



Practical letter guide

Businesses and local authorities 2026

English translation of the *Guide Pratique du Courrier*

For an optimal handling
of your letters.



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

Key changes **since January 2025**

Novelty

Writing the recipient and sender address

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Info 2026

Characteristics of a mechanized tariff format letter

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Info 2026

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

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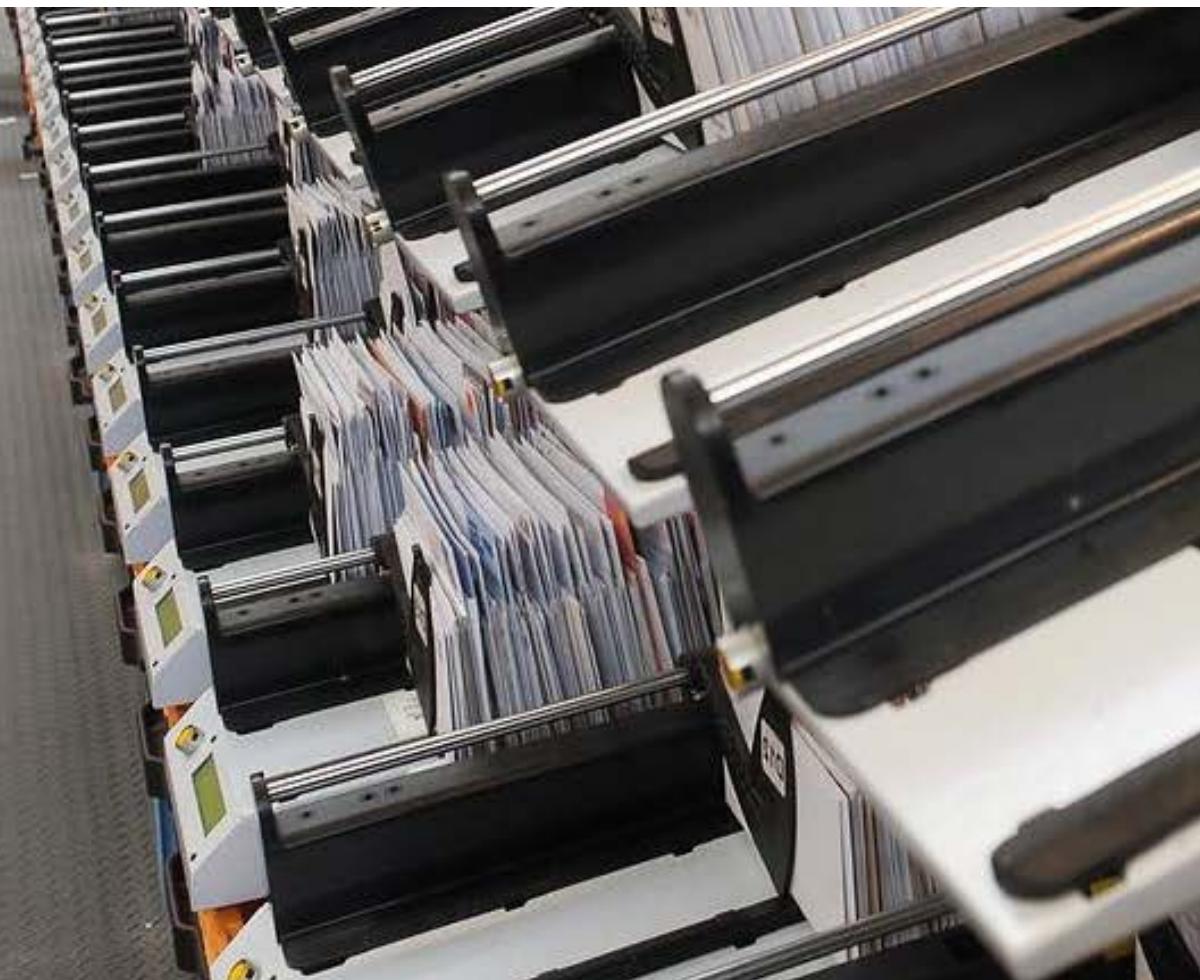
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EVERYTHING YOU NEED TO KNOW FOR AN OPTIMAL HANDLING OF YOUR LETTERS



PART 1

RULES FOR PROCESSING THE INDUSTRIAL MANAGEMENT MAIL



1 - Choosing the paper for your cards and envelopes See Appendix 1

You have complete freedom in choosing the paper for your cards and envelopes. You have the option of choosing recycled paper.

In order to benefit from the mechanizable format rate* The paper for the fold must be matte, sufficiently strong, and rigid. Therefore, tracing paper, glossy, varnished, or satin paper, and all laid paper are excluded.* Kraft paper envelopes, with or without a window, are accepted. The minimum paper weight is:

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



* A machine-processable item is one whose characteristics meet the criteria and mechanical constraints of the sorting performed by our industrial machines. During its sorting process, a machine-processable item will be fed into our machines several times; therefore, these recommendations aim to ensure the integrity of the item throughout its journey, from its deposit at our facilities to its delivery to the recipient's mailbox.

** See appendix 1, definition of "laid paper".



FOR MORE RESPONSIBLE PAPER

Aware of the environmental impact of paper, La Poste has been committed since 2006 to promoting its use. Consable: 100% recycled or certified printing paper, development of eco-designed products... We recommend using recycled papers containing 100% post-consumer recycled fibers or 100% recycled paper, certified FSC or PEFC (PEFC of European origin).

ARE YOU A MEMBER OF CITEO?

You can show your commitment to recycling and recovering paper by using the various logos available on www.citeo.com.

CITEO is a mission-driven company created by companies 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 a list of manufacturers on the website: <https://marque-nf.com> (direct link: <https://marque-nf.com/?s=NF+316> (See Appendix 4)

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

2 - Presentation rules

To qualify to the mechanized format rate, all documents must have the following characteristics:

... ➤ Dimensions

Any rectangular fold:

- **minimum: 90 x 140 mm.**
- **maximum: 162 x 235 mm.**

Any square fold:

- **minimum: 140 x 140 mm.**
- **maximum: 162 x 162 mm.**

... ➤ Weight

The weight limit (≤ 35 g or ≤ 50 g) depends on the offer in question.

... ➤ Thickness

The maximum thickness is 5 mm.

One or two internal or external thicknesses are possible up to 1.5 mm (within the limit of 5 mm).

These folds must meet all other criteria allowing them access to this rate. They must not be deformed, torn and/or stuck together.

All mailings in envelopes or pouches must be completely sealed (continuous gluing on the entire flap).



FOR OPTIMAL TREATMENT

For optimal processing of your mail, it is requested that the extra thickness and/or micro-perforations be positioned on the upper part of the fold.



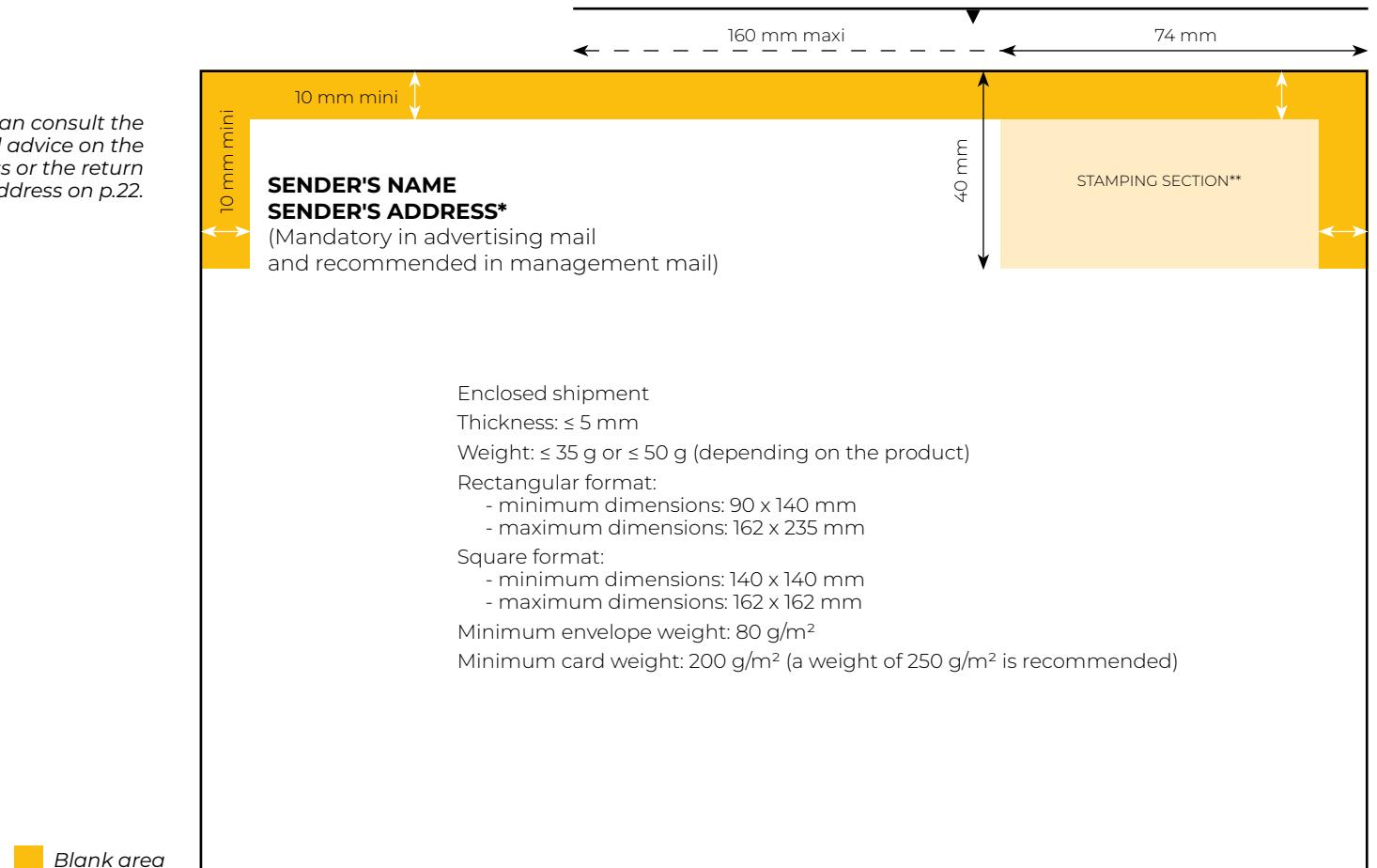
Characteristics of a mechanized tariff format letter

Characteristics of the stamping area and the return address

* You can consult the professional advice on the sender's address or the return address on p.22.

Size of the reference area

74 x 40 mm, can be extended to a maximum length of 160 mm.



Postage markings are necessarily positioned 10 mm from the top and right edges of the fold.

** The height of the area can be reduced from 40 to 30 mm by using an industrial mail franking marking (excluding Franking Machine, Postage Paid, Computer Franking and Stamp Exemption).

For the terms of the offer (which vary depending on the product), please refer to the specific terms and conditions of sale applicable to your contracts.

3 - Special shaping services at the machine-readable format rate

... ➤ The all-in-one or self-sealing

The all-in-one or self-sealing is a fold folded from the bottom and closed from the top continuously (by continuous glue, or by three dots of glue or by three adhesive pads minimum, one at each end).

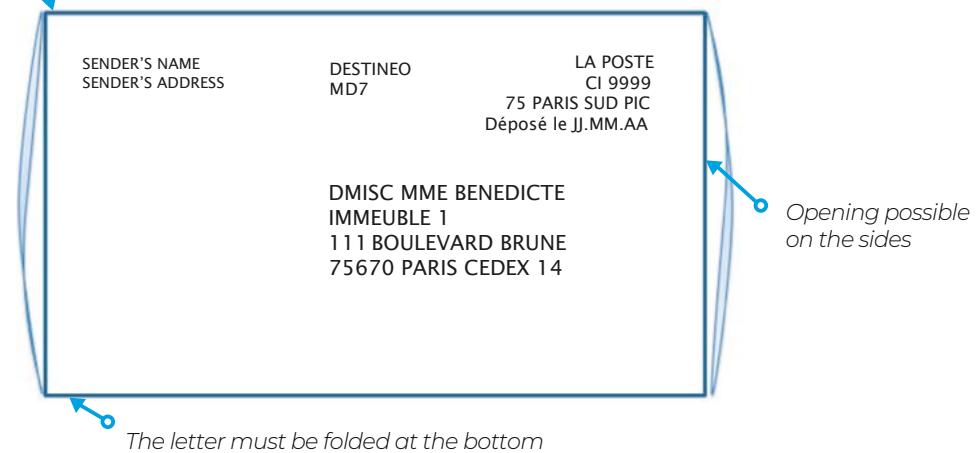
The fold may or may not include a closure tab or flap. Both side panels may be open if the top is closed with at least three dots of glue or adhesive pads.

The gluing must be sufficiently effective to prevent the folds from being separated during the various passes through La Poste's automated processing machines. La Poste uses different materials depending on the dimensions of the folds.

The presentation of the folded sheets in the containers must prevent any deformation or degradation of quality. The use of separators between layers of folded sheets and the orientation of the folded sheets are among the parameters on which recommendations can be provided. The folded sheet must consist of a single sheet with a minimum basis weight of 120 g/m². For two or more sheets, the basis weight per sheet can be reduced to 80 g/m².

All-in-one or self-sealing

The closing of the letter is ensured on the top by a continuous glue, or by at least 3 points of glue (or pellets), including 1 point of glue at each end



3 - Special shaping services at the mechanized format rate

... ➤ Letters with rounded corners

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

... ➤ Cards with flaps

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

... ➤ The all-in-one with notch

The notch for removing documents must be located in the middle of the left side. Its opening diameter must be a maximum of 2 cm. The documents inside must be securely attached to the fold.

... ➤ Access to the reference note

Find other examples of tested and validated shaping processes by consulting the documentation available in the technical and quality section:
https://www.espacetechniqueetqualite.laposte.fr/system/files/public/Note_technique_generaleV1.2.pdf

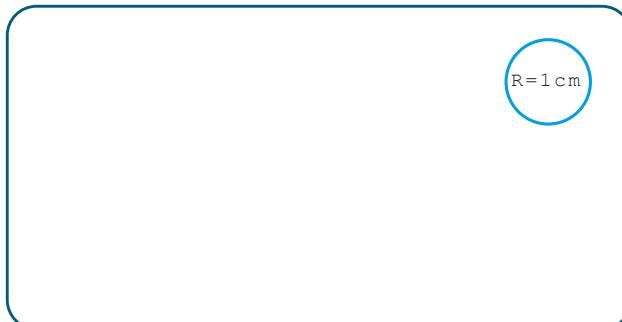


FOR POCKET FORMATS

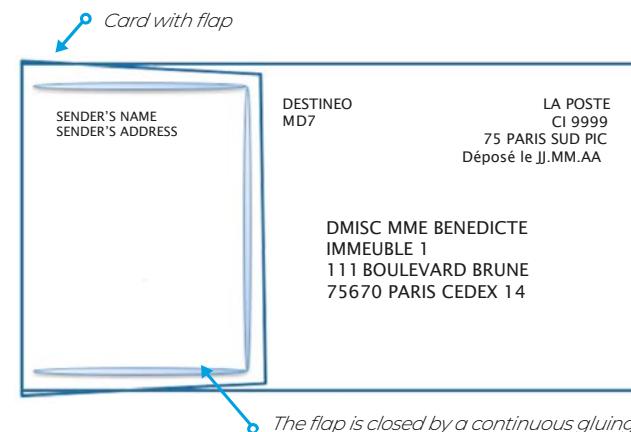
For pocket formats, a maximum of 3 mm between the adhesive and the edge of the pocket flap is recommended.



Letters with rounded corners



Cards with flap



All-in-one with notch



4 - The different areas you can use on your folds

... ➤ The different sections of the front side of a letter with a window in a mechanized format tariff

Zone Zero is located above the recipient's address area and may contain data common to La Poste and the customer and customer data.

The stamping section intended for affixing the postage mark.

The recipient's address area consists of the recipient address block and the blank areas (distributed around the recipient address block).

The indexing area is to be left free of any characters or graphics.

The area available to the sender: the entire area 4 on the diagram (front) as well as the back are at the disposal of the sender.

The **background** zero zones postage recipient's address and indexing must comply with Pantone colors®*. These areas should be left free of any text or graphics.

... ➤ Special conditions

Envelopes bearing imitations of postal markings on the front and back sides are not accepted.

Details of information that should not be included on the folded surfaces:

- the details (for exemple: La Poste / LP, N°DT, Lettre verte, Remise contre signature, Par avion, Réexpédition, Lettre performance, Lettre recommandée/suivie, Recommandé, Accusé/avis de réception, Valeur déclarée/VD, Remise en mains propres, A remettre en mains propres, Port payé, Envoi/Pli ou courrier Sécurisé ou Suivi, Lettre Max, Lettre, Express, Economique, Urgence Elections...)
- barcodes for secure and tracked mail regardless of format (1D Code, Datamatrix, QR Code, Aztec...)
- visuals and logos.



FOR OPTIMAL TREATMENT

For optimal processing of Undeliverable Mail (UDM), the Sender or Return address must be positioned horizontally at the top of the envelope, at least 10 mm from the top and left edges, and at least 10 mm from the first address in the postage area. It should be located as far away as possible from the recipient's address. The Sender or Return address must comply with the NF Z 10-011 address standard.

Line 6 must be in unaccented capital letters and without punctuation marks (the dash being a punctuation mark).

The address, indexing, postage, and zero fields may contain one or more permitted colors*, as well as their variants corresponding to lighter shades. If multiple colors or color variants are present, the transitions will be gradual.

It is recommended not to apply varnish in the indexing area.

* Within the limits of the Pantone® colours allowed (See p.25).

