

Sending mail correctly with PostNord

**Business Area Letter Product Management
Sept. 20, 2024**

Sending mail correctly with PostNord

The presentation provides information about:

- what mail should look like.
- explanations of various postal expressions.
- tips and advice.

The basis is our terms and conditions of service. We therefore ask that you are aware of them in full; they are available at www.postnord.se

Note that these provide information about the possibilities available to you, and how to do things right and in a good way when sending mail.

Best wishes
PostNord Customer Service
Telephone 0771-33 33 10



Table of contents

- **General information**
- **Addresses and their purpose**
- **Labels and markings – What is required?**
- **Brands and logos**
- **Postage block label – The correct postage label on your shipment**
- **Postal operator zone for various services**
- **Summary of the services**



General information

Addresses on shipments and their purpose

Sender address

- **Sender = person responsible for payment**
- **Sender address**
Must be complete, with name and Swedish postal address.
- **The customer number stated for payment on the shipment note indicates which sender is to be stated.**
- **The sender can be the return recipient**
Mail that cannot be delivered is returned to the sender address, unless a specific return address* has been provided. Some services do not include returns; see the special terms and conditions.

Recipient address

- **Recipient address**
Must be complete, with name and postal address.

Only one (1) recipient address may be specified on the shipment.

Clear and largest of all addresses stated on the shipment.

The address must not contain any blank lines.

Return address*

- **Return recipient**
Someone else will take care of any mail that, for whatever reason, could not be delivered to the recipient. (As the sender, you do not want to have to deal with any returns yourself.)
- **Return address***
Must be complete, with name and Swedish postal address.

Only one (1) return address may be specified on the shipment.

Must always be preceded by the word "Returadress" (which does not have to have a legal connection to the sender) .

Recipient, sender and return addresses

Specify the sender address on the back with the same text size as the recipient address and the return address.

We recommend using the following to ensure smooth processing:

Standard fonts

- Times New Roman, Verdana, Arial

Character size, recipient, sender and return addresses

- At least 2.4 mm and no more than 6 mm
- Corresponds to minimum point size 10 (throughout the entire address)

Addressing

- The address structure should not have any blank lines between the recipient and the address

Brands and logos

- It is permitted to print brands and logos on the shipment, but these are not a replacement for a full sender or return address.
- Brands and logos also do not have to be linked to the sender or return address.

företaget AB
Företaget AB - Box 134 - 23 45 Staden

A Ange portokliché
för vald tjänst

Sven Svensson
Landsvägen 1
123 45 Staden



Postage block label

The correct postage label on your shipment

Postage block label – The correct postage label on your shipment

Examples of postage block labels.




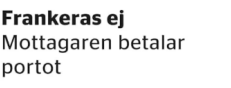

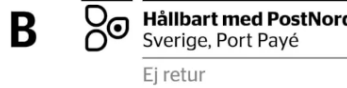



It is important to use the correct postage block label for each service. In other words – pay the right price for the service you want to use.

Important to put it in a clearly visible place

For additional information, see www.postnord.se

The latest block label can also be downloaded there.

postnord

<p>1st class letter</p> 	<p>Economy letter shipment</p> 	<p>Economy letter shipment Sustainable with PostNord</p> 
<p>Business Reply Service (Svarspost)</p> 	<p>ADM</p> 	<p>ADM Sustainable with PostNord</p> 
<p>Periodicals A</p> 	<p>Periodicals B</p> 	<p>Periodicals Sustainable with PostNord</p> 

Tracked Letters

Tracked Letters

Registered, Valuables and Express Mail are pre-notified via EDI and given a barcode

The barcode must be clearly visible on the shipment

- Code type: code128
- x-dim: minimum 0.3 mm, recommended 0.37 mm (the width of a bar in the barcode, too narrow x-dim can affect e.g. readability).
- Code height: minimum 14 mm, recommended 25 mm



Placement

Use a label or print the barcode directly on the packaging/envelope, clearly visible in the envelope window, together with the recipient address. The entire barcode needs to be visible even if the letter moves inside the envelope.



