Discover Savings with Efficient Posting.

Here is your handy assistant to help you save time and cost. Use it as your guide to post efficiently every time.

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Standard Regular Mail
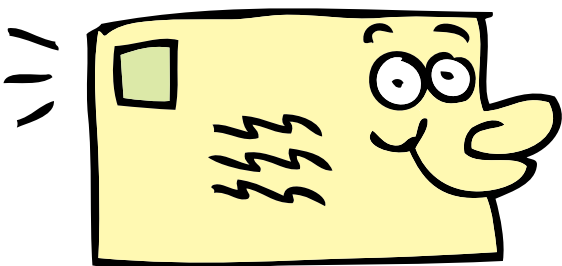
Standard Large Mail

Basic Guidelines for Standard Mail

Requirements for Mail with Customer Barcode

STANDARD REGULAR MAIL

This booklet provides the guidelines for designing mail items which are to be posted in bulk. By following them, you can help us to increase the volume of automation-compatible mail which allows you to benefit from a faster and more efficient method of mail process.

Customers should use the individual guidelines for Standard Regular or Standard Large Mail together with the 'Basic Guidelines for Standard Mail' and 'Requirements for Mail with Customer Barcode'.

The guideline will be revised from time to time. Please refer to www.singpost.com for any updates. For enquiries and more information, please contact our Bulk Mail Centre at 68456651.

1) Size, Weight and Thickness

Standard Regular Mail should conform to the following requirements:

Size	Width	Length	Weight	Thickness
Minimum	90 mm	140 mm	2 gm	0.2 mm
Maximum	162 mm	240 mm	50 gm	6.0 mm

The following ISO sizes are recommended:

i)   DL : 110 mm x 220 mm

ii)   C5: 162 mm x 229 mm

iii)   C6: 114 mm x 162 mm

Figure 1
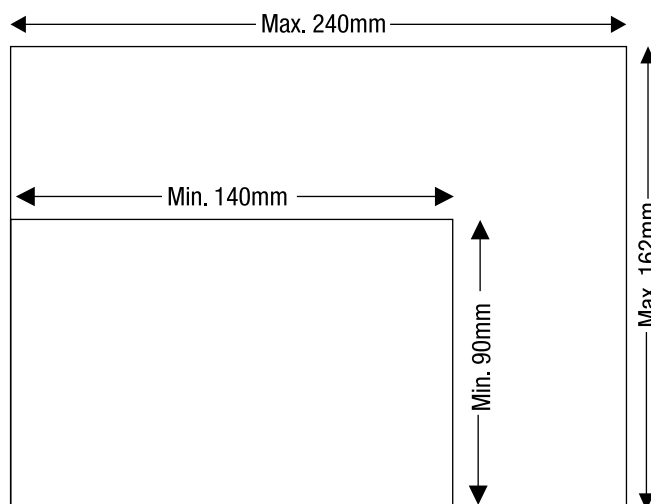
2) Types of Mail

a) Standard Regular Mail in the form of Envelope

- Use rectangular envelopes in landscape format with the longer side of at least 1.4 times the shorter side.

- The paper material used for the envelope must be thick enough so that nothing is visible through it. We would recommend using paper stock of at least 100 gram per square metre (gsm).

- Plastic wrapped mail will not be accepted as Standard Regular Mail.

- Portrait format envelope will be considered as Non-Machinable Mail.

b) Standard Regular Mail in the form of Card

- A card must be from either of one piece of paper or cardstock or of two pieces of paper permanently and uniformly bonded together.

- Card must be constructed of unfolded and uncreased paper or cardstock that is uniformly thick.

- Use rectangular cards in landscape format with the longer side of at least 1.4 times the shorter side.

- Card should have paper weight of at least 230gsm.

- The side of the card for addressing should not be glossy.

- Card with die-cut or perforation will be considered as Non-Standard Mail.

- Portrait format card will be considered as Non-Machinable Mail.

c) Standard Regular Mail in the form of Mailset

- Use rectangular mailset in landscape format with the longer side of at least 1.4 times the shorter side.

- The side of the mailset for addressing should not be glossy.

- Paperweight

  i) 2nd Ply: at least 80gsm

  ii) 3rd Ply: at least 124gsm

- Sealing of Mailset

    - Mailset must be completely sealed on all sides. All edges with sprocket holes must be removed to produce a solid edge.

    - The pitch of sealing for the perforated sides must be 2mm cut x 1mm uncut.

- Mailset larger than 162mm x 240mm will be considered as Non-Standard Mail.

- Portrait format mailset will be considered as Non-Machinable Mail.

d) Standard Regular Mail in the form of Pressure seal mail or Pagemail

- Use rectangular pressure seal mail or pagemail in landscape format with the longer side of at least 1.4 times the shorter side.

- The side of the pressure seal mail or pagemail for addressing should not be glossy.

- The paper material used for the pressure seal mail or pagemail must be thick enough so that nothing is visible through it. We would recommend using paper stock of at least 100gsm.

- Pressure seal mail or pagemail must be completely sealed on all sides. All edges with sprocket holes must be removed to produce a solid edge.

- Portrait format pressure seal mail or pagemail will be considered as Non-Machinable Mail.

3) Recipient's Address and Clear Zone

The recipient's address can be positioned anywhere within the address zone indicated. A zone of 10mm around the address block should be free from any printing. No other barcodes, except the address barcode should be positioned within the address zone. See Figure 2(a).

Clear zone is an area where there should not be any printing to allow machine to read the address and barcode or print barcode.

Barcode will be printed in the clear zone for sorting purpose. Clear zone must be of white background and non-glossy surface. See Figure 2(a) and 2(b).

No printed, typed or other information (including address or advertising messages/
logos) should appear in the clear zone indicated.