The different sections of the front side of a letter with a window in a mechanized format tariff

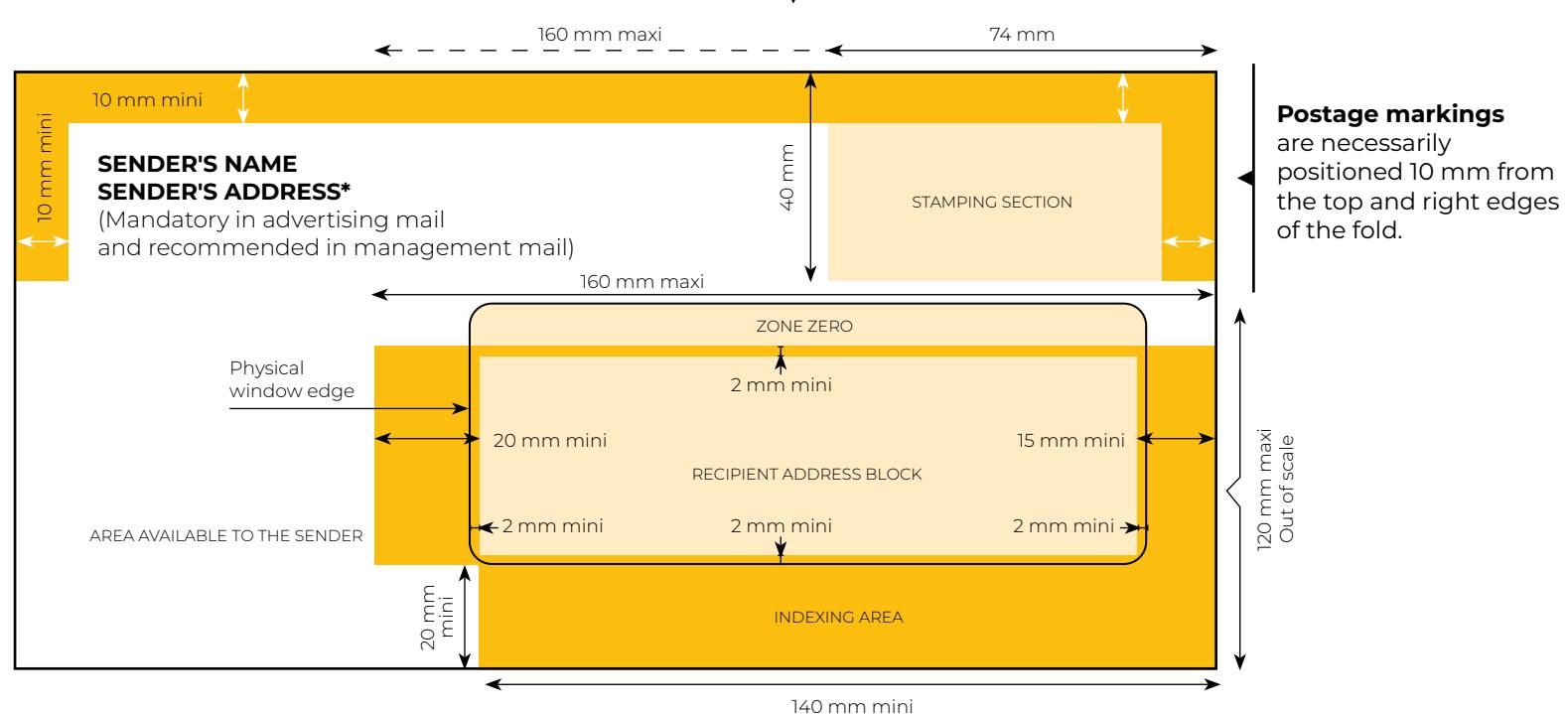
Characteristics of the stamping area and the return address

* You can consult the professional advice on the sender's address or the return address on p.22.



To optimize mail processing and distribution, La Poste may affix markings to the envelope containing data useful to the postman: additional address information, internal codes, etc.

Blank area

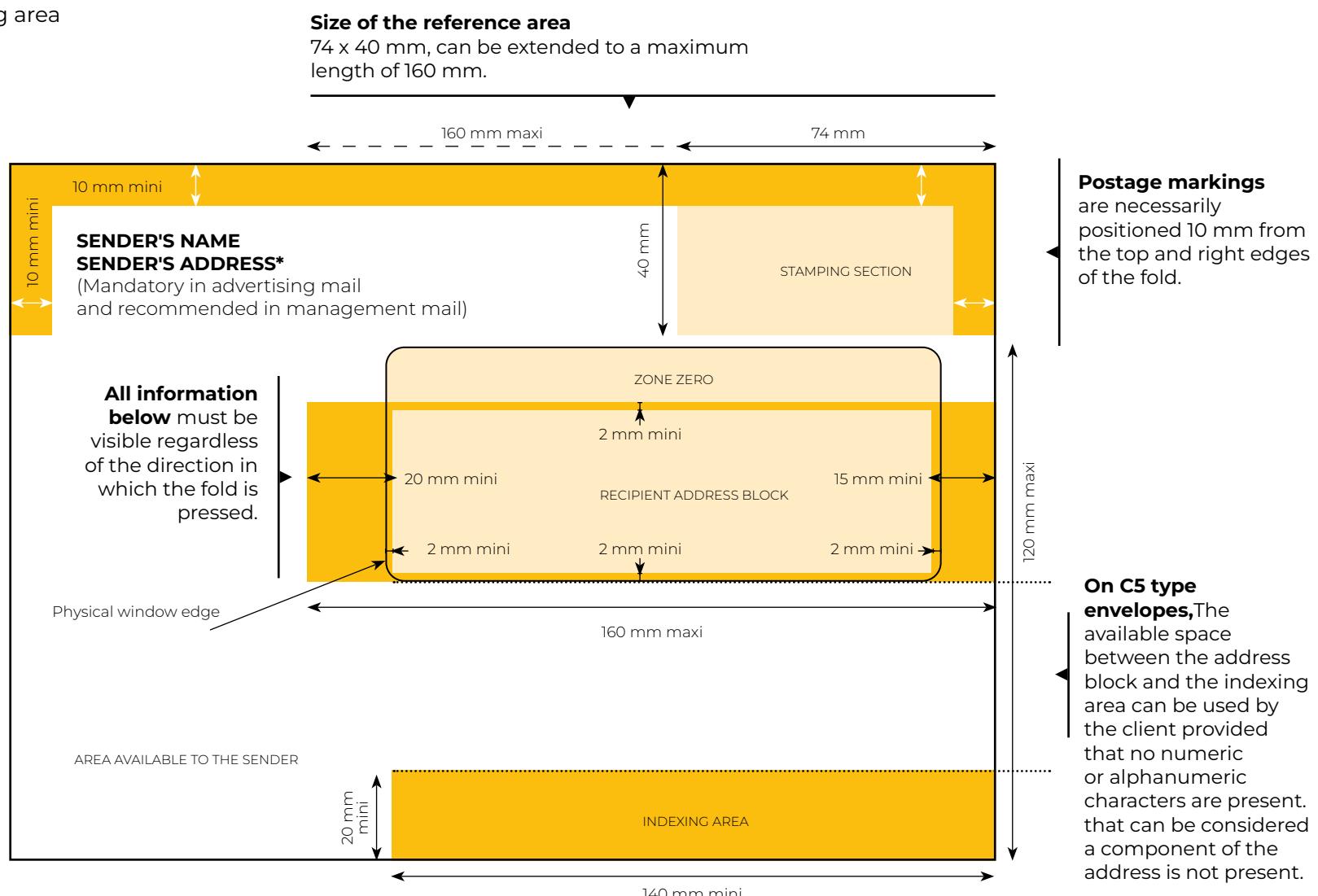


The different sections of the front side of a letter with a window in a mechanized format tariff

Characteristics of the stamping area and the return address

Details for the C5 format

* You can consult the professional advice on the sender's address or the return address on p.22.



To optimize mail processing and distribution, La Poste may affix markings to the envelope containing data useful to the postman: additional address information, internal codes, etc.

Blank area

...►Window characteristics

All windows that include a frosted panel must meet a minimum degree of transparency.

In the case of a crystal paper panel, this minimum transparency is indicated in the NF316 standard.

The panel must be perfectly glued to the inside edges of the envelope cutout. The recipient's address below the address window must be clearly and fully visible regardless of how the envelope is folded.

The address windows

Minimum dimensions of address windows: 35 x 90 mm (standard dimensions are between 40 x 100 mm and 50 x 100 mm).

Address windows can be of various shapes (rectangular, square, round, oval...) as long as the inscription remains legible.

These receiving windows must be positioned at least 13 mm from the right edge.

All the windows must represent less than 50% of the front surface and leave at least an area of 35 x 90 mm for the address.

Two windows can be added. They can be used for the sender's address or advertising messages.



FOR RECYCLING

To make the envelope fully recyclable, it is best to choose an envelope made of 100% paper (see paper selection for your cards and envelopes p.5).

Using crystal paper windows results in a 100% recyclable envelope, unlike plastic windows. This also ensures compliance with the NF316 standard.



... ➤ **The different areas of the front that you can use on your folds**

Attention, Only one sender address is permitted. If another address (other than the sender address) is included (e.g., a store address), it must be formatted so that no confusion is possible between the two addresses. Undelivered mail should be returned to the address shown in the upper left corner.

The recipient's address, the sender's address (or a return address) and the postage marks must be on the same side of the envelope.

For folds bearing an Alliage logo, refer to the specific details in the section "Alliage and Premium Alliage signage under Service Identifier", *Part 4: Recommendations for your letter, p. 53.*



ENVIRONMENTAL COMMITMENT

To communicate your environmental commitment, you can, for example, include on the free areas of the fold, preferably on the back, the various environmental labels and logos to which you are eligible and which attest to the materials and manufacturing method of your communication materials (See appendix 4).

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



→ The areas on the front of the mailing: the different areas at the machine-readable format rate without a window

Zone Zero is located above the recipient's address area and may contain data common to La Poste and the customer and customer data.

The stamping section is intended for affixing the postage mark.

The recipient's address area consists of the recipient address block and the blank areas (distributed around the recipient address block).

The indexing area is to be left free of any characters or graphics.

The area available to the sender: the entire area 4 on the diagram (front) as well as the back are at the disposal of the sender.

The **bottom** zero zones postage recipient's address and indexing must comply with Pantone colors®*. These areas should be left free of any text or graphics.

→ Special conditions

Envelopes bearing imitations of postal markings on the front and back sides are not accepted.

Details of information that should not be included on the folded surfaces:

- the details (for example: La Poste / LP, N°DT, Lettre verte, Remise contre signature, Par avion, Réexpédition, Lettre performance, Lettre recommandée/suivie, Recommandé, Accusé/avis de réception, Valeur déclarée/VD, Remise en mains propres, A remettre en mains propres, Port payé, Envoi/Pli ou courrier Sécurisé ou Suivi, Lettre Max, Lettre, Express, Economique, Urgence Elections...)
- barcodes for secure and tracked mail regardless of format (1D Code, Datamatrix, QR Code, Aztec...)
- visuals and logos.



FOR OPTIMAL TREATMENT

For optimal processing of Undeliverable Envelopes (PND), the Sender or Return address must be positioned horizontally, at the top of the fold, at least 10 mm from the top and left edges of the fold, and at least 10 mm from the first mention in the postage zone. It must be located as far away as possible from the recipient's address.

The writing of the sender's or return address complies with the address standard NF Z 10-011.

Line 6 must be in unaccented capital letters and without punctuation marks (the dash being a punctuation mark).

The address, indexing, postage, and zero fields may contain one or more permitted colors*, as well as their variants corresponding to lighter shades. If multiple colors or color variants are present, the transitions will be gradual.

It is recommended not to apply varnish in the indexing area.

* Within the limits of the Pantone® colours allowed (See p.25).

The different areas on the front of a fold at the machine-readable format rate without a window

Characteristics of the stamping area and the return address

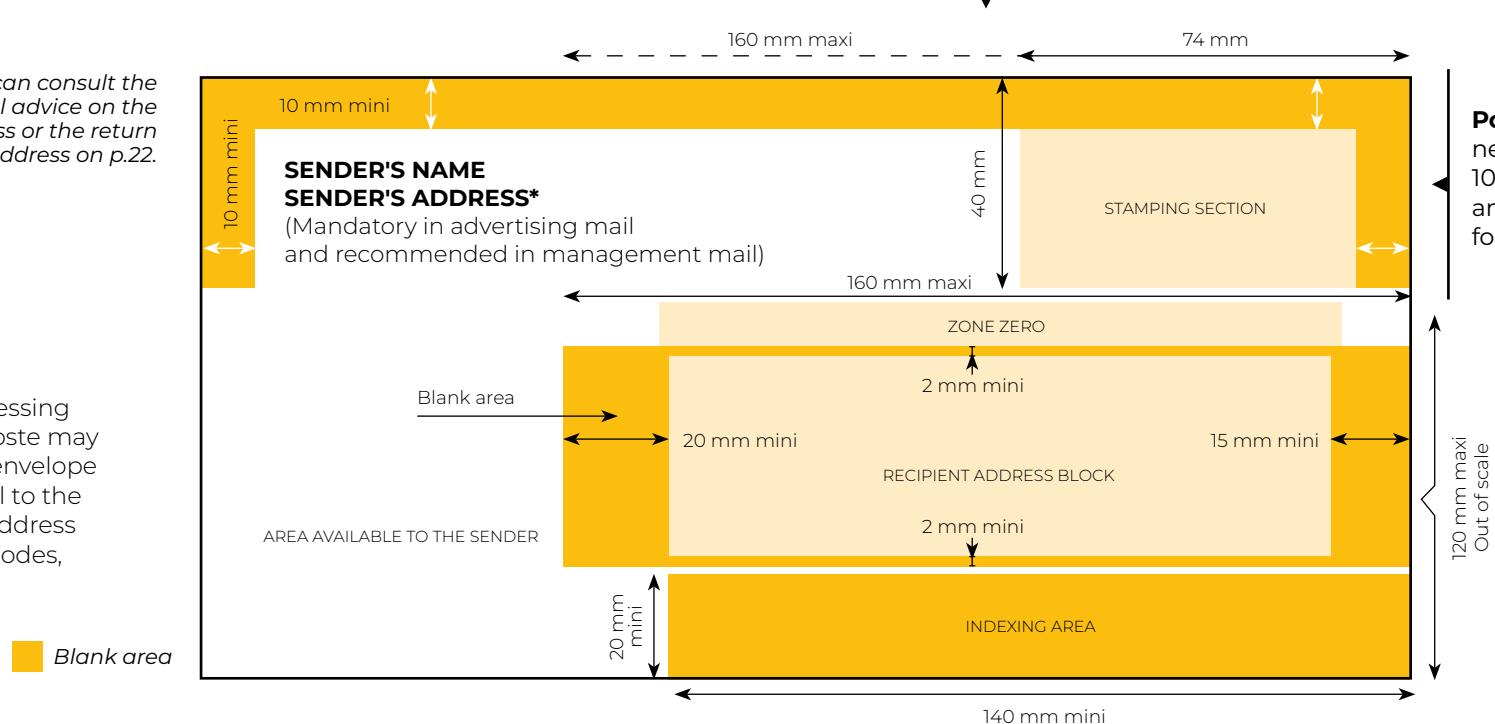
* You can consult the professional advice on the sender's address or the return address on p.22.



To optimize mail processing and distribution, La Poste may affix markings to the envelope containing data useful to the postman: additional address information, internal codes, etc.

Size of the reference area

74 x 40 mm, can be extended to a maximum length of 160 mm.



The different areas on the front of a fold at the machine-readable format rate without a window

Characteristics of the stamping area and the return address

Details for the C5 format

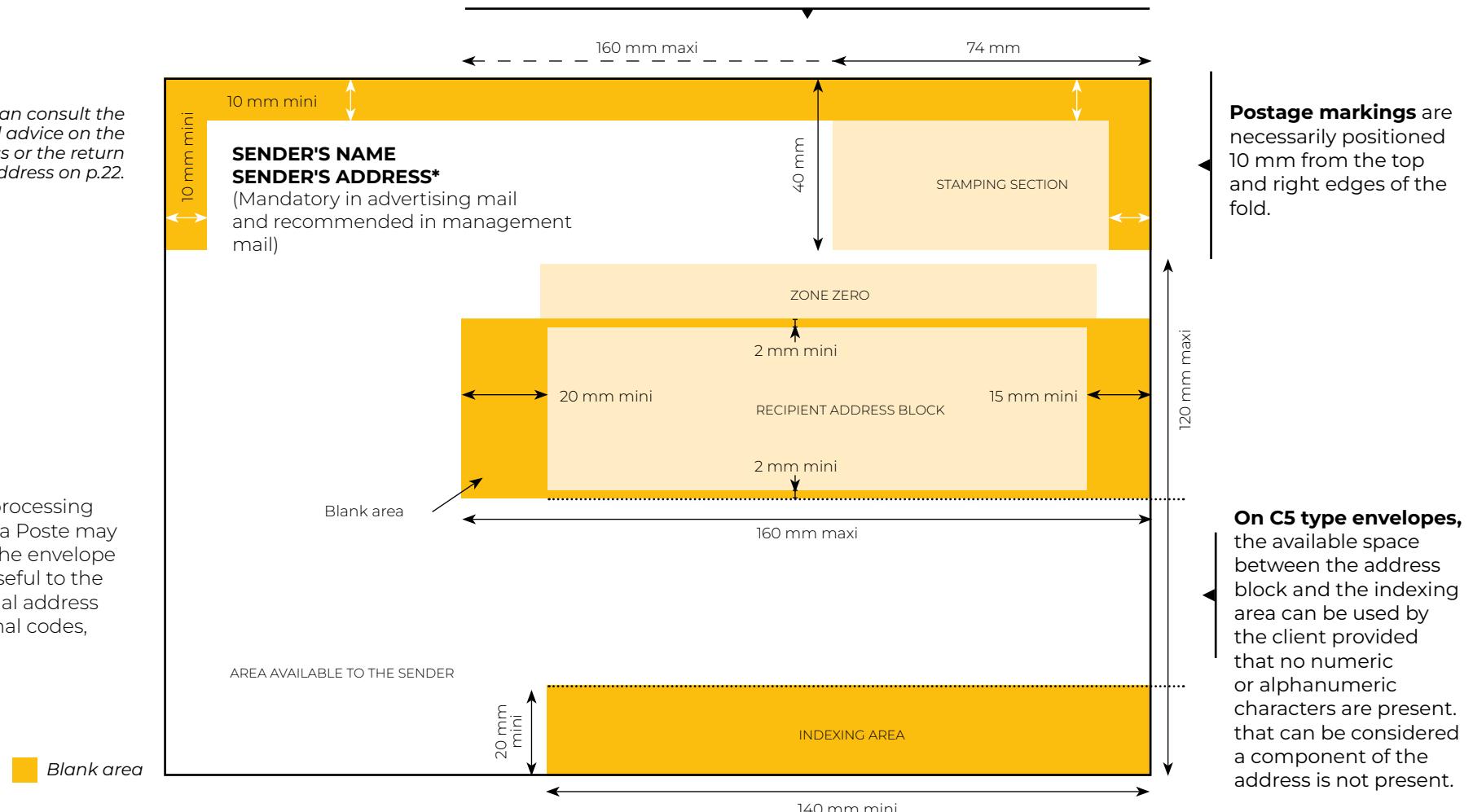
* You can consult the professional advice on the sender's address or the return address on p.22.



