Practical letter guide industrial mail with smart data

Businesses and local authorities 2026

English translation of the *Guide Pratique du Courrier*

For an optimal handling
of your letters.

LA POSTE
SOLUTIONS
BUSINESS

EVERYTHING YOU NEED TO KNOW FOR AN OPTIMAL HANDLING OF YOUR LETTERS
Key changes **since January 2025**

Novelty

Writing the recipient and sender address
Pages 49 - 50 - 51 - 53

Additional information and details on how to write addresses.

Novelty

Premium and Essential Industrial Mail - Destineo Premium
Pages 5-26

Preliminary remarks on the characteristics of the Smart Data system.

Info 2026

Additional information regarding the integrity of the folds
Pages 6 - 7 - 8 - 9 - 27 - 30 - 32 - 33 - 34

Revision of the information regarding the condition of packages handed over to La Poste.

Novelty

Industrial Mail Destineo Premium Presentation of the Destineo Premium Kdo+ offer
Pages 33 - 34 - 35 - 36

Consult all the technical characteristics of the offer, the definition of the formats (Format S, Format M, Format L and Format XL) and the presentation rules.

Info 2026

Re-mailing of Large Format Documents - Document Marking Area
Pages 14 - 15 - 16 - 39 - 40 - 41

Further details regarding the terms of use of this area when the recipient has subscribed to a mail forwarding service.

Info 2026

Area available to the sender
Pages 10-37

Additional information on the use of this area.

Novelty

Information on fonts and character formats
Page 52

Additional information on the most commonly used punctuation marks considered as *"parasites"* during the machine folding process.

Info 2026

Destineo Premium - Cylindrical and roll formats
Pages 30-34

Information on formats not accepted in the postal network.

Info 2026

Definition of formats and presentation rules - Open folds and other formats
Pages 31-32

Recommendations on the rigidity of exposed folds to guarantee their resistance to handling.

Info 2026

Tips for more responsible mail use
Page 72

General information on La Poste's commitment to achieving Net Zero Emissions by 2040.

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

Note: This guide is for informational purposes only. It is provided for illustrative purposes.

Only the documents comprising the contract, identified in the Specific Terms and Conditions of Sale of the offers subscribed to, have contractual value and are valid between the parties.

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

PART 1

RULES FOR PROCESSING INDUSTRIAL MANAGEMENT MAIL

Preamble

Premium (CIP) and Essential (CIE) industrial mail is based on a technical system integrating the application of Smart Data to each piece of mail.

This system, which allows you to track your shipments and personalize services for recipients, requires **perfect visibility and readability** in CIP and CIE:

- **Smart Data** (including his/her phone number in plain text)

- **From the recipient's address,** without any other information (punctuation, extraneous data...) in the address area and this regardless of the direction of the flap in the case of a window envelope.

This is an essential prerequisite for all your Small Letter or Large Letter mailings.

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

To benefit from the Small Letter (mechanized format) rate for Premium or Essential Industrial Mail, all mail must have all of the following characteristics:

• • • ▶ Dimensions and weight

	Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
	Weight (in grams)	Between 8 and 80 included	Between 8 and 80 included	Between 80 and 350 included	Between 10 and 350 included
Width x Length (in mm)					
Rectangular	[90 to 176] x [140 to 250]	SL	SL	-	-
	[176 to 260] x [250 to 360]	-	-	-	-
Width x Length (in mm)					
Square	[140 to 176] x [140 to 176]	SL	SL	-	-
	[176 to 260] x [176 to 260]	-	-	-	-

• • • ▶ Extra thickness

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

• • • ▶ Container / Packaging

• Matte paper envelope / Referenced weight.

• Continuous gluing across the entire flap.

• The folds must not be deformed, torn and/or stuck together.

• • • ▶ Presentation of the address

All the information must be positioned **parallel to the longer side.**

• Printed address (window, envelope, label).

• Compliance with the Address Standard from standard NF Z 10-011.

• Fonts imitating handwriting are prohibited.

• Extraneous characters, underlined, italic, reverse video prohibited; font and background colour referenced.

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

To benefit from the standard small letter rate for Essential Industrial Mail distribution, all mail must meet all of the following characteristics:

• • • ▶ Dimensions and weight

	Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
	Weight (in grams)	Between 8 and 80 included	Between 8 and 80 included	Between 80 and 350 included	Between 10 and 350 included
Width x Length (in mm)					
Rectangular	[90 to 176] x [140 to 250]	SL_SD	SL_SD	-	-
	[176 to 260] x [250 to 360]	-	-	-	-
Width x Length (in mm)					
Square	[140 to 176] x [140 to 176]	SL_SD	SL_SD	-	-
	[176 to 260] x [176 to 260]	-	-	-	-

• • • ▶ Extra thickness

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

• • • ▶ Container / Packaging

• Paper or cellulose fibre envelope (See Appendix 1, pages 68 and 69).

• Continuous gluing across the entire flap.

• The folds must not be deformed, torn and/or stuck together.

• • • ▶ Presentation of the address

All the information must be positioned **parallel to the longer side.**

• Printed address (window, envelope, label).

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

To benefit from the Large Letter (mechanized format) rate for Premium or Essential Industrial Mail, all mail must have all of the following characteristics:

▶ Dimensions and weight

	Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
	Weight (in grams)	Between 8 and 80 included	Between 8 and 80 included	Between 80 and 350 included	Between 10 and 350 included
Width x Length (in mm)					
Rectangular	[90 to 176] x [140 to 250]	-	-	LL	LL
	[176 to 260] x [250 to 360]	-	LL	LL	LL
Width x Length (in mm)					
Square	[140 to 176] x [140 to 176]	-	-	LL	LL
	[176 to 260] x [176 to 260]	-	LL	LL	LL

▶ Container / Packaging

· Matte paper envelope / Referenced weight.

· Continuous gluing across the entire flap.

· The folds must not be deformed, torn and/or stuck together.

▶ Presentation of the address

All the information must be positioned **parallel to one of the sides.**

· Printed address (window, envelope, label).

· Compliance with the Address Standard from standard NF Z 10-011.

· Fonts imitating handwriting are prohibited.

· Extraneous characters, underlined, italic, reverse video prohibited; font and background colour referenced.

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

To benefit from the standard large letter rate for Essential Industrial Mail distribution, all mail must meet all of the following characteristics:

▶ Dimensions and weight

	Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
	Weight (in grams)	Between 8 and 80 included	Between 8 and 80 included	Between 80 and 350 included	Between 10 and 350 included
Width x Length (in mm)					
Rectangular	[90 to 176] x [140 to 250]	-	-	LL_SD	LL_SD
	[176 to 260] x [250 to 360]	-	LL_SD	LL_SD	LL_SD
Width x Length (in mm)					
Square	[140 to 176] x [140 to 176]	-	-	LL_SD	LL_SD
	[176 to 260] x [176 to 260]	-	LL_SD	LL_SD	LL_SD

▶ Extra thickness

5 mm maximum.

▶ Container / Packaging

· Paper or cellulose fibre envelope (See Appendix 1, pages 68 and 69).

· Continuous gluing across the entire flap.

· The folds must not be deformed, torn and/or stuck together.

▶ Presentation of the address

All the information must be positioned **parallel to one of the sides.**

· Printed address (window, envelope, label).

2 - The different areas you can use on your folds

A fold is composed of different zones: **«La Poste» zones which each fulfill a function in the processing of the mail, shared zones, and a free zone intended for the sender.** Mail deposited using the Industrial Mail system must adhere to these zones. The **background** of the zero, postage, sender's, recipient's address, and indexing zones must comply with Pantone® colors (see Part 3 on Pantone colors); these zones must remain free of any text or graphics (drawings, lines).

Stamping section

The postage area is a space used either for postal markings or left free for the customer.

• **Postal use:** This area must contain the postage information, respecting the 2 mm protection around each piece of information.

Postage information must be positioned in the upper right corner of the envelope, respecting a 10 mm silence zone on the top right edges. Postage information may also be printed in Zone 0.

• **Customer use:** In this case, no postal address should be included.Find. Customer information must not disrupt the proper processing of mail within the postal network. Any information that could suggest an official nature to the illustration or cause confusion within the postal network is strictly prohibited (no date, no address).

Zone 0

Zone 0 is a space shared between La Poste and the Client located above the recipient address zone.

It may contain the following information:
• Postage signage
• Sender address (or return address)

Recipient address block

The address must include all the information necessary for the processing and distribution of the envelopes, according to the address rules: Cf. FT-SIG 13 Envelope Addresses.
https://www.espacetechniqueetqualite.laposte.fr/node/176

Blank area

Several areas on the envelope must remain completely blank; these are essential for processing the envelope within the postal network. The area between the edge of the envelope and the recipient's address area must remain blank, regardless of its width.

Area available to the sender

All space outside the areas defined above and the back of the envelope are at the disposal of the sender of the envelope.

If the return address is included, it must be in the upper left corner of the envelope, at least 10 mm from the edges of the envelope, and at least 10 mm from the first field of address in the postage area. The return address must not be positioned lower than the recipient address block. (See details in FT-SIG18 - Return Address Requirements).
https://www.espacetechniqueetqualite.laposte.fr/node/497

Example of a Small Letter

You can view the zoom on the sender address or the return address on pages 53-54.

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.

160 mm maxi

74 mm

40 mm

STAMPING SECTION

160 mm maxii

ZONE ZERO

2 mm mini

Blank area

20 mm mini

15 mm mini

RECIPIENT ADDRESS BLOCK

AREA AVAILABLE TO THE SENDER

2 mm mini

2 mm mini

2 mm mini

120 mm maxi
Out of scale

20 mm mini

BLANK AREA

140 mm mini

*

Example of a C5 format letter with a window

Size of the reference area
74 x 40 mm, can be extended to a maximum length of 160 mm.

160 mm maxi

74 mm

You can view the zoom on the sender address or the return address on pages 53-54.

*

40 mm

STAMPING SECTION

ZONE ZERO

2 mm mini

All information belowmust be visible regardless of the direction in which the fold is pressed.

20 mm mini

15 mm mini

RECIPIENT ADDRESS BLOCK

120 mm maxi

2 mm mini

2 mm mini

2 mm mini

Physical window edge

160 mm maxi

On C5 type envelopes,The available space between the address block and the indexing area can be used by the client provided that no numeric or alphanumeric characters are present. that can be considered a component of the address is not present.

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.

AREA AVAILABLE TO THE SENDER

20 mm mini

BLANK AREA

140 mm mini

Example of a C5 format letter without window
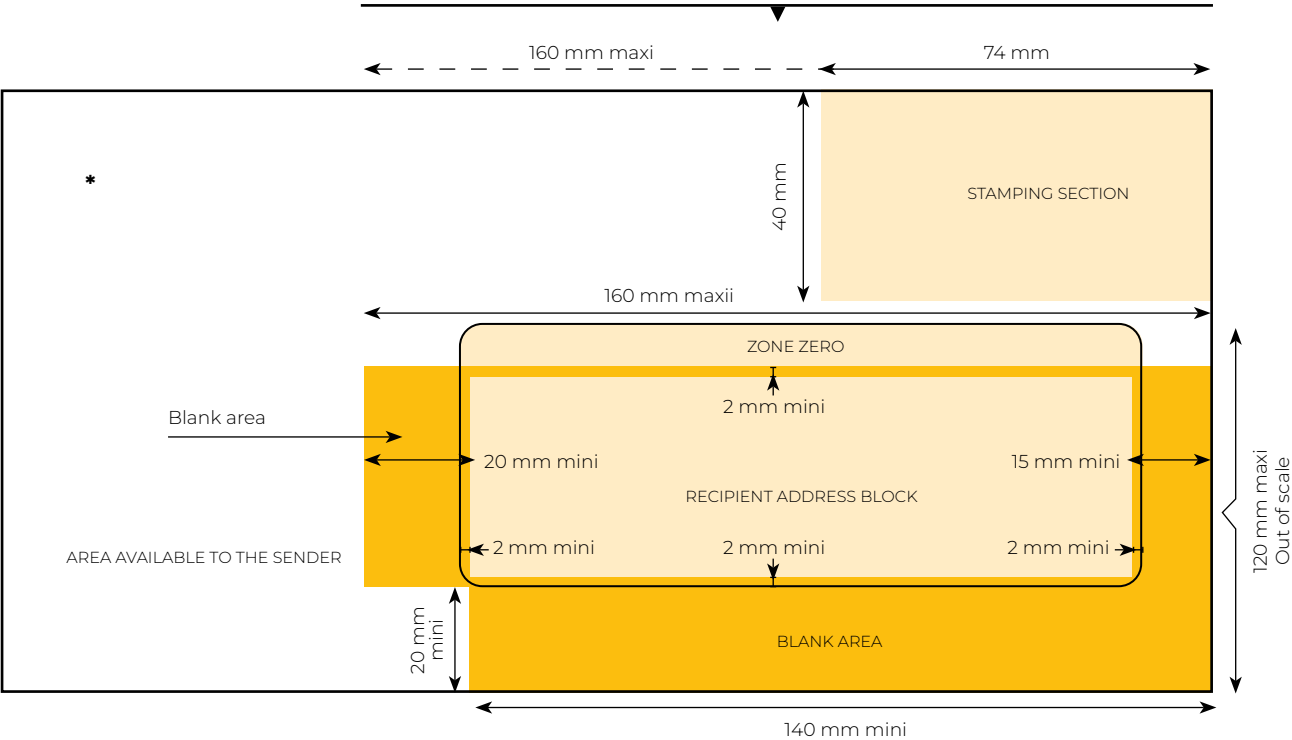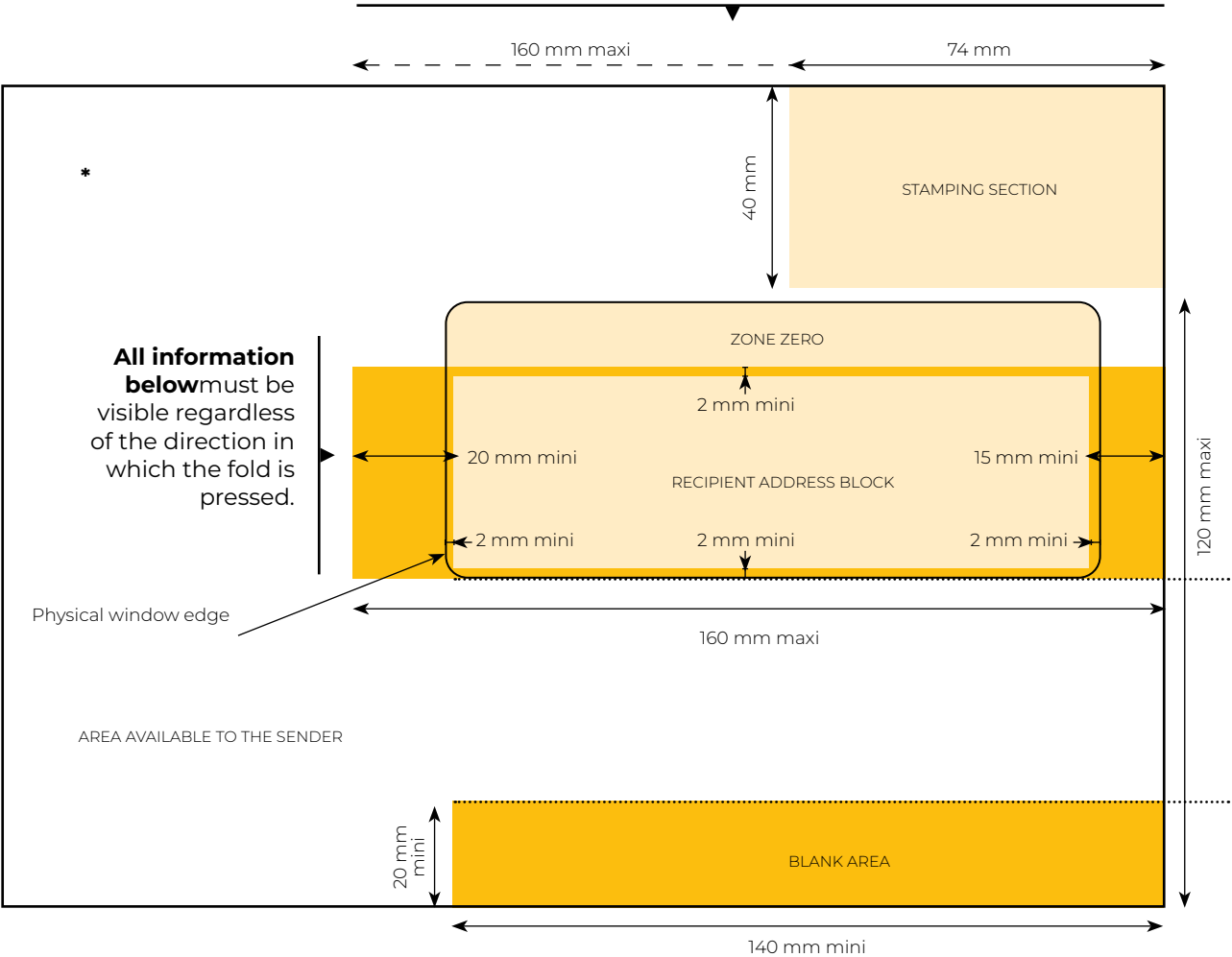
Size of the reference area
74 x 40 mm, can be extended to a maximum length of 160 mm.