FRONT

Figure 2(a)
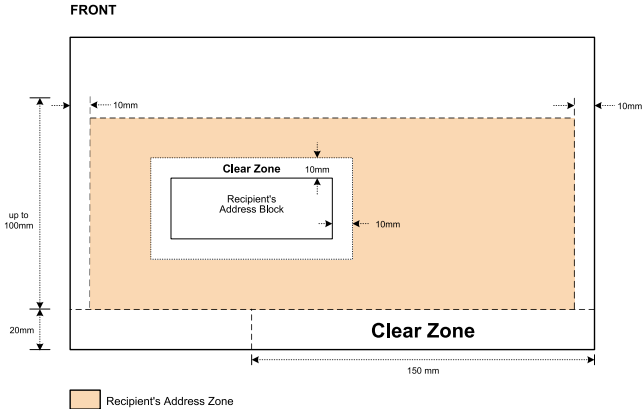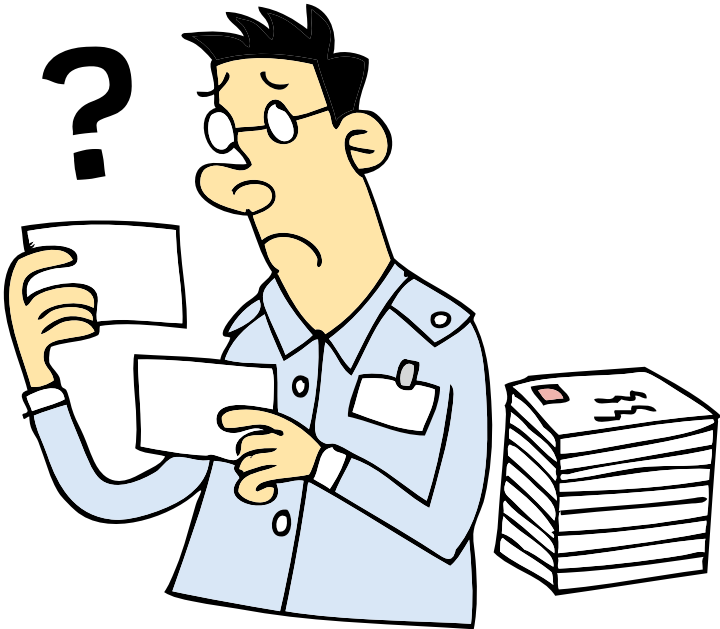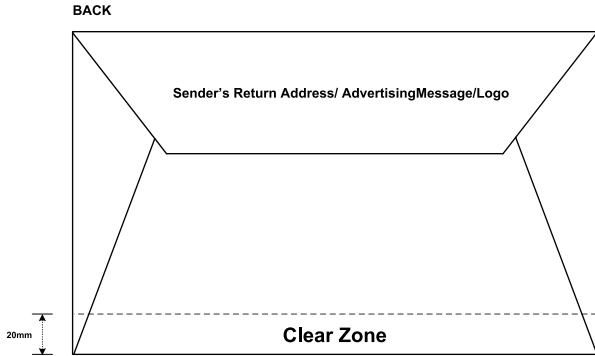
10mm   10mm

up to
100mm

Clear Zone   10mm

Recipient's
Address Block   10mm

20mm

Clear Zone

150 mm

Recipient's Address Zone

BACK

Figure 2(b)

Sender's Return Address/ AdvertisingMessage/Logo

20mm

Clear Zone

7

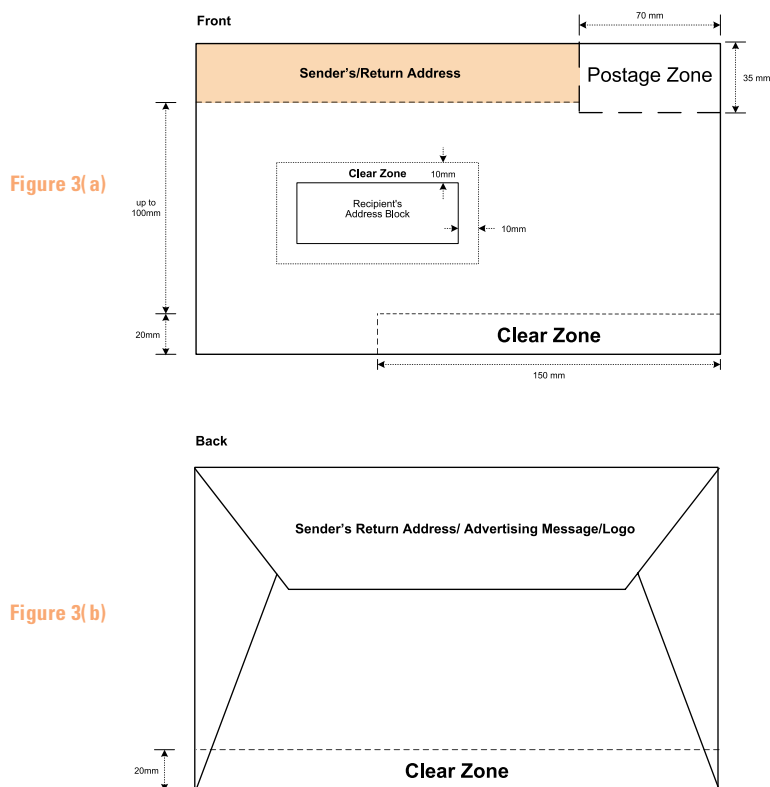## 4) Sender's Return Address

The sender's return address should be printed on the reverse side of the mail above the 20mm clear zone. See Figure 3(b).

If the sender's return address is to be printed on the front of the mail, it must be positioned on the top left corner above clear zone and recipient's address zone. See Figure 3(a).

Figure 3(a)

Front

Sender's/Return Address

Postage Zone

70 mm

35 mm

Clear Zone

10mm

Recipient's Address Block

10mm

up to 100mm

20mm

Clear Zone

150 mm

Figure 3(b)

Back

Sender's Return Address/ Advertising Message/Logo

20mm

Clear Zone

5) Company's Logo and Advertising Message

To minimise OCR error in reading the address, company's logo and advertising message should be located on the reverse side of the mail above the 20mm clear zone. See Figure 3(b).

If the sender's return addess is to be printed on the front of the mail, it must be positioned on the top left corner above clear zone and recipient's address zone. See Figure 3(a).

If company's logo and advertising message are to be printed on the front, a window envelope or a white address label must be used. See Figure 4(a) and 4(b).

Figure 4(a)

Postage Zone

Clear Zone   5mm

Address Block   ← Window

5mm

Clear Zone   20 mm

150 mm

Zone for printing Company's Logo and Advertisement

Figure 4(b)

Postage Zone

Clear Zone   10mm

Address Block   ← Address label

10mm

Clear Zone   20 mm

150 mm

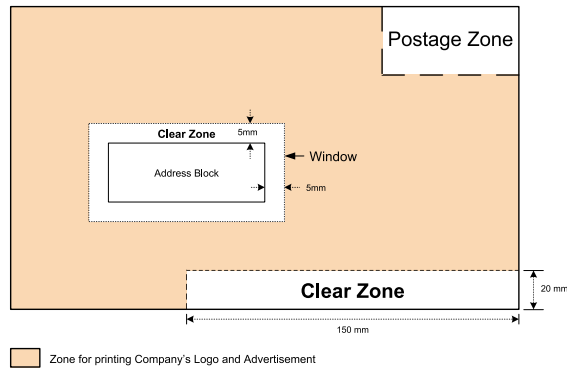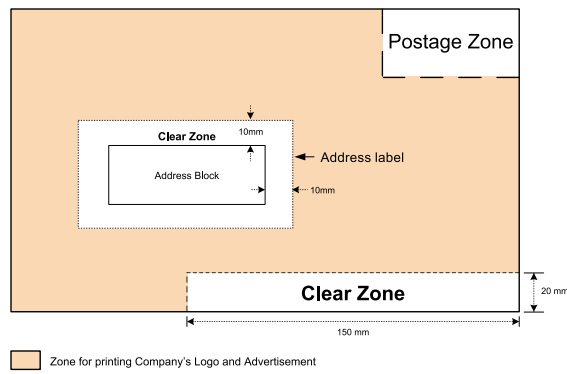Zone for printing Company's Logo and Advertisement