To optimize mail processing and distribution, La Poste may affix markings to the envelope containing data useful to the postman: additional address information, internal codes, etc.

Size of the reference area

74 x 40 mm, can be extended to a maximum length of 160 mm.

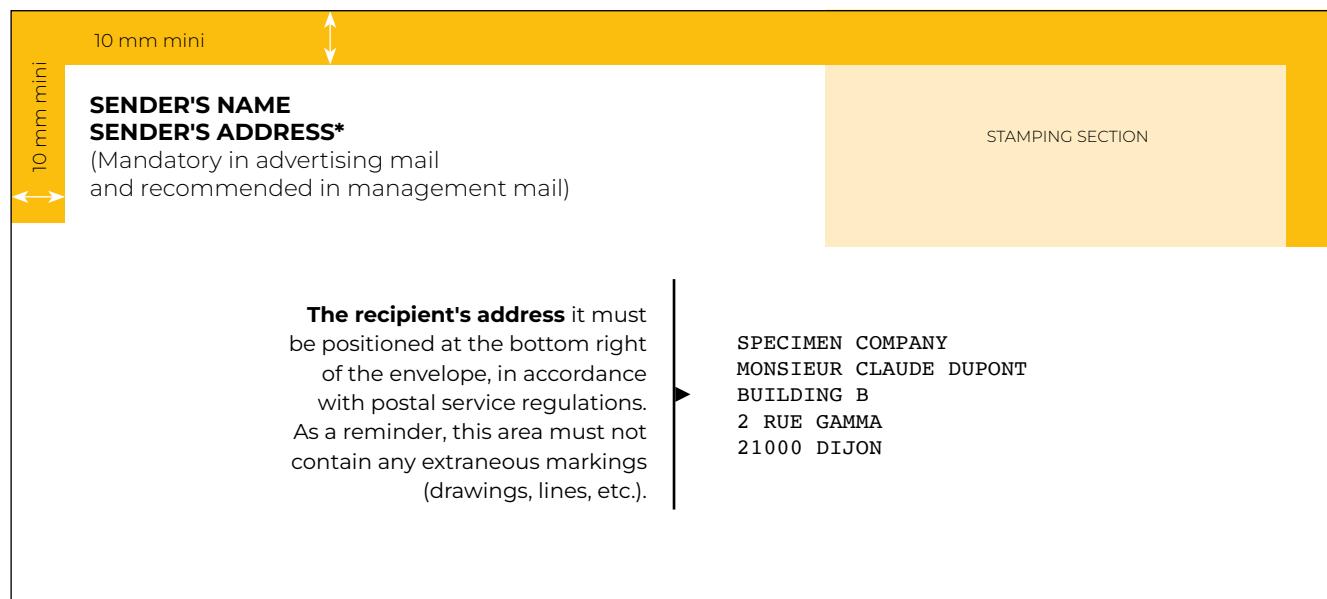


5 - Writing and printing the recipient's address and the sender's address

... ➤ Principle

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

The recipient address block must be printed parallel to the longest side to benefit from automated processing.



* Sender's address (or return address in France).



RECOMMENDATIONS

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

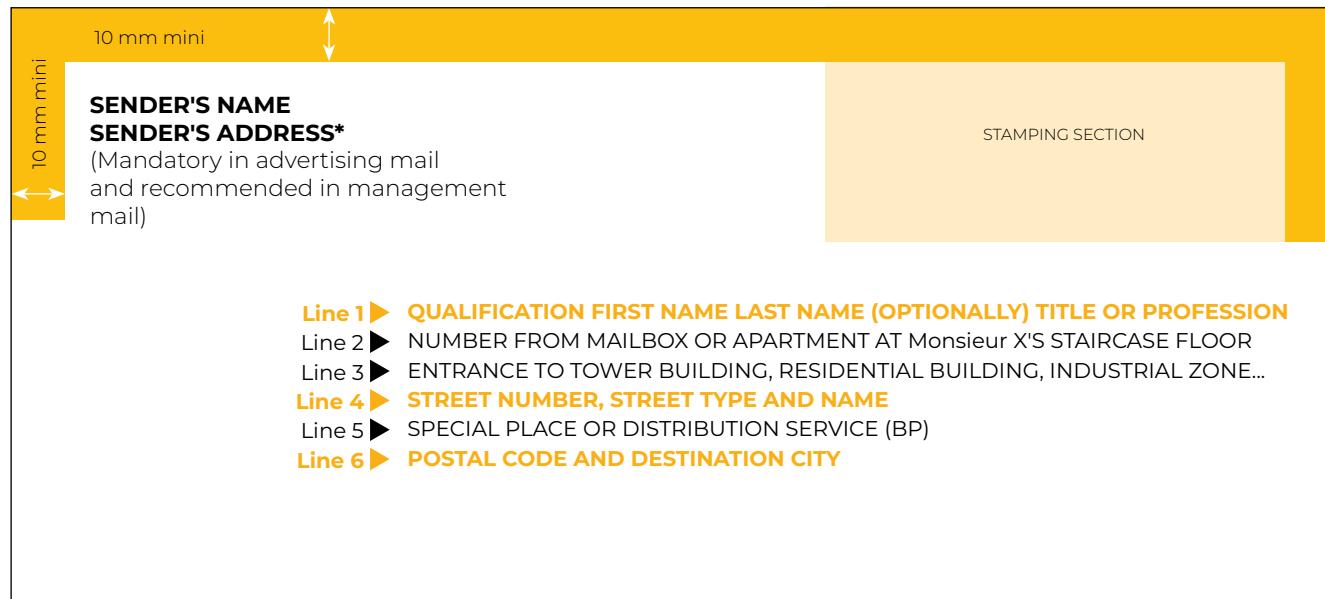
THE 6 GOLDEN RULES FOR A PRECISE ADDRESS

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

Check the spelling of your addresses in France and get the street, city or postal code corrected:

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

•••► Zoom on the recipient's address: mail addressed to a private individual



RECOMMENDATIONS

It is recommended to write your addresses in unaccented capital letters and without punctuation characters from line 1.

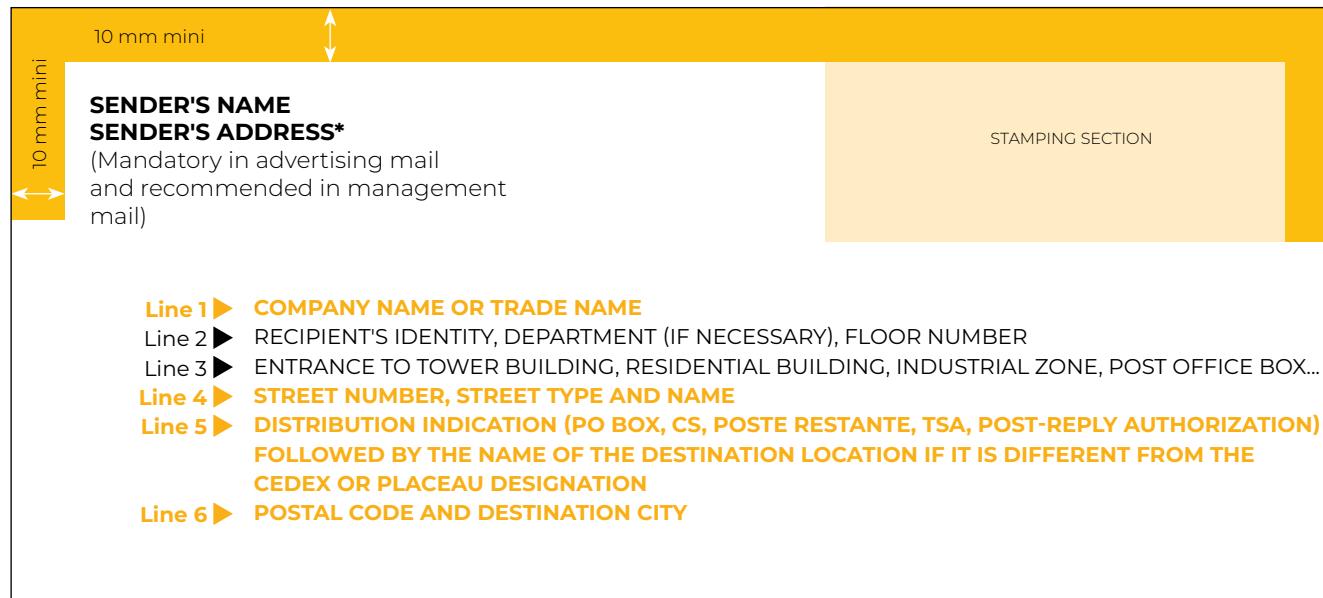
All letters must at least include lines 1-4-6 (except cases noted on p.40).

Line 6 must be in unaccented capital letters and without punctuation marks (the dash being a punctuation mark).

Lines 2-3-5 must appear if constituent elements exist.

* Sender's address (or return address in France).

... ➤ **Zoom on the recipient's address: mail addressed to a company**



RECOMMENDATIONS

It is recommended to write your addresses in unaccented capital letters and without punctuation characters from line 1.

All letters must at least include lines 1-4-5-6 where line 5 exists (except cases noted on p.40).

Line 6 must be in unaccented capital letters and without punctuation marks (the dash being a punctuation mark).

It is possible to do without a line 4 for a business address that has lines 5 and 6 fully completed.

* Sender's address (or return address in France).

•••► Zoom on the recipient's address

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

The tilt of the address or address label is acceptable up to 5°.

The following are prohibited at the mechanizable format rate:

underlined

italics

Fat

reverse video

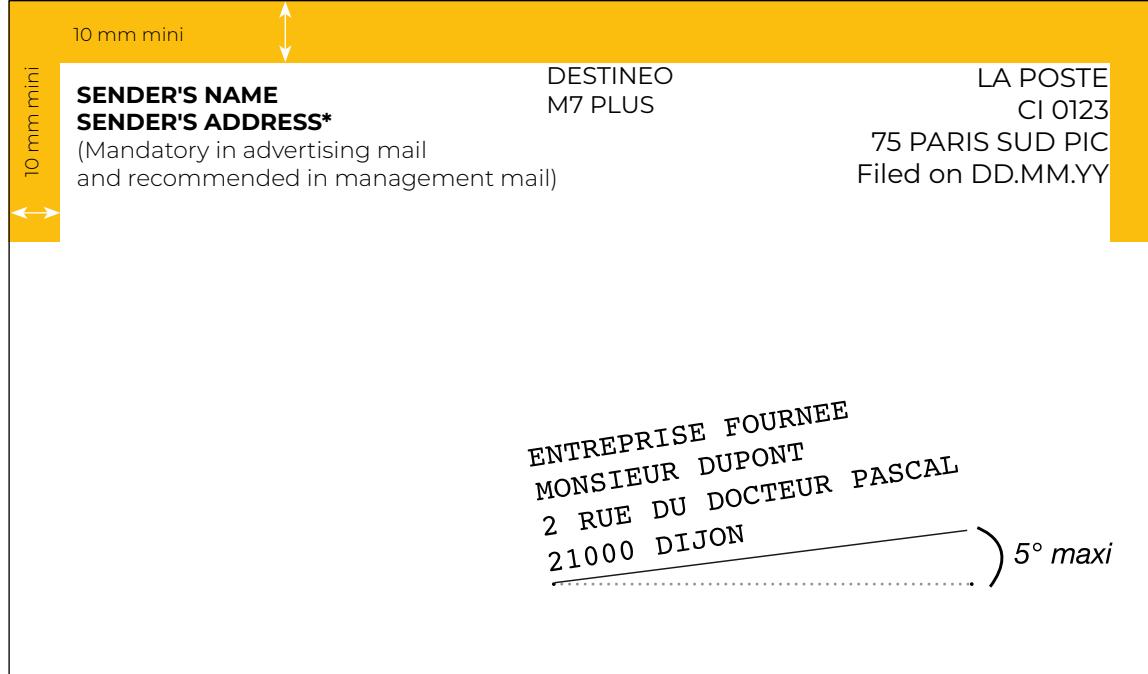
They are considered "parasites", punctuation marks, accents, dashes, dots on the "i" for capital letters and excessive serifs.



Non-exhaustive list of the most commonly used punctuation marks:

the point	.	the ellipsis	...
the question mark	?	parentheses	()
the exclamation mark	!	the hooks	[]
the comma	,	quotation marks	""
the semicolon	;	the dash	-
the two points	:	the slash	/

The characters read by our mail sorting machines are alphanumeric characters.



* Sender's address (or return address in France).

••• ➤ Zoom on the sender's or return mail address and its positioning

The drafting of the sender's address or return address complies with the NF Z 10-011 address standard and must be written higher than the recipient's address block.

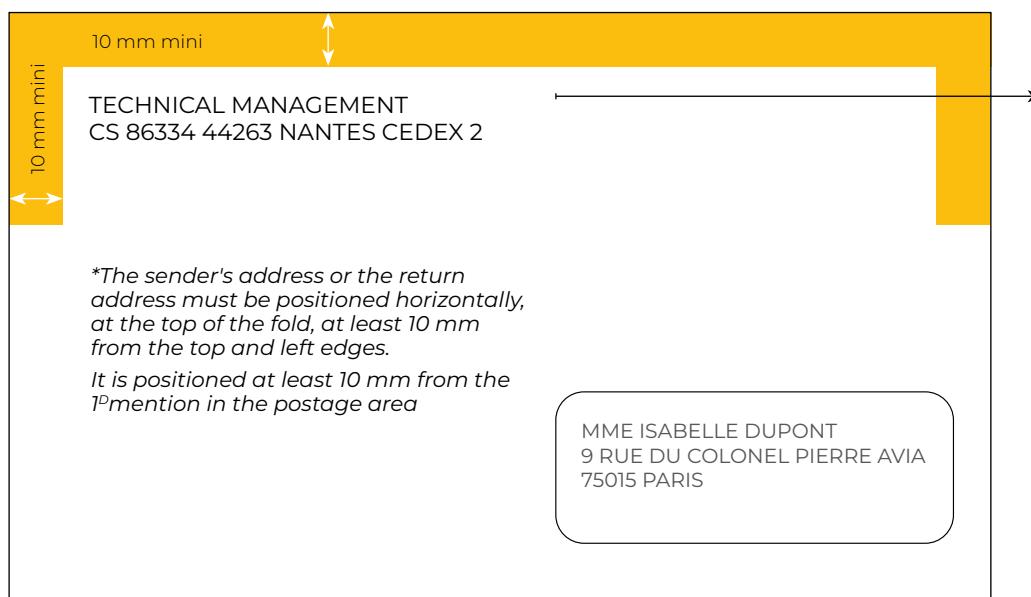
To facilitate the processing of PNDs:

Line 6 must be in unaccented capital letters and without punctuation marks (the dash being a punctuation mark).

It is recommended to write entirely in capital letters without accents.

It is possible to group lines 4 and 6 if there is no line 5 by respecting 3 spaces before the postal code.

A logo positioned above the return address is not considered a line 1 and does not replace the return address.



RECOMMENDATIONS

It is recommended to write your addresses in unaccented capital letters and without punctuation characters from line 1.

Line 4 is mandatory in the general case.

Line 5 is mandatory if the customer has an address with a BP, CS, TSA code, similarly the Cedex code must be used in line 6 when the recipient has one.

It is possible to do without a line 4 for a business address that has lines 5 and 6 fully completed.

- Line 1 ➤ COMPANY NAME OR TRADE NAME**
- Line 2 ➤ IDENTIFY OF THE SENDER DEPARTMENT
IF NECESSARY FLOOR NUMBER**
- Line 3 ➤ ENTRANCE TO TOWER BUILDING, RESIDENTIAL BUILDING, INDUSTRIAL ZONE, POST OFFICE BOX...**
- Line 4 ➤ STREET NUMBER, STREET TYPE AND NAME**
- Line 5 ➤ DISTRIBUTION INDICATION (PO BOX, CS, POSTE RESTANTE, TSA, POST-REPLY AUTHORIZATION) FOLLOWED BY THE NAME OF THE DESTINATION LOCATION IF IT IS DIFFERENT FROM THE CEDEX OR PLACEAU DESIGNATION**
- Line 6 ➤ POSTAL CODE AND DESTINATION CITY**

... ➤ **The fonts of the recipient's address and the sender's address or the return address**

The following fonts are recognized for the recipient address block:
(Non-exhaustive list).

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)

MONTSERRAT (taille 9 à 12)



To benefit from the machine-readable format rate, the following must be used for both the recipient and sender addresses:

- The fonts shown opposite.
- 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 and 5 mm.
- The empty space between 2 written lines must be between 1 mm and 4 times the height of the characters in one line.
- A black or dark color. The text must stand out clearly against the background of the address block. See the referenced address block background colors (see p. 24).

You can obtain further information in the NF EN 13619 standard "Optical characteristics for mail processing" (AFNOR standard).

- Handwriting is not a font and cannot be accepted in Industrial Mail (nor fonts imitating handwritten characters).
- The rules regarding fonts for zero zones and postage are included in the technical specifications of the offers.
- The font color must be black or dark. Red is prohibited.

6 - Background colors (Pantone®) and color chart

380 shades are accepted for the background of the address area, the blank area, the indexing area, the zero area and the postage area.

