Sealing Methods

There are two primary sealing methods: Removable Seal Gum and Peel & Seal.

Removable Seal Gum

One of the most popular and economical sealing methods, removable seal gum is typically placed on the flap of the envelope and activated by moisture to provide a light permanent bond between the flap and the envelope.

Peel & Seal

Pressure sensitive seal gum with a release paper cover. User simply removes the paper cover and presses the flap down. The gum seals on contact without the need for moisture.

Window Envelopes

Specifying a Window Envelope

When describing a window envelope, you should state the height and then the length of the actual window followed by the distance of the window from the left side of the envelope and finally from the bottom of the envelope. Goelzer maintains nearly 1000 different window dies that can be used on just about any envelope you specify.

Standard Window Envelopes

Standard windows measure 1-1/8" x 4-1/2" and are positioned 7/8" from the left and 1/2" from the bottom. MERLIN™ envelopes are designed to meet certain U.S. Postal bulk mail regulations and are placed 5/8" from the bottom of the envelope.

Double Window Envelopes

Often used for displaying both the mailing and return addresses, double window envelopes can also be used to incorporate a marketing message or logo into the mail piece.

Full View Window Envelopes

Why spend thousands of dollars creating a beautiful annual report or catalog just to cover it with a plain envelope. Full view window envelopes let you exhibit your company literature to make your mailing stand out.

Window Materials

Typical windows are panel cut (uncovered) or patched with one of three common clear materials:

- Polystyrene- The most popular window material is this clear plastic film.
- Cellophane- Acetate film with excellent clarity. Due to its high cost compared to polystyrene and reflective properties that cause problems with some OCR reading devices, it is not used as often as it once was.
- Glassine- Chemically treated paper which has a cloudy, opaque appearance for achieving an recycled look.

Custom Window Envelopes

Having manufactured millions of envelopes over the past 22 years, we have built an inventory of hundreds of dies for creating all types of window envelopes that can be custom manufactured for your specific needs.

Bangtail Envelopes

Looking for ways to increase sales from your existing catalogue base? Bangtail envelopes feature a perforated sheet on the back of the envelope which must be torn off before the envelope can be sealed. They are used heavily in the credit card and accounts receivable industries as remittance envelopes because they provide an additional way for marketers to send a message to customers.

Bangtails can also be very functional for other applications as well. For instance, banks often use them to combine their deposit slips and envelopes into one item. The picture above shows a bangtail envelope of a bank that incorporates this methodology and has clearly stated on the envelope that one is supposed to print their name and address on the ATTACHED RECEIPT FORM and enclose it in this envelope. The use of the bangtail eliminates the need for two separate pieces and practically forces the customer to comply with the banks process. Similar concepts are used in the fund raising industry.

Inside Tints

Inside security tints hide envelope contents during mailing. Used extensively in the financial services industry, they are ideal for those looking to mail checks or other important documents more safely.

Goelzer maintains over 40 different tint styles ranging from lines and basketweaves to FDIC patterns complete with logo. For added effect, these tints can be printed in one’s corporate colors and incorporate a logo or other special graphics.

Commercial Envelopes

Referred in the industry as commercial envelopes, this category consists of all of our standard “every day” business envelopes. They are made with open side style and typically have either a diagonal or two side seam. Single and double window varieties are common in many of these sizes and they are sized in a manner so that each size can hold a smaller sized item in the list as a reply envelope.

Goelzer manufactures and custom prints all standard commercial envelopes. Paper, printing and window varieties are also available for all of these envelopes and many more sizes.
While many consumers don't give much thought to the design of an envelope, there are many important issues to consider when designing an envelope for a business or promotional mailer. The size, seam and flap styles, sealing method, window placement, material, and “printability” all need to be considered in order to design the most effective envelope for your particular application.

**Designs**
Most design designations are related to the location of the opening, the style of the seam, and the type of seal flap. They are important for both aesthetic and functional considerations.

