

Envelope Glossary

BARCODE

Used by the US Postal Service to speed mail processing. Barcodes are generated by the post office as mail passes through OCR scanners or preprinted by the manufacturer. If not preprinted, space must be available at the bottom right of the envelope for the barcode.

BLEED

Printed image that extends past the envelope folds.

BARONIAL

A style close to square in shape with diagonal seams and a large pointed seal flap. Common uses are greeting cards and social stationery.

BOOKLET

A large open side style with side seams and the seal flap on the long side. Usually used for mailing booklets and multiple unfolded documents.

BUSINESS REPLY & RETURN

Refers to the printing on the outside, the difference being who pays for return postage. Both have the address pre-printed on the face. A business reply includes a pre-printed First Class Permit indicia, while the return envelope requires the sender to affix postage. Both envelopes may be any style or size. Most common sizes are #6 1/4, 6 3/4, 9 and remittance.

CATALOG

A large open end style with a center seam and the seal flap on the short side. Normally used for mailing catalogs and multiple unfolded documents.

CENTER SEAM

The permanent seam used to construct the envelope. Positioned near the center and running from the bottom fold to the throat.

COIN

Small open end style with a single side seam. Used for currency transfer and by some businesses to hold small parts. Very similar to the Bank Drive Up style, but with the side seam sealed and the seal flap gummed.

COMMERCIAL

The most common and widely used style. Has an open side and diagonal seams. Available as regular or window in #6 1/4, 6 3/4, 7, 7 3/4, 8 5/8, 9 & 10.

CORNER CARD

The printed name, address, etc. appears in the upper left hand corner of the envelope.

DIAGONAL SEAM

The permanent seam used to construct the envelope running diagonally from the bottom fold and corner to the throat. They also have a diagonal seal flap that follows the shape of the throat. The only exception is the Wallet Flap.

EXPANSION ENVELOPE

A special envelope produced with gussets enabling it to expand and accommodate bulky mail.

FIM

Facing Identification Markings, preprinted bars on the face of the envelope, as specified by the Postal Service to expedite the automated process of Business Reply Mail.

IDICIA

The box or printing in the upper right hand corner. Commonly found on business reply and return envelopes stating that the postage is pre-paid by First Class, Bulk Rate, or that the sender must affix postage.

OPEN END

The throat and seal flap are on the short side.

OPEN SIDE

The throat and seal flap are on the long side.

PEEL & SEAL

A self adhering seal strip on the seal flap with a protective strip covering the adhesive. The seal is peeled away to expose the adhesive and close the envelope. No moisture is required.

REGULAR

Any envelope without a window.

SECURITY TINT

Patterns or solids printed on the inside or the envelope to increase opacity.

THROAT

The opening into an envelope that is covered by the seal flap when the envelope is closed.

WINDOW

A cut out opening of any size that allows viewing a portion of the inner contents.