Below you will find the Pantone® color chart (international color chart allowing for the reference of shades).



ENVIRONMENT

By choosing water-based inks, you provide an additional guarantee of the environmental quality of the printed product. It is also preferable to print background colors while avoiding excessively large solid color areas (maximum 40% of the envelope surface to comply with standard NF 316) rather than opting for paper that is dyed throughout (see Appendix 4).

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

Regarding the optical characteristics of paper, the NF EN 13619 standard specifies a reflectance value greater than 50% in the address and indexing area. Refer to Chapter 1 on paper selection. Below are 380 selected matte colors from the Pantone electronic color chart.[®] (Solid Uncoated V2 of 08/09/2001) for the background color of address and indexing areas.

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	355 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	356 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	5055 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	398 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			

If you are working in four-color process, use the color matching system.Pantone®.

Caution: no varnish on the address and indexing areas.

The colors below are indicative. Only Pantone references are valid.[®] are contractual and can therefore be taken into account.

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



PART 2

RULES AND RECOMMENDATIONS FOR STANDARD DISTRIBUTION FORMAT TARIFF LETTERS



1 - Choosing the paper for your cards and envelopes

All the rules and information in Chapter 1 of Part 1 apply to mailings using the Standard distribution format. This format allows you to express your creativity.



THE FOLDS

Envelopes submitted to LA POSTE must not be deformed, torn and/or glued together.

2 - Presentation rules

... ➤ Dimensions

The maximum dimensions accepted for business and advertising mail are 260 x 360 mm for a rectangular fold and 260 x 260 mm for a square fold. The minimum dimensions are 90 x 140 mm for a rectangular fold and 140 x 140 mm for a square fold.

... ➤ Weight

The maximum weight of each item must not exceed 350 g.

All shipments in envelopes or pouches must be completely sealed.

... ➤ Thickness

The maximum thickness is 20 mm.

One or two internal or external thicknesses are possible up to 1.5 mm (within the limit of 5 mm).

These folds must meet all other criteria allowing them access to this rate. They must not be deformed, torn and/or stuck together.

All mailings in envelopes or pouches must be completely sealed (continuous gluing on the entire flap).

3 - Special packaging options at the Standard format distribution rate

... ➤ Standard Distribution Overdraft Shipping

The "open mailing" method involves submitting stapled envelopes without film or paper wrapping. Inserts must be stapled to the main document. This method applies to envelopes weighing between 36 g and 350 g. The format must be A5 or larger for rectangular envelopes.

... ➤ The all-in-one or self-sealing Standard distribution

is a fold made along one of its four sides. The side opposite the fold has at least one dot of glue or an adhesive pad. The all-in-one may or may not have a closure tab or a closed flap.

... ➤ Standard distribution card with flap

The flap must be securely glued with at least 1 dot of glue (or 1 pellet).

4 - Recommendations on the areas you can use on your folds

... ➤ Recommendations on the positioning of the address block in Large Format

Zone Zero is located above the recipient's address area and may contain data common to La Poste and the customer, and customer data.

The stamping section is intended for affixing the postage mark.

The recipient's address area consists of the recipient address block and the blank areas (distributed around the recipient address block).

The necessary area to the treatment of the fold.

The area available to the sender: the entire area 4 on the diagram (front) as well as the back are at the disposal of the sender.

The **bottom** zero zones postage recipient's address and area needed for processing the fold must comply with Pantone colors®*. These areas should be left free of any text or graphics.

... ➤ Special conditions

Envelopes bearing imitations of postal markings on the front and back sides are not accepted.

Details of information that should not be included on the folded surfaces:

- the details (for example : La Poste / LP, N°DT, Lettre verte, Remise contre signature, Par avion, Réexpédition, Lettre performance, Lettre recommandée/suivie, Recommandé, Accusé/avis de réception, Valeur déclarée/VD, Remise en mains propres, A remettre en mains propres, Port payé, Envoi/Pli ou courrier Sécurisé ou Suivi, Lettre Max, Lettre, Express, Economique, Urgence Elections...)
- barcodes for secure and tracked mail regardless of format (1D Code, Datamatrix, QR Code, Aztec...)
- visuals and logos.



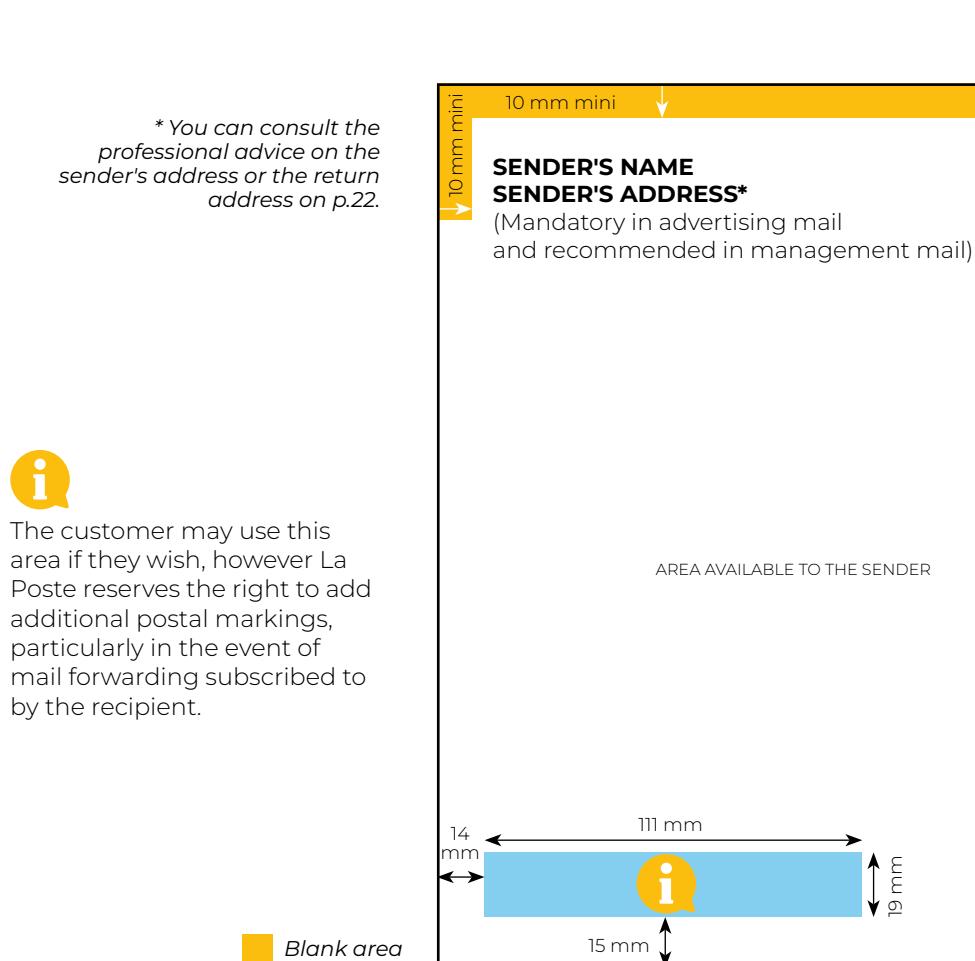
ACCEPTABLE BACKGROUND COLORS IN ADDRESS AND INDEXING AREAS

The address, indexing, and postage fields may contain one or more permitted colors, as well as their lighter shade variants. If multiple colors or color variants are present, the transitions will be gradual.

* Within the limits of the Pantone® colours allowed (See p.25).

Recommendations for the different areas of a large landscape format fold without a window

Characteristics of the stamping area and the return address



Size of the reference area

74 x 40 mm, can be extended to a maximum length of 160 mm.

160 mm maxi 74 mm

40 mm

STAMPING SECTION

160 mm maxi

ZONE ZERO

2 mm mini

20 mm mini 20 mm mini

RECIPIENT ADDRESS BLOCK

2 mm mini

180 mm maxi

Blank area

AREA REQUIRED FOR PROCESSING THE FOLD

Postage markings are necessarily positioned 10 mm from the top and right edges of the fold.



The customer may use this area if they wish, however La Poste reserves the right to add additional postal markings, particularly in the event of mail forwarding subscribed to by the recipient.

Recommendations for the different areas of a large-format portrait fold with the postage area on the short side

0 Zone Zero is located above the recipient's address area and may contain data common to La Poste and the customer, and customer data.

1 The stamping section is intended for affixing the postage mark.

2 The recipient's address area consists of the recipient address block and the blank areas (distributed around the recipient address block).

3 The area available to the sender: the entire area 3 on the diagram (front) as well as the back are at the disposal of the sender.

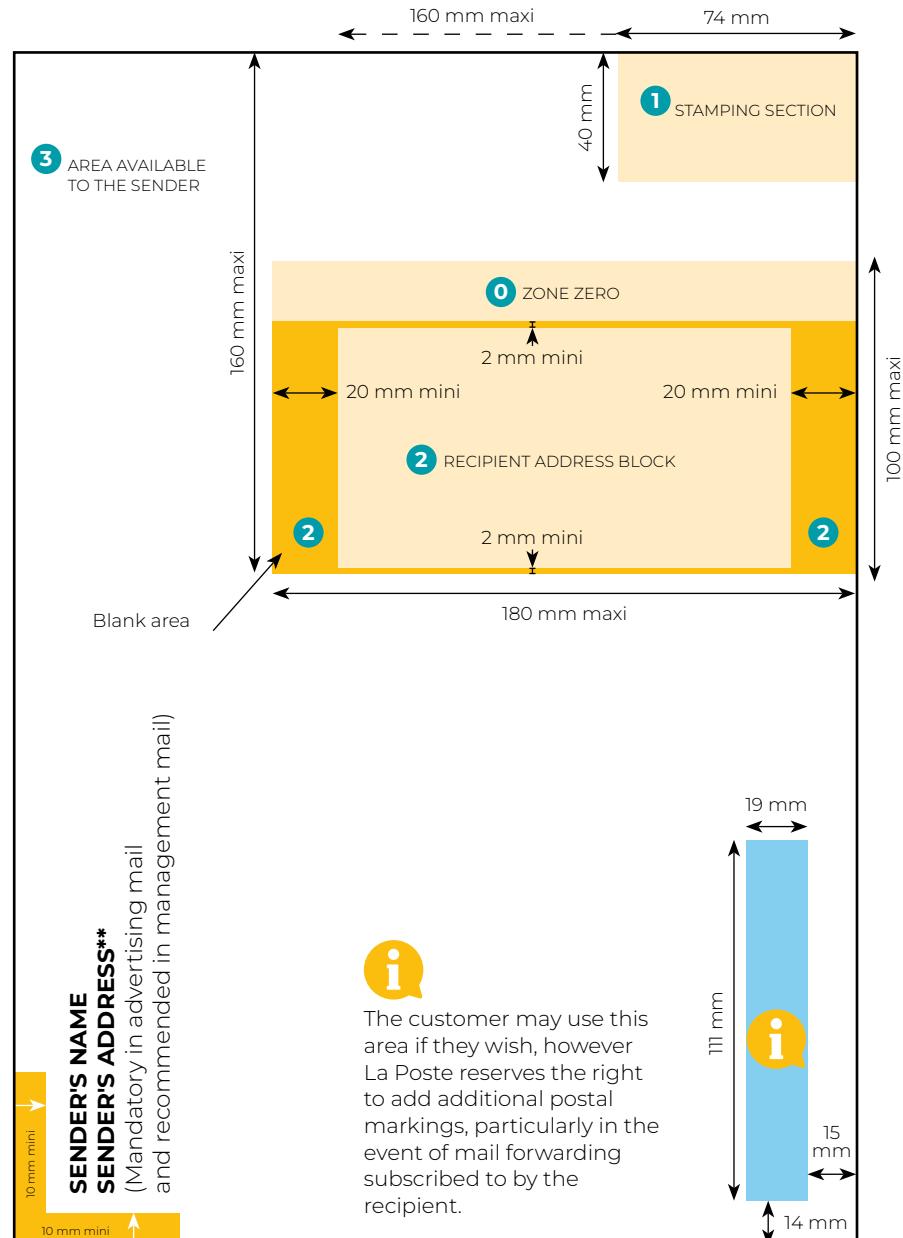
The **bottom** zero zones **0** postage **1** recipient's address **2** and the area required for the fold treatment must comply with Pantone colors®*.

Special conditions

Envelopes bearing imitations of postal markings on the front and back sides are not accepted.

Details of information that should not be included on the folded surfaces:

- the details (for example : La Poste / LP, N°DT, Lettre verte, Remise contre signature, Par avion, Réexpédition, Lettre performance, Lettre recommandée/suivie, Recommandé, Accusé/avis de réception, Valeur déclarée/VD, Remise en mains propres, A remettre en mains propres, Port payé, Envoi/Pli ou courrier Sécurisé ou Suivi, Lettre Max, Lettre, Express, Economique, Urgence Elections...)
- barcodes for secure and tracked mail regardless of format (1D Code, Datamatrix, QR Code, Aztec...)
- visuals and logos.



* Within the limits of the Pantone® colours allowed (See p.25).

* You can consult the professional advice on the sender's address or the return address on p.22.

Recommendations for the different areas of a large-format portrait fold with the postage area on the long side

0 Zone Zero is located above the recipient's address area and may contain data common to La Poste and the customer, and customer data.

1 The stamping section is intended for affixing the postage mark.

2 The recipient's address area consists of the recipient address block and the blank areas (distributed around the recipient address block).

3 The area available to the sender: the entire area 3 on the diagram (front) as well as the back are at the disposal of the sender.

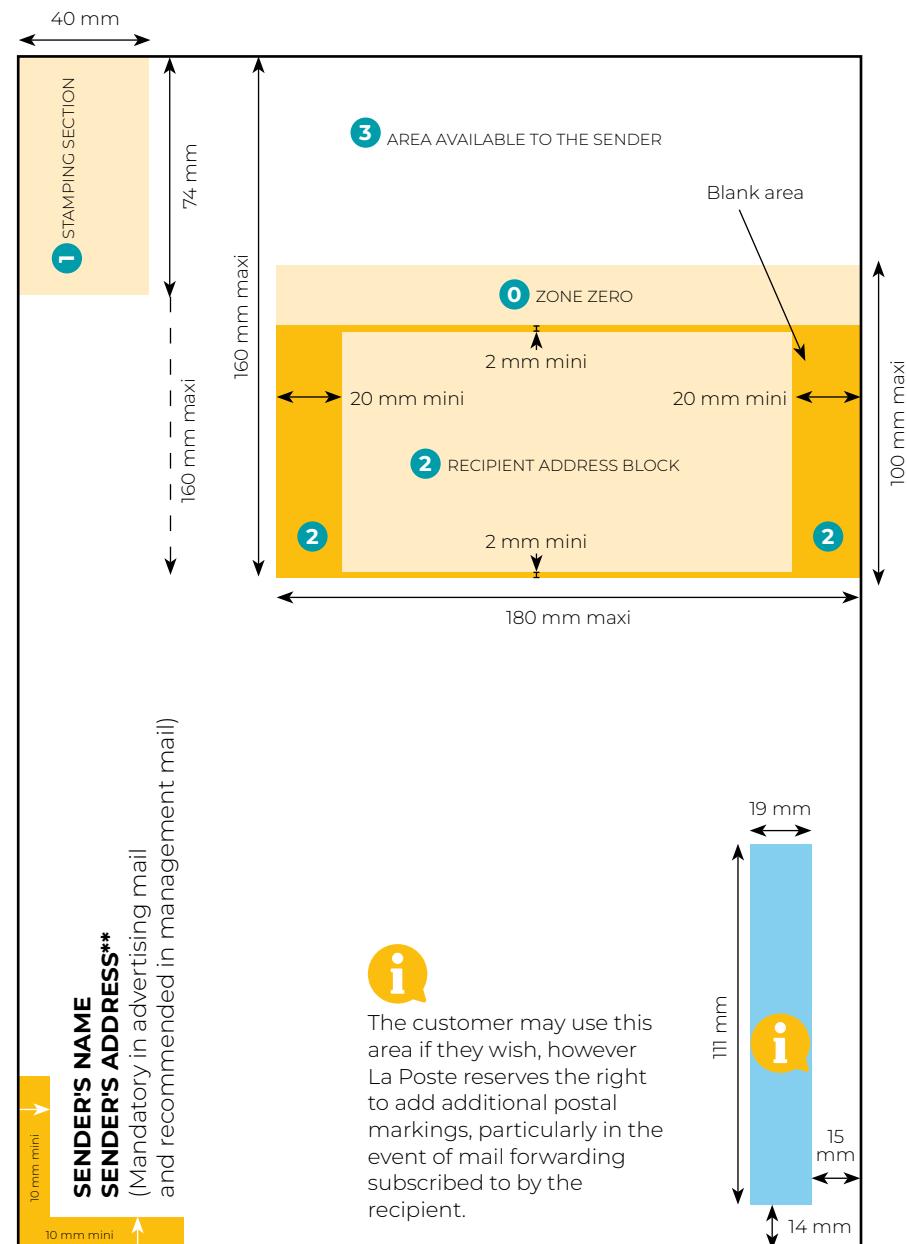
The **bottom** zero zones **0** postage **1** recipient's address **2** and the area required for the fold treatment must comply with Pantone colors®*.

... ➔ Special conditions

Envelopes bearing imitations of postal markings on the front and back sides are not accepted.

Details of information that should not be included on the folded surfaces:

- the details (for example : La Poste / LP, N°DT, Lettre verte, Remise contre signature, Par avion, Réexpédition, Lettre performance, Lettre recommandée/suivie, Recommandé, Accusé/avis de réception, Valeur déclarée/VD, Remise en mains propres, A remettre en mains propres, Port payé, Envoi/Pli ou courrier Sécurisé ou Suivi, Lettre Max, Lettre, Express, Economique, Urgence Elections...)
- barcodes for secure and tracked mail regardless of format (1D Code, Datamatrix, QR Code, Aztec...)
- visuals and logos.



* Within the limits of the Pantone® colours allowed (See p.25).

* You can consult the professional advice on the sender's address or the return address on p.22.

… ➤ **Recommended information on the positioning of the address block in the small Standard distribution format**

Compliance with the rules presented for mail at the machine-readable format rate in chapter 4 of part 1 is recommended for the small Standard distribution format.