STANDARD LARGE MAIL

1) Size, Weight and Thickness

Standard Large Mail should conform to the following requirements:

Size	Width	Length	Weight	Thickness
Minimum	163 mm	241 mm	20 gm	0.9 mm
Maximum	229 mm	324 mm	500 gm	7.0 mm*

* Thickness exceeding 14mm will be classified as not standard

The following ISO sizes are recommended:

   i)   B5 : 176 mm x 250 mm

   ii) A4: 210 mm x 297 mm

   iii) C4: 229 mm x 324 mm

Figure 5

Max. 324mm

Min. 241mm

Min. 163mm

Max. 229mm
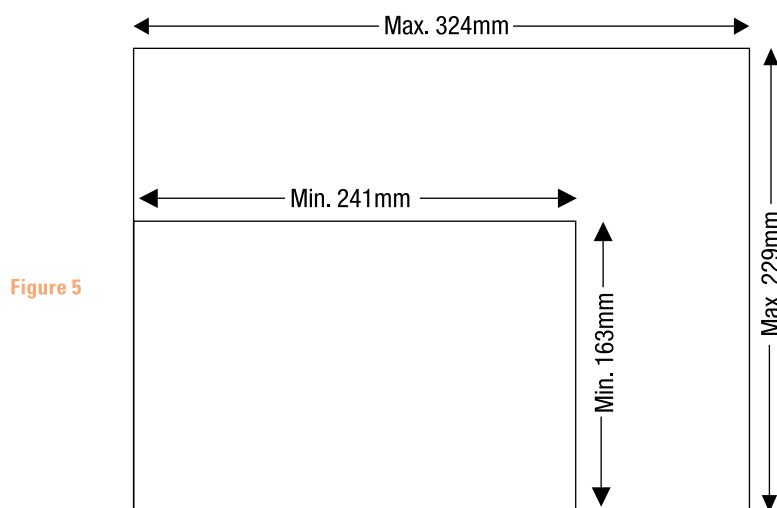
Note: For transparent plastic-wrapped mail, the size is measured by the contents enclosed

2) Types of Mail

a) Standard Large Mail in the form of Envelope

- Use rectangular envelopes in landscape or portrait format with the longer side of that least 1.4 times the shorter side.

- The paper material used for the envelope must be thick enough so that nothing is visible through it. We would recommend using paper stock of at least 100gsm.

b) Standard Large Mail in the form of Plastic Wrapped Mail

    i)   Polywrapping

    -    The polywrap must completely cover the mail.

    -    The sealing should be on the reverse (non-address) side. If the sealing (including flap) has to be at the front (address) side, it should not cover any part of the address and barcode areas.

    -    The contents should be wrapped such that they do not move about easily within the plastic wrapper. However, it must not be so tight that it causes the piece to bend inside the polywrap.

    -    Loose flaps should be avoided. Please see the table in section (iii) on the allowance for Plastic Wrapped Mail.

    -    Plastic-wrapped mail with loose flaps exceeding the allowance will be considered as Non-Standard Mail.

ii) Pillow-case Plastic Envelopes

    -    The opening should be at the right edge of the address block.

    -    The contents should be wrapped such that they do not move about easily within the plastic wrapper. However, it must not be so tight that it causes the piece to bend inside the pillow-case plastic envelope.

    -    Loose flaps should be avoided. Please see the table in section (iii) on the allowance for Plastic Wrapped Mail.

    -    Plastic-wrapped mail with loose flaps exceeding the allowance will be considered as Non-Standard Mail.

iii) Allowance for Plastic Wrapped Mail

Mail Thickness	Max Allowance for Shorter Sides	Max Allowance for Longer Sides
3mm and below	15 mm	15 mm
3.1mm to 5mm	15 mm	15 mm (20 mm for barcode)
More than 5mm	15 mm	15 mm (25 mm for barcode)

iv) Address Label And Carrier Sheet

- For mail that is plastic wrapped, the address should be clearly printed on the carrier sheet or address label. The address label should be parallel to the bottom edge of the mail. When address label is applied directly on the plastic surface, the label used must be non-peelable.

- If a carrier sheet or an insert is used, it should be the same size as the mail, so that it will not move about easily.

- For coloured or patterned wrapper, clear plastic material around the recipient's address block should be used so that the machine can read the address inside the plastic wrapper.

- The recommended physical properties of plastic wrapping material are:

  Thickness : At least 35 micrometre

  Co-efficient of friction: ≤ 0.35

3) Recipient's Address and Clear Zones

The recipient's address can be positioned anywhere within the address zone indicated. A zone of 10mm around the address block should be free from any printing. No other barcodes, except the address barcode should be positioned within the address zone. See Figure 6(a) and 6(b).

No printed, typed or other information (including address or advertising messages/ logos) should appear in the clear zone indicated.

4) Sender's Return Address

If the sender's return address is to be printed on the front of the mail, it should be positioned within the zone of 30mm on the sides. See Figure 6(a) and 6(b).
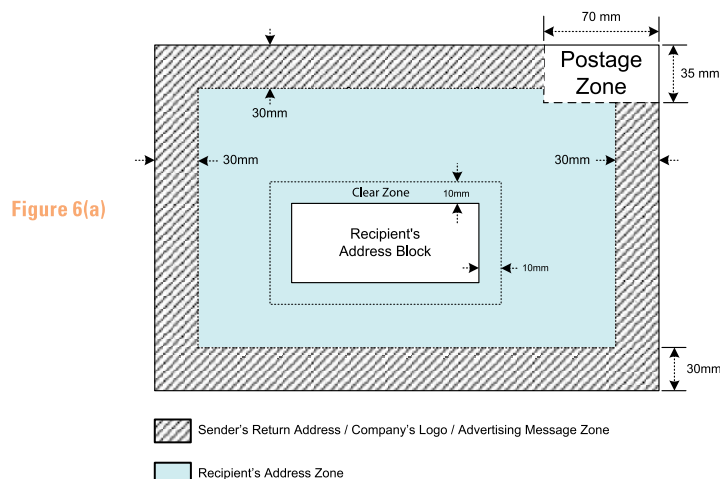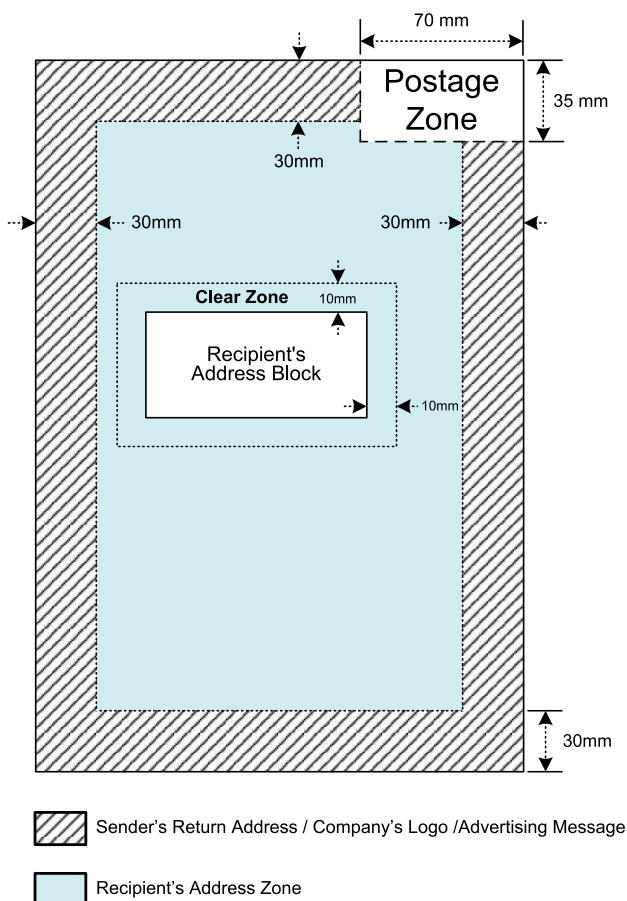