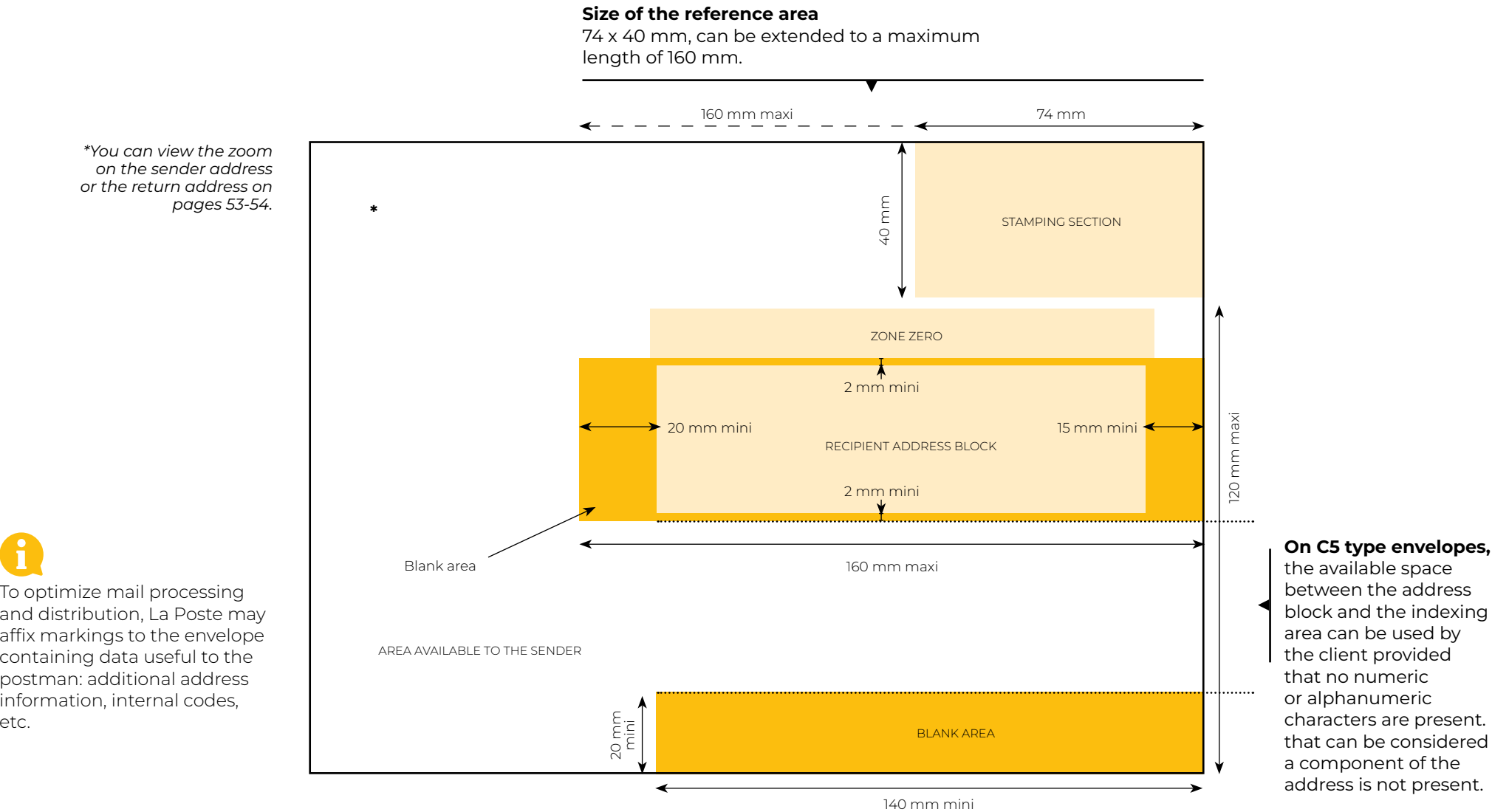*You can view the zoom on the sender address or the return address on pages 53-54.*

160 mm maxi ← → 74 mm

*

40 mm

STAMPING SECTION

ZONE ZERO

2 mm mini

20 mm mini — RECIPIENT ADDRESS BLOCK — 15 mm mini

2 mm mini

120 mm maxi

Blank area

160 mm maxi

On C5 type envelopes, the available space between the address block and the indexing area can be used by the client provided that no numeric or alphanumeric characters are present. that can be considered a component of the address is not present.

AREA AVAILABLE TO THE SENDER

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.

20 mm mini

BLANK AREA

140 mm mini

Example of a Large Letter / landscape

Size of the reference area
74 x 40 mm, can be extended to a maximum length of 160 mm.

160 mm maxi — 74 mm

You can view the zoom on the sender address or the return address on pages 53-54.

*

40 mm

STAMPING SECTION

160 mm maxi

ZONE ZERO

2 mm mini

20 mm mini   20 mm mini

100 mm maxi

RECIPIENT ADDRESS BLOCK

2 mm mini

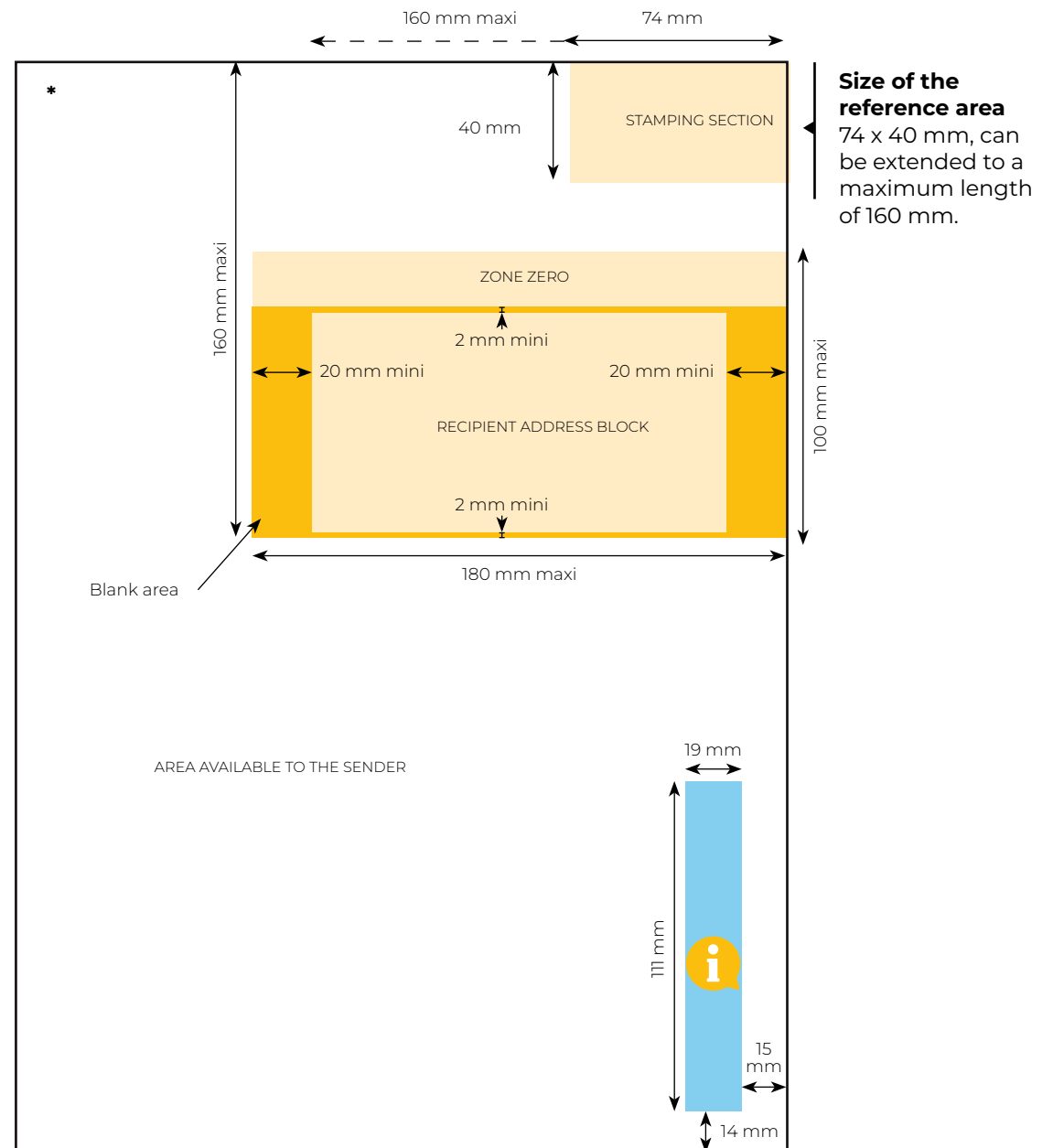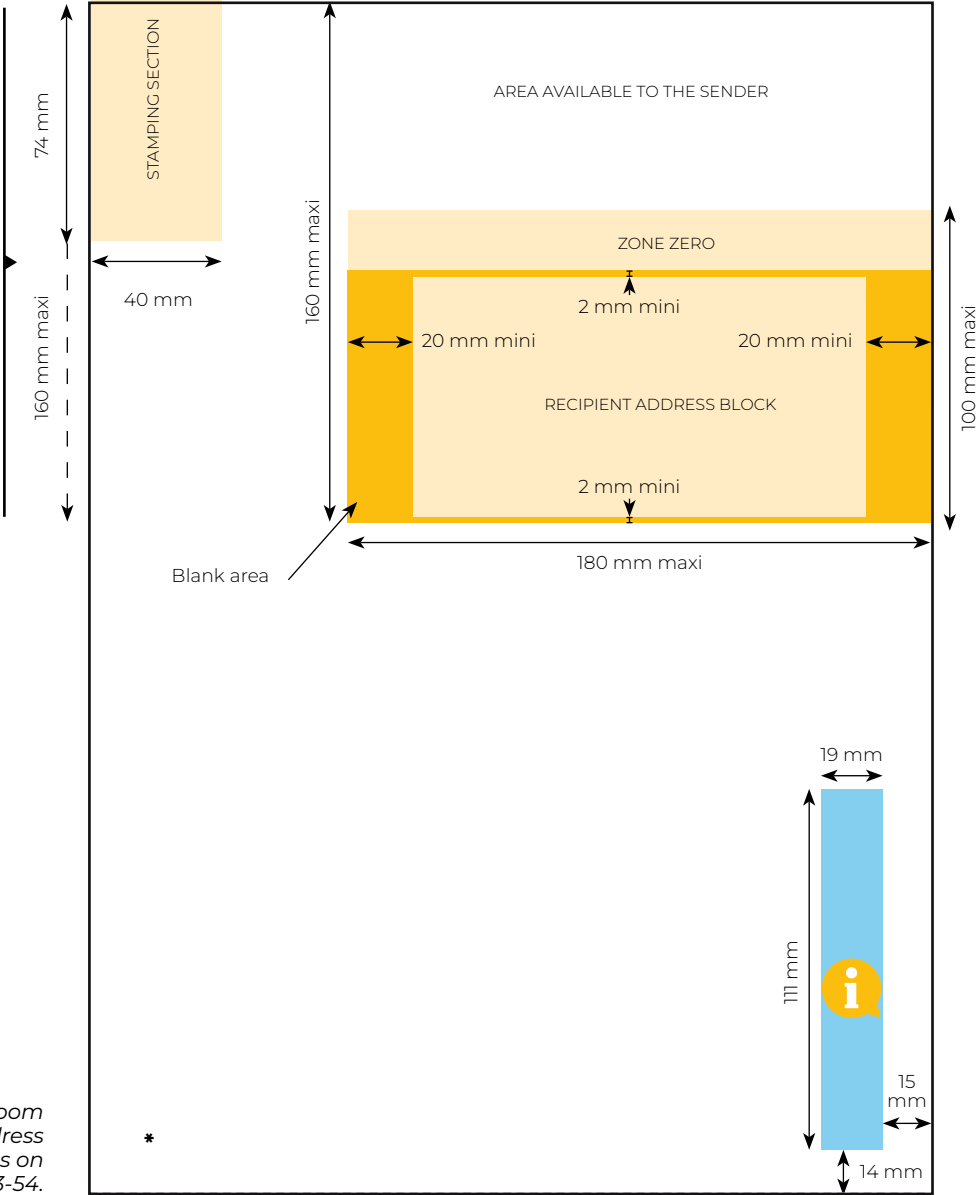AREA AVAILABLE TO THE SENDER

180 mm maxi

Blank area

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.

14 mm

111 mm

19 mm

15 mm

20 mm mini

Example of a Large Letter / portrait with the stamping section on the short side

You can view the zoom on the sender address or the return address on pages 53-54.

160 mm maxi

74 mm

*

STAMPING SECTION

40 mm

Size of the reference area
74 x 40 mm, can be extended to a maximum length of 160 mm.

160 mm maxi

ZONE ZERO

100 mm maxi

2 mm mini

20 mm mini   20 mm mini

RECIPIENT ADDRESS BLOCK

2 mm mini

Blank area

180 mm maxi

AREA AVAILABLE TO THE SENDER

19 mm

111 mm

15 mm

14 mm

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.

Example of a Large Letter / portrait with the stamping section on the large side

Size of the reference area 74 x 40 mm, can be extended to a maximum length of 160 mm.

STAMPING SECTION

74 mm

160 mm maxi

40 mm

AREA AVAILABLE TO THE SENDER

160 mm maxi

ZONE ZERO

2 mm mini

20 mm mini

20 mm mini

100 mm maxi

RECIPIENT ADDRESS BLOCK

2 mm mini

Blank area

180 mm maxi

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.

*You can view the zoom on the sender address or the return address on pages 53-54.

*

19 mm

111 mm

15 mm

14 mm

3 - Postage signage

• • •▶ Visual of a fold suitable for mechanization under Smart Data

• Operator name: LA POSTE

The operator's name must be in capital letters.
It can be affixed:

  · in the upper right corner of the postage area

  · in zone 0

The font used is of the Montserrat type or similar and dark in color. The minimum font size is 2.5 mm high.

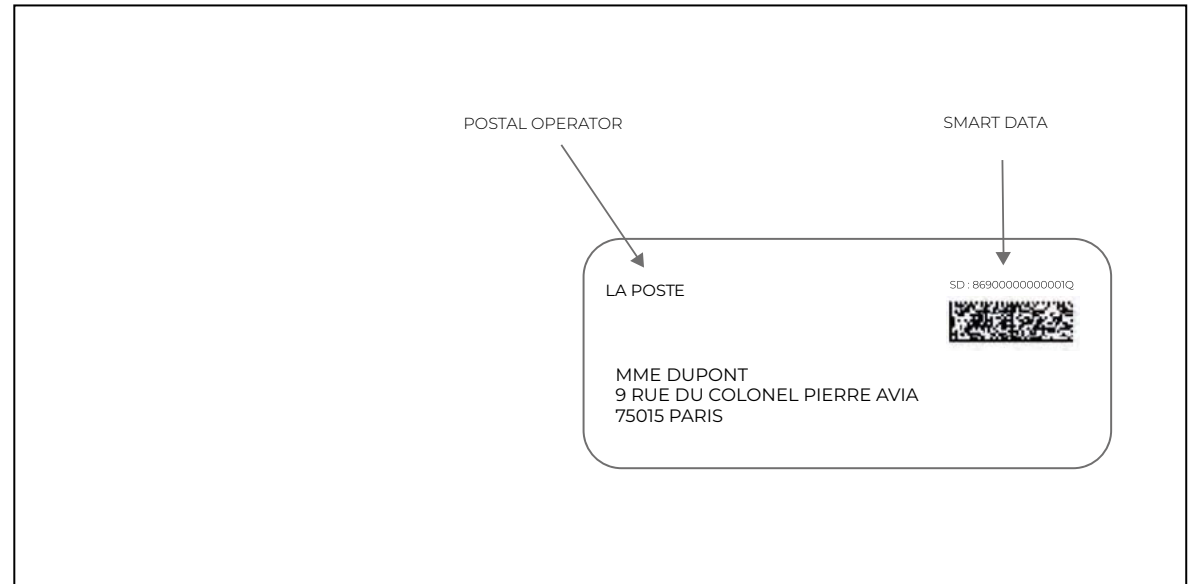**The Smart Data must be visible regardless of the direction in which the envelope is tagged.**

• Filing date:

This information is optional. The submission date can be entered in the postage area or in area 0.

This date must be consistent with the actual date the envelope was submitted.

• Location :

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

The positioning of the fields must comply with the rules defined in the technical specifications. Find the mandatory information on the Technical and Quality Space website, FT-SIG15 or https://www.espacetechniqueetqualite.laposte.fr/node/233

POSTAL OPERATOR   SMART DATA

LA POSTE   SD : 86900000000001Q

MME DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

PROFESSIONAL ADVICE

ENVIRONMENTAL COMMITMENT

To communicate your environmental commitment, you can, for example, include on the blank areas of the folded document, preferably on the reverse side, the various environmental labels and logos for which you are eligible and which certify the materials and manufacturing methods of your communication materials (see Appendix 3). 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).

