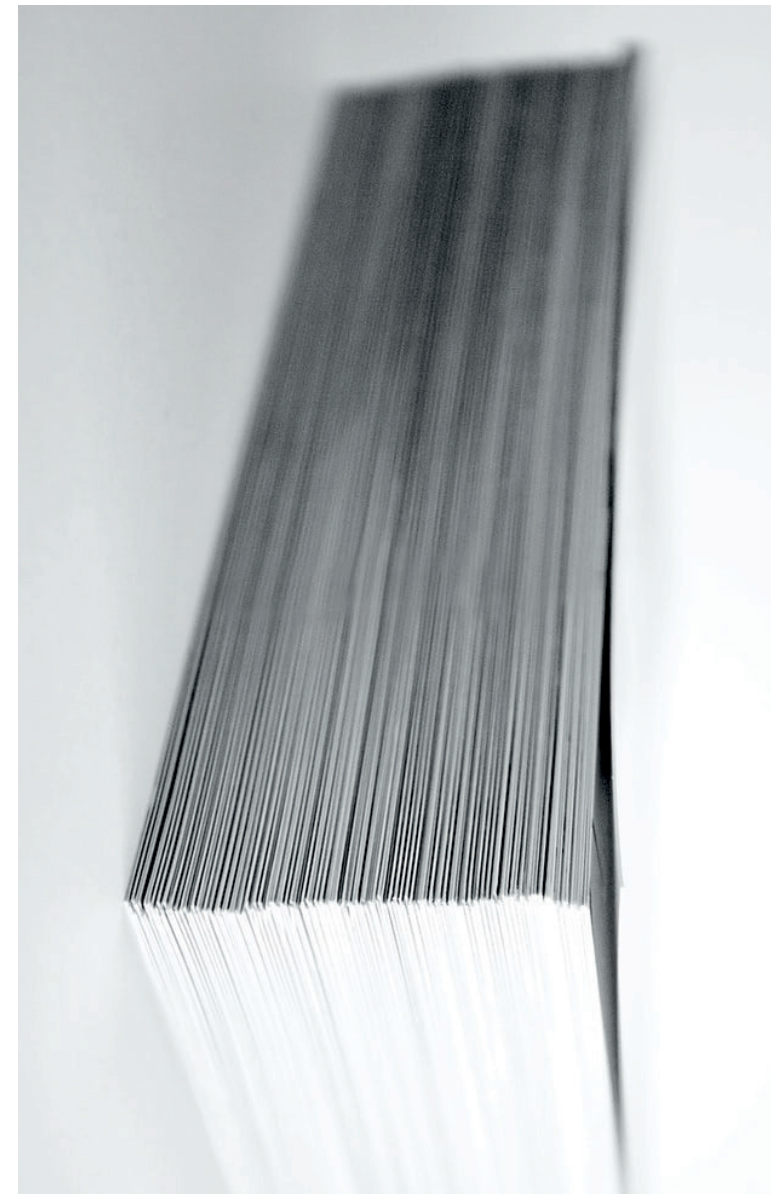
- adherence between letters
- unsealed envelope and open flap
- stapled envelope
- padded envelope
- envelope under plastic film
- envelope with gusset
- object stuck on the envelope
- Curvature of the envelope* - the maximum curvature of a card must be less than 7% of its size. The curvature is not authorized for the Large Letter.

*The method used consists of applying the ends of the fold against a support and measuring the curve in the center of the card.



The sides of the card are parallel to the vertical axis and in contact with the support surface:

- Curvature/length (known as "longitudinal curvature")
- Curvature/height (known as "vertical curvature")



APPENDIX



1 - Technical characteristics of the paper and the envelope

→ New wrappers

Law n° 2020-105 of February 10, 2020 relating to the fight against waste and the circular economy - Article 78. After article L. 541-49 of the environmental code, an article L. 541-49-1 is inserted as follows: "Art. L. 541-49-1 - From January 1, 2022, press publications, within the meaning of Article 1 of Law No. 86-897 of August 1, 1986 reforming the legal regime of the press, as well as advertising, addressed or unaddressed, are sent without plastic packaging. »

Important point concerning the new materials used to replace plastic films:

In order to optimise the processing and the distribution of letters or the service delivery, it is recommended to print the mandatory postal mentions directly on the envelope rather than on the address holder* support placed under the envelope.