Figure 6(a)

Sender's Return Address / Company's Logo / Advertising Message Zone

Recipient's Address Zone

Figure 6(b)

Postage Zone
70 mm
35 mm
30mm
30mm
30mm
Clear Zone
10mm
Recipient's Address Block
10mm
30mm

Sender's Return Address / Company's Logo /Advertising Message

Recipient's Address Zone

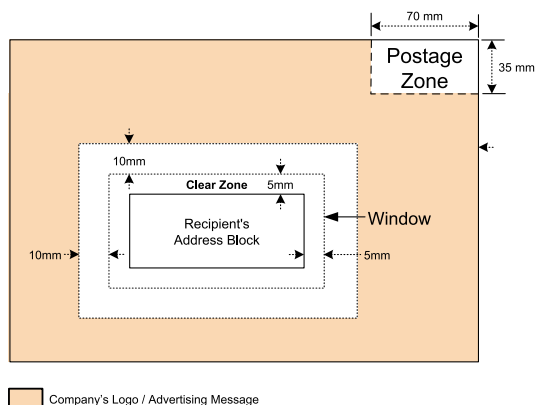## 5) Company's Logo and Advertising Message

Optical Character Reader (OCR) is a machine used to read address on machinable mail.

To minimise OCR error in reading the address, company's logo and advertising message should be located on the back of the mail.

If company's logo and advertising message are to be printed on the front of the mail, it should be positioned within the zone of 30mm on the sides. See Figure 6(a) and 6(b).

If the company's logo and advertising message are to be printed outside the zone of 30mm on the sides, a window envelope or white address label must be used. See Figure 7.

Figure 7

Postage Zone
70 mm
35 mm
10mm
Clear Zone
5mm
Recipient's Address Block
Window
10mm
5mm

Company's Logo / Advertising Message

BASIC GUIDELINES FOR STANDARD MAIL

1) Background Colour

Background colour should be of light colour that allows addresses and postmarks to be legible.

White, cream and pastel-coloured envelopes are recommended.

Dark colours would result in loss of effective contrast between address and background. This renders such mail unsuitable for address recognition by the machines.

If dark colours are to be used, they must come with a window envelope or a white address label and the address must be barcoded.
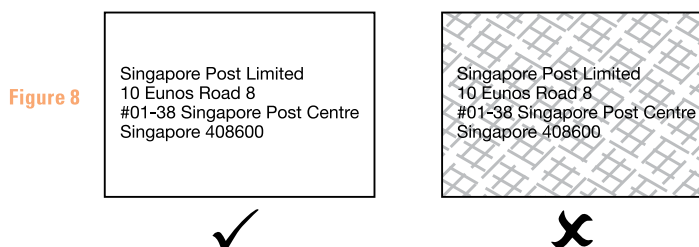
Glossy address labels and stickers should not be affixed on the front of the mail.

The following Pantone colours are acceptable for Standard Regular or Standard Large Mail:

120	127	128	134	135	141	148	149	155
162	169	196	203	250	304	317	331	332
337	344	351	358	365	366	373	386	393
400	406	413	427	434	441	453	454	461
467	468	474	475	482	488	489	496	502
503	510	524	530	531	538	545	552	559
566	573	579	580	586	587			

2) Background Patterns and Design

Security backgrounds, patterning, embossing, cluttered design or advertising messages of any kind should be avoided. If they are essential, they must come with a white address label and the address must be barcoded. See figure 8.

Figure 8

Singapore Post Limited
10 Eunos Road 8
#01-38 Singapore Post Centre
Singapore 408600

✓

Singapore Post Limited
10 Eunos Road 8
#01-38 Singapore Post Centre
Singapore 408600

✗

3) Window Envelope

a) Window Sizes:

Size	Width	Length
Minimum	30 mm	60 mm
Maximum	45 mm	80 mm

The entire address must be seen through the window at all times. No other information should be visible through the window. If information such as reference numbers need to be visible, it should be above the address block. Please refer to Figure 11(a) and 11(b) for details.

A clear border of width at least 5mm between the address block and the window is required. Please refer to Figure 4 and 7 for details.

One way to test the address window clearance is to tap the mail piece on a flat horizontal surface on all four edges to jog the insert as far down into the envelope as it can go. The address and customer barcode must be clearly visible and meet the required clearance after being tapped on each side.

b) Window Material

The window material should be colourless, transparent and non-textured.

Window material must be clear or transparent. It should be completely and securely glued to the inside of the envelope aperture and should not be creased. The window should be positioned in the recipient's address zone.

The recommended physical properties of the window material are:

- Haze : 20% maximum

- Gloss : 90% maximum

- Thickness : 25-35 micrometre

4) Contents

Mail containing non-paper based enclosure, rigid or inflexible objects such as plastic cards, metal or plastic clips, CD-ROM, table calendar with ring binding, diskette and cassette tape etc are considered as Non-Standard Mail.

Mail with content that moves about in the envelope will be considered as Non-Machinable Mail.

BASIC GUIDELINES FOR STANDARD MAIL

5) Uniformity of Mail Surface

Mail with content that causes the thickness or surface of the mail to be uneven will be considered as Non-Machinable Mail.