3 - Postage signage

Visual of an Essential Industrial Mail fold in standard distribution format (under Smart Data)

• Operator name: LA POSTE

The operator's name must be in capital letters.
It can be affixed:

- in the upper right corner of the postage area

- in zone 0

The font used is of the Montserrat type or similar and dark in color. The minimum font size is 2.5 mm high.
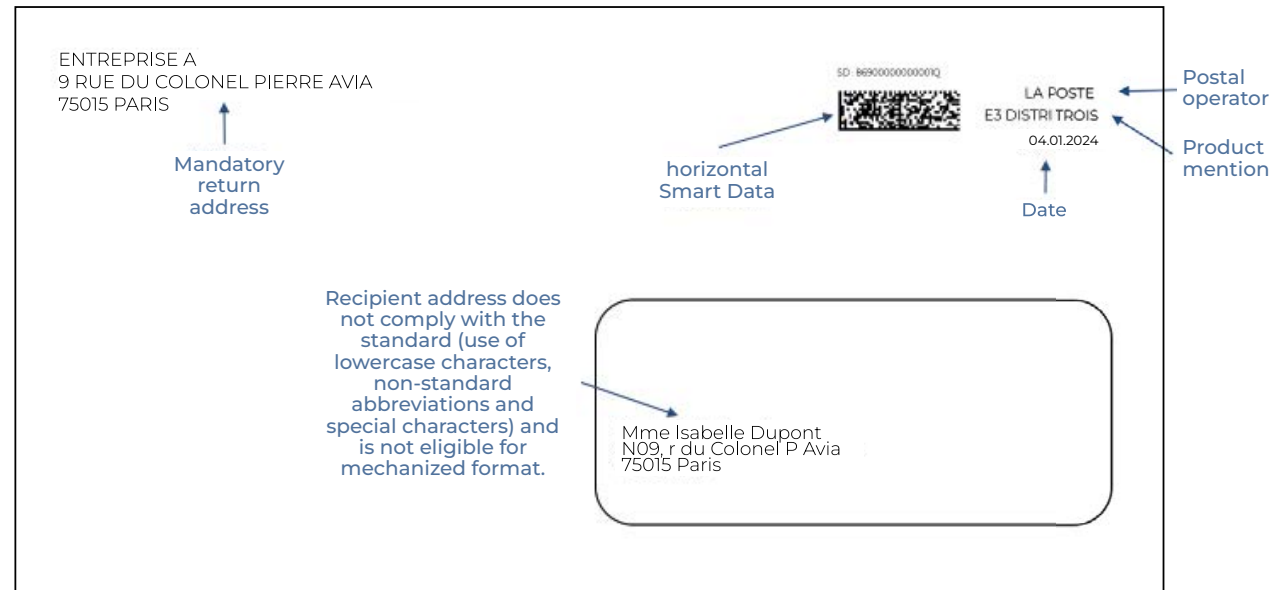
The return address must be on the envelope in the sender's address area or in area 0.

The product mention in the postage area or in zone 0.

The deposit date in the postage area or in area 0.

This date must be consistent with the actual date the envelope was submitted.

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

ENTREPRISE A
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

SD: 8690000000001Q

LA POSTE
E3 DISTRI TROIS
04.01.2024

Postal operator

Product mention

Mandatory return address

horizontal Smart Data

Date

Recipient address does not comply with the standard (use of lowercase characters, non-standard abbreviations and special characters) and is not eligible for mechanized format.

Mme Isabelle Dupont
N09, r du Colonel P Avia
75015 Paris

• Location:

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

The positioning of the fields must comply with the rules defined in the technical specifications. Find the mandatory information on the Technical and Quality Space website, FT-SIG15 or https://www.espacetech-niqueetqualite.laposte.fr/node/233

3 - Postage signage

⋯► Zoom on Smart Data: printing and positioning rules

• The fold identifier, which must be printed in plain text, consists of the following data:
  · Mention "SD :" (the **:** is separated from **SD** (with spaces before and after):

  · ID Pli (on 14N)

  · Check key: The algorithm for calculating the check key is defined in the ISO/IEC 7064 mod 37/36 standard. The check key is in Alphanumeric format with 1 character.

• Format: font at least 1.5 mm high (e.g. Montserrat font 7)
Example: "SD : 86900000000001Q"

• Positioning:
Smart Data can be edited:

  · on the document below the envelope window, in area 0 or to the right of the recipient address.

  · on the envelope or on a label:
    > in zone 0
    > to the left of the recipient's address

  · in the postage area: only for ordinary mail.

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

You can consult the FT-LIB1 Datamatrix editing rules technical datasheet on https://www.espacetechniqueetqualite.laposte.fr/node/249

MONTSERRAT FONT OR SIMILAR
1.5 MM MINIMUM HEIGHT

SD : 86900000000001Q

EXAMPLE: RECTANGULAR DATA MATRIX

3 - Postage signage

⚫⚫⚫▶ Zoom on Smart Data: Smart Data orientation and editing of other barcodes (CAB)

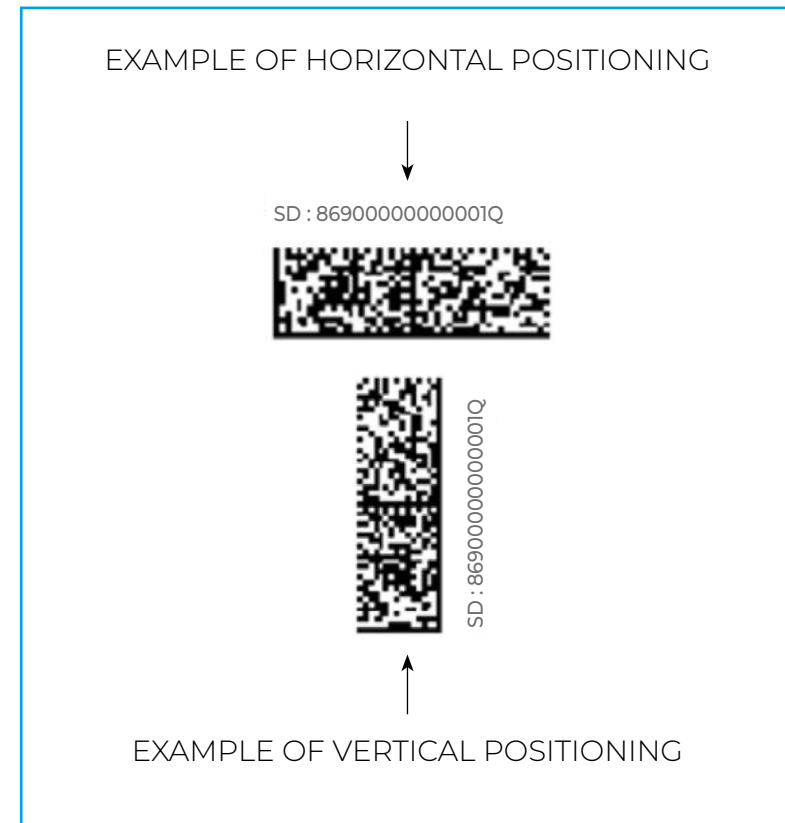**• Smart Data can be printed horizontally or vertically:**
  ⚫ If the CAB is in a horizontal position, the trigger bars must be to the left and below the datamatrix.

  ⚫ If the CAB is in a vertical position, the trigger bars must be to the right and below the datamatrix. In this case, the plaintext identifier is printed to the right of the datamatrix.

• Conditions for printing other barcodes on the envelope:
The envelope will contain a single barcode: the Smart Data datamatrix. As a reminder, it includes a 40AN customer area.

However, the publication of additional CABs is permitted subject to meeting the following conditions:

  ⚫ No other coding begins with the abbreviation "SD : "

  ⚫ No other CAB contains the characters "%" in the first position and "^" in position 32.

  ⚫ Positioning at least 4 mm away from the word "LA POSTE" and Smart Data, recommending a gap of at least 10 mm.

  ⚫ The printing of another postal barcode dedicated to historical offers (IDT, IDS, or Alliage) is prohibited on an envelope with Smart Data.
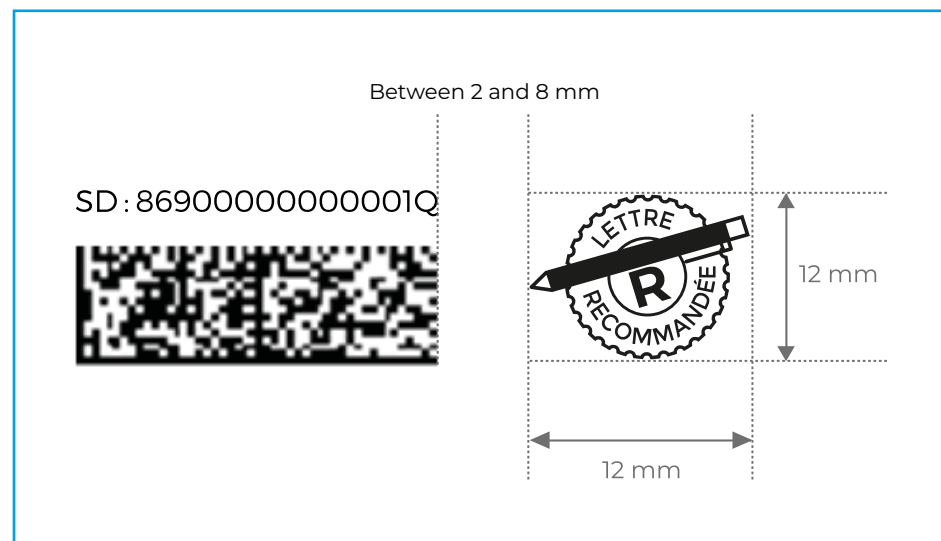

EXAMPLE OF HORIZONTAL POSITIONING

SD : 86900000000001Q

SD : 86900000000001Q

EXAMPLE OF VERTICAL POSITIONING

3 - Postage signage

···▶ Zoom in on the Service logo (if necessary)

The logo clearly indicates that the package carries a service with a specific action to be performed.

The indication of the type of logo to be affixed, if any, is given by the Combinations table of the CI Reference under Smart Data by the field "Logo", according to the criteria "commercial product", "service product(s)", "commercial product option(s)" and "service option(s).
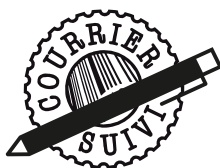
Attribute	Value/constraint
Size	12mm x 12mm minimum pencil included
Margin between the datamatrix and the logo	Between 2 and 8 mm
Print resolution	Typical value: 300 dpi Minimum: 200 dpi

FOLLOW UP   SIGN   RECOMMENDED

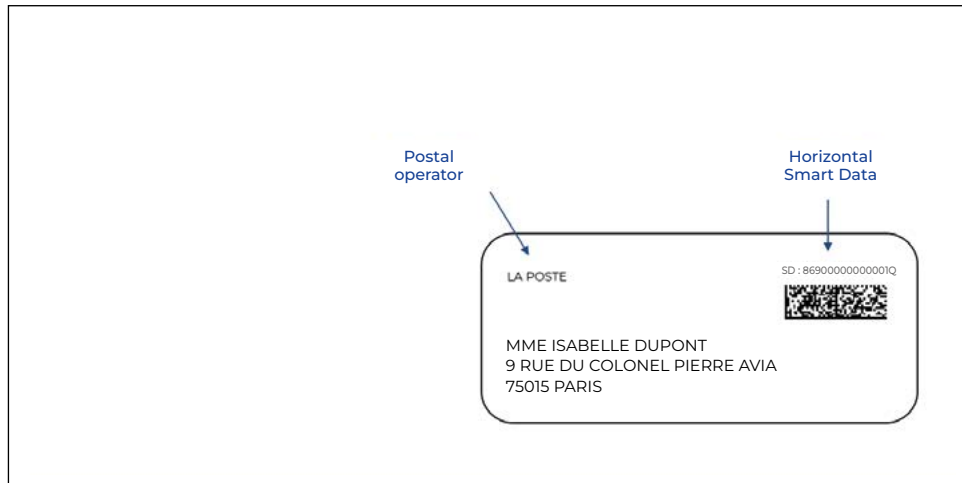**Logo positioning relative to the barcode:**

- **Horizontal positioning:** the logo must be positioned at least 2 mm from the barcode, preferably to the right of the barcode. The logo must be horizontally centered with the Smart Data.

- **Vertical positioning:** the logo must be positioned at least 2 mm above the barcode. The logo must be vertically centered with the Smart Data.

In the case where 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.
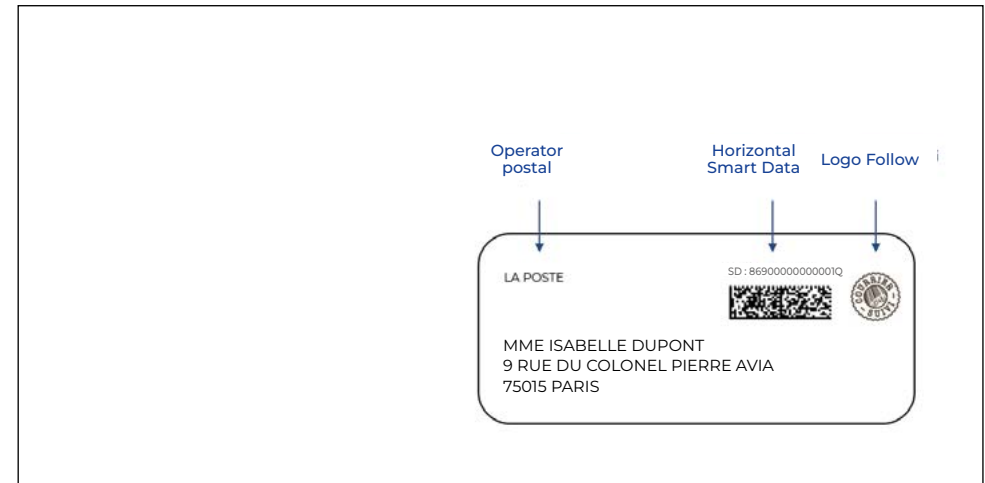
3 - Postage signage

▶ Examples of Premium Industrial Mail visuals in mechanized format format

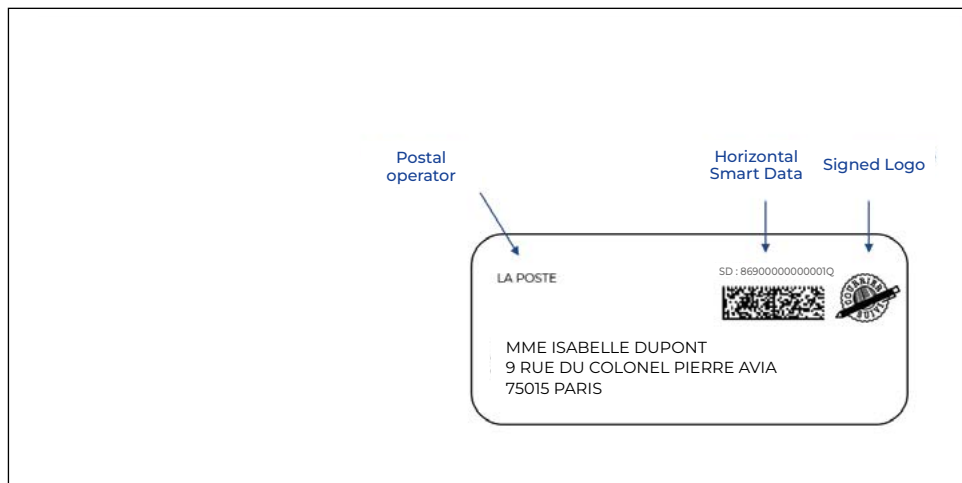### Premium Industrial Mail, regular mail

Postal operator · Horizontal Smart Data

LA POSTE   SD : 869000000000001Q

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

Premium Industrial Mail, mail with tracking option

Operator postal · Horizontal Smart Data · Logo Follow

LA POSTE   SD : 869000000000001Q

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

Premium Industrial Mail, letter with signed option

Postal operator · Horizontal Smart Data · Signed Logo

LA POSTE   SD : 869000000000001Q

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

Premium Industrial Mail, registered Mail

ENTREPRISE A
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

LA POSTE

Return address required · Product mention required · Horizontal Smart Data · Operator postal · Logo Recommended

