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choice printed products,

Okay, I use #10 window envelopes to send out or pay invoices, and I need #10 regular envelopes to safely convey my letterhead. What other possible needs would I have for envelopes?

Stock envelopes come in multiple sizes, several types of materials, and multi colors. Their uses range from the every day mailings, to inside the office uses, to marketing envelopes designed to introduce your company or a product to future clients.

First of all, #10 envelopes with windows don't have to have those windows all the same size or in the same location. There are dozens of standard windows to fit almost every need. Windows are a part of larger envelopes such as 9 x 12". They come standard in the upper right corner, bottom or even as a vertical window. A window can also be custom made to your desired size and placement.

I know the choices I have for my letterhead envelopes, but what are some of the other stocks that I can choose from for the other mailings I want to do?

Various sized envelopes, window or regular can have an inside tint for security or to have your logo imprinted on the inside of the envelope.

They also come in pastel colors or bright fluorescents. These are stock items and this helps to keep the cost down. For business reply envelopes it has been shown that a colored envelope illicit more responses than just a plain white envelope.

There are the usual Kraft and heavy duty Kraft, which also come expandable. There are tamper evident envelopes for document security.

Glassine envelopes are transparent and allow your message to show through.

Padded mailers are available with cushioned air bubble or foam linings for items that are fragile and need protection.

There are imitation wood and actual wood envelopes.

I have a marketing mailing coming up. How can I make the best use of my envelopes?

The envelope is the first thing that a prospective client for your company will see. It is your first introduction. You want it to present the best face possible. There are many ways to do this, keeping your budget in mind.

The most economical way would be to add a teaser to the envelope. This could be done as a one color or possibly a two color run. Color or graphics on envelopes upgrade their image and seize the attention of the recipient. From 1 color to 4 color process, various sized envelopes become eye-catching and interest grabbing. The main idea for marketing envelopes is to make yours stand out in a crowd. It is to make the consumer want to see what is inside. Among several plain white envelopes a pastel or a fluorescent envelope promotes immediate attention. Thermography (raised printing) is another way to draw attention to your piece.

For some very special project, blind or foil embossing makes an elegant statement.

Perhaps you have a spectacular marketing piece that you would like to showcase. Then a cellophane window, almost as large as the envelope, will show that to the best advantage.

I have a really large item that I would like protected by an envelope?

Giant envelopes can go as large as a 24 x 36". You could just about get your desk in that one! If you don't need one that big, then there are smaller possibilities. A 1 x 1" will be useful to keep a stamp secure. So from the jumbo to the tiny, envelopes come in open end or booklet form.

What are some of the standard sizes of commercial envelopes?

#14	5 x 11 1/2
#12	4 3/4 x 11
#11	4 1/2 x 10 3/8
#10	4 1/8 x 9 1/2
#10 1/2	4 1/2 x 9 1/2
#9	3 7/8 x 8 7/8
#8	3 5/8 x 8 5/8
7 1/2	3 7/8 x 7 1/2
7	3 3/4 x 7 3/4
6 3/4	3 5/8 x 6 1/2
6 1/4	3 1/2 x 6

What if I have something bulky with uneven edges to send out?

A Tyvek expansion envelope is just the thing for something like this. It is strong, difficult to tear, and lightweight. For large mailings, Tyvek can save a considerable amount on postage. For instance, a 10 x 13 Kraft 28# envelope weighs about .7oz. whereas a 10 x 13 Tyvek envelope weighs about .4 oz. If your contents weigh 2.5 oz. the savings on a 1000 piece mailing would be \$230 dollars. Pre-barcoded Tyvek envelopes are eligible for postage discounts in the USPS flats automation system, where typical envelope contents provide minimum rigidity. Besides all the above mentioned capabilities, Tyvek is also moisture resistant.

What are some uses for envelopes other than mailing?

A large number of envelopes never see the inside of a Post Office. They are used internally in companies for such things as job jackets, interoffice communication, flat filers, original drawings or negatives, computer printouts, order, invoices and shipping papers, expense receipts, product literature, job and material flow envelopes.

Other special envelope features include:

- consecutive numbering
- MICR numbering
- perforations
- 1 and 2-way mailers
- inside pockets
- piggy back envelopes.

I'm tired of licking shut envelopes for our mailers, what options do I have?

There are a couple of alternatives to the standard adhesive. First, a Latex self seal envelope flap just closes on itself and seals. When the adhesive on the flap meets the adhesive on the envelope it forms a tight and secure closure.

Another self seal is the zip strip envelope. When ready to be sealed, the strip is pulled off and the flap pressed onto the envelope to firmly seal.

To seal interoffice envelopes there is also the string and button method. This works well if there is a need to use the envelope over and over again.

With all the Postal Regulations, how can I find out how to save money postage wise?

One of the main things to keep in mind with envelopes is of course the Postal Regulations. They have minimum and maximum size as well as width to depth ratio. Postal Rates vary greatly depending on how you follow their rules. In the case of a special mailer design, it is advisable to take it to a local Postal Business Center for approval. These are the sort of rules and regulations that Choice Printed Products can help you work out to your best interest.

If you have any questions on these topics or would like help with your next envelope project, please give us a call at (952) 942-0045.

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