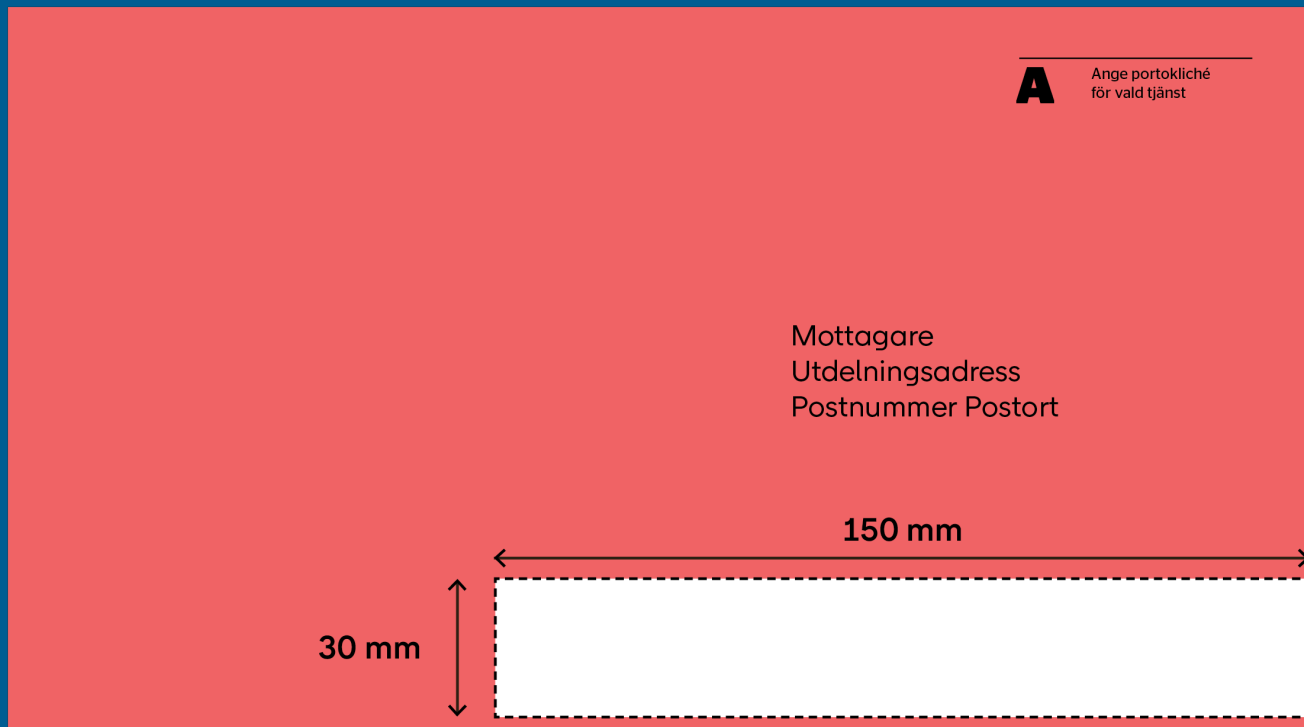
Postal operator zone

Postal operator zone

- **An empty space that has no printing (text or image) on it.**
- **The surface shall be plain and light (preferably white) and the paper quality shall be uncoated (not glossy).**
- **Examples of glossy and coated surfaces are the window of a windowed envelope, the front of a postcard and lamination on shipments.**

**NOTE: The sorting code always appears on one of the long sides of the shipment.
The shipment is placed in the machine with the long side that holds the shipment together downward.**

Postal operator zone – Empty space for sorting code



Format: C4/C5/E65/landscape C4

Empty space for sorting code

Leave a blank space at the bottom right, at least 150 mm wide and 30 mm high. See the image.

This is to provide room for PostNord's sorting code, which is printed directly on the shipment.

Label for sorting code

If you do not follow the above, your shipment may get a label with the sorting code within the postal operator zone.