RECOMMANDE G2   SD : 869000000000001Q

MME ISABELLE DUPONT
111 BOULEVARD BRUNE
75014 PARIS

3 - Postage signage

···► Examples of Premium Industrial Mail visuals in mechanized format format
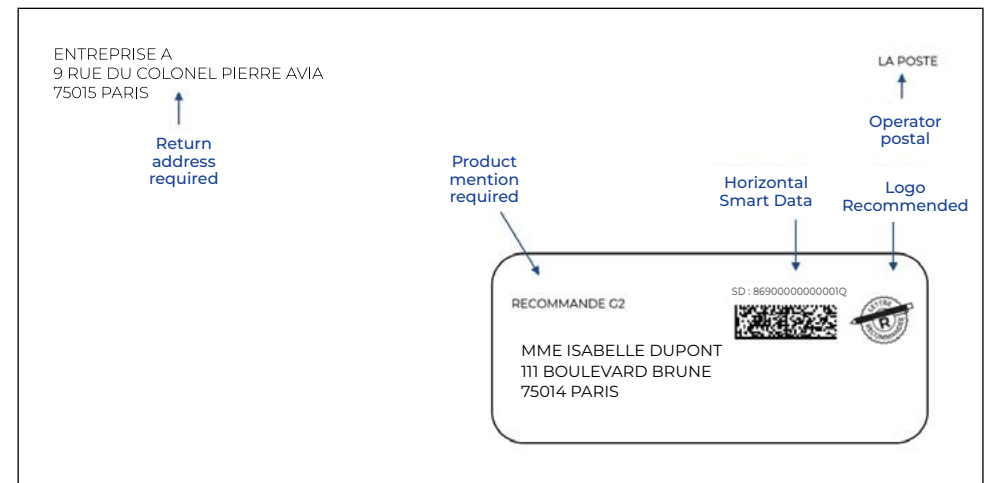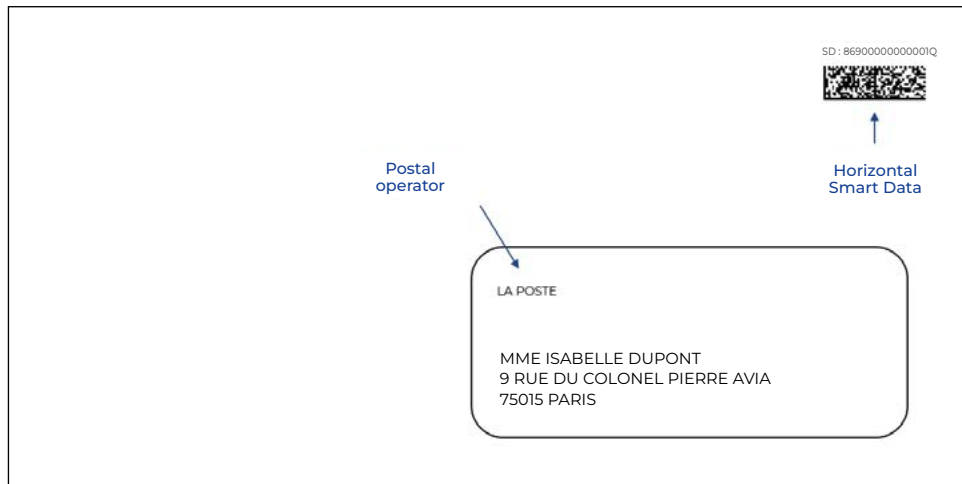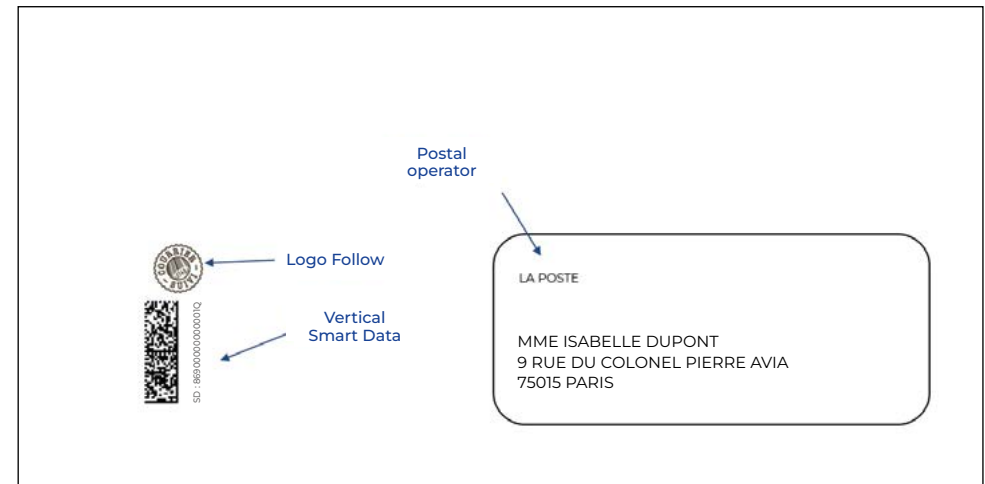
Premium Industrial Mail, regular mail
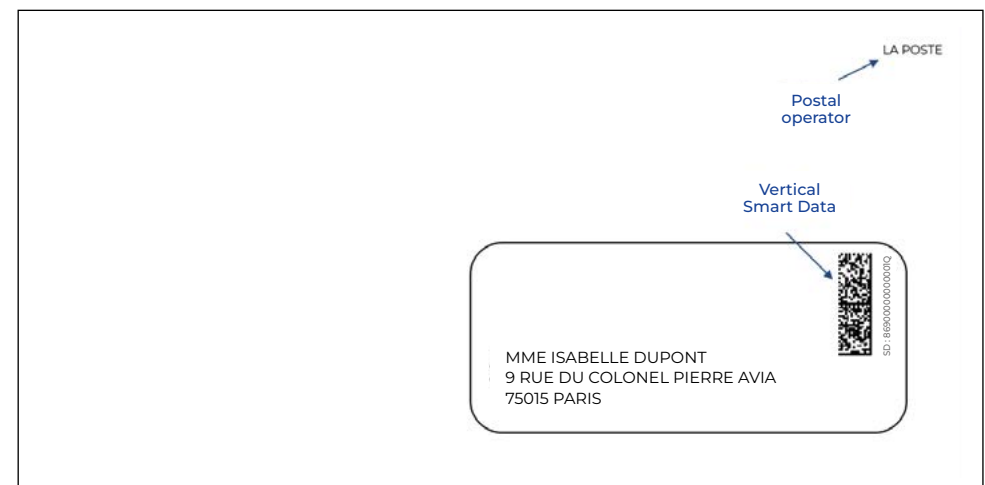

Postal operator

Horizontal Smart Data

SD : 86900000000001Q

LA POSTE

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

Premium Industrial Mail, mail with tracking option

Postal operator

Logo Follow

Vertical Smart Data

LA POSTE

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

Premium Industrial Mail, regular mail

Vertical Smart Data

Postal operator

LA POSTE

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

Premium Industrial Mail, regular mail

LA POSTE

Postal operator

Vertical Smart Data

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
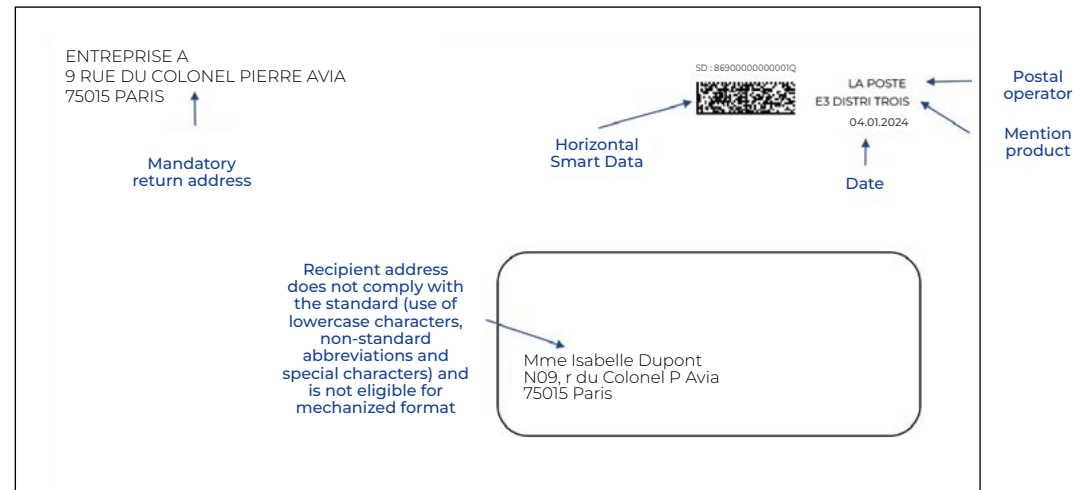75015 PARIS
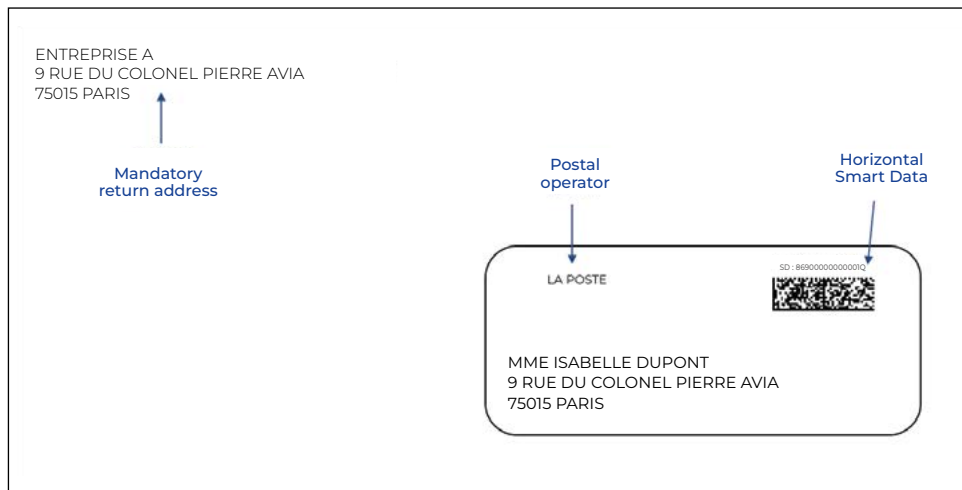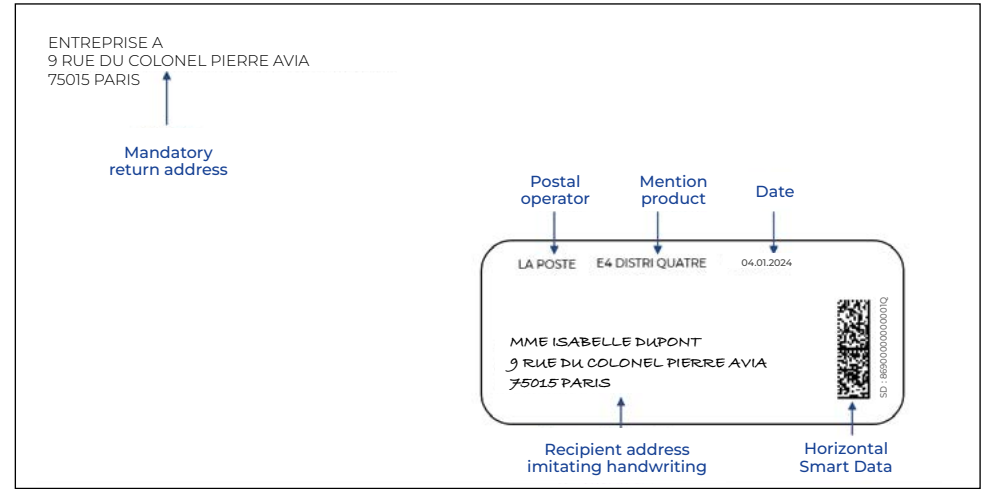
3 - Postage signage

▶ **Examples of visuals for Essential Industrial Mail, mechanized format**

▶ **Examples of visuals for Essential Industrial Mail, Standard format distribution**

PART 2

RULES FOR PROCESSING DESTINEO PREMIUM INDUSTRIAL MAIL

A range INH - Inside Home

LA POSTE SOLUTIONS BUSINESS

Preamble

Destineo Premium industrial mail is based on a technical device integrating the application of Smart Data to each piece of mail.

This system, which allows you to track your shipments and personalize services for recipients, requires perfect visibility and readability:

- **Smart Data**(including his/her phone number in plain text)

- **From the recipient's address,** without any other information (punctuation, extraneous data...) in the address area and this regardless of the direction of the flap in the case of a window envelope.

This is an essential prerequisite for all your deposits.

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

To qualify for the Small Format (mechanized format) rate, all folds must meet all of the following criteria:

••▶ Dimensions and weight

Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
Weight (in grams)	Between 8 and 50 inclusive	Between 8 and 50 inclusive	Between 50 and 750 inclusive	Between 10 and 750 inclusive
Width x Length (in mm)				
Rectangular [90 to 176] x [140 to 250]	SF	SF / LF *	-	-
[176 to 260] x [250 to 360]	-	-	-	-
Width x Length (in mm)				
Square [140 to 176] x [140 to 176]	SF	SF	-	-
[176 to 260] x [176 to 260]	-	-	-	-

*In LF if the recipient address and postal details are not **parallel to the longer side.**

••▶ Extra thickness

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

••▶ Container / Packaging

The fold must comply with the paper selection rules detailed on page 61.

These folds must not be distorted, torn, and/or glued together. All mailings in envelopes or pouches must be completely sealed (continuous gluing across the entire flap).

Packaging is permitted in paper or cardboard packaging, with or without a window.

••▶ Presentation of the address

All the information must be positioned **parallel to the longer side.**

• Printed address (window, envelope, label).

• Compliance with the Address Standard from standard NF Z 10-011.

• Extraneous characters, underlined, italic, reverse video prohibited; font and background colour referenced.

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

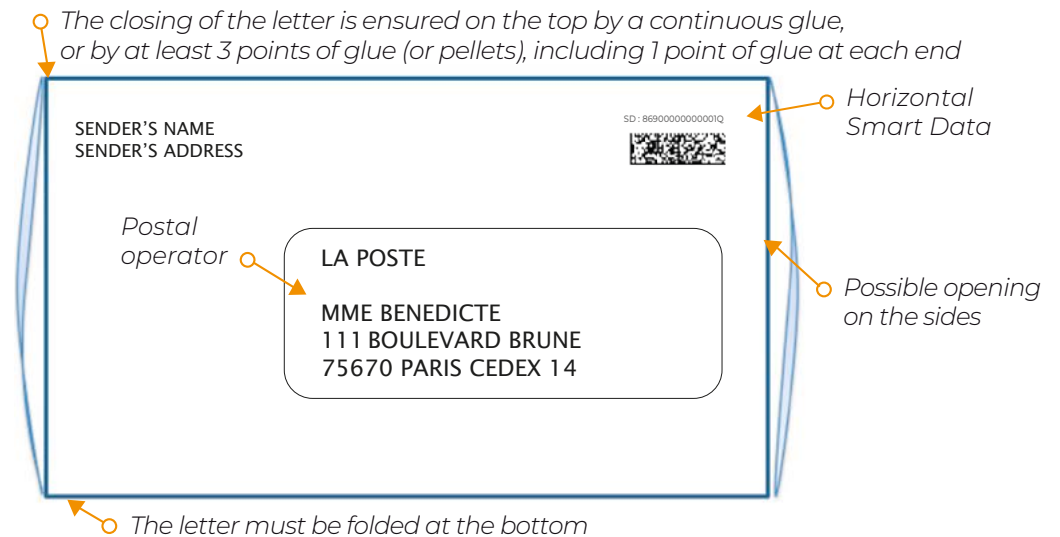## • • • ▶ The all-in-one or self-sealing

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

Horizontal Smart Data

SENDER'S NAME
SENDER'S ADDRESS

SD : 8690000000001Q

Postal operator

LA POSTE

MME BENEDICTE
111 BOULEVARD BRUNE
75670 PARIS CEDEX 14

Possible opening on the sides

The letter must be folded at the bottom

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

●●● ▶ The folds 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.
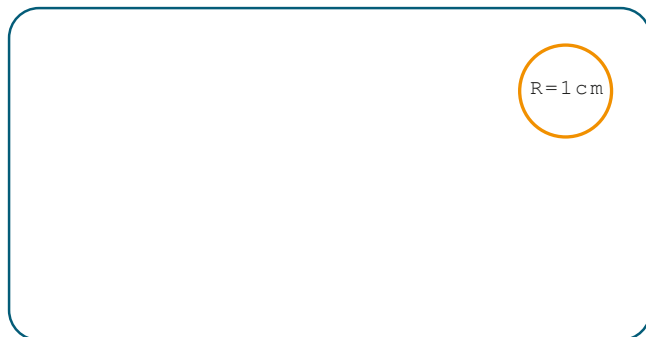
●●● ▶ Access to the reference note

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

PROFESSIONAL ADVICE

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

R = 1 cm

Cards with flap

Card with flap

SENDER'S NAME
SENDER'S ADDRESS

SD : 8690000000001Q

Smart Data horizontale

DMISC MME BENEDICTE
IMMEUBLE 1
111 BOULEVARD BRUNE
75670 PARIS CEDEX 14

The flap is closed by a continuous gluing

All-in-one with notch

LA POSTE

Ø20 mm MAXIMUM

SD : 8690000000001Q
000078399908

MONSIEUR JEAN
2 RUE DU DOCTEUR PASCAL
21000 DIJON

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

To qualify for the Large Format (mechanized format) rate, every fold must meet all of the following characteristics:

••• ►Dimensions and weight

Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
Weight (in grams)	Between 8 and 50 inclusive	Between 8 and 50 inclusive	Between 50 and 750 inclusive	Between 10 and 750 inclusive
Width x Length (in mm)				
Rectangular [90 to 176] x [140 to 250]	-	SF / LF*	LF	LF
[176 to 260] x [250 to 360]	-	LF	LF	LF
Width x Length (in mm)				
Square [140 to 176] x [140 to 176]	-	-	LF	LF
[176 to 260] x [176 to 260]	-	LF	LF	LF

*In LF if the recipient address and postal details are not **parallel to the longer side.**

••• ► Container / Packaging

• The fold must comply with the paper selection rules detailed on page 61.

• They must not be deformed, torn and/or glued together.

• All mailings in envelopes or pouches must be completely sealed (continuous gluing across the entire flap). • Packaging is permitted in paper or cardboard wrapping, with or without a window, or "open".

• Destineo Premium packages submitted to La Poste in the form of rolls and cylinders are not permitted, nor is any other format likely to rotate on itself when passing through the mail sorting machine.

••• ►Presentation of the address

• All postal markings must be positioned parallel to one of the sides (page 41).

• Printed address (window, envelope, label).

• Compliance with the Address Standard from standard NF Z 10-011.

• Extraneous characters, underlined, italic, reverse video prohibited; font and background colour referenced.

1 - Definition of formats and presentation rules: Large Format Open Folds (mechanizable)

The "open mailing" method involves depositing stapled envelopes without film or paper wrapping. Inserts must be securely attached to the main document. The format is C5 or larger for rectangular envelopes.

To ensure that the open folds deposited will withstand handling, they must meet the following characteristics:

· Rigidity with a bend deflection strictly less than 65 mm.

· The paper weight of the front and back cover pages must be strictly greater than 130g/m².

••• ▶ Zoom on the recipient's address: uncovered mailings

· Address block: location for affixing to the front (1ᴰcover) or on the back of the document (4ᵉcover).

••• ▶ 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 or light and matte solid color address area, with a background reflectance greater than 50% (ref: EN13619: 2002).

PROFESSIONAL ADVICE

COVERAGE RATE

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

••• ▶ Method of affixing the address

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

••• ▶ Fold signage

No special requirements. The mandatory information is that related to the Destineo Premium product. Postage information must be affixed above the address block.