*The address carrier is a sheet affixed to an object intended for mass mailing, before it is wrapped in film, and which includes the mandatory postal mentions.

Envelope (new material) Readable address holder



Envelope (new material) Unreadable address holder



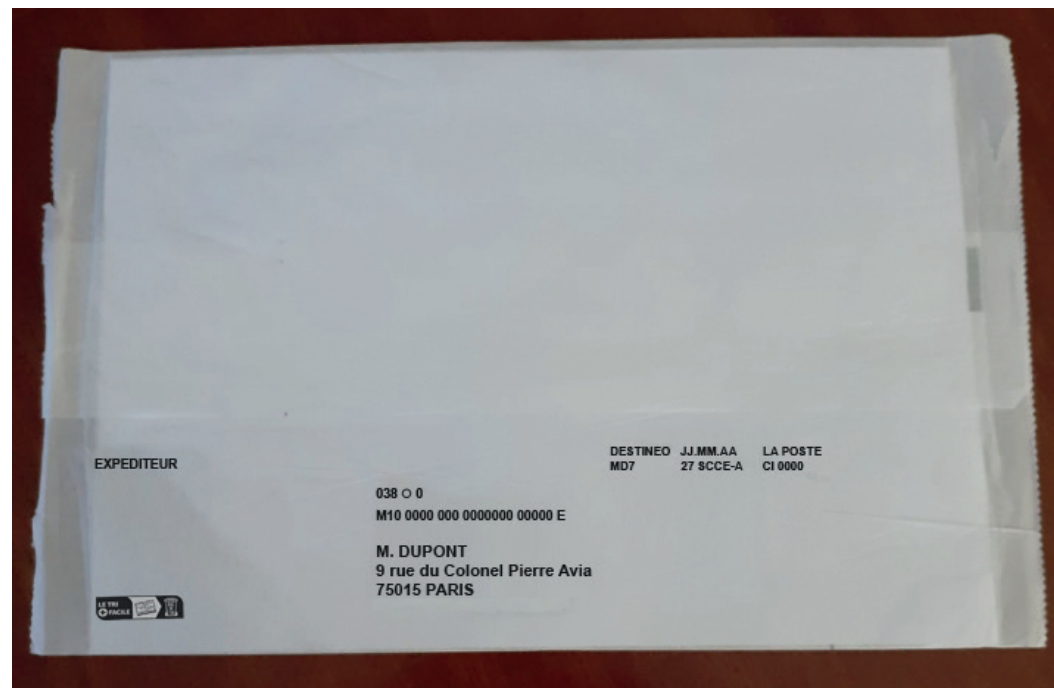
1 - Technical characteristics of the paper and the envelope

→ New wrappers

In order to guarantee the processing and delivery of your mail, it is important to ensure that the following conditions are respected:

- The transparency of the envelop must allow good reading of addresses at arm's length by the human eye
- The longitudinal weld must not cut the recipient address
- The font can be increased, while respecting a character height of between 1.8 mm minimum and 5 mm maximum in order to facilitate the reading of the recipient address
- Print resolution can be increased to 600 DPI
- The cutting pitch (ears of the envelope) can be reduced to optimize the reading of the address while ensuring the quality of the welds

In all cases, all address elements must be able to be read by La Poste processing machines, without degradation of performance. This concerns all information used for processing: recipient addresses, return addresses, smart data. An optimal reading rate of smart data is a sine qua non condition for projects relying on this solution.



2 - Reminder of the links and access paths for information

→ Website of the NF mark

<https://marque-nf.com>

- Search NF 316
- NF Environnement
- Theme : Office and stationery items
- NF 316 Envelopes and postal pouches
- List of certified enterprises and products

→ Websites for address

- SITE AFNOR Standard

of the address Standard NF Z10-011 :

<https://www.boutique.afnor.org/norme/nf-z10-011/adresse-postale-redaction-de-l-adresse-postale-regles-de-presentation-du-courrier-de-petit-format-pour-son-traitement-automa/article/803239/fa178533>

- National Address Service space (SNA):

[https://www.laposte.fr/entreprise-collectivites/solutions-de-traitement-des-adresses/\(language\)/fre-fr](https://www.laposte.fr/entreprise-collectivites/solutions-de-traitement-des-adresses/(language)/fre-fr)

→ La Poste's Technical & Quality website

<https://www.espacetechniqueetqualite.laposte.fr/>

A space dedicated to all the technical documents of La Poste.