Inserts where their size is smaller than the main letter or magazine are considered as Non-Machinable Mail.
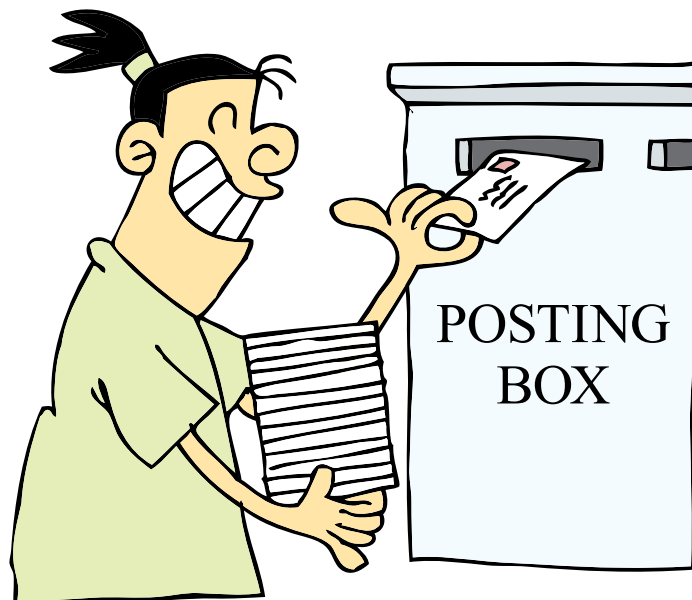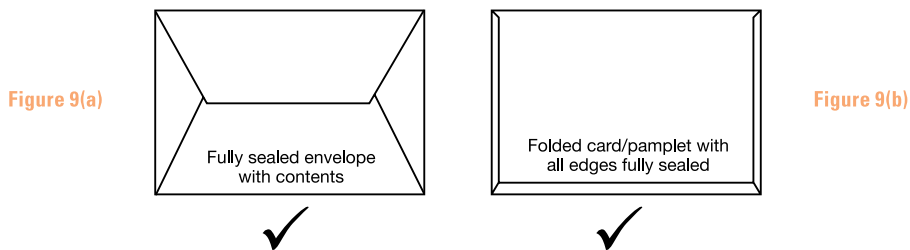
6) Sealing

The flaps of envelope should be on the reverse (non-address) side and the envelope must be firmly and completely sealed on all sides and edges, with no excess glue on the surface.
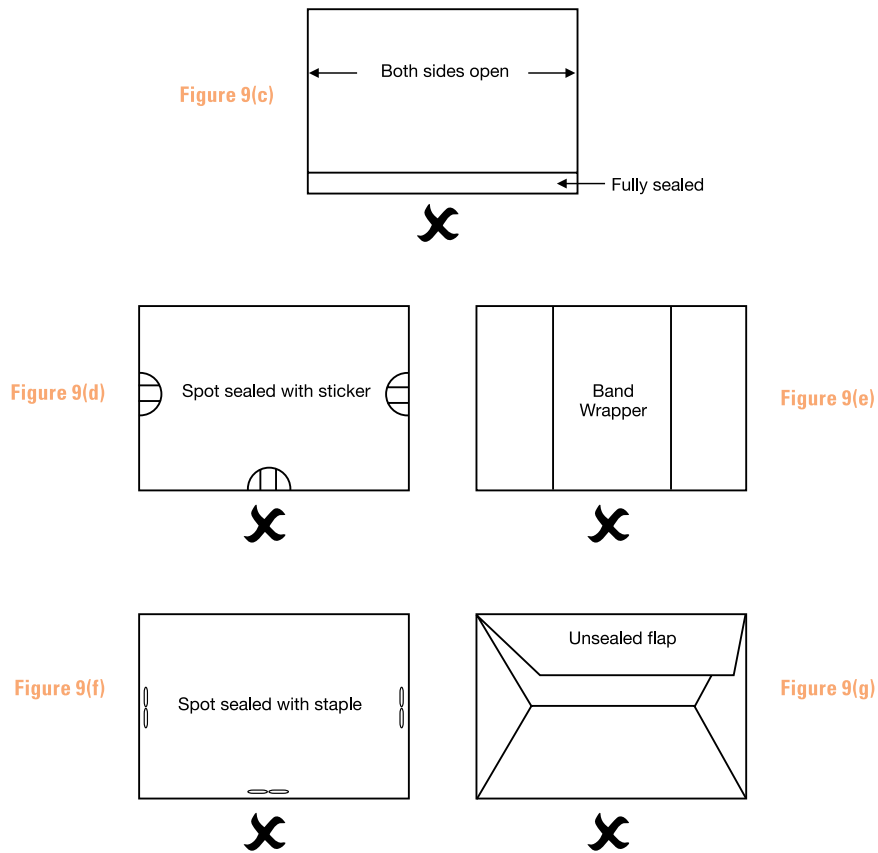
Spot sealing with stickers and band wrapper will be considered as Non-Standard Mail. Please refer to Figure 9(d) and Figure 9(e).

Staples and metals or plastic clips should not be used on the envelope for sealing purposes. Please refer to Figure 9(f).

Acceptable Sealing:

Figure 9(a)

Fully sealed envelope
with contents

✔

Figure 9(b)

Folded card/pamplet with
all edges fully sealed

✔

POSTING BOX

Not Acceptable Sealing:

Figure 9(c)

Both sides open

Fully sealed

Figure 9(d) Spot sealed with sticker

Band Wrapper Figure 9(e)

Figure 9(f) Spot sealed with staple

Unsealed flap Figure 9(g)

7) Address

The purpose of an address is to specify the delivery location of the mail. Mail with complete and properly formatted addresses allows us to provide consistent, on-time delivery to the recipients. Mail cannot have more than one delivery address.

a) Format

Typically, the address should be written in three lines.

The key information of an address should consist of:

    i)   Building or House number

    ii)   For HDB flats, the building number should be preceded by the word Block/Blk

    iii) Street Name

    iv) Level/Unit Number

    v)   Building Name

    vi) "Singapore" must be spelt in full

    vii) Six Digit Postal Code

BASIC GUIDELINES FOR STANDARD MAIL

The last line of the address should comprise only "Singapore" and the six digit postal code.

Address lines must be parallel to the bottom edge of mail.

Address must be printed on a white coloured background

Where extra clarifying information is required, place this information before the address. This includes information such as:

-       company name, designation, department, etc.

-       non-address information, e.g. membership or subscription numbers, serial numbers, etc.

The following formats are acceptable:

Figure 10(a)

Singapore Post Limited
10 Eunos Road 8
#01-38 Singapore Post Centre
Singapore 408600

✓

Singapore Post Limited
10 Eunos Road 8 #01-38
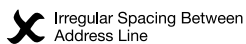Singapore Post Centre
Singapore 408600

✓

Figure 10(b)

The following formats are NOT acceptable:

Figure 10(c)

Singapore Post Limited
10 Eunos Road 8

#01-38 Singapore Post Centre

Singapore 408600

✗ Irregular Spacing Between Address Line

Singapore Post Limited
10 Eunos Road 8 #01-38
Singapore   Post Centre
Singapore   408600

✗ Irregular Spacing Between Words

Figure 10(d)

Figure 10(e)

Singapore Post Limited
10 Eunos Road 8
#01-38 Singapore Post Centre
S'pore 408600

✗ Incomplete Spelling of the Word "Singapore"

Singapore Post Limited
10 Eunos Road 8 #01-38
Singapore Post Centre
S 408600

✗ Incomplete Spelling of the Word "Singapore"

Figure 10(f)

b) Non-address information

Sender's code, serial/account numbers or other information should not be included in the Recipient's Address. If necessary, it should be printed above the first line but never below the last line of the address. Please refer to Figure 11(a) and 11(b).