1 - Definition of formats and presentation rules: Other Format (not machine-readable)

To qualify for the Other Format (non-mechanizable) rate, all folds must meet all of the following characteristics:

••• ▶ Dimensions and weight

Thickness (in mm)	Up to 20	
Weight (in grams)	Up to 2000 in Destineo Premium Simply and Destineo Premium Public Utility and up to 3000 in Destineo Premium Integral	
Dimensions (in mm)		
Rectangular	Mini: [90 x 140]	OF
	Maximum: L + W + H < 1000 mm with L < 600	OF
Dimensions (in mm)		
Square	mini: [140 x 140]	OF
	Maximum: L + W + H < 1000 mm with L < 600	OF

••• ▶ Container / Packaging

• They must not be deformed, torn, and/or glued together. All mailings in envelopes or pouches must be completely sealed (continuous gluing across the entire flap).

• Packaging is permitted in paper or cardboard packaging, with or without a window.

••• ▶ Open Shipping Other Format

The "open mailing" method involves depositing stapled envelopes without film or paper wrapping. Inserts must be stapled to the main document. The format must be A5 or larger for rectangular envelopes. To ensure that the deposited open envelopes withstand handling,

La Poste recommends depositing envelopes that meet 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).

  • The paper weight of the front and back cover pages must be strictly greater than 130 g/m².

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

1 - Definition of formats and presentation rules: Size S (mechanizable)

To benefit from the S format (machineable) rate of the Destineo Premium Kdo+, every envelope must have all of the following characteristics:

⋯▶ Dimensions and weight

	Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
	Weight (in grams)	Between 8 and 50 inclusive	Between 8 and 50 inclusive	Between 50 and 350 inclusive	Between 10 and 350 included
Width x Length (in mm)					
Rectangular	[90 to 176] x [140 to 250]	S	S/M*	-	-
	[176 to 260] x [250 to 360]	-	-	-	-
Width x Length (in mm)					
Square	[140 to 176] x [140 to 176]	S	S	-	-
	[176 to 260] x [176 to 260]	-	-	-	-

*In M if the recipient address and postal details are not **parallel to the longer side.***

⋯▶ Extra thickness

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

⋯▶ Container / Packaging

· Packaging is permitted in paper or cardboard packaging, with or without a window.

· Continuous gluing across the entire flap.

· The folds must not be deformed, torn and/or stuck together.

⋯▶ Presentation of the address

· All the information must be positioned **parallel to the longer side.**

· Printed address (window, envelope, label).

· Compliance with the Address Standard from standard NF Z 10-011.

· Extraneous characters, underlined, italic, reverse video prohibited; font and background colour referenced.

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

To benefit from the M format (mechanized format) rate for Destineo Premium Kdo+, every envelope must have all of the following characteristics:

▶ Dimensions and weight

	Thickness (in mm)	Between 0.3 and 0.5	Between 0.5 and 5		Between 5 and 20
	Weight (in grams)	Between 8 and 50 inclusive	Between 8 and 50 inclusive	Between 50 and 350 inclusive	Between 10 and 350 included
Width x Length (in mm)					
Rectangular	[90 to 176] x [140 to 250]	-	S/M*	M	M
	[176 to 260] x [250 to 360]	-	M	M	M
Width x Length (in mm)					
Square	[140 to 176] x [140 to 176]	-	-	M	M
	[176 to 260] x [176 to 260]	-	M	M	M

*In M if the recipient address and postal details are not **parallel to the longer side.**

▶ Container / Packaging

· Packaging is permitted in wrapping (paper, cardboard or film**), with or without a window or **uncovered (under the same conditions as for the GF format).**

· Continuous gluing across the entire flap.

· The folds must not be deformed, torn and/or stuck together.

· Destineo Premium Kdo+ envelopes submitted to La Poste in the form of rolls and cylinders are not permitted, nor is any other format likely to rotate on itself when passing through the mail sorting machine.

▶ Presentation of the address

· All the information must be positioned parallel to one of the sides.

· Printed address (window, envelope, label).

· Compliance with the Address Standard from standard NF Z 10-011.

· Extraneous characters, underlined, italic, reverse video prohibited; font and background colour referenced.

** 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.

1 - Definition of formats and presentation rules: Size L (not machine-readable)

To benefit from the L format (non-machineable) rate of the Destineo Premium Kdo+, every envelope must have all of the following characteristics:

••• ►Dimensions and weight

Thickness (in mm)		between 20 and 30 (exclusive)	between 30 and 200 (exclusive)
Weight (in grams)		between 8 and 750 inclusive	between 8 and 3,000 inclusive
Width x Length (in mm)			
Rectangular	[mini [90 x 140]	L	-
	maxi: L + W + H < 1000 mm with L < 600	L	-
Width x Length (in mm)			
Square	mini [140x 140]	L	-
	maxi: L + W + H < 1000 mm with L < 600	L	-

••• ►Container / Packaging

· These shipments can be of any shape and size.

· Packaging is permitted in wrapping (paper, cardboard or film**), with or without a window or **uncovered (under the same conditions as for the Other Format).**

*** 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.*

1 - Definition of formats and presentation rules: XL format (not machine-readable)

To benefit from the XL format (non-machineable) rate for Destineo Premium Kdo+, each envelope must have all of the following characteristics:

► Dimensions and weight

Thickness (in mm)		between 20 and 30 (exclusive)	between 30 and 200 (exclusive)
Weight (in grams)		between 8 and 750 inclusive	between 8 and 3,000 inclusive
Width x Length (in mm)			
Rectangular	[mini [90 x 140]	-	XL
	maxi: L + W + H < 1000 mm with L < 600	-	XL
Width x Length (in mm)			
Square	mini [140x 140]	-	XL
	maxi: L + W + H < 1000 mm with L < 600	-	XL

► Container / Packaging

· These shipments can be of any shape and size.

· Packaging is permitted in wrapping (paper, cardboard or film**), with or without a window or **uncovered (under the same conditions as for the Other Format).**

** 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.

2 - The different areas you can use on your folds

A fold is composed of different zones: **"La Poste" zones, each fulfilling a specific function in mail processing, shared zones, and a free zone intended for the sender.** Mail deposited using the Industrial Mail system must respect these zones. The **bottom** Zero zones, postage, sender's area, recipient's address and indexing must comply with Pantone® colors (see 3ᵉ (part on Pantone colors), these areas are to be left free of any character or graphics (drawings, lines).

Stamping section

The postage area is a space used either for postal markings or left free for the customer.

• **Postal use:** This area must contain the postage information, respecting the 2 mm protection around each piece of information.

Postage information must be positioned in the upper right corner of the envelope, respecting a 10 mm silence zone on the top right edges. Postage information may also be printed in Zone 0.

• **Customer usage:** In this case, no postal markings should be included. Customer markings must not disrupt the proper processing of mail within the postal network. Any marking couldsuggesting an official character to the illustration or causing confusion within the postal network is strictly prohibited (no date, no address).

Zone 0

Zone 0 is a space shared between La Poste and the Client located above the recipient address zone.

It may contain the following information:
• Postage signage
• Sender address (or return address)

Recipient address block

The address must include all the information necessary for the processing and distribution of the envelopes, according to the address rules: Cf. FT-SIG 13 Envelope Addresses.
https://www.espacetechniqueetqualite.laposte.fr/node/176

Blank areas

Several areas on the envelope must remain blank; these are necessary for processing the envelope within the postal network. The area between the right edge of the envelope and the recipient's address area may be used by the customer provided that the following are not present:

- No numeric or alphanumeric character that can be considered a component of the address.

- No mention or symbol used by La Poste, or similar to it with a risk of confusion.

Special cases can be studied upon request by La Poste.

Area available to the sender

All space outside the areas defined above and the back of the envelope are at the disposal of the sender of the envelope.
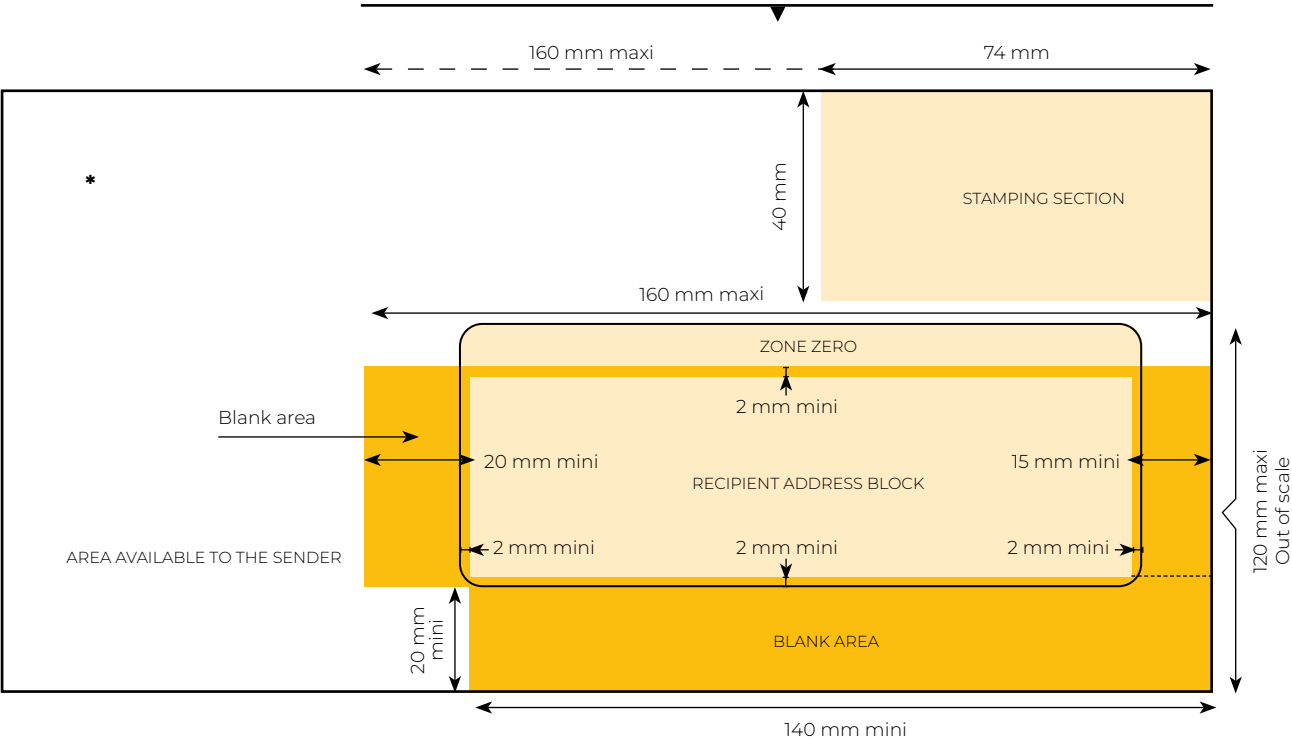
If the return address is included, it must be in the upper left corner of the envelope, at least 10 mm from the edges, and at least 10 mm from the first address in the postage area. The return address must not be positioned lower than the recipient address block. See FT-SIG 18 Return Address Requirements for details.
https://www.espacetechniqueetqualite.laposte.fr/node/497

Example of Small Format and S Format

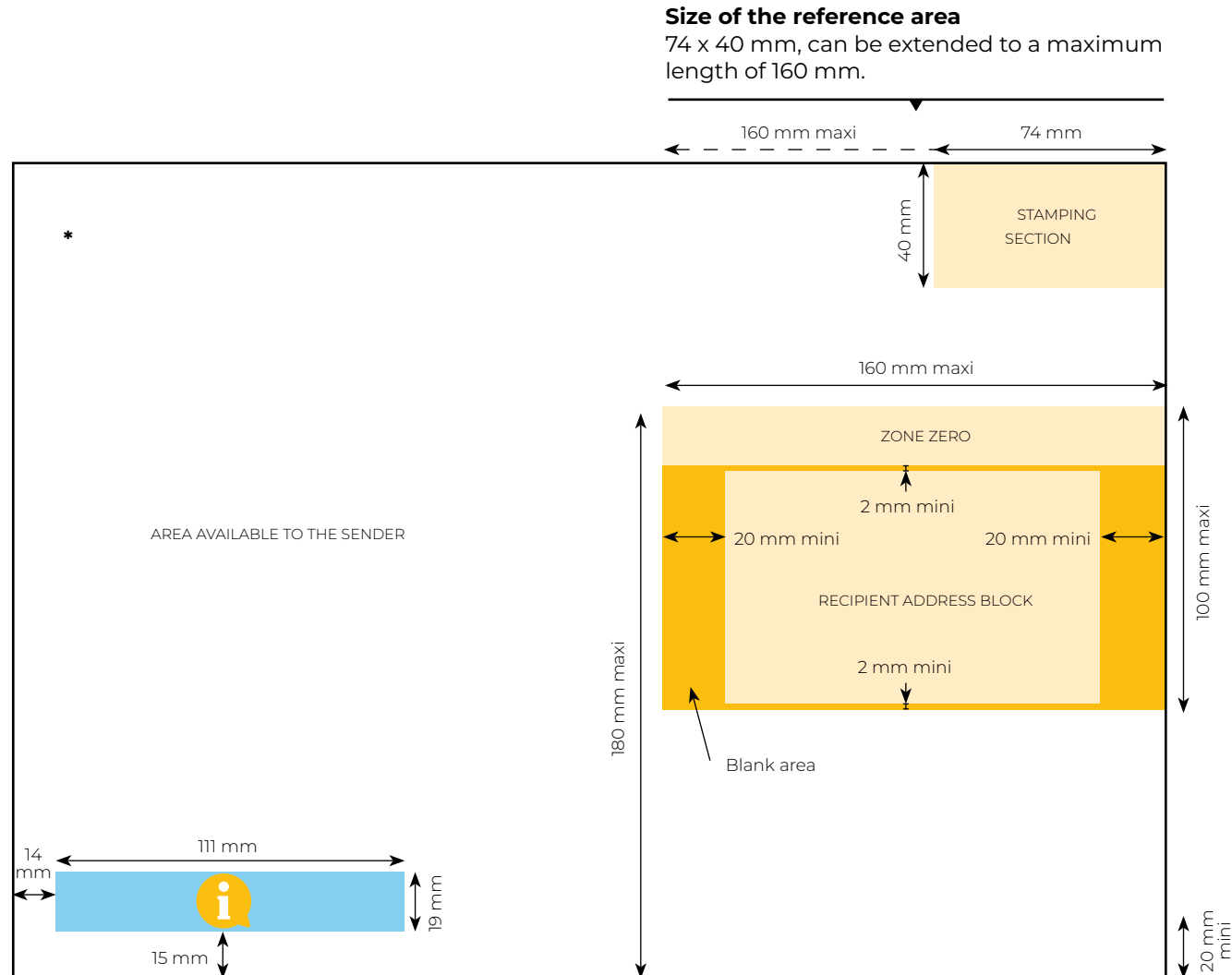*You can view the zoom on the sender address or the return address on pages 53-54.

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.

160 mm maxi

74 mm

*

40 mm

STAMPING SECTION

160 mm maxi

ZONE ZERO

2 mm mini

Blank area

20 mm mini

RECIPIENT ADDRESS BLOCK

15 mm mini

120 mm maxi
Out of scale

AREA AVAILABLE TO THE SENDER

2 mm mini

2 mm mini

2 mm mini

20 mm mini

BLANK AREA

140 mm mini

Example of Large Format and Medium Format / Landscape

You can view the zoom on the sender address or the return address on pages 53-54.

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

100 mm maxi

RECIPIENT ADDRESS BLOCK

AREA AVAILABLE TO THE SENDER

2 mm mini

180 mm maxi

Blank area

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.
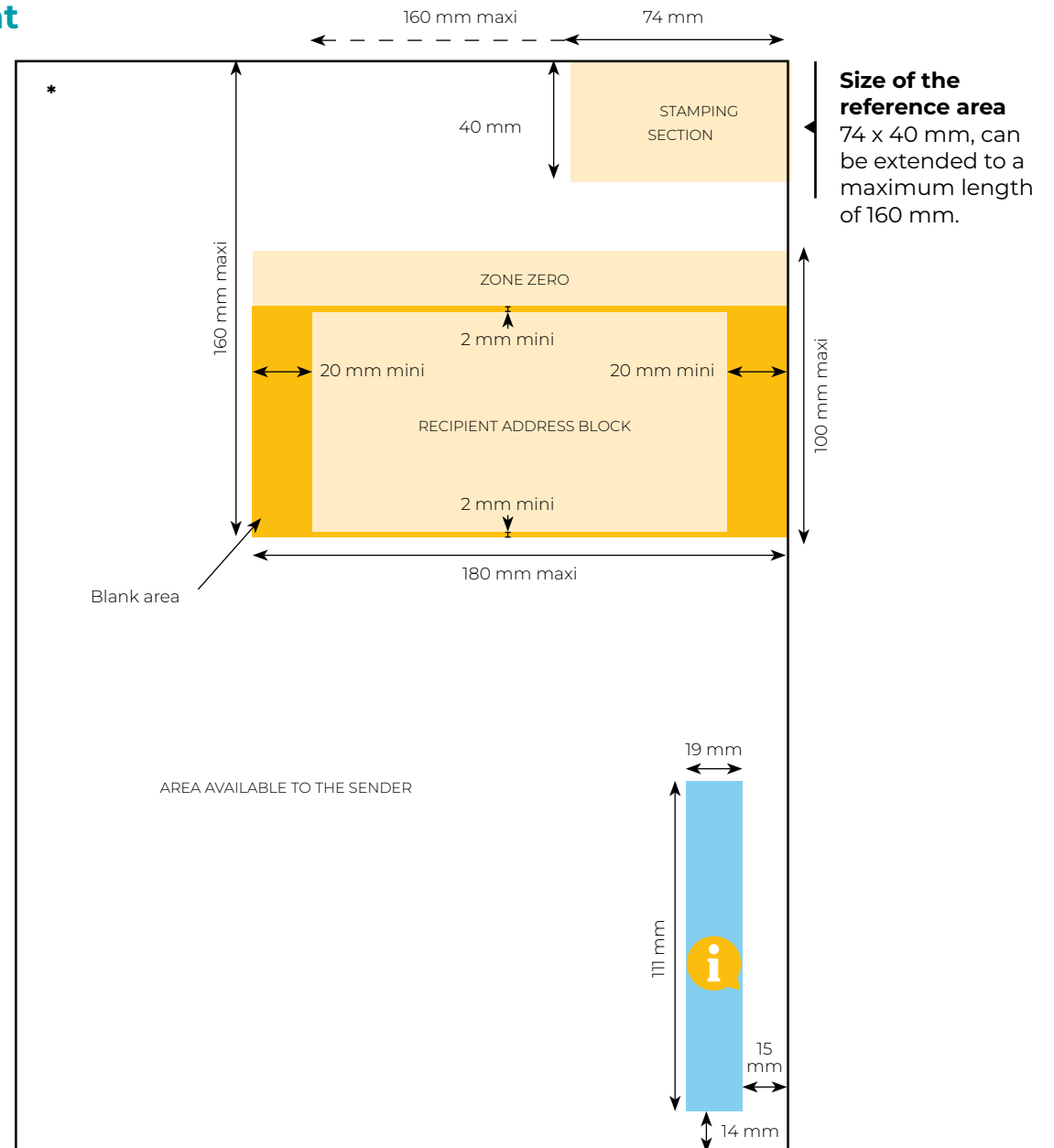
14 mm

111 mm

19 mm

15 mm

20 mm mini

Example of Large Format and Medium Format / Portrait mask with the postage area on the short side

You can view the zoom on the sender address or the return address on pages 53-54.