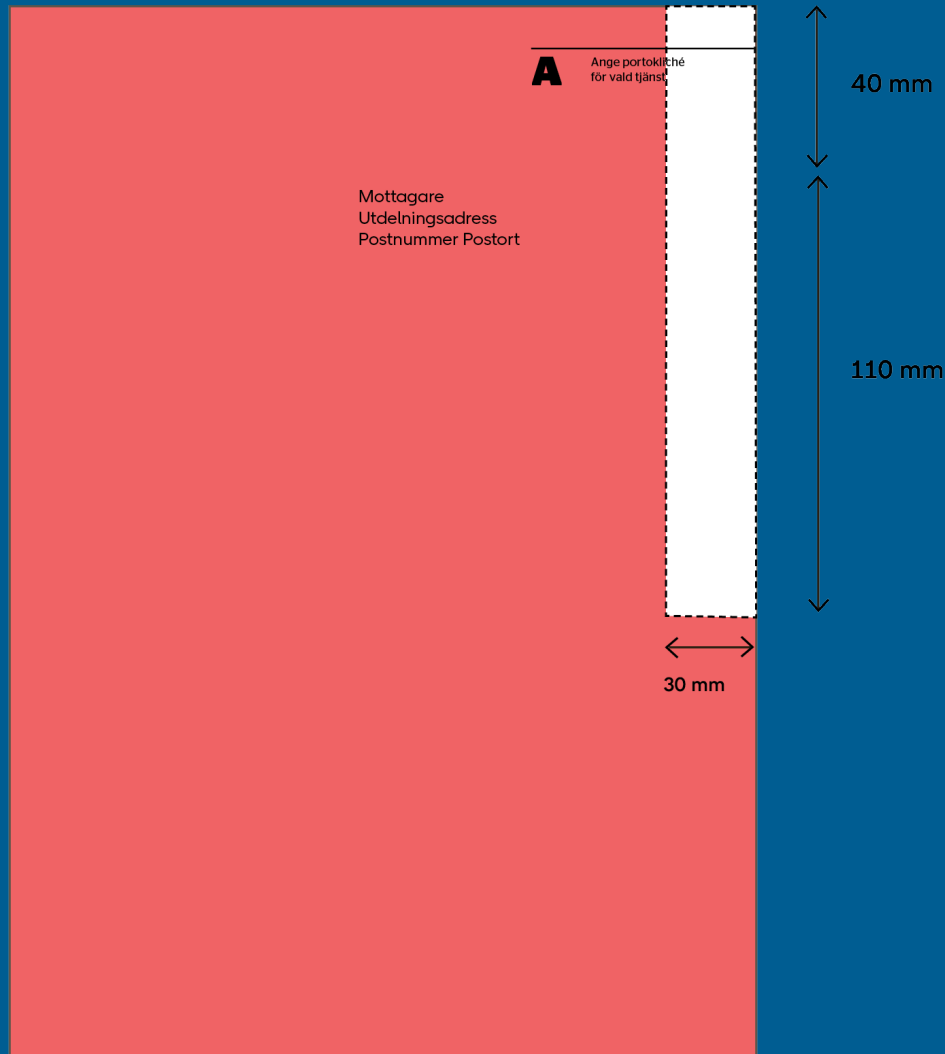
Windowed envelope

If a windowed envelope is used, and the window is partially in the postal operator zone, there is a risk that a label will have to be affixed to the shipment. If the recipient's address is not fully visible, we may not be able to deliver the shipment.

Laminated shipments

Normally given a label.

Postal operator zone – Empty space for sorting code



Empty space for sorting code

Leave a blank space at the top right, at least 150 mm high and 30 mm wide. See the image.

This is to provide room for PostNord's sorting code, which is printed directly on the shipment.

Label for sorting code

If you do not follow the above, your shipment may get a label with the sorting code within the postal operator zone.

Windowed envelope

If a windowed envelope is used, and the window is partially in the postal operator zone, there is a risk that a label will have to be affixed to the shipment. If the recipient's address is not fully visible, we may not be able to deliver the shipment.

Laminated shipments

Normally given a label.

Postal operator zone – Empty space for sorting

code

Empty space for sorting code

Leave a blank space at the top right, at least 150 mm high and 30 mm wide. See the image.

This is to provide room for PostNord's sorting code, which is printed directly on the shipment.

