

# Envelope Navigation Guide

## Envelope Printing

**Wisco envelope offers a variety of printing methods for your convenience. The method of printing used depends on the customers exact need and budget:**

### ■ Flexography (Flexo)

Flexography, typically referred to as "flexo" printing, is ideal for economically printed pieces that need to be completed in large quantities. An offshoot of letterpress, flexography uses the same raised image area, which is inked by an anilox roll. The roll is pressed directly against the paper to produce the image. Unlike heavy paste inks used on a traditional letterpress, flexographic ink is water-based. Consequently, the inks system consists of only two rollers rather than multiple-form rollers with heavy inks. Photopolymer plates are used for flexography printing.

### ■ Lithography (Offset)

When flexo quality is not acceptable, lithography or "offset" printing is a wise choice. Lithography delivers exceptional print quality, but is not as economical as flexo for large quantity orders. Using a flat printing plate, lithography relies on the principle that the non-image area has an affinity to water and the image area has an affinity to paste inks. The plate transfers ink to a rubber blanket, which then transfers the ink to the paper and produces the image. We also offer UV drying capabilities on select printing jobs.

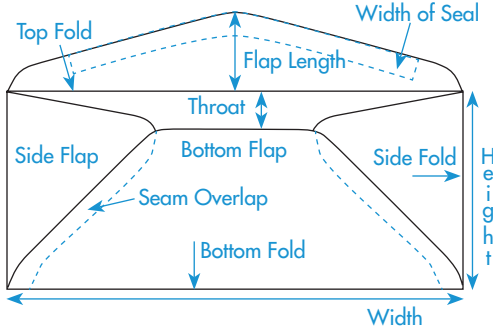
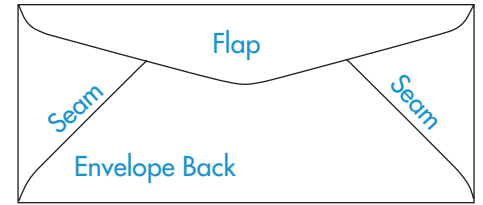
### ■ Digital

The newest form of all of our printing processes, digital printing is an economical option for short-run jobs. Digital printing does not use a traditional printing plate - the image is sent digitally to the machine via computers and printed directly on the product. There are multiple forms of digital equipment in the marketplace.



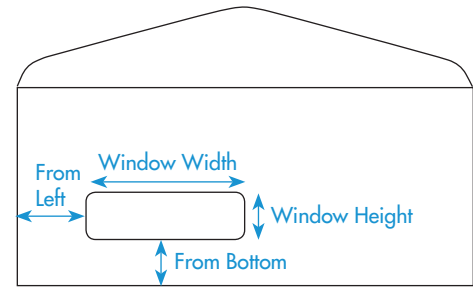
# Envelope Basics

Envelopes are the first impression for the products you're selling or message you must convey.



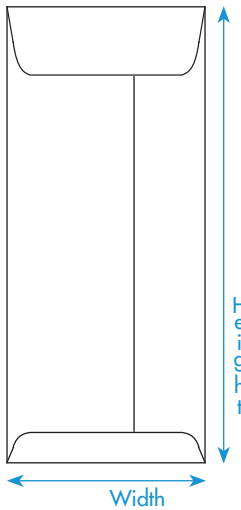
## An Envelope's Parts

Regardless of size or variations, an envelope has the same basic parts: corners, flaps, folds, shoulders, throat, seal and seams.



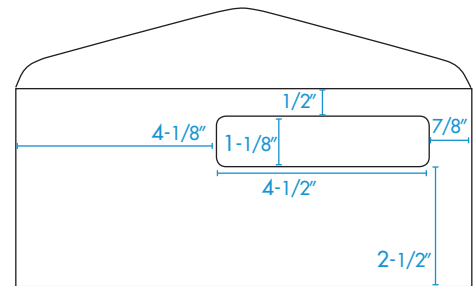
## Measuring a Window Position

Window size is always specified as height x width regardless of orientation. Window positions are always measured by their distance from the left edge of the envelope and the distance from the bottom (the flap is the "top" of the envelope).