160 mm maxi

74 mm

*

40 mm

STAMPING SECTION

Size of the reference area
74 x 40 mm, can be extended to a maximum length of 160 mm.

160 mm maxi

ZONE ZERO

100 mm maxi

2 mm mini

20 mm mini

20 mm mini

RECIPIENT ADDRESS BLOCK

2 mm mini

Blank area

180 mm maxi

AREA AVAILABLE TO THE SENDER

19 mm

111 mm

15 mm

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.
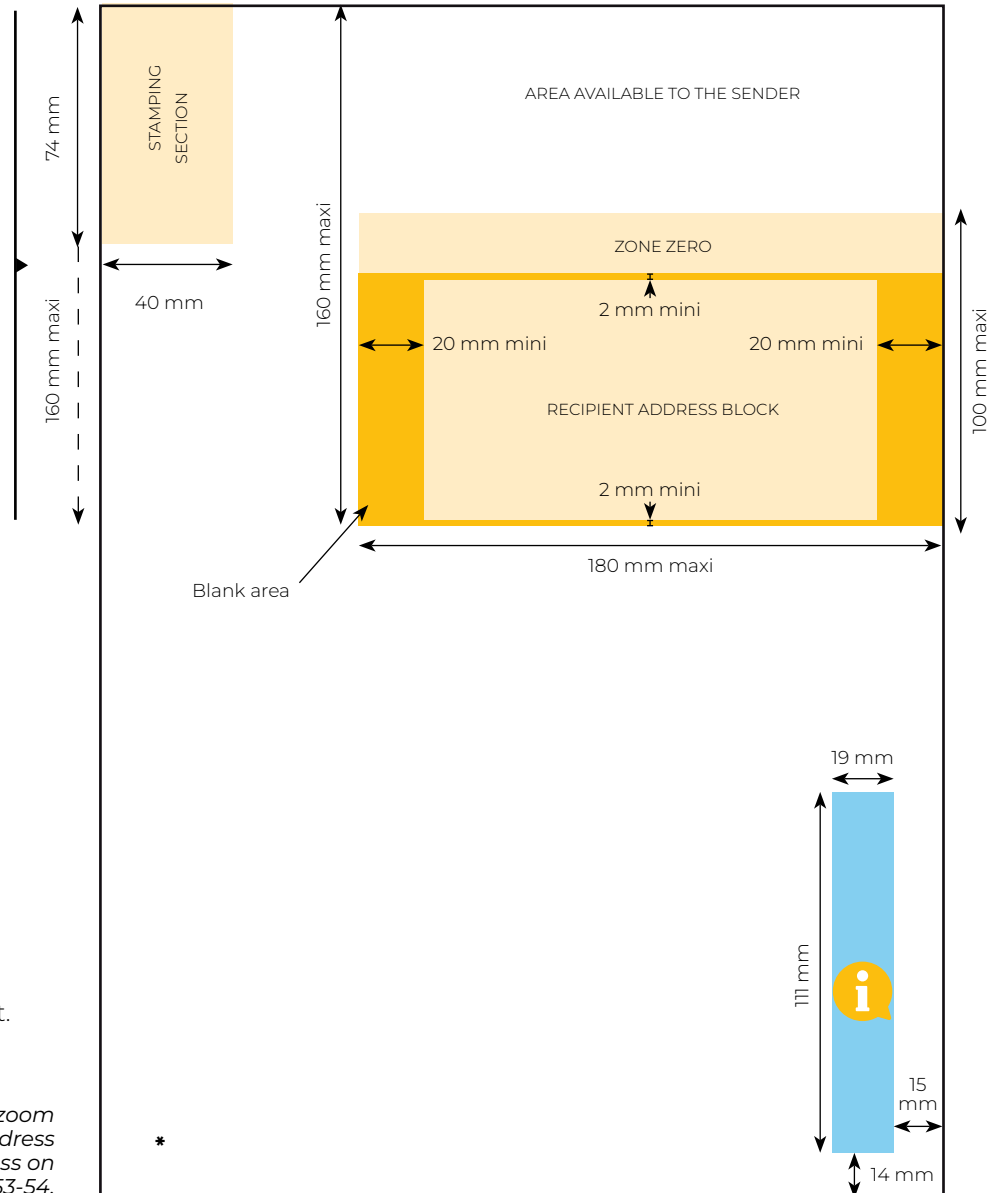
14 mm

Example of Large Format and Medium Format / Portrait mask with the postage area on the long side

Size of the reference area
74 x 40 mm, can be extended to a maximum length of 160 mm.

74 mm

160 mm maxi

STAMPING SECTION

40 mm

160 mm maxi

AREA AVAILABLE TO THE SENDER

ZONE ZERO

2 mm mini

20 mm mini

20 mm mini

RECIPIENT ADDRESS BLOCK

2 mm mini

100 mm maxi

180 mm maxi

Blank area

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.

You can view the zoom on the sender address or the return address on pages 53-54.

*

19 mm

111 mm

15 mm

14 mm

3 - Postage signage

• **Operator name: LA POSTE**

The operator's name must be in capital letters.
It can be affixed:

· in the upper right corner of the postage area

· in zone 0

The font used is of the Montserrat type or similar and dark in color. The font size must be at least 2.5 mm high. The return address must be clearly marked on the envelope in the sender's address area or in area 0. The product name and the date of posting must be written in the postage area.

The Smart Data must be visible regardless of the direction in which the envelope is tagged.
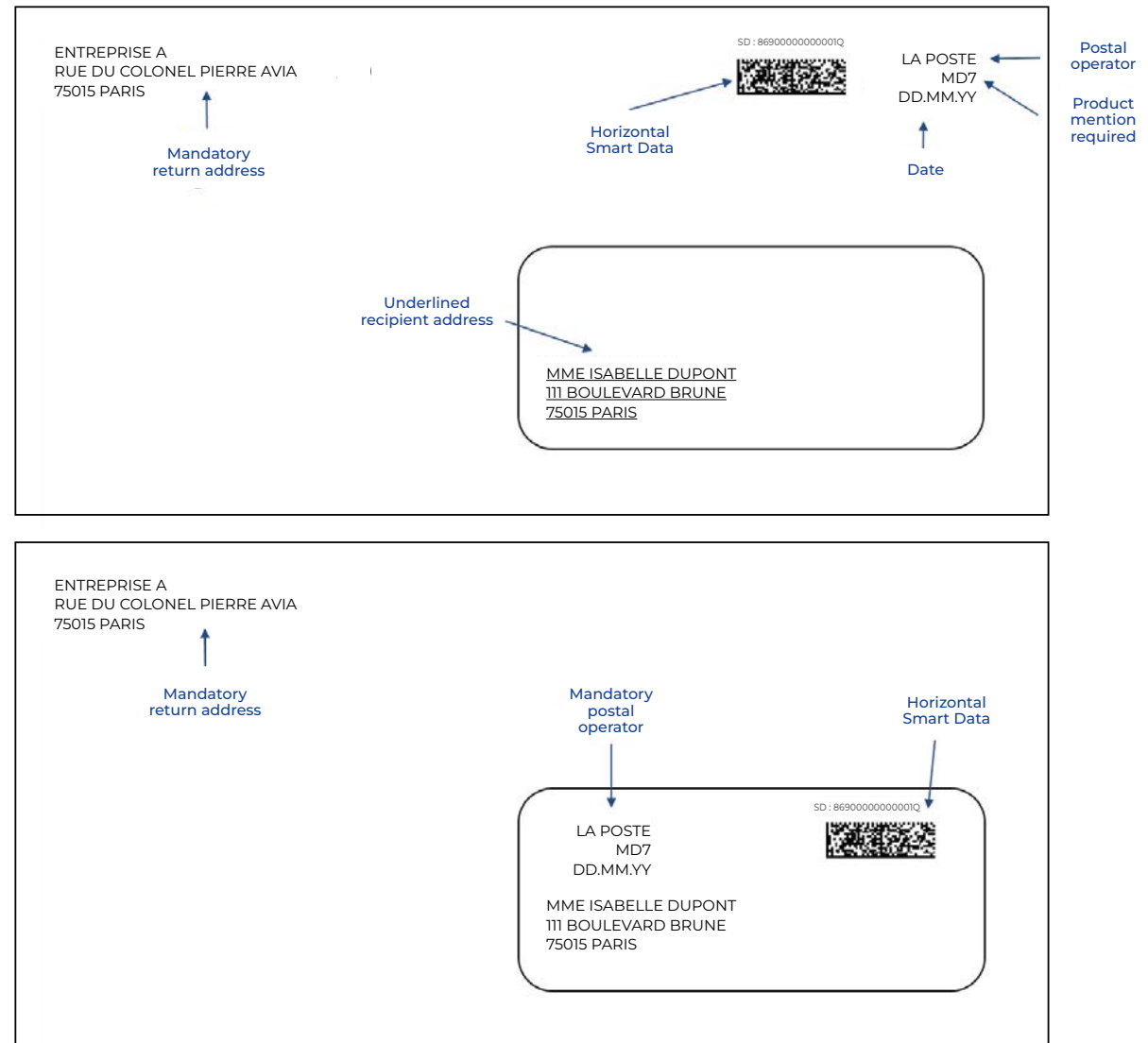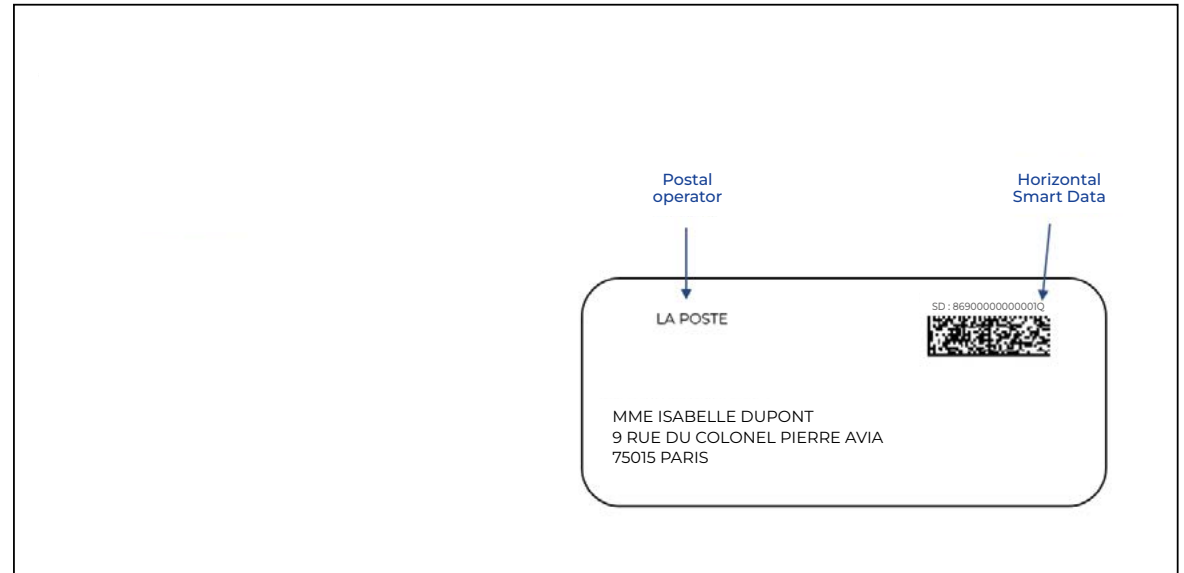
• **Deposit date:**

This information is mandatory. The submission date can be entered in the postage area or in area 0.

This date must be consistent with the actual date the envelope was submitted.

• **Location :**

All the required information must be on the same side as the destination address: postage information (Smart Data + LA POSTE), return address for the package.

ENTREPRISE A
RUE DU COLONEL PIERRE AVIA
75015 PARIS

SD : 86900000000001Q

LA POSTE
MD7
DD.MM.YY

Postal operator

Product mention required

Horizontal Smart Data

Mandatory return address

Date

Underlined recipient address

MME ISABELLE DUPONT
111 BOULEVARD BRUNE
75015 PARIS

ENTREPRISE A
RUE DU COLONEL PIERRE AVIA
75015 PARIS

Mandatory return address

Mandatory postal operator

Horizontal Smart Data

LA POSTE
MD7
DD.MM.YY

SD : 86900000000001Q

MME ISABELLE DUPONT
111 BOULEVARD BRUNE
75015 PARIS

3 - Postage signage

•••► **Visual of a fold suitable for mechanization under Smart Data**

• **Operator name: LA POSTE**

The operator's name must be in capital letters.
It can be affixed:

· in the upper right corner of the postage area

· in zone 0

The font used is of the Montserrat type or similar and dark in color. The minimum font size is 2.5 mm high.

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

• **Filing date:**

This information is optional. The submission date can be entered in the postage area or in area 0.

This date must be consistent with the actual date the envelope was submitted.

• **Location :**

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

The positioning of the fields must comply with the rules defined in the technical specifications. Find the mandatory information on the Technical and Quality Space website, FT-SIG15 or https://www.espacetechniqueetqualite.laposte.fr/node/233

Postal operator

Horizontal Smart Data

LA POSTE

SD : 8690000000001Q

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

PROFESSIONAL **ADVICE**

ENVIRONMENTAL COMMITMENT

To communicate your environmental commitment, you can, for example, include on the blank areas of the folded document, preferably on the reverse side, the various environmental labels and logos for which you are eligible and which certify the materials and manufacturing methods of your communication materials (see Appendix 3). 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).

3 - Postage signage

• • • ▶ Zoom on Smart Data: printing and positioning rules

• The fold identifier, which must be printed in plain text, consists of the following data:

· Mention "SD : " (the **:** is separated from **SD** (with spaces before and after)

· ID Pli (on 14N)

· Check key: The algorithm for calculating the check key is defined in the ISO/IEC 7064 mod 37/36 standard. The check key is in Alphanumeric format with 1 character.

• Format: font at least 1.5 mm high (e.g. Montserrat font 7)
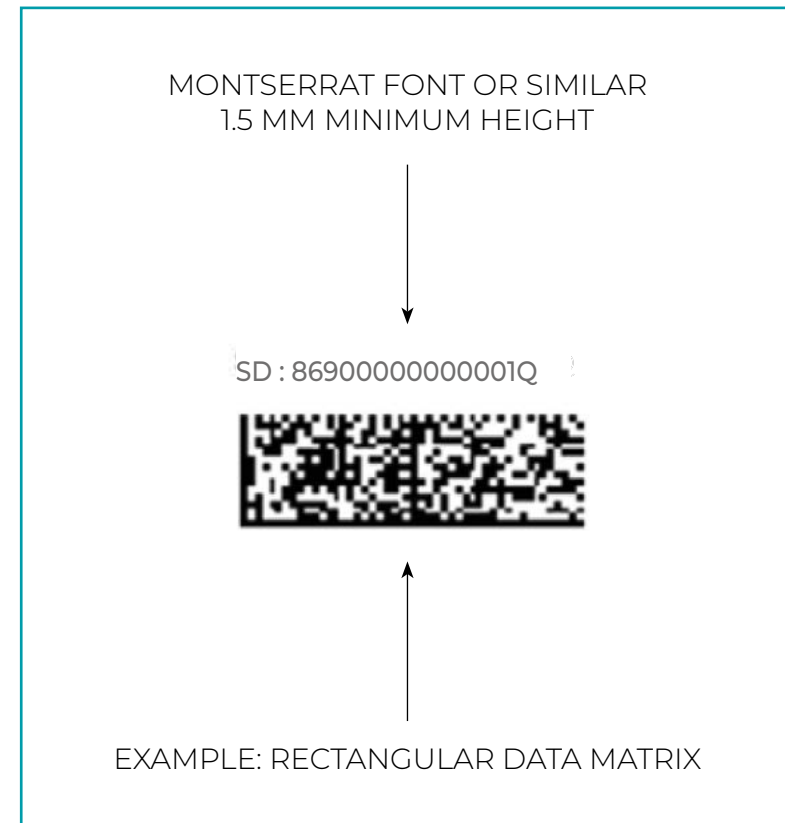Example: "SD : 86900000000001Q"

• Positioning:
Smart Data can be edited:

· on the document below the envelope window, in area 0 or to the right of the recipient's address

· on the envelope or on a label:

> in zone 0
> to the left of the recipient's address

· in the postage area: only for ordinary mail.