Recommended:

Not Recommended:

Figure 11(a)

6007 0443 1246
Singapore Post Limited
10 Eunos Road 8
#01-38 Singapore Post Centre
Singapore 408600

✓

Singapore Post Limited
10 Eunos Road 8 #01-38
Singapore Post Centre
Singapore 408600
6007 0443 1246

✗
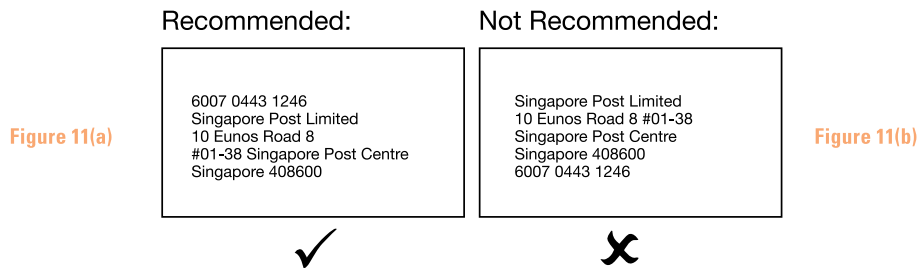
Figure 11(b)

c) Punctuation/Underlining

Address should not be underlined. Please refer to Figure 12(a) and 12(b).

Punctuation is not necessary.

Recommended:

Not Recommended:

Figure 12(a)

Singapore Post Limited
10 Eunos Road 8
#01-38 Singapore Post Centre
Singapore 408600

✓

Singapore Post Limited,
10 Eunos Road 8 #01-38,
Singapore Post Centre,
Singapore 408600

✗

Figure 12(b)
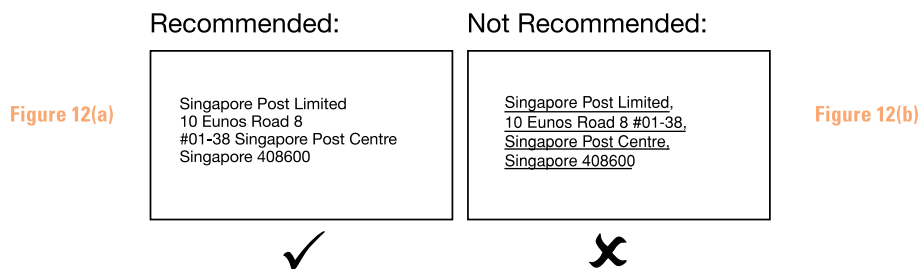
d) Font Sizes and Types

Font size of 10 points is required.

Each line of the address should contain characters of the same size and font. Fonts that have constant pitch are recommended. A pitch of 10 to 12 characters per 25mm (1 inch) is also preferred.

Avoid italic, bold and pseudo handwriting scripts. Fonts that have both proportional spacing and serif are not recommended.

The following fonts are not recommended: Please refer to Figure 13

Singapore	**Singapore**	*Singapore*	Singapore
Italic	Bold	Pseudo handwriting script	Font with proportional spacing and serif
✗	✗	✗	✗

Figure 13

19

# BASIC GUIDELINES FOR STANDARD MAIL

e) Address Lines and Spacing

The spacing between lines should be uniform.

The minimum spacing between address lines should not be less than 1mm apart.

Maximum spacing between address lines is 5mm.

The maximum number of character per line is 40 characters, excluding spaces between words. Please refer to Figure 14.

Figure 14

Max 40 characters.

Min. 1 mm

(Name of Recipient)
Orchard Road
P.O. Box 2700
Singapore 912390
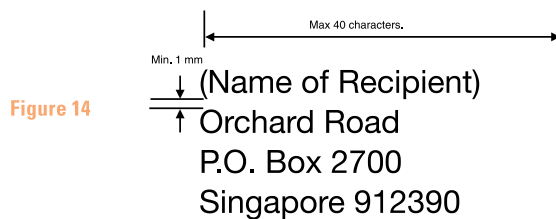
f) Character Size

Individual character should have a minimum height of 2mm and maximum height of 7mm.

The maximum width of a character is 6mm. Please refer to Figure 15.

Figure 15

Max 7 mm
Min 2 mm

Ha

Max 6 mm
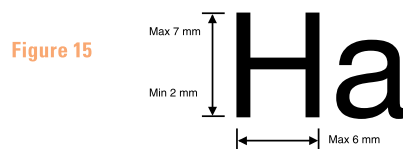
g) Characters of the Address

Addresses should be typewritten or machine printed with upper and lower case letters and numbers.
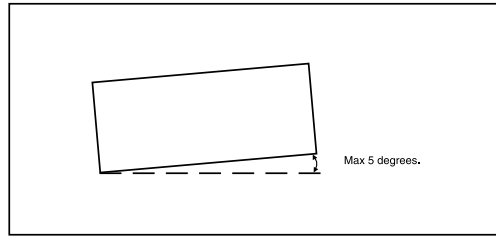
The print must be clean, clear, sharp, preferably black and uniformly printed.

Bold and italic as well as handwriting scripts should be avoided.

h) Skewed Addresses

The maximum tolerable skew is ±5 degrees from the horizontal position. Please refer to Figure 16.
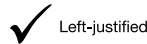
Max 5 degrees.

i) Alignment

The address lines should be left-hand justified i.e. each line should start at the same distance from the left-hand edge of the mail and be parallel to the horizontal position. Please refer to Figure 17.

Figure 17

(Name of Recipient)
Orchard Road
P.O. Box 2700
Singapore 912390

✓ Left-justified

j) Optical Character Reader (OCR) Readability Rate

The address must be darker than the background, preferably black ink against white background. Reverse contrast is not allowed.
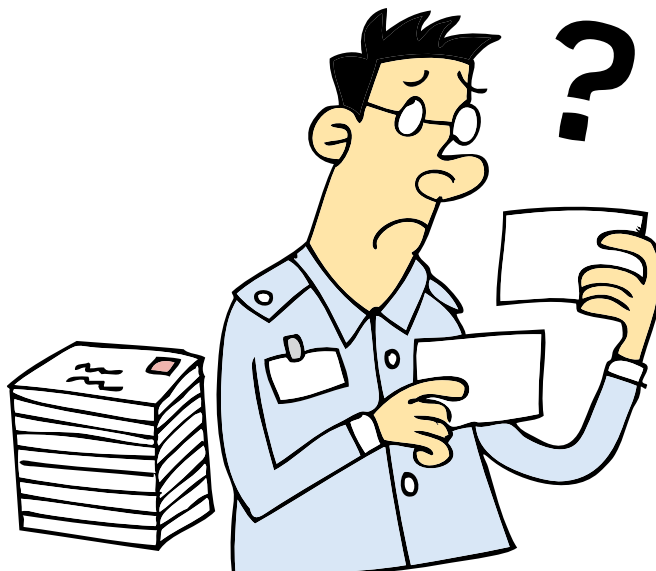
The address prints must attain OCR readability rate of 90%.

k) Accuracy of Postal Codes

The 6 digit postal codes must have an accuracy rate of 99%.

l) Location of Address Block

The address block must be on the side with the postage zone. If envelope is used, the address block must not be on the sealing or envelope flap side.