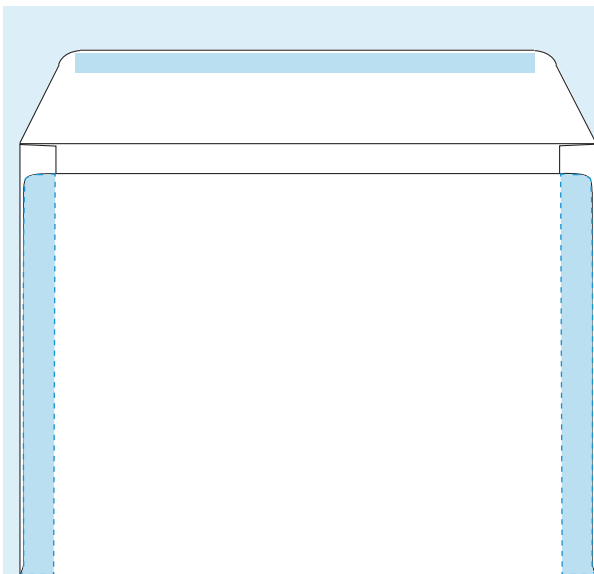
## Measuring an Envelope

Although envelopes are measured from the shortest dimension first, this practice does not distinguish the height from the width. Therefore, if the envelope is placed before you with its seal flap at the top, the dimension from the bottom fold to the top fold is the height. The dimension from the left to right is the width. Simply considering the position of the flap is the first step in describing envelopes. You can also see a list of standard envelope sizes.



## Inverted Flap Standard Window

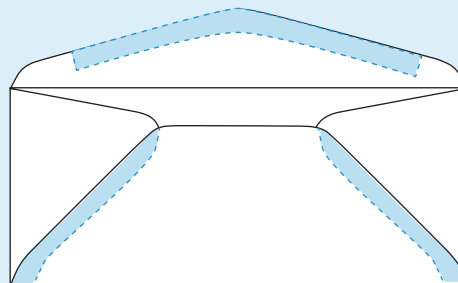
For mailing purposes, some prefer having the window in a standard window position if the envelope is upside down.



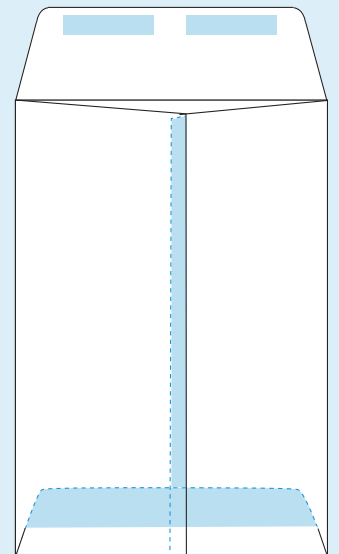
**Side Seams** – Provide a large area for printing on the back, as in reverse face, collection and booklet envelopes.

## Seams and Flaps

Envelope seams are typically permanently sealed for durability. Variations include:



**Diagonal Seams** – Used on commercials and pointed flap baronials.



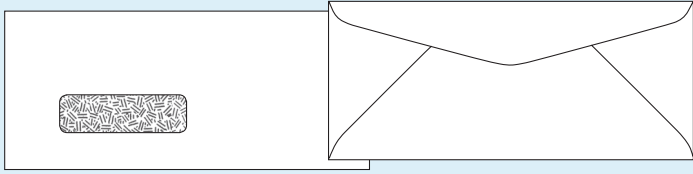
**Center Seams** – Most commonly used on coin and catalog envelopes.

# Envelope Styles

With thousands of different styles of envelopes on the market, it can sometimes be a bit overwhelming to look at them all at once. That's where styles come in—by helping you to narrow down the exact type of envelope to fit your needs. Common styles include:

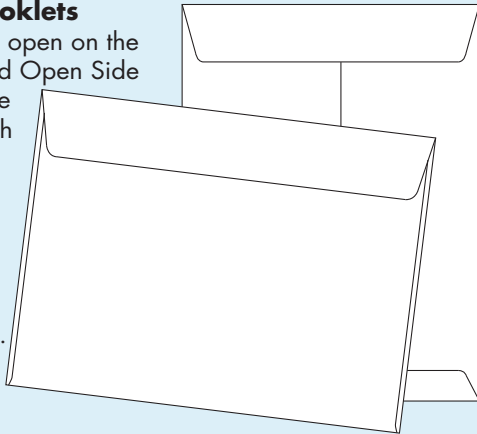
## Commercials Style

Commercials are the most common style of business envelopes. They're typically used for most correspondence and billing, with the most popular being the #10. The sizes of commercials range from a #6-1/4 (smallest) to a #14 (largest). Commercials are open side envelopes, with or without windows.