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

You can consult the FT-LIB1 Datamatrix editing rules technical datasheet on https://www.espacetechniqueetqualite.laposte.fr/node/249

MONTSERRAT FONT OR SIMILAR
1.5 MM MINIMUM HEIGHT

SD : 86900000000001Q

EXAMPLE: RECTANGULAR DATA MATRIX

3 - Postage signage

••• ▶ Zoom on Smart Data: Smart Data orientation and editing of other barcodes (CAB)

• Smart Data can be printed horizontally or vertically:
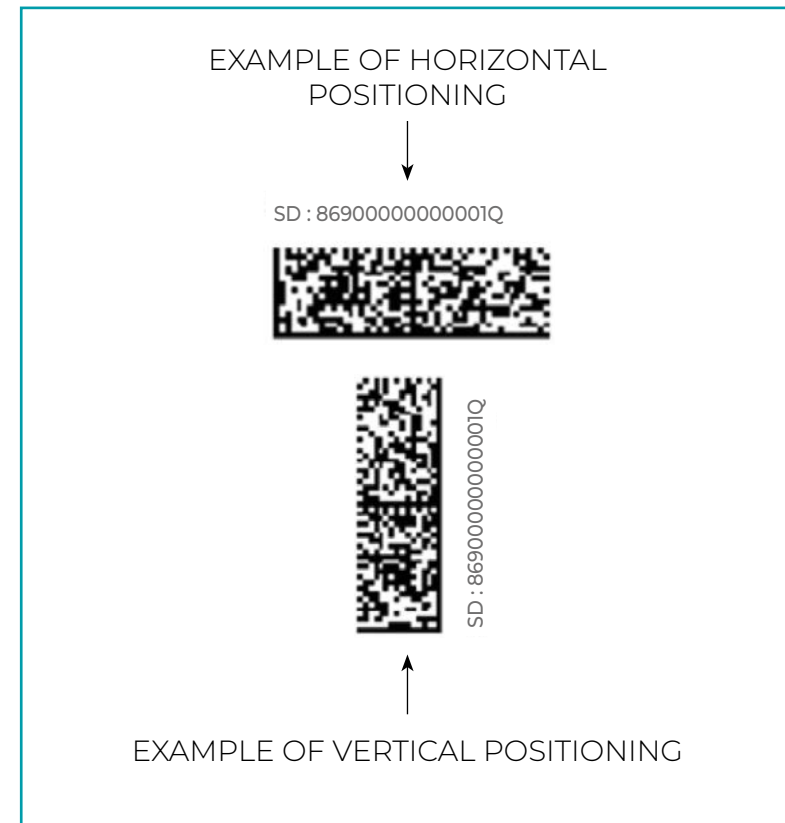• If the CAB is in a horizontal position, the trigger bars must be to the left and below the datamatrix.

If the CAB is in a vertical position, the trigger bars must be to the right and below the datamatrix. In this case, the plaintext identifier is printed to the right of the datamatrix.

• Conditions for printing other barcodes on the envelope:
The envelope will contain a single barcode: the Smart Data datamatrix. As a reminder, it includes a 40AN customer area.
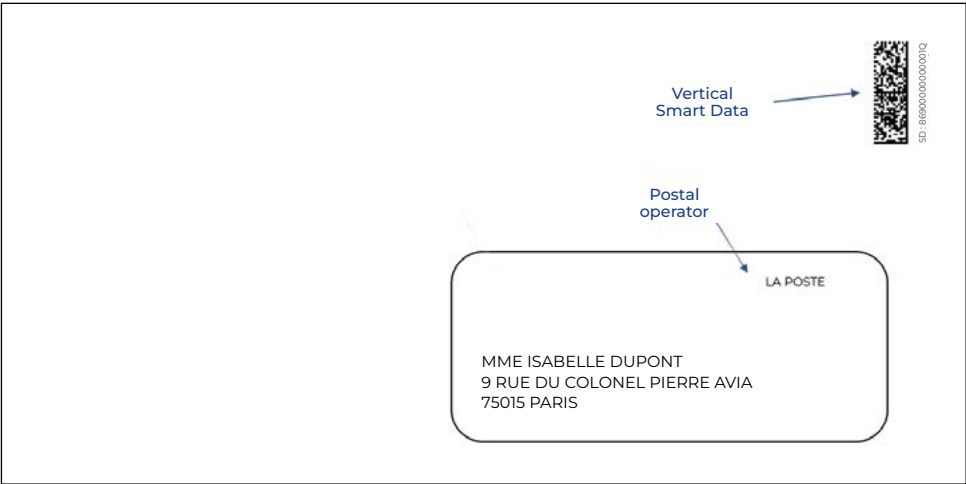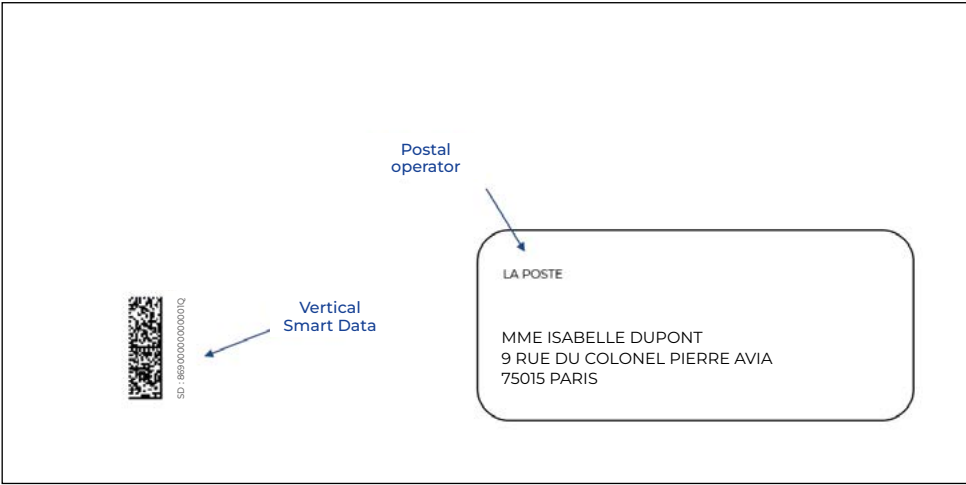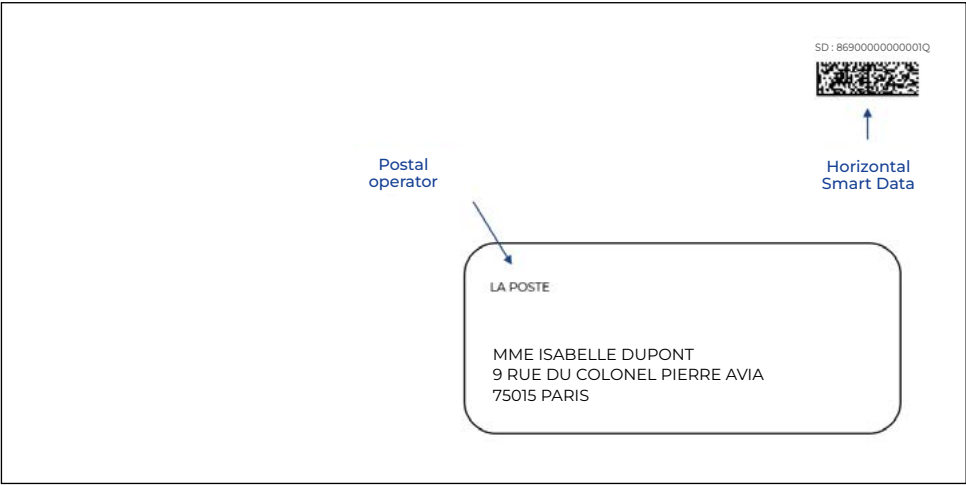
However, the publication of additional CABs is permitted subject to meeting the following conditions:

• No other coding begins with the abbreviation "SD : "

• No other CAB contains the characters "%" in the first position and "^" in position 32.

• Positioning at least 4 mm away from the word "LA POSTE" and Smart Data, recommending a gap of at least 10 mm.

• The printing of another postal barcode dedicated to historical offers (IDT, IDS, or Alliage) is prohibited on an envelope with Smart Data.
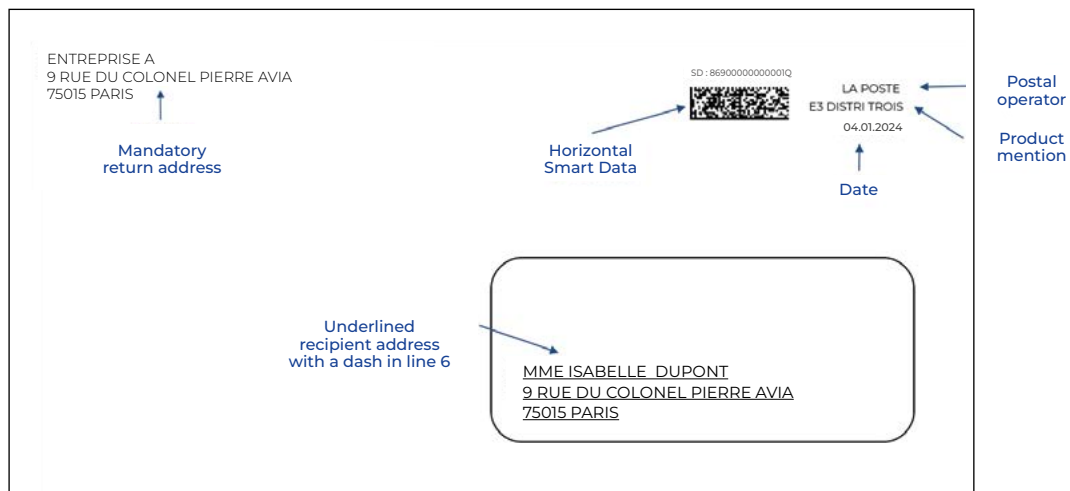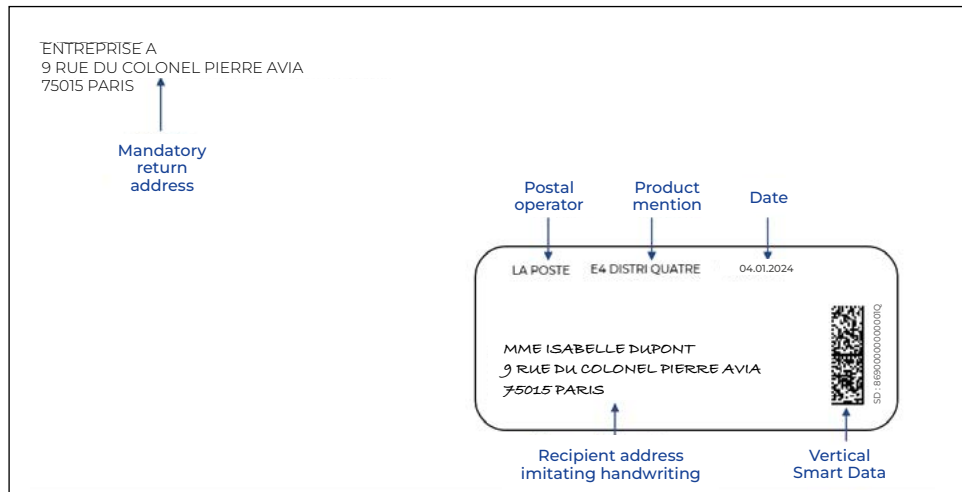
EXAMPLE OF HORIZONTAL POSITIONING

SD : 86900000000001Q

SD : 86900000000001Q

EXAMPLE OF VERTICAL POSITIONING

3 - Postage signage

• • • ► **Examples of mechanizable flow visuals**

Postal operator / Horizontal Smart Data / LA POSTE / MME ISABELLE DUPONT / 9 RUE DU COLONEL PIERRE AVIA / 75015 PARIS / SD : 86900000000001Q

Postal operator / Vertical Smart Data / LA POSTE / MME ISABELLE DUPONT / 9 RUE DU COLONEL PIERRE AVIA / 75015 PARIS

Vertical Smart Data / Postal operator / LA POSTE / MME ISABELLE DUPONT / 9 RUE DU COLONEL PIERRE AVIA / 75015 PARIS

LA POSTE / Postal operator / Vertical Smart Data / MME ISABELLE DUPONT / 9 RUE DU COLONEL PIERRE AVIA / 75015 PARIS

3 - Postage signage

●●●▶ Examples of visuals that cannot be mechanized

ENTREPRISE A
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

**Mandatory
return
address**

**Postal
operator**   **Product
mention**   **Date**

LA POSTE   E4 DISTRI QUATRE   04.01.2024

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

**Recipient address
imitating handwriting**   **Vertical
Smart Data**

ENTREPRISE A
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

**Mandatory
return address**

SD : 8690000000001Q

**Horizontal
Smart Data**

LA POSTE
E3 DISTRI TROIS

04.01.2024

**Postal
operator**

**Product
mention**

Date

**Underlined
recipient address
with a dash in line 6**

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

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

PART 3

RULES AND RECOMMENDATIONS FOR YOUR MAIL

LA POSTE SOLUTIONS BUSINESS

1 - Writing and printing addresses

· · · ► Principle

① Recipient address

② Sender's address if present on the envelope

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.

The recipient address block must respect the positioning indicated on the page templates pages 11 to 16 and pages 38 to 41.

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

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

· · · ► 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 a line 4 for a business address that has lines 5 and 6 fully completed.

This option can simplify the return address, especially when it is included in the upper part of the recipient block.

1 - Writing and printing addresses
Zoom in on the recipient's address

••• ► **Letter addressed to a private individual**

STAMPING SECTION

Line1 ► **QUALIFICATION FIRST NAME LAST NAME (OPTIONALLY) TITLE OR PROFESSION**
Line 2 ► NUMBER FROM MAILBOX OR APARTMENT AT MR. X'S STAIRCASE FLOOR
Line 3 ► ENTRANCE TO TOWER BUILDING, RESIDENTIAL BUILDING, INDUSTRIAL ZONE...
Line 4 ► **TRACK NUMBER, TRACK TYPE AND TRACK NAME**
Line 5 ► SPECIAL PLACE OR DISTRIBUTION SERVICE (BP)
Line 6 ► **POSTAL CODE AND DESTINATION CITY**

All letters must include at least lines 1-4-6 (except in cases noted on page 49).

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.

PROFESSIONAL ADVICE

RECOMMENDATIONS

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

1 - Writing and printing addresses
Zoom in on the recipient's address

••••▶ Letter addressed to a company

STAMPING SECTION

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**

PROFESSIONAL ADVICE

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 page 49).

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.

1 - Writing and printing addresses
Zoom in 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:
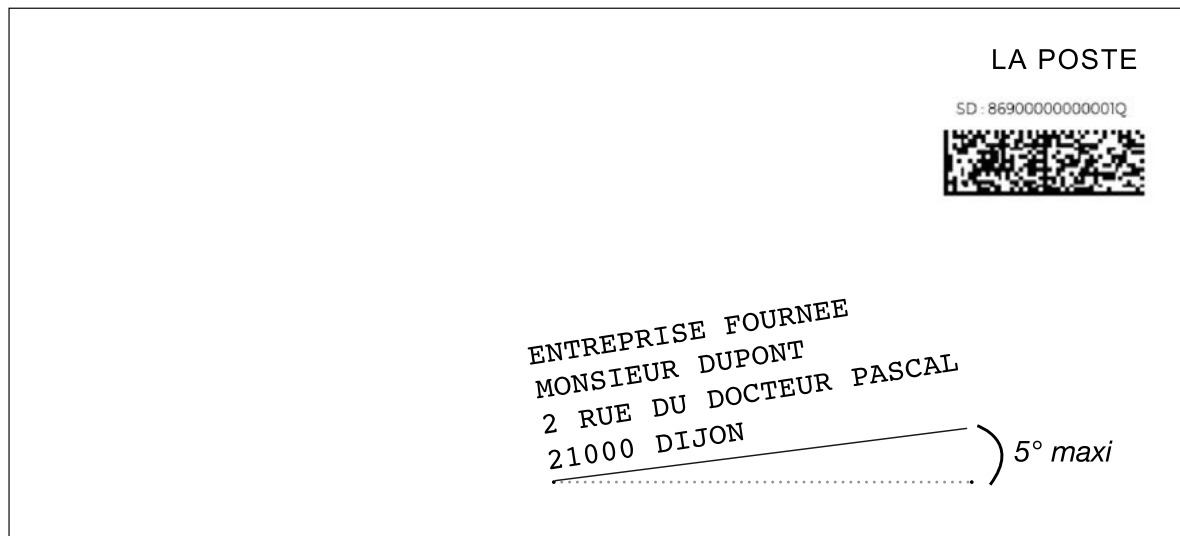
<u>underlined</u>

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.

LA POSTE

SD : 86900000000001Q

ENTREPRISE FOURNEE
MONSIEUR DUPONT
2 RUE DU DOCTEUR PASCAL
21000 DIJON

5° maxi

1 - Writing and printing addresses
Zoom in on the sender's address or the return address

• • • ▶ **The Industrial Mail system offers 2 options for communicating the return address in France to La Poste in the event of a Non-Deliverable Item (PND)**

• **Return PND to the address in the advertisement:**
(cf. FT-DEC17 Industrial Mail Announcement). In this case, there is no need for a printed address on the envelope; the address announced will be used by La Poste.

• **Return PND to the address on the envelope:**

In this case, the editing localization rules stated below must be respected.

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

• • • ▶ **Return address location**

It can be edited:

• on the document below the envelope window, in zone 0 above the recipient address block and above the Smart Data if it is also in zone 0.

