

**J**

**Jet Printing** – Printing method with metal plates, often used to print on already made envelopes with high quality and a quick turnaround time.

**L**

**Litho (Lithographic) Printing** – Form of printing commonly used in the envelope processing industry. See Offset Printing.

**O**

**Offset Printing** – Also referred to as lithographic printing, this process offers the best quality and clarity of any printing process and can be used for multiple colors or 4-color process prints.

**Open End Envelopes** – Envelopes with the opening and seal flap on the shorter dimension.

**Open Side Envelopes** – Envelopes with the opening and seal flap on the longer dimension.

**P**

**Patch** – Name given to the material used to cover the window cut out. Typically polystyrene, cellophane, or glassine.

**Peel & Seal** – Pressure sensitive seal gum with release paper cover.

**Policy Envelopes** – Open end envelopes.

**Poly** – Popular plastic window patch film.

**R**

**Regular** – Industry term used to describe any commercial envelope that does not have a window.

**Remittance** – Two side seam envelope with deep wallet flap used for return mail of checks.

**S**

**Seal Flap** – Portion of the envelope which carries the closure (either adhesive or mechanical).

**Seal Gum** – The adhesive used to seal the seal flap to the back of the envelope securing and completing the enclosure. Normally, it is remoistening gum which is activated by moisture. However, self-sealing latex and pressure sensitive gum are also used for specific purposes.

**Shoulder** – The top edge of the side flaps at the envelope opening.

**Side Flaps** – These are the parts of the envelope which form the side boundaries of the pocket enclosure. Most are folded over and mate with the bottom flap at the diagonal seam to create the pocket. They may, however, be vertical for single or double side seams.

**T**

**Throat** – The measured space from the top fold line to the top of the pocket. This measurement is taken at the center of the width of the envelope.

**W**

**Wallet Flap** – Seal flap that is straight across. See also...Bankers Flap Envelopes

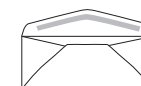


## Sealing Methods

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

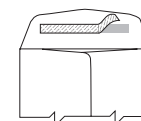
### Remoistenable Seal Gum

One of the most popular and economical sealing methods, remoistenable seal gum is typically placed on the flap of the envelope and activated by moisture to provide a tight 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.

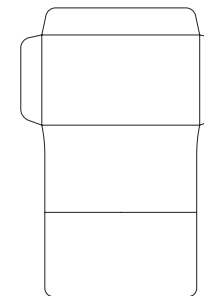
**Glassine**– Chemically treated paper patch has a cloudy, opaque appearance for achieving an recycled look.

### 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

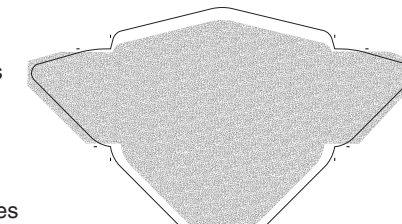
Looking for ways to increase sales from your existing customer base? Bangtail envelopes feature a perforated sheet on the back of the envelope which must be torn off before the envelope can be sealed. They are used heavily in the credit card and accounts receivable industries as remittance envelopes 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.

Envelope:	Dimensions:
6-1/4	3-1/2" x 6"
6-3/4	3-5/8" x 6-1/2"
7	3-3/4" x 6-3/4"
7-3/4	3-7/8" x 7-1/2"
Monarch	3-7/8" x 7-1/2"
Check	3-5/8" x 8-5/8"
9	3-7/8" x 8-7/8"
10	4-1/8" x 9-1/2"
11	4-1/2" x 10-3/8"
12	4-3/4" x 11"
14	5" x 11-1/2"
A-2	4-3/8" x 5-3/4"
A-6	4-3/4" x 6-1/2"
A-7	5-1/4" x 7-1/4"
A-8	5-1/2" x 8-1/8"
A-10	6" x 9-1/2"
4 Baronial	3-5/8" x 5-1/8"
5 Baronial	4-1/8" x 5-1/2"
5-1/2 Baronial	4-3/8" x 5-3/4"
6 Baronial	4-3/4" x 6-1/2"

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.

## Custom Envelope Design

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.



Back view of a standard commercial, diagonal seam envelope.

### 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 be made. However, the size you choose will affect many other aspects including compliance with postal regulations, use in automatic insertion equipment, size of area available for print, etc...

### Seam Styles

Read about the different seam styles available including side, diagonal, center, and single side.

### Flap Styles

See examples of pointed, commercial, mailpoint, wallet, and square style flaps.

### Sealing Methods

Goelzer offers two primary sealing methods: Remoistenable Seal Gum and Peel & Seal.

### Windows

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

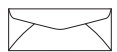
### Printing

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

## Business Envelopes

Goelzer 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



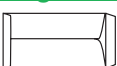
Used for mailing sales catalogs, brochures, annual reports, and other large printed materials.

### Coin Envelopes



Starting in sizes as small as 1-11/16" x 2-3/4", coin envelopes are used for packaging everything from keys and coins to hardware and seeds.