Label for sorting code

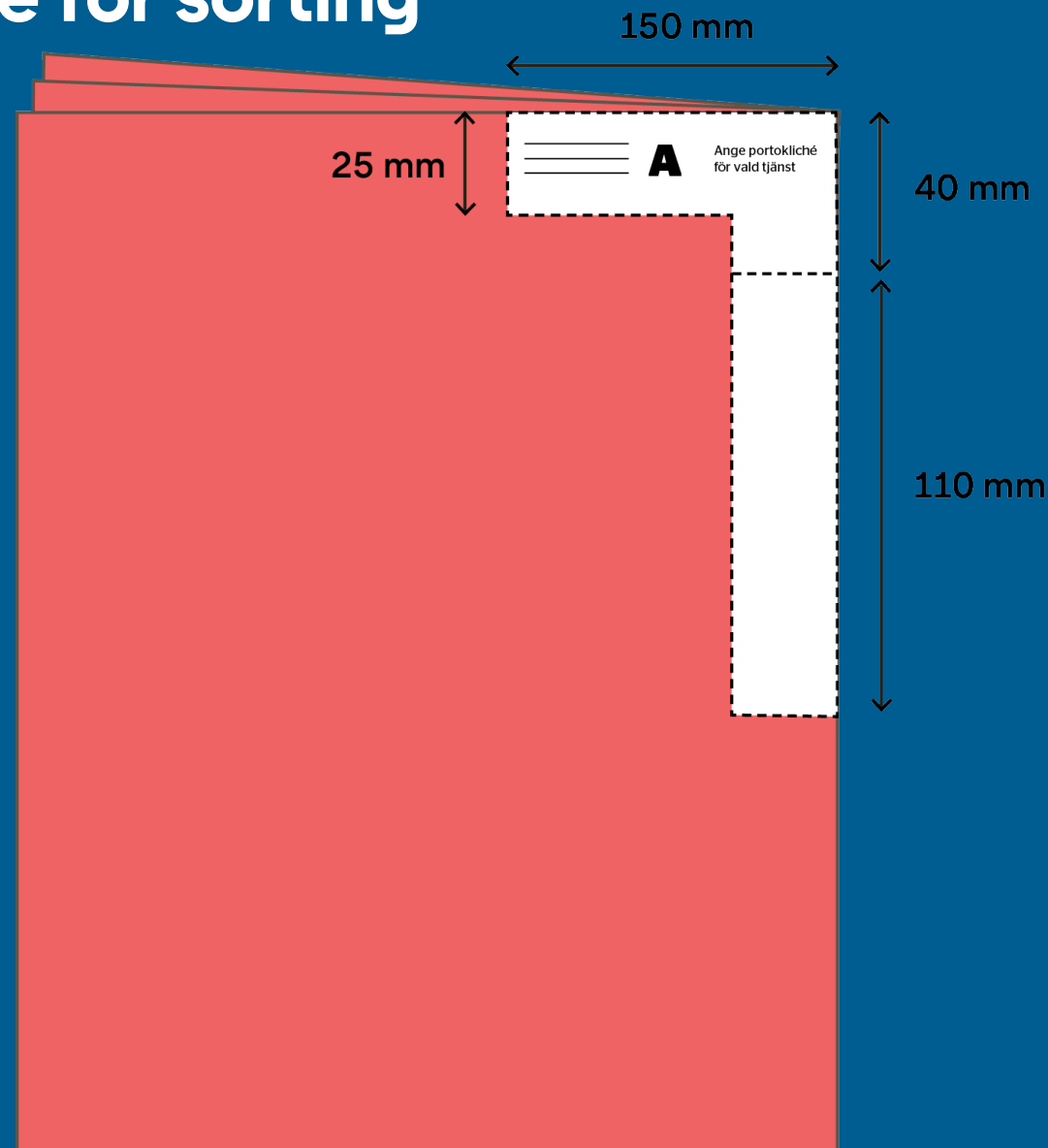
If you do not follow the above, your shipment may get a label with the sorting code within the postal operator zone.

Address printed directly on the periodical

If the address is printed directly on the periodical, the periodical must have a free address field with a size of 25 x 100 mm and a white/light background where the address can be printed.

Laminated shipments

Normally given a label.



Format: Periodicals

TIPS AND ADVICE:

Do you want to know what your shipment looks like when it arrives?

Then you can include yourself in your recipient list, so you know what the shipment looks like upon receipt and also when it arrived. Please note that we normally deliver mail every other day.

It is not permitted to use white for the recipient address or the sender (regardless of the color of the background) as white is not a color our sorting machines can read.

Sending mail correctly with PostNord