… ➤ **The characteristics window risks**

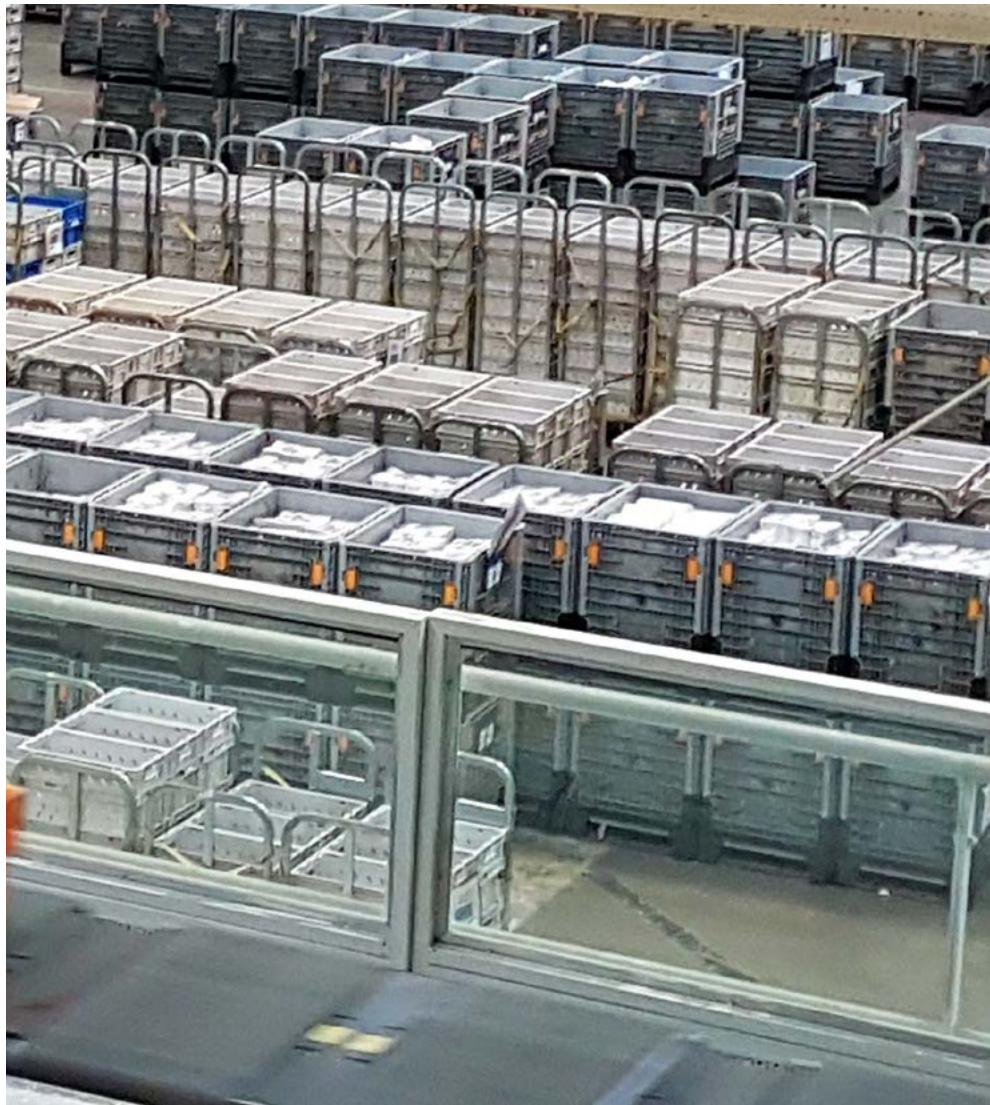
Adherence to the rules presented in chapter 4 of part 1 is recommended for the Standard distribution format.

… ➤ **The other areas**

For optimal processing of PNDs, it is recommended to write the Sender or Return address in the top left corner, in capital letters; it is possible to group lines 4 and 6 if there is no line 5 by respecting 3 spaces before the postal code.

The recipient's address, the sender's address and the postage markings must be on the same side of the envelope.

For folds bearing an Alloy logo, refer to the specific details in the relevant section. "The Alloy and Premium Alloy signage under Service Identifier", *Part 4: Recommendations for your letter, p. 53*.



5 - Writing and printing the recipient's address and the sender's address

Compliance with the rules presented in chapter 5 (pages 18 to 23) of part 1 is recommended for the Standard format distribution tariff.



THE 6 GOLDEN RULES FOR A PRECISE ADDRESS

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

Check the spelling of your addresses in France and get the street, city or postal code corrected:

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

6 - Background colors (Pantone®) and color chart

Use the background colours (Pantone®) from the recommended colour chart on p.25.



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



PART 3

RULES AND
RECOMMENDATIONS
FOR OTHER FOLD
CATEGORIES



1 - Destineo free spirit free format

Folded items weighing up to 350 g, of any shape and size, whether wrapped (paper or film) or unwrapped. The permitted dimensions are as follows:

- **minimum: 90 x 140 mm.**
- **maximum: length + width + height = 100 cm.**
- **the largest dimension must not exceed 60 cm.**

2 - The catalog

The catalog offer in the Destineo range

The catalog offer in advertising mail concerns shipments with a unit weight greater than 350 g and less than 3 kg, in packaging (envelope, paper or film) or uncovered (for shipments of less than 750 g).

...►Dimensions

- **Minimum: 90 mm x 140 mm (140 x 140 mm for square objects).**
- **Maximum: Length + width + height = 100 cm.**
- **The largest dimension must not exceed 60 cm.**

...► Special cases

For open mailings: the information for processing at the Standard distribution format rate (see p.27) applies, including for mailings which have a unit weight between 351 grams and 750 grams

To ensure that the deposited items will withstand handling, La Poste recommends that you deposit items meeting the following specifications:

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

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

The SO catalog offer

The SO catalog offer concerns shipments of commercial communication documents consisting of at least 12 paginated pages in packaging (envelope, paper or film) or uncovered (for catalogs of less than 360 pages) within the limit of 3 kg.

...►Dimensions

- **Minimum: 90 mm x 140 mm.**
- **Maximum: Length + width + height = 100 cm.**
- **The largest dimension must not exceed 60 cm.**



3 - Sending free sample(s) or promotional item(s)

To benefit from the Destineo kdo or Destineo kdo plus rate, all shipments* must include one or more free samples or promotional items. As a reminder, sending free promotional items and samples must comply with applicable legal and regulatory obligations: namely, the contractor must obtain the recipient's consent before sending any free samples and/or promotional item**.

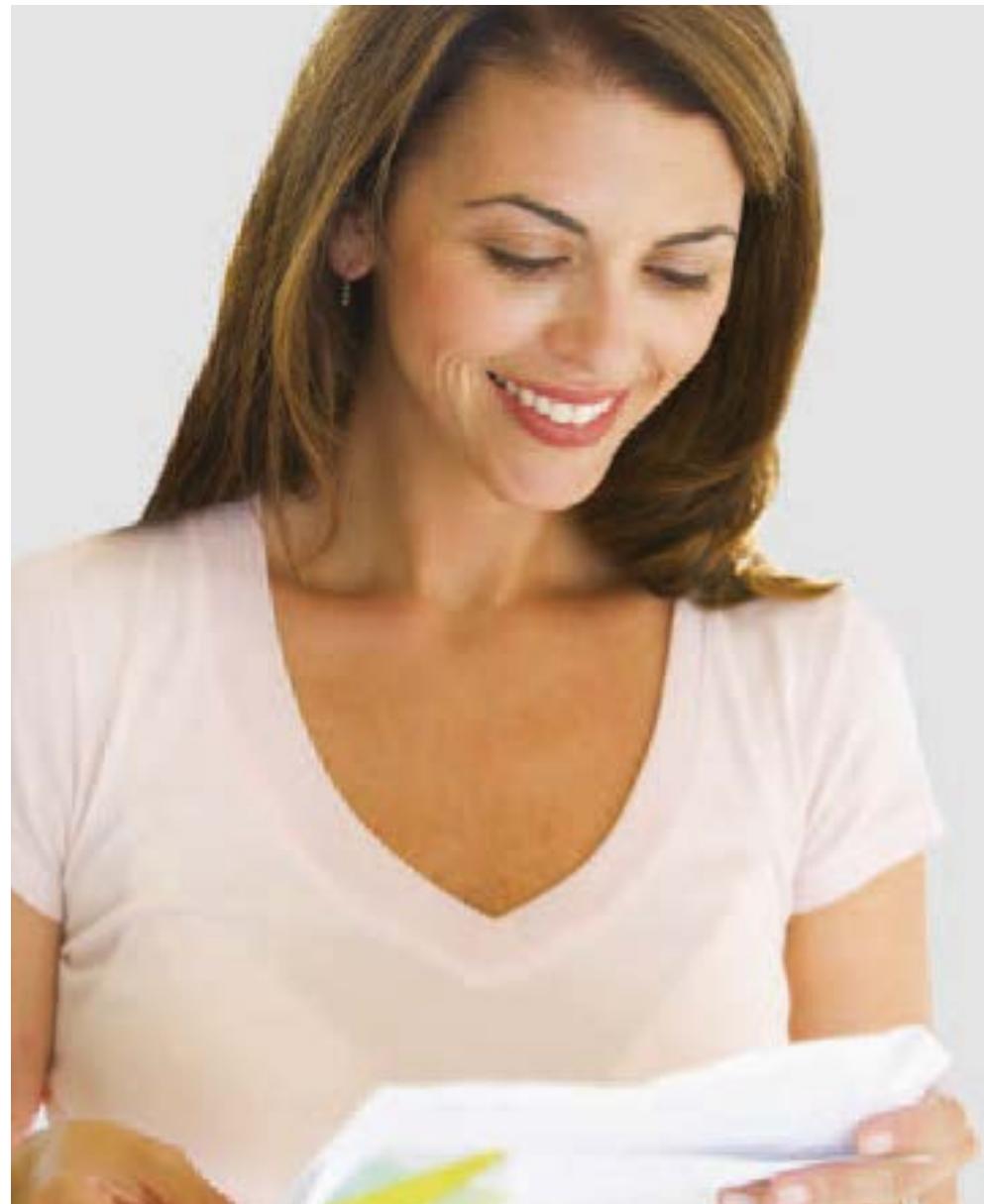
These shipments must meet all other criteria allowing them access to this rate. They must not be deformed, torn and/or glued together.

The prices for the Destineo kdo and Destineo kdo plus offers differ depending on the format chosen.

SEE NEXT PAGE

* Messages, hazardous materials or associated dangerous objects are prohibited in the postal network.

** Only free promotional items intended for commercial promotion are concerned.



S FORMAT

•••►Dimensions

All rectangular shipments:

- minimum: 90 x 140 mm.
- maximum: 162 x 235 mm.

All square shipments:

- minimum: 140 x 140 mm.
- maximum: 162 x 162 mm.

•••►Weight \leq 35 g.

•••►Thickness

\leq 5 mm.

One or two internal or external thicknesses are possible up to 1.5 mm (within the limit of 5 mm).

•••►Packaging:

In packaging (paper or cardboard) with or without a window, or in the form of a card suitable for automated processing.

Film wrapping is not accepted.

All packages must be completely sealed (continuous gluing on the entire flap(s)).

SIZE M

•••►Dimensions

All rectangular shipments:

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

All square shipments:

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

•••►Weight \leq 350 g.

•••►Thickness

Strictly greater than 5 mm and less than or equal to 20 mm.

•••►Packaging:

In packaging (paper or cardboard or film*) with or without a window and in card form.

L FORMAT

•••►Dimensions

- minimum: 90 x 140 mm.
- maximum: length + width + thickness = 100 cm.
- the largest dimension (length or width) must not exceed 60 cm, the thickness is strictly greater than 20 mm and less than or equal to 30 mm.

•••►Weight \leq 750 g.

•••►Thickness

Strictly greater than 20 mm and less than or equal to 30 mm.

•••►Packaging:

These shipments can be of any shape and size.

Packaging is permitted in wrapping (paper or cardboard or film*) with or without a window, or uncovered. (See p.35 for details on packaging uncovered shipments).

XL SIZE

•••►Dimensions

- minimum: 90 x 140 mm.
- maximum: length + width + thickness = 100 cm.
- the largest dimension (length or width) must not exceed 60 cm, the thickness is strictly greater than 30 mm and less than or equal to 200 mm.

•••►Weight \leq 3000 g.

•••►Thickness

Strictly greater than 30 mm and less than or equal to 200 mm.

•••►Packaging:

These shipments can be of any shape and size.

Packaging is permitted (paper, cardboard, or film) with or without a window, or uncovered. (See p.35 for details on how to handle uncovered shipments).

All the rules and information in Chapter 1 of Part 1 of this practical guide must be followed for submissions in S and M formats.

Destineo packages submitted to La Poste in the form of rolls and cylinders are not permitted as well as any other format that may rotate on itself when passing through a mail sorting machine.

*For shrink-wrapped shipments, the dimensions considered are those of the largest insert. Flexible edges of the packaging at the ends of the shipment, which cannot exceed a width of 3 cm, are not taken into account.

4 - Automatic mail forwarding

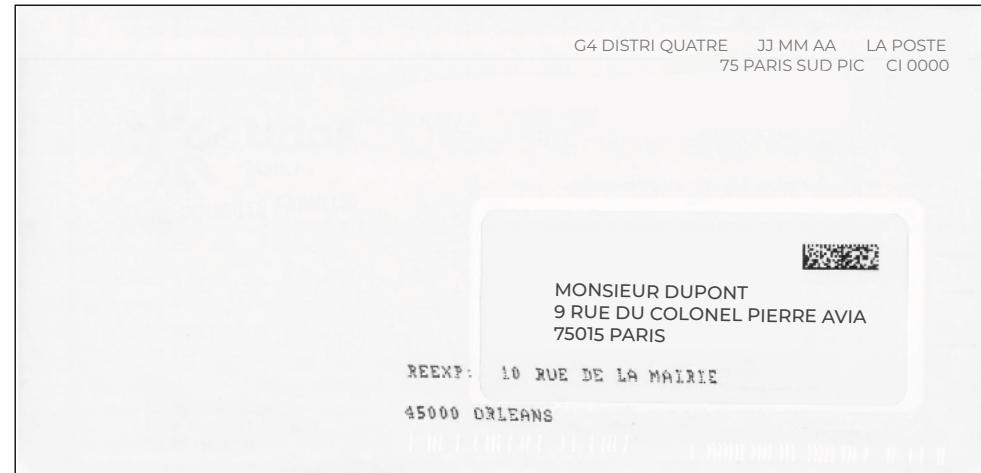
Automatic mail forwarding is an automated processing service operated by LA POSTE that allows a customer's mail to be sent directly to their new address.

La Poste's sorting machines detect mail items that are subject to a forwarding contract.

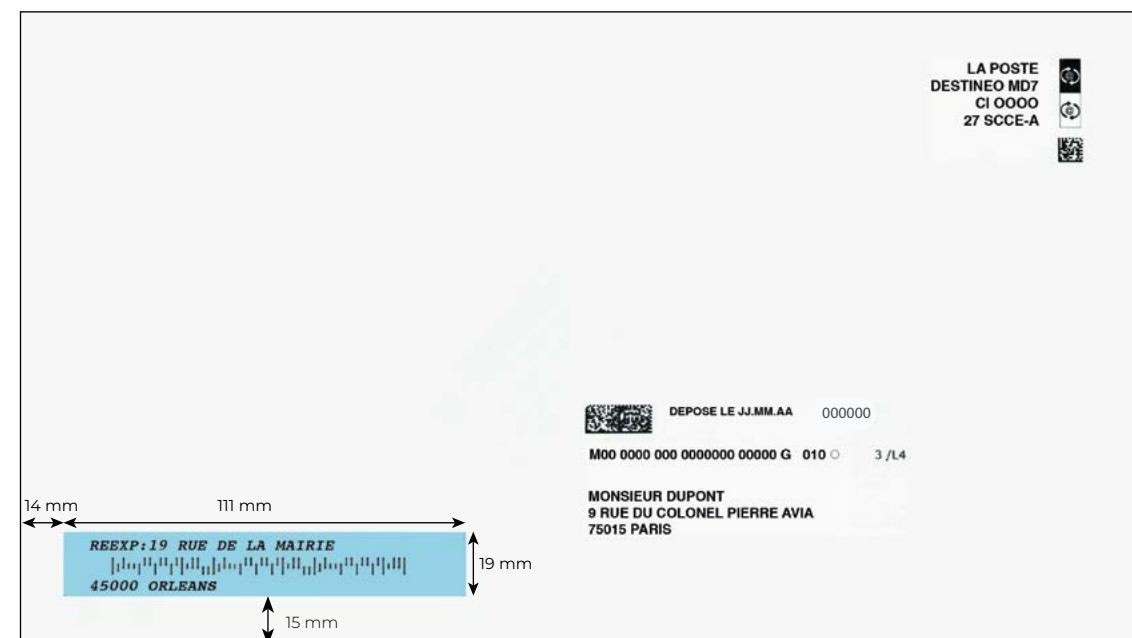
In this case, the new address is printed by the sorting machine during processing.

These processing procedures optimize the delivery times of mail to be forwarded according to the current forwarding contract.