### Large Envelopes



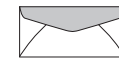
Oversized and extra large envelopes ideal for artwork, blueprints, presentations and other large publications.

## Flap Styles

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)

Designed with semi-rounded ends, commercial flaps are designed to be processed quickly through mail metering machines. They also seal easily when bulky contents 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 most 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 baronial style greeting card envelopes and stationary, this style does not tend to work well with inserting or metering equipment.

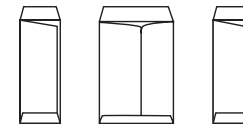


## Envelope Designs

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. Dozens of different designs can be developed from these two basic styles to meet the customer's particular requirements.

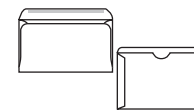
### Open End Envelopes

Open end envelopes have their opening and flap on the short side of the envelope. This style is most often used in making catalog envelopes that do not require automatic insertion and also applies to perfectly square envelopes.



### 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 Flap, Diagonal Seam



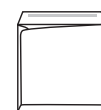
Baronial Style



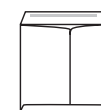
Commercial Flap, Side Seam



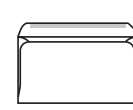
A-Style Announcement



Open End, Single Side Seam



Open End, Center Seam



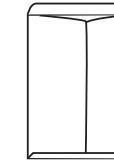
Booklet

## Booklet & Catalog Envelopes

Used for mailing sales catalogs, brochures, annual reports, and other large printed materials, booklet and catalog envelopes are typically classified into 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 catalog envelope with a center and bottom seam.

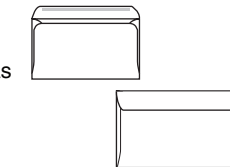


Catalog Size Chart		
Size	Width	Length
1	6	9
1-3/4	6-1/2	9-1/2
3	7	10
6	7-1/2	10-1/2
8	8-1/4	11-1/4
9-3/4	8-3/4	11-1/4
10-1/2	9	12
12-1/2	9-1/2	12-1/2
13-1/2	10	13
14-1/2	11-1/2	14-1/2
15	10	15
15-1/2	12	15-1/2

\* Stock items in bold.

### Booklet Envelopes

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



Booklet Size Chart		
Size	Width	Length
2-1/2	4-1/2	5-7/8
3	4-3/4	6-1/2
5	5-1/2	8-1/8
6	5-3/4	8-7/8
6-1/2	6	9
6-5/8	6	9-1/2
6-3/4	6-1/2	9-1/2
7-1/4	7	10
7-1/2	7-1/2	10-1/2
9	8-3/4	11-1/2
9-1/2	9	12
10	9-1/2	12-5/8
13	10	13

\* Stock items in bold.

Custom printing and window varieties are also available for all of these envelopes.

## Materials

Finish refers to the texture, feel and appearance of a paper with the most common envelope papers being:

**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.

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

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

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

## Envelope Terminology

### A

**A-Line Announcements (A-Style Envelopes)** – Two side-seam envelopes with a deep wallet flap and a deep throat normally manufactured from text grade papers and used for announcements, invitations, and social stationary.

### B

**Back** – The backside of the envelope where the pocket is formed.  
**Back Seam** – The seams formed by the overlap of the bottom flap and the side flap.

**Bangtail** – Booklet style envelope featuring a perforated extension on the back throat 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.

**Baronial** – 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 invoices that are printed with postal service approved copy that indicates the return postage will be paid by the original mailer.

### C

**Catalog Envelopes** – Open-end envelopes typically used for mailing sales catalogs and large unfolded material. Typically need to be hand inserted.

**Cellophane** – Extremely clear cellulose patch material for window envelopes.

**Center Seam** – Back seam which forms in the center of the width of the envelope.

**Clasp** – Metal pronged closure.

**Closures** – General term for the various methods used to secure the seal flap to the back of an envelope. Can include seal gum, clasp, and string & button.

**Coin Envelopes** – Small open-end envelopes as small as 1-11/16" x 2-3/4" that are often used for holding small parts and coins.

**Commercial Flap** – Contoured seal flap.

**Commercial Style** – Most commonly used business envelope. Features an open-side style with either a diagonal or two side seam.

### D

**Diagonal Seam** – Seams running diagonally from the bottom of the envelope to the throat forming the pocket.

**Die-Cut** – Industry term that describes the process of cutting envelope blanks utilizing a high die.

### F

**Face** – The front of the envelope.

**FIM (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 separate it from other mail.

### G

**Glassine** – Chemically treated paper patch material that has a cloudy opacity. It is biodegradable and recyclable, but has lost a lot of its popularity to more transparent and durable polystyrene materials.

**Gum** – The adhesive used on most paper envelopes. Typical varieties are moisture activated.

### I

**Inside Tint** – A printed design placed on the inside of an envelope to provide added security so that the contents of the envelope cannot be seen through the paper.

**Indicia** – Pre-printed postage permit in the upper right hand corner of an envelope showing the envelope does not need a stamp.