**Sizes**
While #10 envelopes may be the most common envelopes in the industry, there are very few limits to the size an envelope can actually accommodate. Most design designations are related to the location of the opening, the style of the seam, and the type of seal flap. They are important for both aesthetic and functional considerations.

**Seal Flaps**
The most common form of flap for business style envelopes is diagonal seam. The style does not tend to work well with inserting or metering equipment.

**Flap Styles**
See examples of pointed, commercial, midpoint, waist, and square style flaps.

**Sealing Methods**
Goozer offers two primary sealing methods: Removable Seal Gum and Peel & Seal.

**Windows**
Learn more about our capabilities including single, double, and full view window envelopes.

**Printing**
Visit our Custom Printed Envelopes section for more information on our printing capabilities and equipment.

### Business Envelopes
Goozer manufactures, stocks, and custom prints a full line of business envelopes.

**Commercial Envelopes**
All of our standard “every day” business envelopes.

**Window Envelopes**
Window envelopes are one of the most widely used commercial envelopes, but windows can be incorporated into almost any style of envelope.

**Catalog Envelopes**
Used for mailing sales catalogs, brochures, annual reports, and other large printed materials.

**Coin Envelopes**
Starting in sizes as small as 1-1/16” x 2-3/4”, coin envelopes are used for packaging everything from keys and coins to hardware and seeds.

**Large Envelopes**
Over-sized and extra large envelopes ideal for artwork, blueprints, presentations and other large publications.

### Custom Envelope Design

The seal flap is the portion of the envelope that is folded over and sealed to the rest of the envelope. Numerous styles are available to accommodate the functionality and appearance required.

#### Commercial (Round)
Desiging a seal around the envelope, flaps are designed to be processed quickly through the mail. They seal easily when both flaps are being mailed and work well in most inserting and laser printing equipment.

#### Square
Often used on Announcement style envelopes, square flaps have a contemporary look with a large imprint area. The lack of a shoulder area, however, can cause problems with automatic inserting equipment.

#### Bankers (Wallet)
This flap is somewhat squared, but with rounded corners. It is commonly used on booklet style envelopes and heavy mailing applications because it seals bulky contents well and can be used in most automatic inserting, mail metering, and printing equipment.

#### Pointed
The most common form of flap for business style envelopes is diagonal seam. The style does not tend to work well with inserting or metering equipment.

**Envelope Designs**
Envelopes can be manufactured in an almost endless number of sizes and shapes in many different styles. Almost all envelopes, however, stem from two basic construction designs: Open Side and Open End.

#### Open End Envelopes
Open end envelopes have their opening and flap on the short side of the envelope. This style is most often used in making catalog style mailers.

#### Open Side Envelopes
The open side envelope has its opening on the long side of the envelope and typically features either diagonal or double side seams. This style is ideal for use with automatic inserting equipment. As the more common design, open side envelopes are widely used for business correspondence, direct mail marketing, and greeting cards.

From these two basic configurations, the following standard designs have evolved.

- **Commercial Envelope:** Designed for industrial use, these envelopes are usually 2-3/4” x 8-1/2”.
- **Barrel Style:** Often used for marketing materials, these envelopes are usually 6” x 9”, 9” x 12”, and 10” x 13”.
- **Close-Out Envelope:** A style announcement featuring fine textured lines designed to mimic the look and feel of linen cloth. It is also typically used to match business stationary.
- **Glassine:** Coated with a thin sheet of adhesive paper that has a high water resistance. It is biodegradable and recyclable, but has lost a lot of its popularity to more transparent and durable polyethylene materials.
- **Inside Tart:** A pre-printed postcard that is typically used on the upper right hand corner of an envelope showing the envelope does not need a stamp.
- **Linette:** Adhesive with a thin sheet of adhesive paper that has a high water resistance. It is biodegradable and recyclable, but has lost a lot of its popularity to more transparent and durable polyethylene materials.
- **Glassine:** Chemically treated paper patch material that has a high water resistance. It is biodegradable and recyclable, but has lost a lot of its popularity to more transparent and durable polyethylene materials.
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**Materials**

**Wove** – Most common commercial envelope material featuring a smooth uncoated surface. This type of paper is engineered to convert and print very well and exhibit superior strength and stiffness properties.