• on the envelope at the top left of the fold with a 10 mm silence zone, at least 10 mm from the first entry in the postage area, and outside this zone by 74 mm in length. It must be taller than the recipient address block.

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

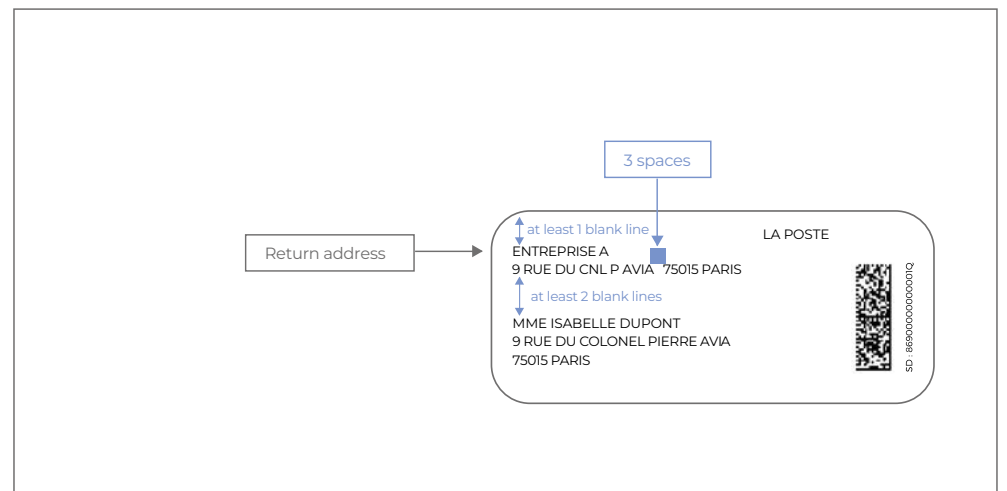The return address on the envelope may be required depending on the nature of the product or the format, technical data sheet (FT-SIG15) https://www.espacetechniqueetqualite.laposte.fr/node/233

Special case for a return to an Overseas Territory

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

• • • ▶ **Nominal positioning in the upper left**

• • • ▶ **Positioning in zone 0 above the address block**

1 - Writing and printing addresses
Zoom in on the sender's address or the return address

▶ Case of window envelopes

In the case where the return address is edited on an insert for reading within a window, **the window size must be sufficient to keep the text visible through the window,** regardless of the direction in which the envelope is tapped.

▶ Address format

For optimal processing of Undeliverable Mail (PND), the sender's address or the return address if present on the mail must be positioned horizontally, at the top of the mail at least 10 mm from the top and left edges, at least 10 mm from the first mention in the postage area.

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

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

See FT-SIG18 Return address requirements.

https://www.espacetechniqueetqualite.laposte.fr/node/497

▶ Positioning in zone 0

The mention LA POSTE, if it is also in zone 0, 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.**With the exception of Smart Data, no mention should be between the recipient address block and the return address block.**

A spacing 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 (other than the sender address) is present (store address for example), it must be displayed in such a way that no confusion is possible between the two addresses.

The return of Undeliverable Mail will be made first to the address in the top left corner and then to the address in zone 0. If the option "Return PND to the address in the announcement" is defined, then the return address in the announcement is given priority.

1 - Writing and printing addresses
Special cases

▶ Monaco

Since Monaco's postal service is managed by France, the postal code encoding method is as follows:

980 Monaco + 00 Distribution Service

The address is therefore composed as follows:

> M. RENÉ MARTIN
> 1 AVENUE DE L HERMITAGE
> 98000 MONACO

▶ Andorra

Since the postal service in Andorra is managed by France and Spain, the postal code encoding method is as follows:

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

The distributing office will vary these last characters.

Example :

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

Parish Name	Code
Canillo	AD100
Encamp	AD200
Ordino	AD300
La Massana	AD400
Andorra la Vella	AD500
Sant Julià de Lòria	AD600
Escaldes - Engordany	AD700

1 - Writing and printing addresses
The police

••••► Font settings

• **Use capital letters, mandatory on the last line of the address.** (recommended on all lines).

• **The height of the characters**must be understood **between 1.8 and 5 mm.**

• **The space between each character** must be located **between 0.3 and 2 mm.**

• **The space between words**must be understood **between 1 and 3 characters.**

• **The color must be black or dark;** the color red should be avoided.

• **The writing must stand out clearly** compared to the bottom of the address block.

Refer to the background colors of the address block (see Part 3, Chapter 2, Background Colors). Words should not be underlined, italicized, in reverse video format, or joined.

1 - Writing and printing addresses
The police

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

The fonts recognized for the recipient address block are listed below. (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)

· Handwriting is not a font and cannot be accepted in Business Mail (nor can fonts that imitate handwriting). Fonts that imitate handwriting are only permitted in Other Formats.

· 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.

PROFESSIONAL ADVICE

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 empty space between 2 written lines must be between 1 mm and 4 times the height of the characters in one line.

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

1 - **Writing and printing addresses**
The windows

••• ► 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 inner edges of the envelope cutout. **The address must appear clearly and in full.**

All information below the window must be visible regardless of the direction in which the fold is folded.

••• ► The address windows

Minimum window dimensions at this address: 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 recipient windows must be positioned at least 15 mm from the right edge.

The total area of the windows must represent less than 50% of the front surface and leave at least a 35 x 90 mm area for the address. Two windows can be added. These can accommodate the sender's address or advertising messages.

2 - 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).

PROFESSIONAL ADVICE

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 3).

···▶ 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.

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

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	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 - Choosing the paper for your cards and envelopes

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

To qualify for the machine-readable format rate*, the folded paper 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.

*** Laid paper is a paper which, when held up to the light, reveals fine parallel horizontal lines in the thickness of the paper.*

ADVICE PRO

FOR MORE RESPONSIBLE PAPER
Aware of the environmental impacts 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... 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 3)

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.

3 - Choosing the paper for your cards and envelopes
Standards ensuring machine processing

To comply with the standards ensuring the machine processing of folds, certain characteristics are not permitted:

· adhesion between the folds

· envelope not sealed and flap open

· stapled envelope

· padded cover

· envelope in plastic film

· gusseted envelope

· object stuck to the envelope

· envelope curvature – the maximum curvature of a card must be less than 7% of its dimensions. Curvature is not permitted for the Large Letter.

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.

Measurement of the curvature of the map with a ruler

Support

Card

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")

4 - The Alliage Optimal and Alliage Premium signage under Smart Data

Alliage Optimal and Alliage premium under Smart Data are undeliverable mail processing services that allow for the rapid return of undeliverable mail data (mail identifier; and reason for non-delivery if identified) within 3 days[*], as well as the physical processing of the PND (Secure destruction then recycling, or Physical return of the PND to the desired return address).

The Alliage Optimal and Alliage premium with Smart Data are fully supported by Smart Data (except in specific cases, see page 64).

• • • ► Service availability

1. Alliage Optimal service is available on ordinary mechanized and non-mechanizable mailings, and on postage products:

- CI Premium (G2/G3/G4 in SL/LL formats)
- Essential CI (E2/E3/E4 in SL/LL formats and E3/E4 in SL_SD / LL_SD formats)
- Destineo Premium (Intégral / Simply / Utilité Publique / Prospection / Kdo plus / BAK K7)

2. Alliage Premium service under Smart Data is available on ordinary mechanizable flows, and on postage products:

- CI Premium (G2/G3/G4 in SL/LL formats)
- CI Essentiel CI (E2/E3/E4 in SL/LL formats)
- Destineo Premium (Intégral / Simply / Utilité Publique / Prospection / Kdo plus)

* Deadlines ndicative, non-contractual, in working days from the theoretical delivery date.

4 - The Alliage Optimal and Alliage Premium signage under Smart Data

···▶ Alliage Signage

In some cases, specific signage for the Optimal Alloy service must be affixed to the fold in order to deliver the service.

▶**Machine-foldable CI Premium, CI Essential and Destineo Premium with Alliage Optimal service:**

No additional signage.

▶**Non-mechanizable folds in CI Essential (formats SL_SD / LL_SD), Destineo Premium (Other format) and Destineo Premium Kdo+ (formats L and XL) with Alliage Optimal   service:**

Specific signage must be affixed to the fold, depending on the physical processing of the chosen PND:

❶ Recycling logo: secure destruction followed by recycling

❷ Logo Return: Return of the PND to the sender

▶ **Positioning:**

The logo must be positioned on the front of the folded document, in the upper right corner, 10 mm from the fold edges. If postage information is included in the same area, the logo must be positioned furthest to the right of that information.

See all the technical specifications of the Alliage Optimal signage on the FT-SIG15 CI fold under Smart Data: https://www.espacetechniqueet-qualite.laposte.fr/node/233

···▶ Specificity: Alliage Premium under Smart Data

The Alliage Premium service under Smart Data does not require additional signage.

···▶ Alliage optimal Logo Secure destruction then Recycling

···▶ Alliage optimal Logo Return to the sender

4 - The Alliage Optimal and Alliage Premium signage under Smart Data

···► Return address for mechanized mail

(SL/LL in CI Premium and CI Essential; SF/LF in Destineo Premium; S/M in Destineo Premium Kdo+) under Premium or Alliage Optimal :

In the case of an Alliage Optimal or Alliage Premium service under Smart Data with the Physical Return of the PND option, there are two options for communicating the Return Address to La Poste in case of PND:

Return the PND to the address in the announcement: No need for a printed Return Address on the envelope, it is the return address indicated in the advertisement that will be used by La Poste (see FT-DEC17 CI envelope advertisement under Smart Data). https://www.espace-techniqueetqualite.laposte.fr/node/237

Return of the PND to the printed return address on the envelope: See return address rules on page 53. **Return PND to the address on the envelope**»

Regardless of the offer, the Return Address must be affixed to the envelope whose return is desired in the Overseas zone, subject to the scope of authorized mail in the various postage contracts.

See all the technical specifications of the Optimal Alloy signage on the FT-SIG15 CI fold under Smart Data (available on https://www.espace-techniqueetqualite.laposte.fr/node/233).

···► Return Address for non-mechanizable envelopes

(SL_SD/LL_SD in Essential CI; Other Format in Destineo Premium; S/M in Destineo Premium Kdo+) under Alliage Optimal :

In the case of an Alliage Optimal service with the option of physical return of the PND, the Return Address on the non-mechanizable envelope is mandatory.

Specific signage for the Alliage Optimal service must be affixed to the non-mechanizable fold in order to deliver the service (see "Alliage Optimal Signage", page 64).

5 - Automatic reshipment of packages

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.
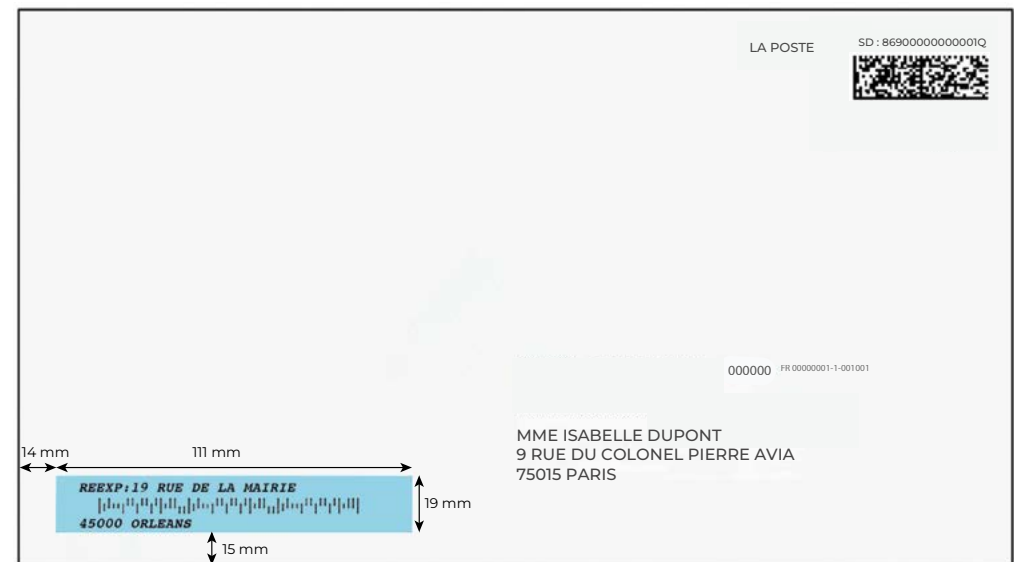
For the Large Format, the address is printed on a blue label.

The blue forwarding label will be affixed to the bottom left of the envelope; it allows the postman to clearly identify the customer's new address.

···► Example of marking on a fold: Small Format and Small Letter

LA POSTE

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

REEXP: 10 RUE DE LA MAIRIE

45000 ORLEANS

···► Example of marking on a fold: Large Format and Large Letter / landscape

LA POSTE   SD : 86900000000001Q

000000   FR 00000001-1-001001

MME ISABELLE DUPONT
9 RUE DU COLONEL PIERRE AVIA
75015 PARIS

14 mm   111 mm

REEXP:19 RUE DE LA MAIRIE
45000 ORLEANS

19 mm

15 mm

APPENDIX

LA POSTE
SOLUTIONS
BUSINESS

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

•••▶ **New wraps**

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 1er January 2022, press publications, as defined in Article 1er of Law No. 86-897 of 1er 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

The use of the new wraparounds is possible on the following formats of the Destineo Premium offers: LF, M, OF, L and XL.

• • • ► New wraps

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 performance degradation.

This concerns all information used for processing: recipient address, return address, smart data.

An optimal smart data read rate is a prerequisite for mailings relying on this solution.

2 - Reminder of links and access paths for further information

•••► Site for the address

• **The spaces of the National Address Service (SNA):**
https://www.laposte.fr/entreprise-collectivites/ameliorer-qualite-votre-base-donnees

•••► 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

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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

L'ART DU LIEN
LE POUVOIR DU COURRIER

LA POSTE SOLUTIONS BUSINESS

2 - Reminder of links and access paths for further information

···▶ Your La Poste Business Solutions website
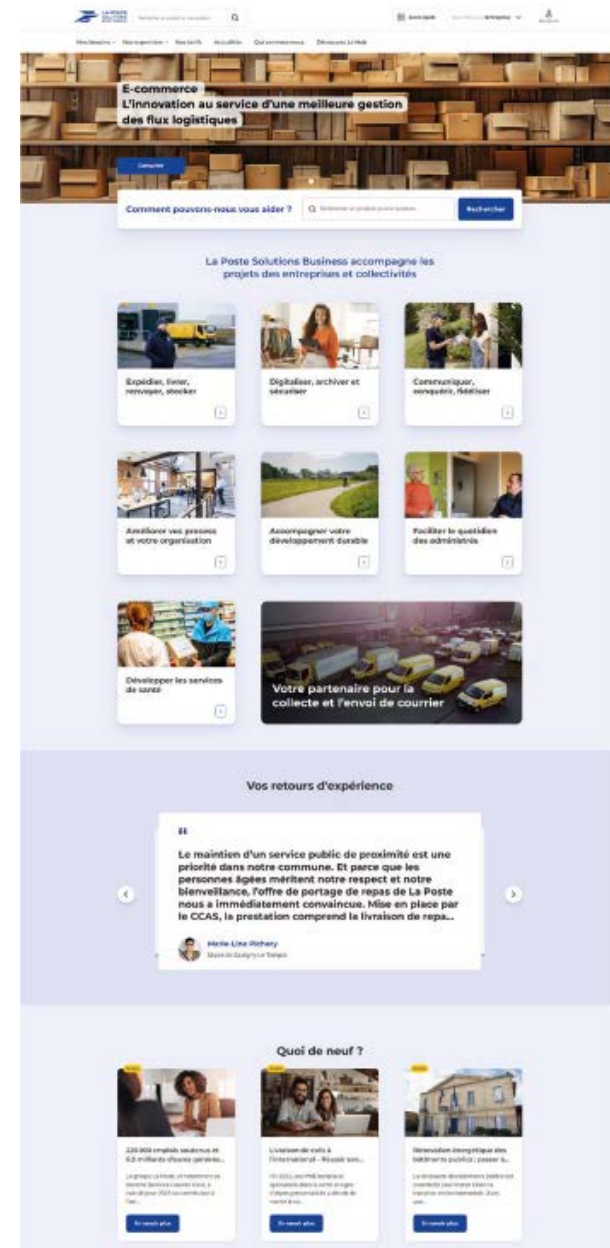
https://laposte.fr/entreprise-collectivites

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

3 - 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 CO_2 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. The La Poste Group is now able to share its expertise in responsible paper use with its customers and partners.

PROFESSIONAL ADVICE

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For more responsible paper, you have the option of choosing recycled 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.

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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.

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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.

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The use of crystal paper windows this allows for a 100% recyclable envelope, which is not the case with a plastic window. This also ensures compliance with the NF316 standard.

PAGE 17 AND PAGE 43

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 17 AND PAGE 43

Some examples of mentions(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 correct 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).

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However, it is preferable to choose an envelope made entirely of paper, and to opt for a paper according to the criteria in the "paper selection" section, to make the envelope fully recyclable.

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Printing (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 the background colors (maximum 40% of the envelope surface to comply with the NF 316 standard) is also an option, rather than using dyed paper (which hinders paper recycling).

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Production sites certified by EMAS or ISO 14001 demonstrate quality and continuous improvement in environmental management. Printed materials bearing the Imprim'Vert label certify that the printer is recognized as environmentally responsible by properly disposing of hazardous waste.

APPENDIX 2 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-ladresse-postale-regles-de-presentation-du-cou/fa178533/40541

How to contact us ?

BY PHONE

36 34 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

𝕏 @LaPosteBusiness

in 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

**LA POSTE
SOLUTIONS
BUSINESS**