Professional advice

Websites related to the environmental theme
(see also. Appendix 3)

2 - Reminder of the links and access paths for information

→ Your «Entreprises et Collectivités» website
<https://laposte.fr/entreprise-collectivites>

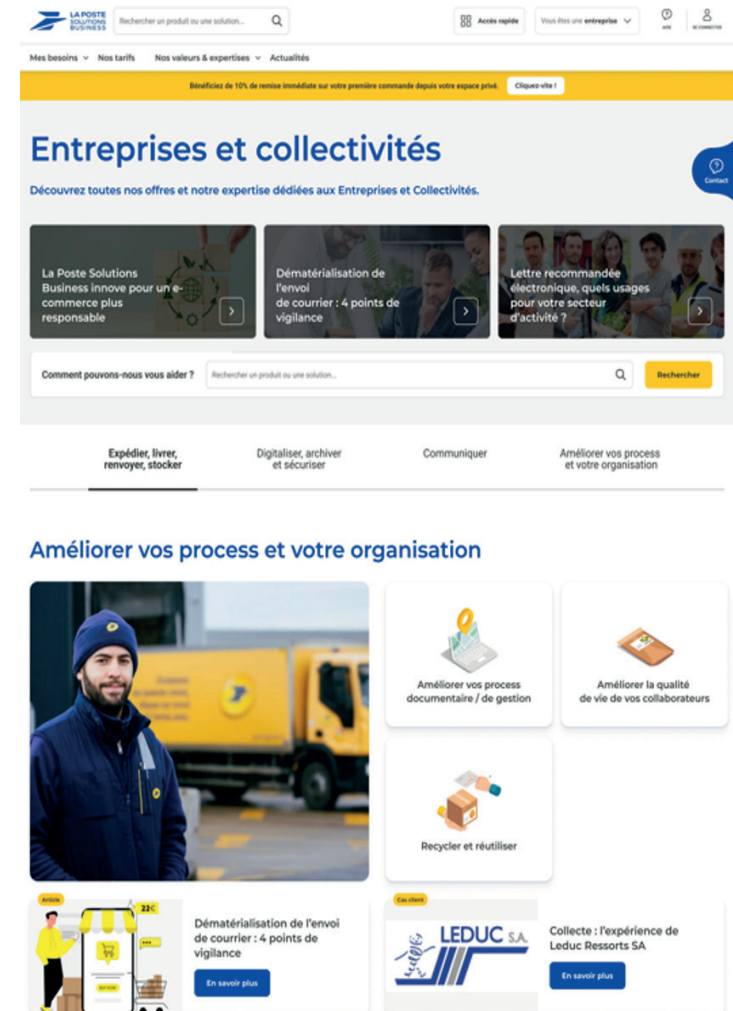
The «Entreprises et Collectivités» website has been completely redesigned to provide you with greater simplicity in navigation and a clearer presentation of all of our offers and expertise.

Solutions, prices, tools, services, or even quick access to our experts... All the information you need to respond to your business problems and challenges: whether you are managers of SMEs, mid-sized companies or large groups, elected officials and local decision-makers.

You will also find continuous information, articles, infographics, videos, studies, barometers, white papers, events as well as our Mag La Poste - a quarterly magazine and its digital version which deciphers sustainable and innovative trends and news.

Finally, find your new personal space dedicated to managing your orders, monitoring contracts, consumption and invoices. It also allows you to order your pre-franked envelopes online, make certain quotes and easily contact your advisor to discuss, receive guidance and subscribe.

→ Find us on : laposte.fr/entreprise-collectivites



3 - Tips for a more responsible use of letter

Since 2006, La Poste has been engaged in an ambitious approach to reducing its environmental footprint. This commitment is reflected in a dynamic policy in favor of the responsible use of paper. The Groupe La Poste is now able to provide its customers and partners with the benefit of its expertise in favor of responsible use of paper.