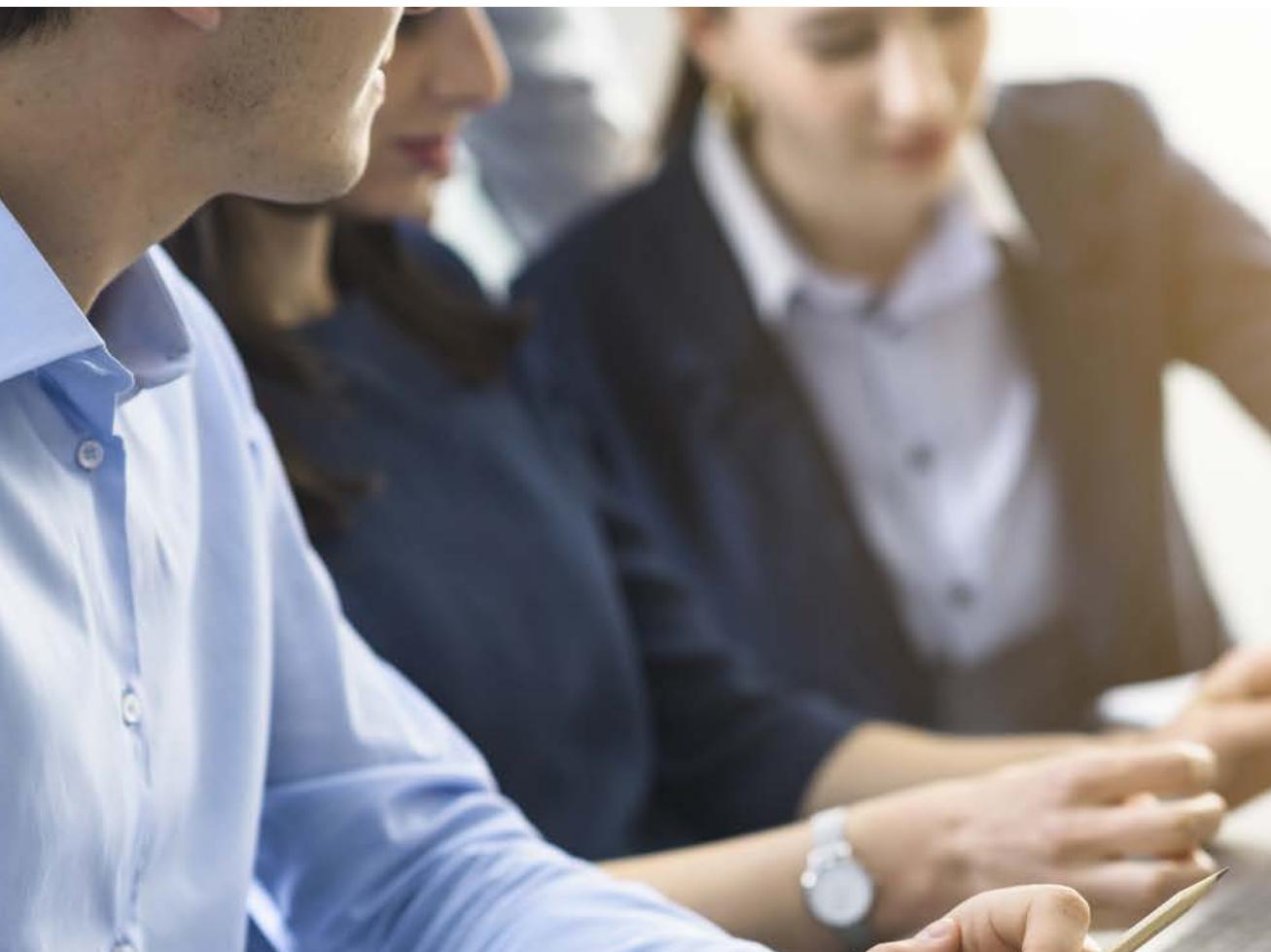
•••►Example of marking on a fold (small format):



•••►Example of marking on a fold Large Format / landscape



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



PART 4

RECOMMENDATIONS FOR YOUR MAIL



1 - Writing the recipient and sender address

Line 6 must be in unaccented capital letters and without punctuation marks (the dash being a punctuation mark).

Additional recommendations and details about your addresses

... ➤ Characters

From **line 1** onwards: address in unaccented capital letters, numbers or spaces excluding any other punctuation marks such as commas, dashes or special characters.

... ➤ Contents of lines 4 to 6:

Line 4 is mandatory in the general case.

Line 5 is mandatory if the customer has an address with a BP, CS, TSA code, likewise the Cedex code must be used in line 6 when the recipient has it.

It is possible to do without **of line 4** for a business address with **lines 5 and 6** perfectly informed.

... ➤ Special characters allowed line 4 for international addresses.

Writing abroad

For international shipments, address formatting rules vary from country to country. For example, the postal code may be indicated before or after the city/town (beginning or end of **line 6**) depending on the country.

In all cases, the name of the destination country must be indicated on the last line of the address, in capital letters, and preferably in the language of the sending country.

It can also be written in one of the three official languages of CEN (European Committee for Standardization), which are French, English and German.

Line 1 ➤ COMPANY NAME OR TRADE NAME

Line 2 ➤ RECIPIENT'S IDENTITY, DEPARTMENT (IF NECESSARY), FLOOR NUMBER
Line 3 ➤ ENTRANCE TO TOWER BUILDING, RESIDENTIAL BUILDING, INDUSTRIAL ZONE, POST OFFICE BOX...

Line 4 ➤ STREET NUMBER, STREET TYPE AND NAME

Line 5 ➤ DISTRIBUTION INDICATION (PO BOX, CS, POSTE RESTANTE, TSA, POST-REPLY AUTHORIZATION) FOLLOWED BY THE NAME OF THE DESTINATION LOCATION IF IT IS DIFFERENT FROM THE CEDEX OR PLACEAU DESIGNATION

Line 6 ➤ POSTAL CODE AND DESTINATION CITY



MORE INFORMATION

- Consult the National Address Service website: <https://www.laposte.fr/professionnel/gestionet-envois-au-quotidien/conseils-pratiques/conseils-pour-bien-rediger-les-adresses-de-vos-courriers-ou-colis/pour-vos-envois-a-l-international>
- An address with only the country code (CH-3015 BERNE, for example) without the country name is not sufficient for the address to be complete.
- You can also consult the Universal Postal Union website, which lists the applicable standard for each country: <https://www.upu.int/fr/Solutions-postales/Programmes-et-services/Solutions-d-adresse-ge#contact-pour-les-codes-postaux>
- All solutions for sending letters and small packages <2kg internationally: <https://www.laposte.fr/entreprise-collectivites>

2 - Postage signage

→ Industrial mail

- G2, G3 et G4
- G2 suivi et G3 suivi
- G3 signé
- Lettre recommandée G3
- Lettre recommandée Premium G3
- Destineo intégral
- Destineo simply
- Destineo pluriel
- Destineo utilité publique
- Destineo kdo plus
- Destineo intégral catalogue
- Destineo simply catalogue
- Destineo utilité publique catalogue
- SO catalogue industriel
- Machine à Affranchir ou DT
(uniquement Destineo Pluriel)

SENDER'S NAME SENDER'S ADDRESS** (Mandatory in advertising mail and recommended in management mail)	(1) DESTINEO MD7	LA POSTE (2) CI **** (3) 75 PARIS SUD PIC (5) Déposé le JJ.MM.AA (4)
MONSIEUR DUPONT 2 RUE DU DOCTEUR PASCAL 21000 DIJON		

* Sender's address (or return address in France).

There are several variations in the marking.

They allow you to optimize the space reserved for you while respecting the dimensions of the stamping section.

All technical specifications will be provided to you by your sales representative.

The envelopes must include the following 5 items:

- The range and level of service (1)
- The mention LA POSTE (2)
- The industrial mail number (IMN) (3)
- The filing date (DD.MM.YY) (4)
- The drop-off location (5)

For the postage mark, the font must be Verdana or similar (without descenders).

•••► The illustrated postage option

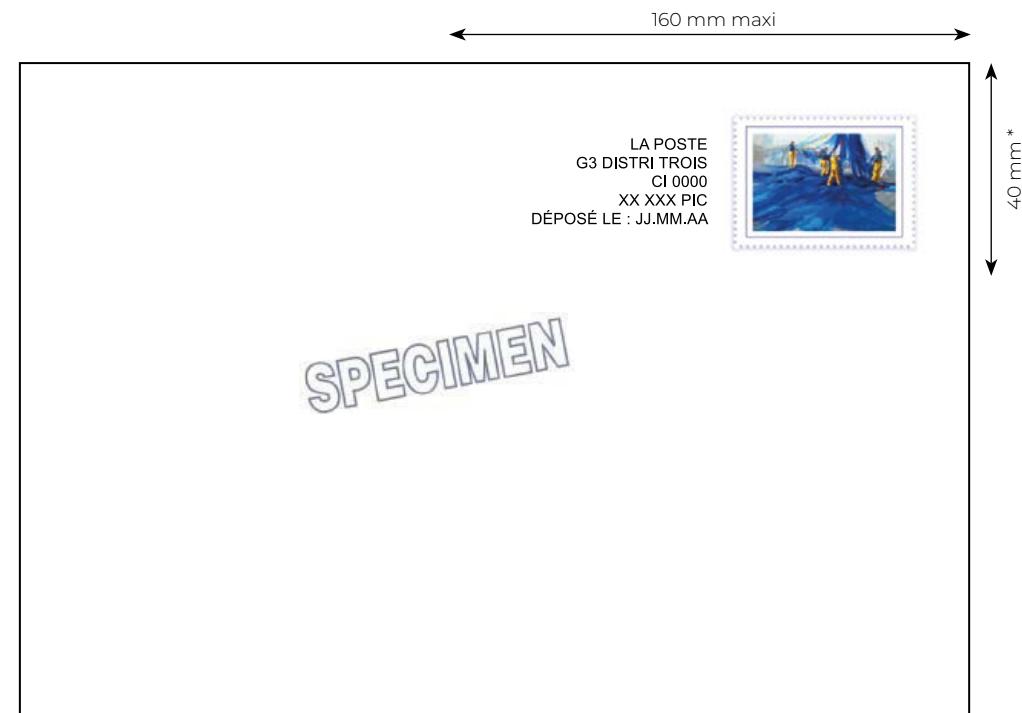
The postage area is a new space to express your creativity: a visual can be printed or pasted.

The illustration is located within the postage area (maximum 160 x 40 mm) along with the postage information. When the illustration occupies this entire area, the postage information is placed as close as possible to the left of the postage area.



The option is available for Destineo integral, Destineo kdo, Destineo kdo plus, Destineo public utility, SO catalog, G2, G3 and G4 offers.

The price and conditions of this option are presented in the contracts of the associated offers, or available from your sales representative.



* The height of the zone can be reduced from 40 to 30 mm by using a franking marking (industrial mail excluding franking machines and exemption from stamping)

→ For shipments with prepaid postage

Postage paid shipping is available for all business and advertising mail offers, both single and bulk, except for Industrial Mail.

The mandatory information for the "Postage Paid" postage stamp in the postage-paid zone is:

- **LA POSTE.**
- **Postage paid + authorization number.**
- **Postage label (processing establishment).**
- **Filing date (optional except for management mailings).**
- **Commercial product label.**

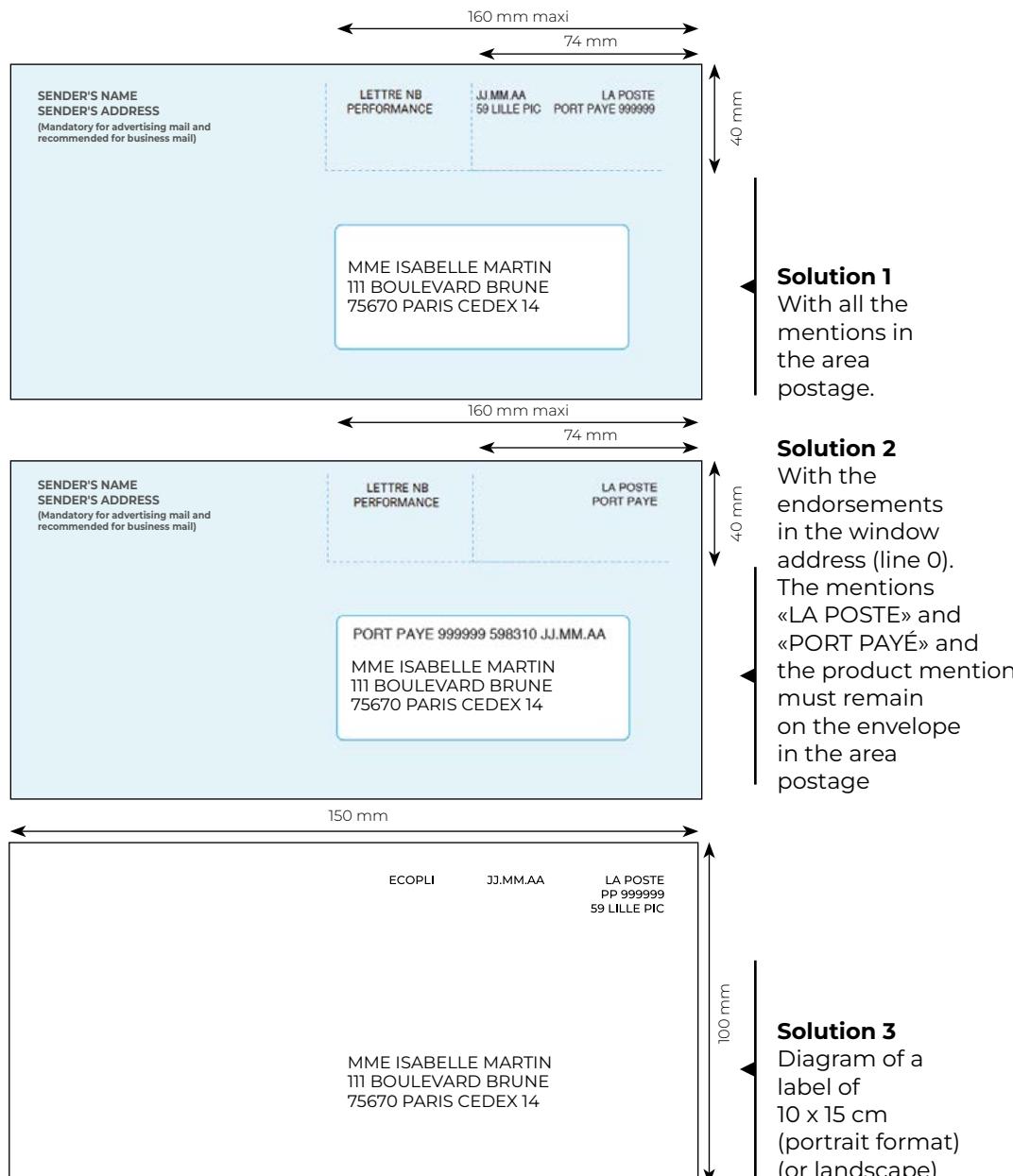
Certain details can be added on line 0 (See solution 2):

- **The authorization number Port paid preceded by the mention Port paid if the customer has subscribed to Alliage or if the return address appears on the envelope.**
- **The processing site if the packages mention a return address.**
- **The filing date.**

The characters must be printed in a "Verdana" or similar font (without descenders), and be of a height of:

- **3 mm (bold) minimum for marking the Product label on traced products.**
- **2.5 mm minimum for marking the mention Product of non-traceable products and for other mentions.**

Find details of the Postage Paid signage in the practical guide "Postage Paid Postage Signage" available on request from your sales representative.



…► **Paid Postage mailing**

**The Recommended Freedom Letter
(Lettre Recommandée Liberté):**

Available at R1 rates in single or bulk form, in J+2 or J+3.

The mandatory information on the "Postage Paid" postage stamp is:

- **LA POSTE.**
- **Postage paid + 6-digit authorization number.**
- **Date of filing in DD.MM.YY format.**
- **The processing location, maximum 35 characters.**

- The Postage Paid label is affixed in the postage area of the envelope.
- The "Lettre Recommandée Liberté" label is placed to the left of the sender's address. It can also be placed below the envelope window, above the recipient's address.
- The LR Liberté label includes Smart Data, the product name, the "LA POSTE" logo, the "Lettre Recommandée" logo, and the postage contract number. The customer is free to add an internal reference.
- Return address: mandatory for bulk returns. In all cases, it must be similar to the one provided to LA POSTE in the package notification or via PREPAFACILE.

…► **Example 1: Registered Letter of Freedom, Postage Paid at rate R1 with Acknowledgment of Receipt**



…► **Example 2: Registered Letter of Freedom in bulk with Acknowledgement of Receipt. The sender's address is printed on the envelope.**

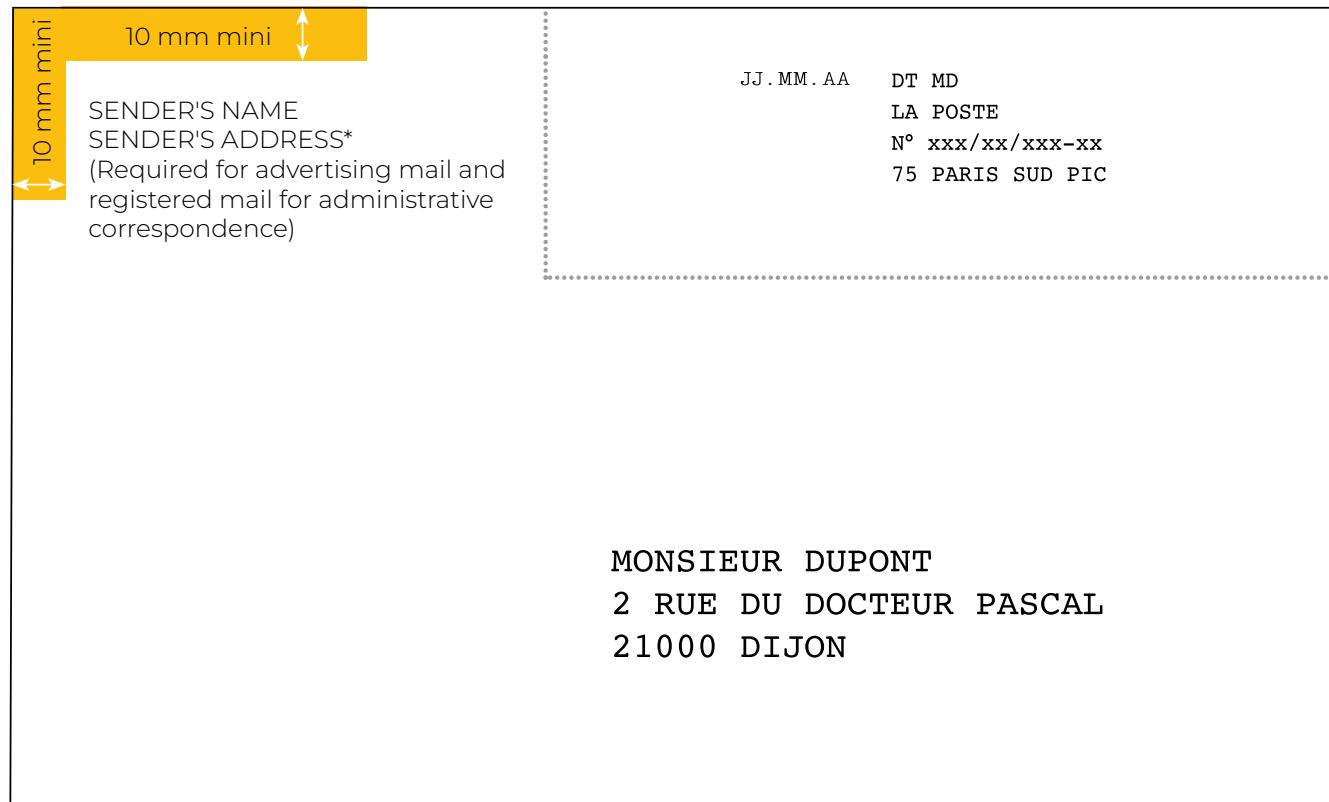


... ➤ **For mailings with Exemption from Stamping**

Mailings with Exemption from Stamping (DT) are available for the following advertising mail products: Destineo pluriel, Destineo esprit libre, Destineo esprit libre catalog, Destineo découverte and Destineo kdo.

