

# envelope terminology



## **Banker**

Style with an opening on the long edge, and a diamond shape flap. Described as either high cut or low cut depending upon the throat.

## **Basket Weave**

Paper with a weave effect finish traditionally used for heavyweight manila papers.

## **Bleed**

Where the print runs off the edge of the paper.

## **Board Backed**

Generally a pocket style, made with a cardboard back to provide a rigid envelope.

## **Business Reply (BRE)**

A reply envelope with pre-paid postage using a business reply licence. Most often used with business to business mailings.

## **Colour Washing**

Printing technique used on the inside or outside of an envelope to give a tinted or colour effect.

## **Face**

The front of an envelope.

## **Gusset Pocket**

An open end envelope with expandable sides

## **Landscape**

An envelope format where the longest side of the window runs parallel to the long edge of the envelope.

## **Machine Enclosable**

An envelope that runs efficiently through an automatic mailing machine (see mailing wallet).

## **Machine Glazed (MG)**

Smooth finish on one side of the paper, particularly common on manilla paper.

## **Mailing Wallet**

A style of envelope that can be used in an automatic mailing machine.

## **Mirror Gummed**

Remoistenable gum on both the flap and the backflap for extra security.

## **Opacity**

The degree of show through or transparency of the paper, i.e. an envelope with good opacity will not show the contents enclosed.

## **Opaque**

Printed solid, or design inside an envelope for security.

## **Overprint**

Printing onto already manufactured envelopes.

## **Pocket**

Envelope style with one side or centre seam, a bottom flap and an opening on the short side.

## **Porosity**

The measure of air in the paper that allows absorption of ink. The degree of porosity can affect the quality of the printing, and can also affect the efficiency on some automated enclosing machines.

## **Portrait**

An upright envelope where the long side of the window is parallel to the short side of the envelope.

## **Post Office Preferred**

Series of recommendations for envelopes, set by International Postal Administrators.

## **Reel Fed**

High-speed envelope manufacturing technique, using reels of paper.

## **Re-Sealable**

Latex gum on the flap and back of the envelope, that gives instant adhesion but can be opened and closed several times for postal inspection.

## **Security Wash**

See Opaque.

## **Self-Seal**

Two strips of latex on the envelope flaps that seal with each other on contact.

## **Superseal**

Envelope with self-adhesive flaps, protected by a release strip to give extended shelf life.

## **Thumb Cut**

Shape cut from a topless pocket or wallet, to enable easy access to the contents.

## **Topless**

Pocket or wallet style without a flap, although a lip may be left.

## **Wallet**

Envelope style with two side seams and the opening on the long edge