In this guide, you will find professional advice marked with the green logo.



Professional advice

Page 56 - For a more responsible paper, you can choose recycled papers with 100% post-consumption recycled fibers or 100% FSC or PEFC (PEFC of European origin) certified papers, including in the choice of your envelope to make the letters totally recyclable.

Page 56 - As a supporter of CITEO, you can show your commitment to recycling and paper recovery by using the various logos available on www.citeo.com

CITEO is an enterprise created by enterprises in the consumer goods and distribution sector to reduce the environmental impact of their packaging and paper, by offering them solutions for reduction, reuse, sorting and recycling.

Page 56 - The NF environnement standard meets technical and environmental criteria and provides a list of manufacturers on the website: <https://marque-nf.com/>

This standard certifies the ecological quality of the products. It has the same requirements as the European flower. It proposes an optimization of the manufacturing process. The "paper profile" of a paper completes this standard (since only 10% of certified fibers are necessary to obtain the standard). It allows to obtain this information on request from the supplier, and guarantees the area and the mode of supply of the fibers of the paper used.

Page 53 - The use of crystal paper windows makes it possible to obtain a 100% recyclable envelope, which is not the case with a plastic window. This makes it possible to respect the criteria of the NF316 standard.



Professional advice

Pages 16 and 38 - To communicate on your environmental commitment, you can, for example, display on the free sections of the letter, the different environmental labels and logos for which you are eligible and which confirm the materials and the manufacturing method of your communication supports: NF environment, CITEO, Imprim'Vert, the percentage of recycled fibers of the envelope, its certifications, the fact that the material is recyclable, encourage selective sorting, etc. It is recommended to print on the back the environmental logos of square shape in the middle of the envelope.

Pages 16 and 38 - Some examples of mentions (it is recommended to print them on the back) : "I am recyclable, think of the selective sorting" - "Have the right reflex, sort me, I am recyclable" - "This document has been printed on paper made with X % recycled fibers and/or X % virgin fibers certified FSC / PEFC, in a production site certified ISO 14 0001 or Imprim'Vert or EMAS." - "This paper has been printed with natural inks made from plants" - "The issuer of this document adheres to the following principles" - "The issuer of this document adheres to and contributes to CITEO, the ecoorganization for paper".

To ensure that you use the appropriate information, you can consult the CNC's practical guide to environmental claims. (https://www.economie.gouv.fr/files/files/directions_services/cnc/avis/2023/Allegations_environnementales/guide_2023.pdf).





Professional advice

Page 56 - It is however preferable to choose an envelope made of 100% recycled paper, and to opt for a paper according to the criteria of the "choice of paper" section, to make the letter totally recyclable. You can use glues without solvents having the European eco label.

Pages 56 and 52 - Printing (background colors): the environmental impact of printing can be reduced by choosing, for example, environmentally friendly inks, limiting the use of solid colors and favoring the use of water-based inks, which provides an additional guarantee of the environmental quality of printed product. By choosing to reduce the amount of solid color in the background colors (maximum 40% of the envelope surface to comply with the NF 316 standard) rather than using paper tinted in the mass (the latter does not facilitate paper recycling).



Page 64 - The production sites certified EMAS or ISO-14001 testify of the quality and the continuous improvement in term of environmental management. Printed matter having the Imprim'Vert mark certifies that the printer is recognized as respectful of the environment by correctly eliminating its hazardous waste. (see also. p55 on environmental certifications).

Page 63 - Appendix 3 - Links to information on responsible paper development

European eco-label website:

https://ec.europa.eu/environment/ecolabel/index_en.htm

EMAS certification website:

https://ec.europa.eu/environment/emas/index_en.htm

ISO-14001 certification website:

<http://iso14001.fr/>

Imprim'Vert mark website:

<https://www.imprimvert.fr/>

Eco Font website:

<https://www.ecofont.com/>

How to contact us ?

BY TELEPHONE

3634 Service gratuit
+ prix appel

Our 650 specialists are at your disposal,
Monday to Friday from 9 am to 6 pm.

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BY CHAT

www.laposte.fr/entreprise

Ask all your questions and chat live
with our advisors
La Poste Solutions Business
via chat.

BY MAIL

Forms and free T envelopes
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locations of La Poste

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