The markings used for mailings exempt from postage are:

- **DT MD (for Destineo pluriel, Destineo esprit libre, Destineo découverte, Destineo kdo) or DT CAT (for Destineo esprit libre catalog).**
- **LA POSTE.**
- **Authorization number.**
- **Place of deposit (Deposit establishment).**
- **Date of submission (optional except in the case of Destineo plural envelopes).**



* Sender's address (or return address in France).

... ➤ The stamping signage of the stamping machine

The imprint of the Franking Machine (FM) is composed of:

- of an area bearing the imprint of the stamp,
- an area containing the filing date and the indication of origin.

Example of a stamping machine imprint:



Since October 1, 2011, postal markings on franked mail from the franking machine are mandatory for the Performance Letter, the Green Letter, and the Ecopli, like other products and in particular contract products.

Examples of postal information:

 for the Performance Letter

 for the Green Letter

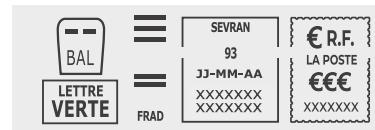
 for the Ecopli

Postal markings allow us to better identify the service level so that we can process your order according to your preferences. On envelopes, the postal marking is placed to the left of the "date" block in the postage imprint. An advertising block can also be affixed by the customer to the left of the postal marking area.

 **Note:** the tpMac type stamping machines (very small stamping machines) have two additional markings compared to the marking described above: The FIM marking contains the barcode allowing identification of the mail category on the sorting machines.

The mailbox logo indicates that mail can be deposited in street mailboxes (only for authorized products).

Example of tpMac marking:



•••► The stamping signage of the stamping machine

For sending management mail

Registered letters in bulk:

- **Signage:**



Performance letter in bulk (NB):

- **Signage:**



The Green Letter in bulk:

- **Signage:**



…► **The stamping signage of the stamping machine**

For sending management mail

The Freedom Registered Letter:

Available at rates R1, R2 or R3, individually or in bulk, in J+2 or J+3.

The mandatory information required on the franking machine stamp is:

- **LA POSTE.**
- **MA number**
- **Date of filing in DD.MM.YY format.**
- **Product mention and its options: Recommended, RX, AR.**

- The Postage Meter label is affixed in the postage area of the envelope.
- The LR Liberté label is placed to the left of the sender's address. It can also be placed below the envelope window, above the recipient's address.
- The LR Liberté label includes Smart Data, the product name, the "LA POSTE" logo, the "Lettre Recommandée" logo, and the postage contract number. The customer is free to add an internal reference.
- Return address: mandatory for bulk orders. In all cases, it must be similar to the one provided to LA POSTE in the package announcement or via PREPAFACILE.

…► **Example 1: LR Liberté stamped at the Stamping Machine**



…► **Example 2: LR Liberté in bulk with receipt notice**



•••► The stamping signage of the stamping machine

For sending management mail

The new Registered Mail or Dated Smart Letter Form consists of two sheets:

1. A self-adhesive sheet on which the customer writes in handwriting the sender's address and the recipient's address and ticks, if applicable, the box corresponding to a warranty extension (R2 or R3).
2. The proof of deposit is detached after completing the main slip.

IMPORTANT: The self-adhesive sheet must be affixed to the front of the envelope, under the postage mark.

- No need to enter addresses on **the envelope which must be at least 11 x 22 cm (DL)**.
- The package is available in two versions: **with or without AR** at a postal contact point or from suppliers.

•••► Visual of bundle (LR example with Receipt Notice)



•••► Example of fold presentation



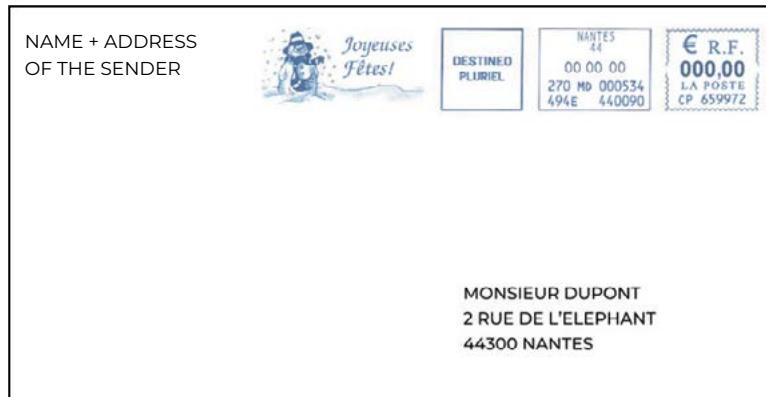
•••► The stamping signage of the stamping machine
For sending advertising mail



Destineo esprit libre (Free Spirit):

Threshold 1, for a distribution of 100 leaflets locally and 400 leaflets nationally.

Signage: DESTINEO EL Meca S1

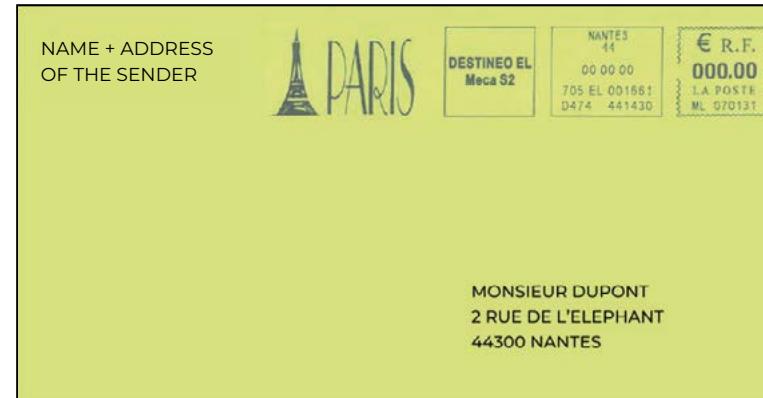


Destineo pluriel (Plural):

Starting from 1,000 mailings per campaign.

Signage: DESTINEO PLURIEL

These visuals are provided as examples and therefore include fictitious prices.



Destineo esprit libre (Free Spirit):

Threshold 2, for a distribution of 800 local mailings and 2,000 national mailings.

Signage: DESTINEO EL Meca S2



Destineo esprit libre catalogue (Free Spirit Catalog):

Threshold 2, for a distribution of 800 pieces locally and 2,000 pieces nationally

Signage: DESTINEO EL CAT S2

••• ➤ Stamping signage for Postréponse service

The Postréponse offer is a postage solution, free for the user, and billed to the Postréponse customer after use.

This offer allows, in particular, the return of documents or the return of goods.

You can use this service on an envelope with or without a window, on a card, on an "all-in-one" or on a label.

The handling procedures are identical to those described throughout this guide. To find the full range of Postréponse services and their associated signage, please contact your sales representative.

To better track your campaigns, you have the option of subscribing to the PostResponse tracking offers.

For more information, contact your sales representative.

Create your mockups in just a few clicks using the Postréponse mockup creation tool.

Available on: <https://monenveloppesurmesure.laposte.fr>

Postage areas differ depending on the type of PostReply (T or with stamp) and according to the following rules:

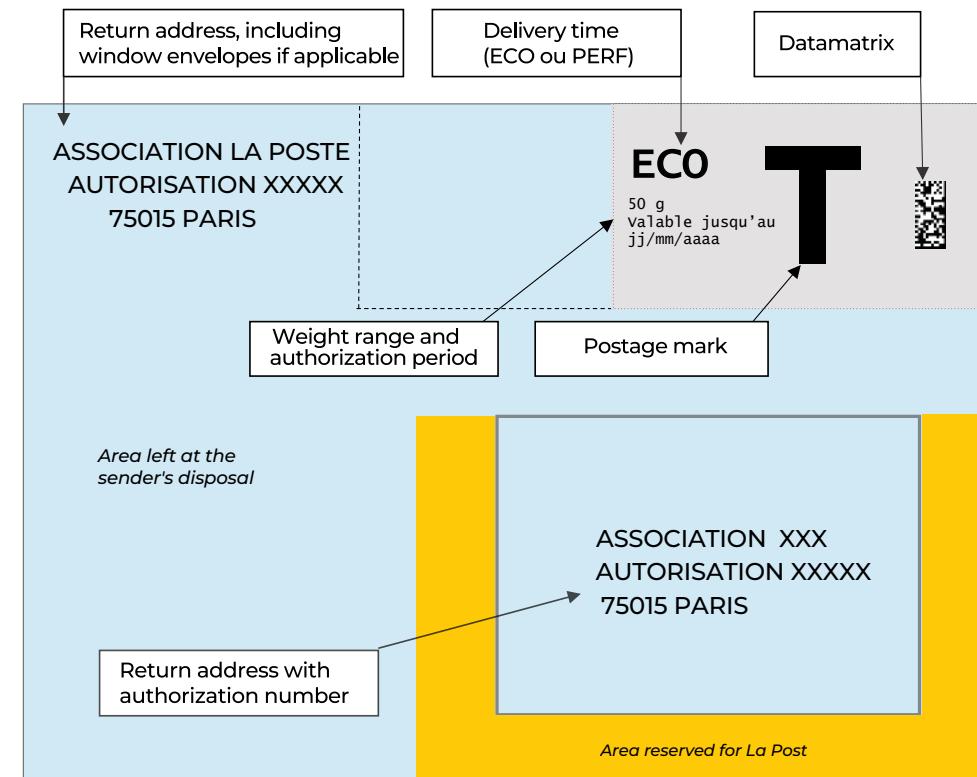
- **For PostReply with T, the maximum postage area of 100 mm remains unchanged.**
- **For PostReply with stamp, the maximum postage area of 110 mm remains unchanged.**

••• ➤ The stamping signage for Mon Timbre En Ligne Professionnels

Mon Timbre En Ligne Professionnels is an online postage solution for professional mailings, to France and abroad.

With the «MonTimbreEnLigne Logo» offer, it is possible to personalize your stamps with your company logo to enhance your brand and thus develop your reputation.

Learn more: <https://www.laposte.fr/professionnel/mon-timbre-en-ligne>



••• ➤ Stamping signage for the Retour santé offer

The Health Return service is a postage solution primarily for laboratories. It is free for the user. Only actual returns are billed to the customer.

This offer helps, in particular, to encourage the return of biological materials.

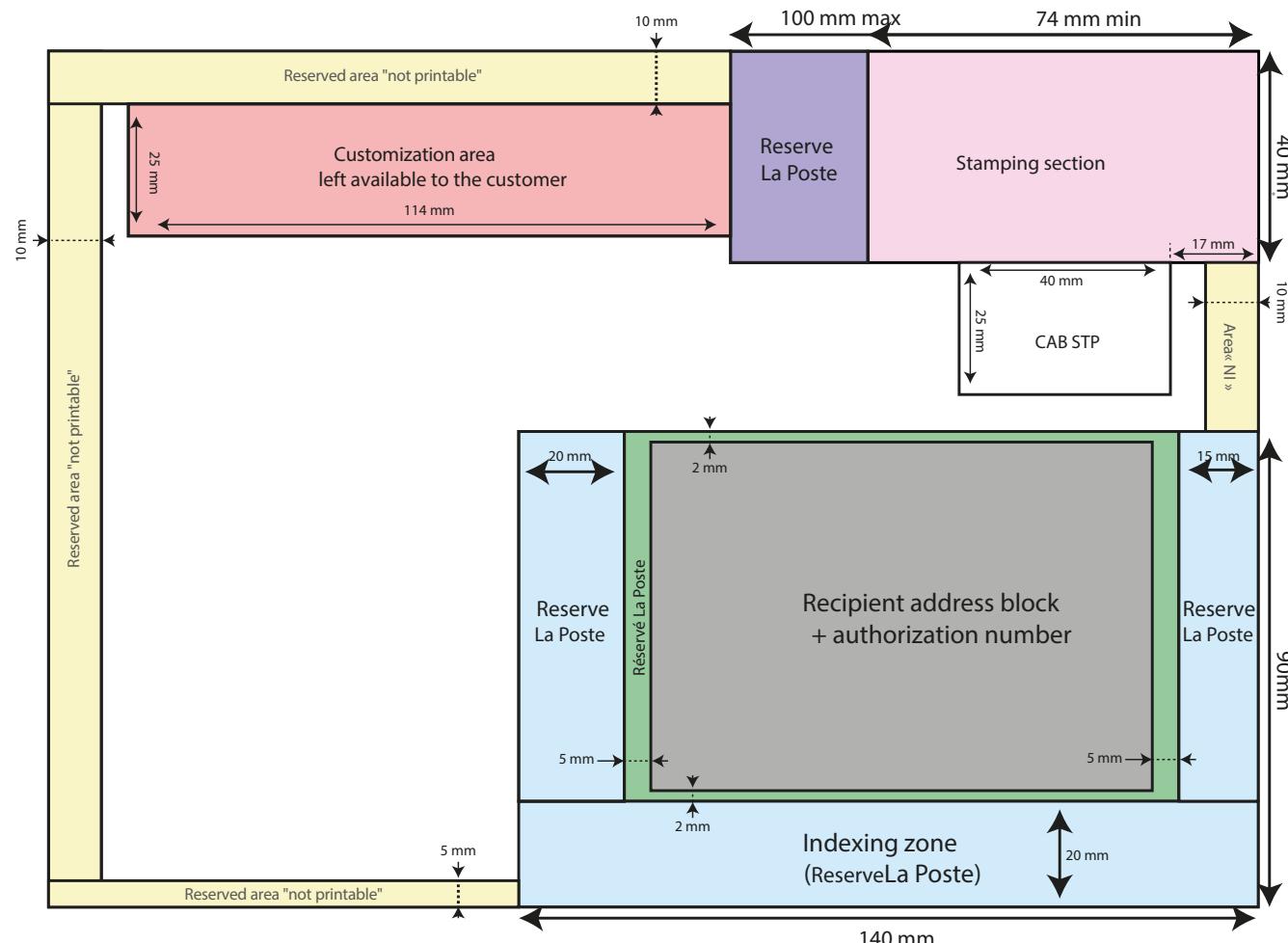
The Back to Health offer is accessible through the 2 types of offers described below with the following (indicative) service levels: **D+3 et D+7**

- The "Sensitive" offer: Return requiring triple packaging with UN3373 markings and category B biological material.
- The "Secure" offer: Return requiring triple packaging with the mention "Human sample exempt" or "Animal sample exempt".

An external support of the type cardboard envelope without blue window (Pantone 292C) or flexible pouch without blue window (Pantone 292C), bearing the printed postage mark T.

The reimbursement rules are the same as those described throughout this guide. To find out about the full range of Retour Santé services, without signage, as well as the technical specifications, contact your sales representative.

From the prototyping tool, available for free via <https://monenveloppesurmesure.laposte.fr>. Create your Health Return mockups in just a few clicks.



3 - Alliage and Alliage Premium signage under Service Identifier (IDS)

Alliage and Alliage Premium are undeliverable mail processing services that allow for the return of undeliverable mail data to the sender (mail identifier and reason for non-delivery if identified*), as well as the physical processing of undeliverable mail (secure destruction followed by recycling, or return of the mail to the return address declared in the contract**).

... ➤ Alliage Signage

To enable the implementation of the Alliage service, a specific marking must be affixed to the folds. It consists of the following elements:

- 1 **The double Alliage logo** (still image)
- 2 **The Alliage Data Matrix** (still image)
- 3 **A barcode** (Code 128 or Data Matrix format) (dynamic content)

- **The double Alliage logo** 1 consists of a rectangle containing two at symbols (a black at symbol on a white background and a white at symbol on a black background).
- To optimize readability, **the Alliage Data Matrix** 2 must be placed below the double Alliage logo 1.
- The entire Alliage signage (**double logo 1, datamatrix 2 and barcode 3**) must be immediately apparent in order to allow visual identification of the Alliage envelope by the postal agent, and optical reading by the machines in the Industrial Mail Platform (PIC).

The Alliage service is available for shipments to metropolitan France and overseas territories, for business, advertising and press mail, and for machine-readable and non-machine-readable envelopes.



* Premium Alliage only.

** See section *Return address on envelopes with Alliage service below*.

••• ➤ Premium Alliage signage under Service Identifier (IDS)

The premium Alliage service is delivered via the Service Identifier (SID) affixed to the envelope, and does not require additional signage.

The Service Identifier is a barcode (code 128 format) **4** or datamatrix **5**.

The Alliage premium service is available for shipments within metropolitan France, to overseas territories and internationally, for business and advertising mail on machine-readable and non-machine-readable envelopes, subject to the scope of authorized mail specified in the various postage contracts.



