

# GLOSSARY OF ENVELOPE TERMS

## A

### Adhesives

**Latex:** Made from rubber-based material for self-seal envelopes. Latex is applied to the seal flap and the back of the envelope and sticks only to itself.

**Pressure Sensitive:** Applied to the seal flap and covered by release paper: self-sealing. Also referred to as Zip Stick or Peel & Seal.

**Remoistenable:** Adhesive activated by water or solvent. Applied to the seal flap of envelopes.

**Adjustable Die:** Device designed to cut envelope blanks utilizing a system of movable blades. This is a cost effective way to die cut without purchasing or purchasing a new envelope die.

## B

**Bang-tail:** A style of envelope with a perforated coupon attached to the body of a return envelope. This portion must be torn off before the envelope is sealed. Used for remittance envelopes, order envelopes and other direct response mail pieces.

**Baronial:** A type of envelope recognized by large pointed flap.

**Blank:** A die-cut out of a sheet of paper before it is folded into an envelope.

**Bleed:** A printed image that extends beyond the fold of the envelope or the edge of the page.

**Booklet:** An open side, double side seam envelope that opens on the long dimension.

**Business Reply Envelopes (BRE):** Specially printed envelopes that may be mailed without prepayment of postage. The postage and fees are collected from the permit holder when the mail is delivered back to the sender.

## C

**Catalog:** An open end center seam envelope that opens on the short dimension

**Center Seam:** An envelope style where the sides are folded and glued over each other, forming a seam that runs down the center of the envelope.

**Closed Face:** An envelope without a window. (Slot Window – Term for No Window Material)

**Commercial:** Open side, diagonal or side seam envelope with commercial style flap.

**Converting only:** Paper is supplied by the customer for conversion into envelopes.

**Corner Card:** A term used to reference printing of the return address usually located in the upper left hand corner of an envelope.

**Courtesy Reply Envelope (CRE):** When a response is desired, such as with a bill or invoice payments, you pay only for the cost of envelopes. Your customer pays the postage, and no permit is required to send CRE mail. You can expedite returns by having pre-addressed and pre-barcode envelopes.

## D

**Diagonal Seam:** A seam running diagonally from the bottom fold upward toward the throat of the envelope.

**Die:** A precision tool used to cut out envelope blanks, windows or other shapes.

## E

**Expansion Envelope:** An envelope with a gusset allowing it to expand for bulky mailings.

**Expansion Score:** An additional score on the seal flap to accommodate bulky contents.

## F

**First Class Mailer:** An envelope with a pre-printed diamond shaped border around its perimeter. A break in the border is left in the upper right hand corner for postage. The words "FIRST CLASS" are normally pre-printed on the face and seal flap, but are not required. The most common color used in printing the border is green.,

**Flaps Extended:** A term used to describe envelopes with their flaps open and extended.

**Full View:** A Full View envelope has an extra large window designed to give maximum exposure to the contents. Especially valuable for attracting attention and enhancing response to direct mail advertising.

## G

**Grain:** Direction in which most of the fibers lie in a finished sheet of paper. Paper folds more easily and with less waist, when folding with the grain.

## H

**Hobbs Die Cutting:**

## I

**Inside Tint:** A printed design on the inside of the envelope used for added opacity and/ or security. Available in stock or custom designs. See page 15 for available tints.

**Indicia.** Mailing permits that are printed on an envelope where a stamp would normally be placed indicating the sender will pay the postage.

## O

**Opacity:** Paper property that measures the degree to which paper stops light from passing through. Inside tints can be used to compensate for low-opacity papers.

**Open-End:** Style of envelope in which the opening is on the shorter side.

**Open-Side:** Style of envelope in which the opening is on the longer side.

## P

**Patch Material:** Refers to the EZC material used to cover envelope windows.

**PMS (Pantone Matching System):** Is a popular color matching system used by the printing industry to print spot colors allowing you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed.

**Printing:** The choice of a printing process depends upon several factors. Some of which include the quantity, complexity and characteristics of the artwork, number of ink colors, as well as paper stock and the level of desired quality of finished product.

*Flexography:* (Also called Flexo printing) A form of printing using flexible rubber or photopolymer plates. Most common type of envelope printing, fast drying process, suitable for screens with 65-105 lines. Printed in line at the same time envelope is converted. Simplified art generally preferred. Usually, this method is most cost effective for larger quantities.

*Jet:* Prints converted envelopes; equipment varies from 1 to 4 colors, 1 or 2-sided. Fast turn times, good quality, and economical pricing.

*Lithography:* (Also known as FLAT SHEET LITHO or OFFSET PRINTING) Offers highest degree of precision, clarity and quality, uses screens of 133 lines or more.

**Proof:** A proof is a preliminary view of what is to be printed. It will show text, fonts, images, colors, size and location of what is to print.

## S

**Split Seal Gum:** Gum pattern on seal flap when envelopes are to be used on automatic inserting equipment. Gum is broken where flap covers envelope at seams; prevents flap from sticking to the back panel.

**String-and-Button:** A custom closure with a string attached to the flap and a button on the body of the envelope.

## T

**Thumb Cut:** Found on envelopes manufactured without flaps, such as filing and film storage. Can be cut on one side or double thumb cut, for easier extraction of contents.

**Tyvek®:** Spun bonded olefin product manufactured by DuPont. Offers maximum protection and durability at a very light weight. Tyvek® is unaffected by moisture and inert to most chemicals. Acid, lint and sulfide free.

## W

**Window:** A cut-out in the body of the envelope positioned to show mailing address, return address and/or special messages.

**Window Position:** Location of the window on the envelope, as measured from the left and bottom edges of the envelope. Window edge should be no closer than 3/8" from any edge to allow space for gluing window material in place. Note: Window dimensions are always indicated with the height dimension listed first and the width dimension listed second

**Wove:** Paper having uniform surface and no discernible marks. Soft, smooth finish. Most widely used envelope paper. Lower in opacity, brightness and bulk. Available in white or colors.