REQUIREMENTS FOR MAIL WITH CUSTOMER BARCODE

Mail with Customer Barcode

In addition to the basic requirements, mail with customer barcode must conform to additional requirements as stated in this guide. It is important that the barcodes on your mail meet the barcode specifications. It is equally important that the barcode accurately represents the delivery address. An incorrect or improperly printed barcode can result in the mail being mis-sorted and delayed in the delivery.

1) 4-State Customer Barcode

The type of the code used is the 4-State barcode. The codes consist of a set of distinct bars and spaces for each character, followed by a checksum character and enclosed by a unique start bar and stop bar. Figure 18 shows an example of a 4-State customer barcode.

The customer barcode must be printed at a pitch of 20 to 24 bars per 25mm (1 inch) with all the bars equally spaced.

Font size of 10 points is required.

The recommended length of barcode must be:
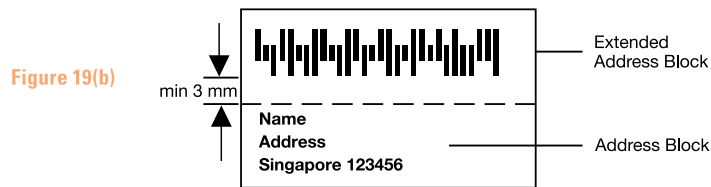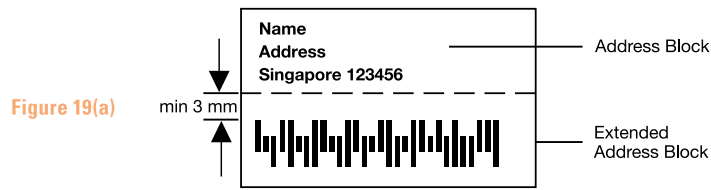
Minimum length – 32mm

Maximum length – 37mm

Figure 18

Example of a 4-State Customer Barcode

2) Printing of 4-State Customer Barcode in Address Block

The address block together with the 4-State customer barcode forms an extended address block. The 4-State customer barcode should be the first or the last line of the extended address block, i.e. it should be positioned above or below the address block. Please refer to Figure 19(a) and 19(b).

The minimum free space between 4-State customer barcode and Address is 3mm.

Figure 19(a)

Name
Address
Singapore 123456 —————— Address Block

min 3 mm

————— Extended Address Block

Figure 19(b)

————— Extended Address Block

min 3 mm

Name
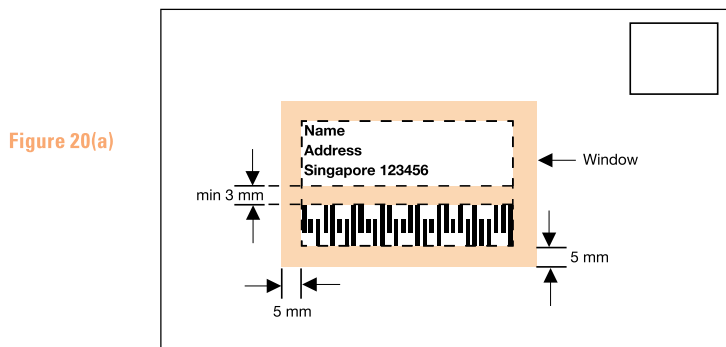Address
Singapore 123456 —————— Address Block

Two alternative code printing positions
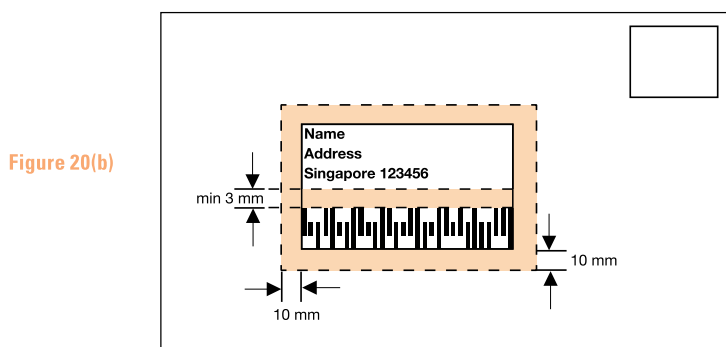within the extended address block

The extended address block containing the barcode can be printed either on the envelope, address label or within the address window. When address label is used, it shall be pasted parallel to the bottom edge of the mail. If printed within a window, the barcode must be completely visible. No other barcode should be printed within the address zone.

Requirements on clear zone for window envelope and non-window envelope are shown in Figure 20(a) and 20(b) respectively.

There should be no printing of other information 5mm (window envelope) or 10mm (non-window envelope) right and left of the customer barcode.

Figure 20(a)

Name
Address
Singapore 123456   ◄— Window

min 3 mm

5 mm

5 mm

▭ Clear Zone Required on Window Envelope

Figure 20(b)