**Linene** – Envelopes featuring fine textured lines designed to mimic the look and feel of linen cloth. It is also typically used to match business stationary.

**Glossy** – designed specifically for the direct mail industry, glossy paper produces outstanding print performance and is used for its ability to display eye-appealing graphics.

**Kraft** – Often used for applications like inter-office envelopes, mailers, e-mail envelopes, and covers for bulky mailings. Kraft paper exhibits exceptional strength and durability and is engineered for optimal conversion on a wide range of equipment.

### Booklet & Catalog Envelopes

Used for mailing sales catalogs, brochures, annual reports, and other large printed materials. Booklet and catalog envelopes are typically classified using the following standard sizes with the most common being 6” x 9”, 9” x 12”, and 10” x 13”.

#### Catalog Envelopes
Catalog envelopes are open end envelopes that typically must be hand inserted. This drawing depicts a catalogue envelope with a center and bottom seam.

#### Booklet Envelopes
Booklet envelopes are open end, double side seam envelopes often used for advertising mail as they can be machine inserted.

**Envelope Terminology**
- **A-Line Announcements (A-Style Envelopes)** – Two-seam envelopes with a deep wall flap and a deep throat normally manufactured using automatic insertingequipment for announcements, invitations, and social stationary.
- **Back Seam** – The backside of the envelope where the pocket is formed.
- **Bangtail** – Bucket style envelope featuring a perforated extension on the back thrust area of an envelope. They are most commonly used on remittance envelopes to advertise products or services.
- **Banker Flap Envelope** – Also referred to as a Wallet Flap, this envelope has a seal flap that is straight across and often used for mailing heavier materials like bank statements.
- **Barrel Flap** – Style of envelope that typically has diagonal seams with a pointed flap. It is often used for invitations, greeting cards, and social stationary.
- **Booklet Envelope** – Open-side double side seam envelopes usually used for advertising mail because they can be machine inserted.
- **Bottom Flap** – Portion of the envelope which forms the bottom boundary of the pocket.
- **Business Reply Envelopes** – (BRE) Envelopes sized to accompany direct mail or mailers that are printed with postal service approved copy that indicates the return postage will be paid by the original mailer.
- **C-Flap** – The adhesive used on most paper envelopes. Typical used for most automatic inserting, mail metering, and printing equipment.
- **Catalog Envelope** – Open-end envelopes typically used for mailing sales catalogs and large uncoated material. Typically need to be hand inserted.
- **Clasp** – Extreme clear cellulose patch material for window envelopes.
- **Center Seam** – Seam which forms in the center of the width of the envelope.
- **Diagonal Seam** – Flaps running diagonally from the bottom of the envelope to the throat forming the pocket.
- **Dien Cut** – Industry term that describes the process of cutting envelope blanks utilizing a high die.
- **Face** – The front of the envelope.
- **Filt** (Facing Identification Markings) – A group of vertical lines placed on the top of business reply and courtesy reply mail which enables automated mail processing equipment to identify it and separates it from other mail.
- **Glassine** – Chemically treated paper patch material that has a high water resistance. It is biodegradable and recyclable, but has lost a lot of its popularity to more transparent and durable polyethylene materials.
- **Gum** – The adhesive used on most paper envelopes. Typical varieties are moisture activated.
- **Hart** – The front of the envelope.
- **Inside Tart** – A pre-printed postcard placed on the inside of an envelope to provide added security so that the contents of the envelope cannot be seen through the paper.
- **Linette** – Descriptive name for a group of vertical lines placed on the top of business reply and courtesy reply mail which enables automated mail processing equipment to identify it and separates it from other mail.