••• ➤ Return address on envelopes with Alliage or Alliage Premium service under Service Identifier (IDS)

• Letters with Alliage service:

	National sending		International sending	
	Advertising mail	Management mail	Advertising mail	Management mail
Sender's address	TO BE AVOIDED		Mandatory	
Sender's name or logo	Mandatory	Recommended		Mandatory

• Letter with Alliage premium under Service Identifier:

No return address is required on the envelope; this must be included in the deposit declaration (see SP8612 - WT client system available on <https://www.espacetechniqueetqualite.laposte.fr>).

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



1 - Technical specifications of the paper for your cards and envelopes

... ➔ Weight

Use a paper weight of at least 80g/m² for envelopes, 200 g/m² minimum for cards (common references on the market).

Choose a paper weight of 250 g/m² for the cards.

Measurement method used: NF EN ISO 536 standard

... ➔ Rigidity

It characterizes the ease with which a fold can be bent. The maximum acceptable rigidity is 140 mN.m.

Measurement method used: NF EN ISO 2493 standard

... ➔ Static friction coefficient

The static friction coefficient (SFC) for cards and envelopes must be strictly less than 0.7.

It is measured according to the measurement methods of standards NFQ 03-082 and NFQ 03-083.

... ➔ Print Contrast Ratio (PCR)

The NF EN 13619 standard "processing of postal items" specifies the definition of the print contrast ratio:

- Between the characters of the address printed on the envelope and the background of the printed address.
- Regarding the technical specifications to be respected when printing on the bottom of the envelope appears through transparency.

... ➔ Laid paper

Laid paper is a paper that allows fine parallel horizontal lines to be seen through its thickness when held up to the light.

... ➔ Adhesive power

The adhesive power of the all-in-one or self-sealing closure: at the mechanizable format rate, it must be > 20N/25 mm according to the FINAT FTM1 standard.

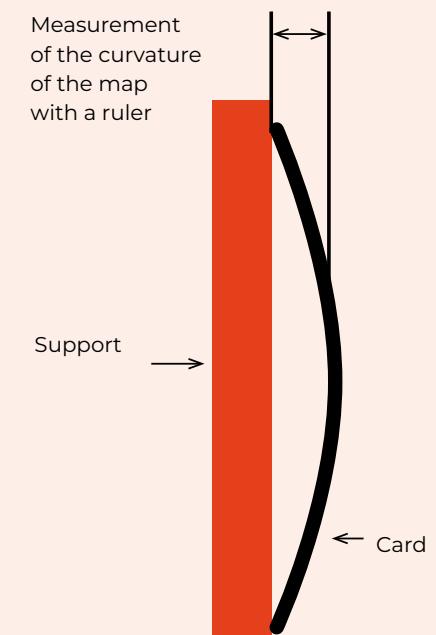
... ➔ Curve measurement

The chosen method consists of applying the ends of the fold against a support and measuring the curve at the center of the card.

The maximum curvature of a card must be less than 7% of its dimensions.

For a C5 format card, the curvature must be less than 15 mm for the longitudinal curvature and less than 10 mm for the vertical curvature.

For a DL format card, the curvature must be less than 15 mm for the longitudinal curvature and less than 7 mm for the vertical curvature.



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

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

1 - Technical specifications of the paper for your cards and envelopes

... ➤ New wrappers

Law No. 2020-105 of 10 February 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 - Effective from 1^{er} January 2022, press publications, as defined in Article 1^{er} of Law No. 86-897 of 1^{er} August 1986, reforming the legal framework for the press, stipulates that advertising, whether addressed or unaddressed, is shipped without plastic packaging.

An important point regarding the new materials used to replace plastic films:

In order to optimize the processing and distribution of mail or the delivery of services, it is recommended to favour printing the mandatory postal information directly on the envelope rather than on the support of the address holder* placed under the envelope.

Envelope (new material) Readable address holder



Envelope (new material) Unreadable address holder



*The address tag is a slip of paper affixed to an item intended for bulk mailing, before it is shrink-wrapped, and which contains the mandatory postal information.

1 - Technical specifications of the paper for your cards and envelopes

... ► New wrappers

To ensure the processing and delivery of your mail, it is important to ensure that the following conditions are met:

- **The transparency of the wrapping must allow the addresses to be easily read at arm's length by the human eye.**
- **The longitudinal weld must not cut off the recipient's address.**
- **The font size can be increased, while maintaining a character height between 1.8 mm minimum and 5 mm maximum to ensure readability of the recipient's address. The use of a black or dark font is recommended; red is not permitted.**
- **The print resolution can be increased to 600 DPI.**
- **The cutting pitch (fold ears) can be reduced to optimize address reading while ensuring weld quality.**

In all cases, all address elements must be readable by La Poste's processing machines without any performance degradation. This applies to all information used for processing: recipient addresses, return addresses, Alliage and Alliage Premium brands under Service Identifier, tracking barcodes, etc.



2 - Barcodes

→ Barcode

Some tracking applications require the use of a barcode. A distinction is made between 2D barcodes (Datamatrix) and 1D barcodes (Symbolics 128).

Minimum logo size:

12 x 12 mm pencil included

Maximum size:

20 x 20 mm pencil included

Margin between the barcode (or datamatrix) and the logo:

Between 5 mm minimum and 8 mm maximum.

Example of a Data Matrix barcode used for the G3 Tracking offer



Please note:

The following logo means that the fold is being tracked.



FOR THE SENDER'S ADDRESS

It is recommended to write the sender's address in the top left corner of the envelope.

Example of a 128 barcode used for the G3 Premium Registered Letter offer



Please note:

The following logo means that the document must be signed by its recipient.



3 - Reminder of links and access paths for further information

••• ➔ Website for the address

- The spaces of the National Address Service (SNA):

<https://www.laposte.fr/entreprise-collectivites/ameliorer-qualite-votre-base-donnees>

••• ➔ On the international front

<https://www.laposte.fr/professionnel/expedier/conseils-bien-rediger-adresses-courriers-colis-envois-international>

- Searching for postal codes in member countries:

<https://www.upu.int/fr/solutions-postales/programmes-et-services/solutions-dadressege#contact-pour-les-codes-postaux>

- International mail and small parcel delivery solutions (<2kg)

<https://www.laposte.fr/entreprise-collectivites>

••• ➔ MEDIAPOSTE

As experts in local communication, MEDIAPOSTE, a subsidiary of the La Poste group, helps advertisers build closer relationships with consumers. We advise advertisers at every stage of their communication strategy within their local area: brand awareness, customer knowledge, personalized customer relationships, and more.

Our combinations of online and offline offerings are tailored to their specific challenges and enable them to achieve their objectives. And because we are convinced that it is possible to combine performance and responsibility, we strive to offer solutions with a controlled environmental impact and a positive social impact.

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

••• ➔ La Poste's Technical & Quality Department website

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

A space dedicated to all of La Poste's technical documents.

••• ➔ To inspire you in the graphic design of your Destineo campaign

Discover Studio AI, a new AI-powered solution to inspire your advertising mailing creations and enhance your Destineo mailings, Destineo being a range **INH - Inside home**.

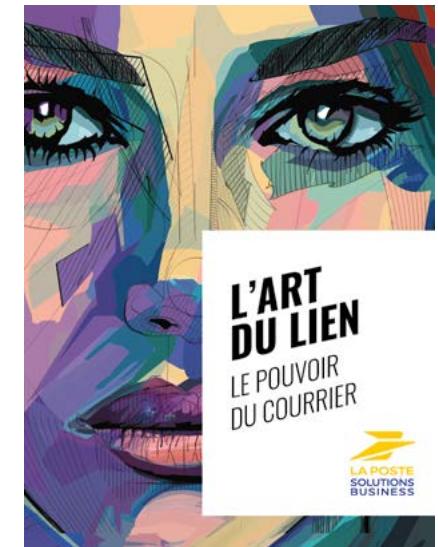
<https://www.laposte.fr/entreprise-collectivites/actualites/studio-ia-ia-generative-qui-booste-vos-mailings-publicitaires>

THE ART OF CONNECTION: THE POWER OF MAIL

Discover, through testimonials from professionals, how mail captures attention, strengthens customer relationships, and remains a unique vector of trust, consideration, and inclusion.



[The Art of Connection -
The Power of Mail](#)



3 - Reminder of links and access paths for further information

•••► La Poste Solution Business website

<https://laposte.fr/entreprise-collectivites>

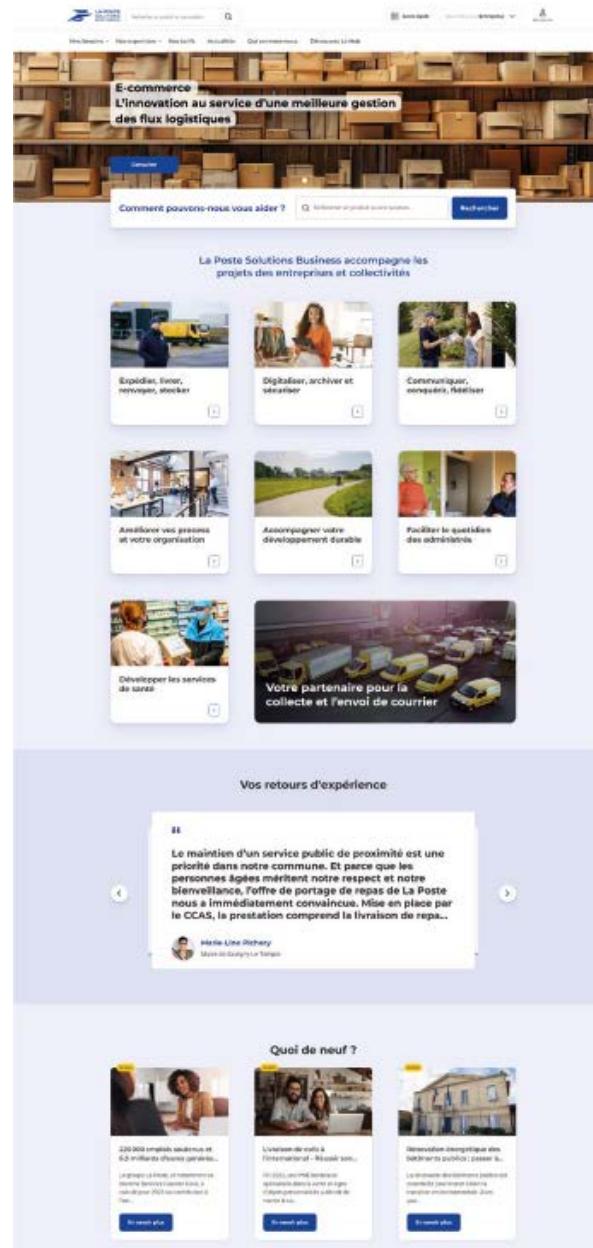
The La Poste Solutions Business website has been completely redesigned to provide you with simpler navigation and a clearer presentation of all our offers and expertise.

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

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

Finally, you can access your new personal space dedicated to managing and tracking your contracts, usage, and invoices. It also allows you to order pre-paid envelopes online, generate quotes, and easily contact your advisor to discuss your needs, receive guidance, and subscribe.

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



4 - Tips for more responsible mail use

For more than 15 years, La Poste has been taking actions to reduce its environmental footprint, particularly related to its greenhouse gas emissions and resource use.

The Mail and Parcel Services division has already reduced its CO₂ emissions 39% since 2013. In 2024, La Poste has committed to achieving Net Zero Emissions by 2040: it aims for a 90% reduction in its emissions by 2040 and plans to offset the remaining 10% through carbon sequestration projects in the air.

La Poste is also working to reduce the environmental footprint of the resources it and its partners (suppliers, service providers, customers, etc.) use. This commitment is reflected in a proactive policy promoting the responsible use of paper. LA POSTE Group is now able to share its expertise in responsible paper use with its customers and partners.



PAGE 5

For more responsible paper, you have the option of choosing papers containing 100% post-consumer recycled fibers or papers that are 100% FSC or PEFC certified (PEFC of European origin), including in the choice of your envelope, to make the mailings fully recyclable.

PAGE 5

Member of CITEO, you can show your commitment to recycling and recovering paper by using the various logos available on www.citeo.com CITEO is a mission-driven company created by companies 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 5

The NF environmental 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 products. It has the same requirements as the European flower. It proposes an optimization of the manufacturing process. The "paper profile" of a paper complements this standard (since only 10% certified fibers are required to obtain the standard). It allows this information to be obtained upon request from the supplier and guarantees the area and method of sourcing the fibers used in the paper.

PAGE 13

The use of crystal paper windows allows for a 100% recyclable envelope, which is not the case with a Plastic window. This notably allows compliance with the criteria of the NF316 standard.



PROFESSIONAL ADVICE

PAGE 5

However, it is preferable to choose an envelope made of 100% paper, and choose a paper according to the criteria in the “choice of paper” section on page 5, to make the fold fully recyclable.

PAGE 14

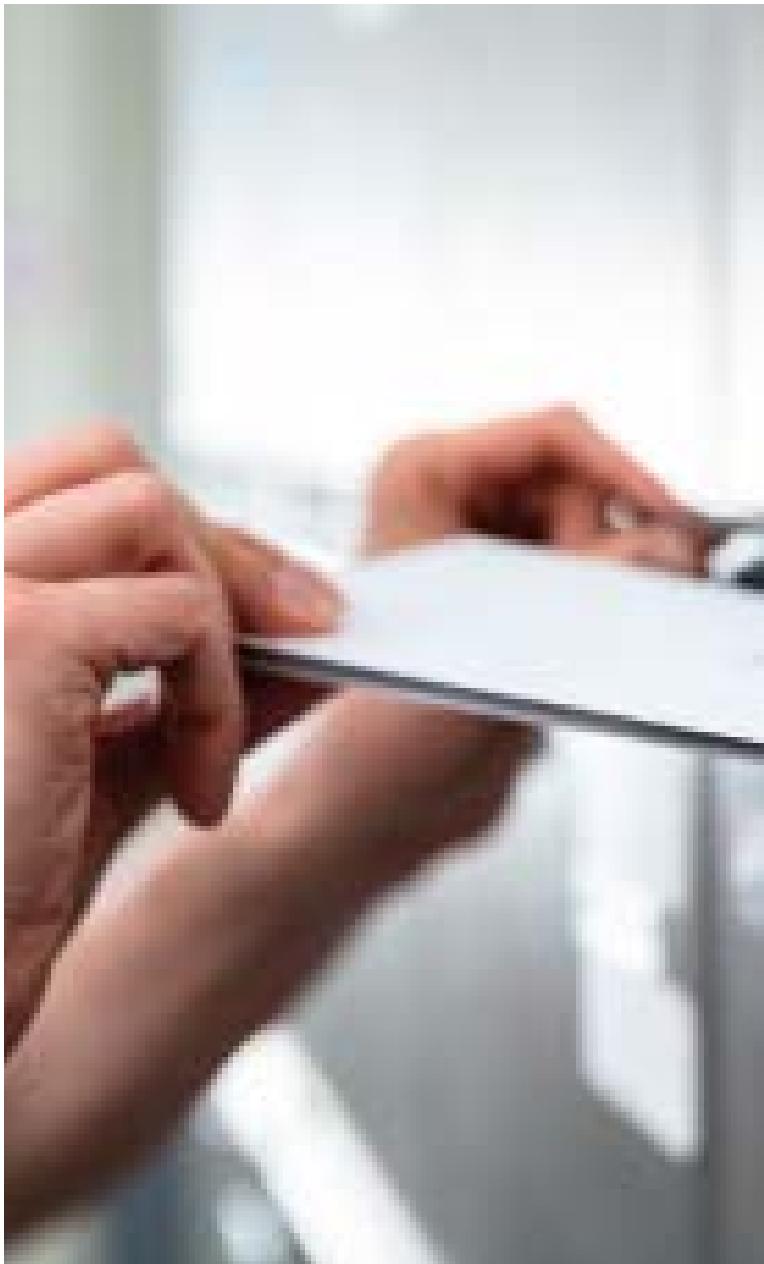
For your international shipments, here are some environmental notices (logos and labels) in English: “Think recycling: Sort me”; “For a sustainable use of forestry, this document has been printed on a X% recycled paper and/or a X% FSC/PFEC certified paper, in an ISO 14 0001 or EMAS certified production site”; “This document has been printed with natural ink made from plants”.

PAGE 5 AND PAGE 24

The print (background colors): The environmental impact of printing can be reduced by choosing, for example, eco-friendly inks, limiting solid color areas, and favoring the use of water-based inks, which provides an additional guarantee of the environmental quality of the printed product. Choosing to reduce excessive solid color areas in background colors (maximum 40% of the envelope surface to comply with the NF 316 standard) is also beneficial, rather than using dyed paper (which hinders paper recycling).

PAGE 64

EMAS or ISO-14001 certified production sites These certifications attest to quality and continuous improvement in environmental management. Printed materials bearing the Imprim'Vert label certify that the printer is recognized as environmentally responsible in the proper disposal of hazardous waste. (See p. 64 on environmental certifications.)



PAGE 14

To communicate your environmental commitment, for example, you can include on the blank areas of the envelope the various environmental labels and logos for which you are eligible, which attest to the materials and manufacturing methods of your communication materials: NF Environnement, CITEO, Imprim'Vert, the percentage of recycled fibers in the envelope, its certifications, the fact that the material is recyclable, encouraging selective sorting, etc. It is recommended to print the square environmental logos on the back, in the center of the envelope.

PAGE 14

Some examples of entries (it is recommended to print them on the back) "This paper was printed with natural vegetable inks" - "The issuer of this document adheres to and contributes to CITEO, the eco-organization for paper."

To ensure you use the appropriate wording, 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).

APPENDIX 3

Links for further information

Website of the European Ecolabel:

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 brand website:

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

Eco Font police website:

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

AFNOR WEBSITE ADDRESS STANDARD

NF Z10-011 standard:

<https://www.boutique.afnor.org/fr-fr/norme/nf-z10011/adresse-postale-redaction-de-la-dresse-postale-regles-de-presentation-du-cou/fa178533/40541>

How to contact us ?

BY PHONE

3634 Service gratuit
+ prix appel

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

SOCIAL NETWORK

Find us also
on social networks

 @LaPosteBusiness

 La Poste Solutions Business

 La Poste

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
are available at the following
locations of La Poste

Service Clients
Courrier Entreprises
99 999 LA POSTE