Name
Address
Singapore 123456

min 3 mm

10 mm

10 mm

▭ Clear Zone Required on Non-Window Envelope

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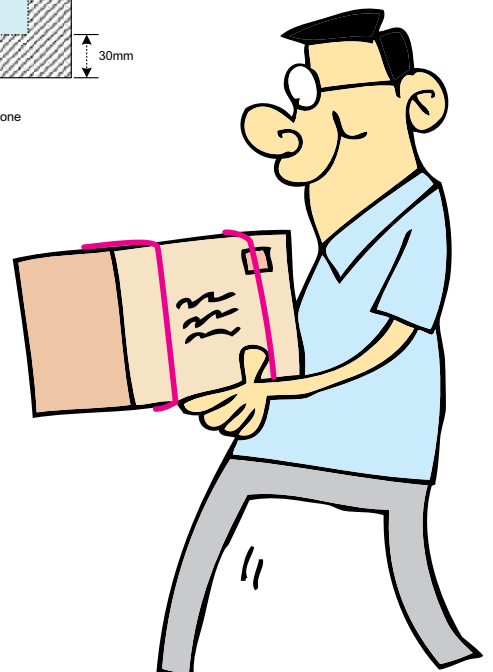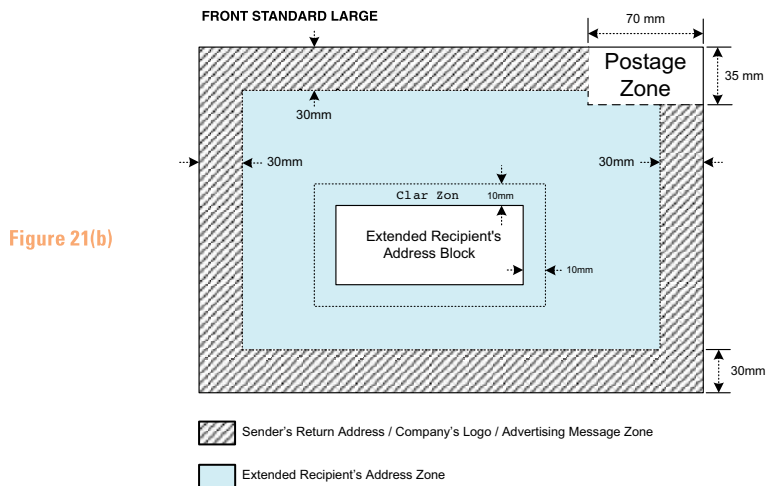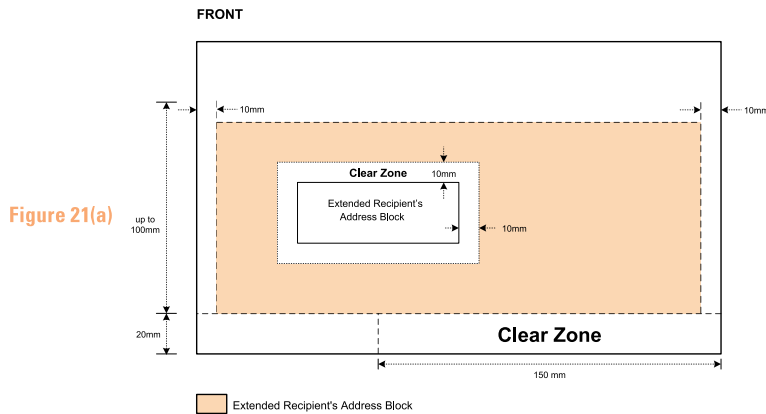# REQUIREMENTS FOR MAIL WITH CUSTOMER BARCODE

3) Visibility of Extended Address Block

The extended address block shall be fully visible and not hidden within the window of the envelope when the mail is being processed.

- Location of Extended Address Block

  The extended address block must be at the front of the envelope.

  The extended address block can be printed anywhere within the recipient's Address Zone. Please refer to Figure 21(a) for Standard Regular, 21(b) and 21(c) for Standard Large.

FRONT

Figure 21(a)

Clear Zone 10mm
Extended Recipient's Address Block
Clear Zone
150 mm
up to 100mm
20mm

Extended Recipient's Address Block

FRONT STANDARD LARGE

Postage Zone
70 mm
35 mm
30mm
Clar Zon 10mm
Extended Recipient's Address Block
10mm

Figure 21(b)

Sender's Return Address / Company's Logo / Advertising Message Zone

Extended Recipient's Address Zone

FRONT STANDARD LARGE

Figure 21(c)

Postage Zone

70 mm

35 mm

30mm

30mm 30mm

Clear Zone 10mm

Extended Recipient's Address Block

10mm

30mm

Sender's Return Address / Company's Logo /Advertising Message
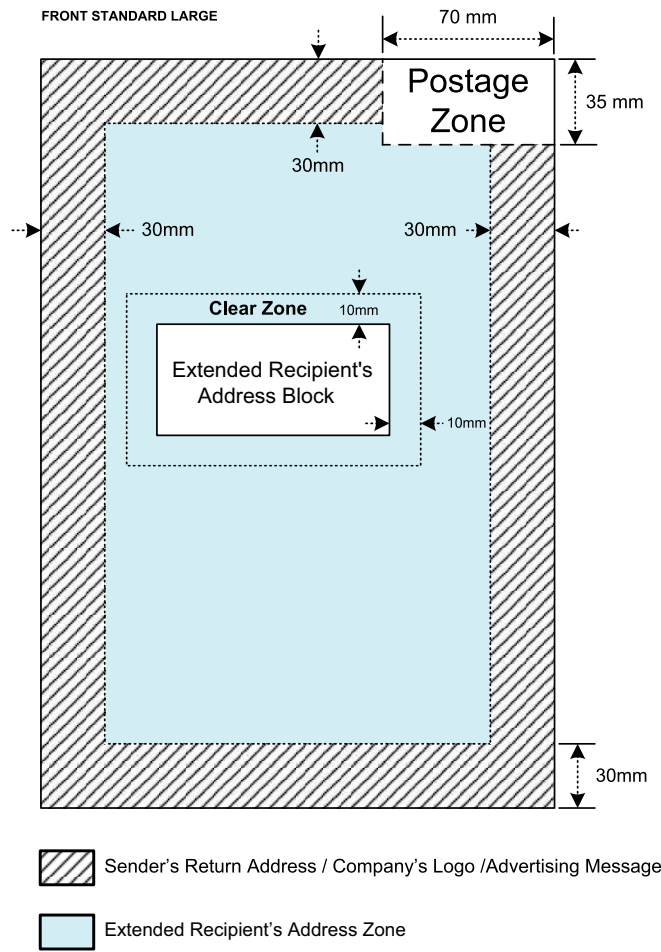
Extended Recipient's Address Zone

4) Quality of Barcode

- Quality of print
  Barcode should preferably be laser printed. The barcode must be printed against a white coloured background.

- Printing irregularities
  Excess ink can prevent a barcode sorting machine from successfully interpreting the barcode. Please refer to Figure 22.

  Lack of proper ink coverage may cause a barcode to be less than the minimum required dimensions. Please refer to Figure 23.

Figure 22

Excess Ink or "Bleed through"

Figure 23

Lack of proper ink coverage

REQUIREMENTS FOR MAIL WITH CUSTOMER BARCODE

- Acceptable Readability Rate
  The barcode prints must have a minimum readability rate of 99% that is tested on our sorting machines.

5) Testing of Barcode

Customers printing the 4-State customer barcode for the first time are advised to submit samples to Singapore Post for testing to ensure the barcodes meet the requirements.

Customers must submit a minimum quantity of 200 samples, which must consist of at least 5 different sector codes with a minimum of 20 pieces per sector code.

The addresses and barcodes must be printed on address labels and affixed on cards of at least 250gsm with white coloured background. All samples sent in for testing must have the words "Sample" or "Test Copy" printed on the top right hand corner of the card.

Customers can contact the Bulk Mail Centre at 68456651 for detailed requirements on encoding and printing of the barcode data on mail using the 4-State customer barcode symbology and testing of the barcode.