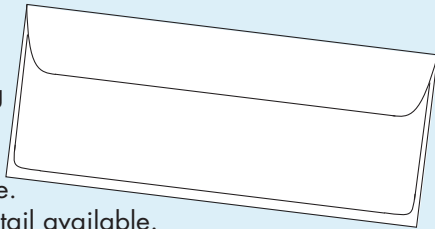
## Catalogs and Booklets

Open End Catalogs open on the short dimension, and Open Side Booklets open on the long dimension. Both styles typically have standard gum, Pull & Seal or Latex Seal to seal their contents. Available in white wove & brown kraft. First Class Border available in many stock sizes.



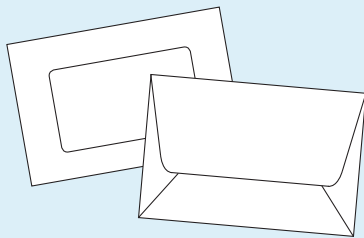
## Bangtail

Bangtail envelopes are self-contained marketing vehicles that include a detachable coupon directly on the envelope. #8 Bangtail & #9 Bangtail available.



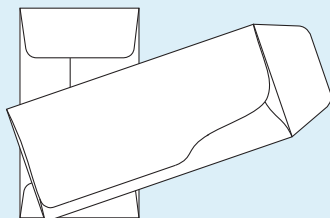
## Florist

Florist envelopes fit small cards perfectly to promote your customer's business. Measures 3" x 4-1/2" and available with or without window.



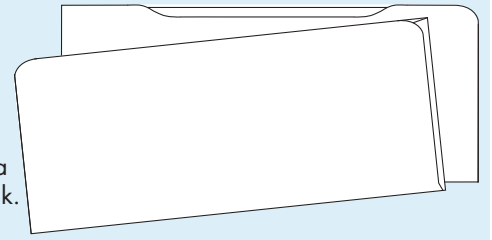
## Coin/Teller Helper

A variety of small envelopes, each with a unique purpose. We have two coin sizes and eight popular teller styles. Non-standard sizes and styles are also available.



## Reusable

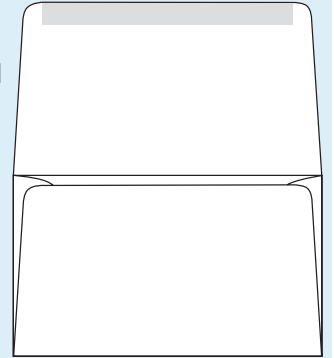
Great for banks, rental facilities, post offices, condos or government agencies. Made of a heavy-duty kraft stock.



## Remittance/Dual Purpose

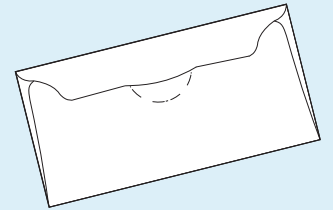
These envelopes are manufactured with side seams and a traditional remoistening seal. Used for ordering & remittance. #6-3/4 comes with a perf to be used as a dual purpose, to be pulled off and mailed back.

Available in 6-1/4, 6-3/4 and #9.



## Church Tithing

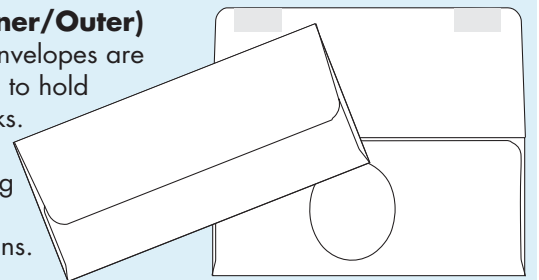
Tithing envelopes will accommodate checks and currency without folding to fit. Customize with the church and organization information.



## Currency (Inner/Outer)

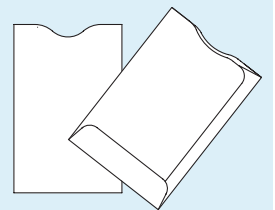
Currency gift envelopes are the perfect size to hold cash and checks.

Great marketing tool for banks and credit unions.



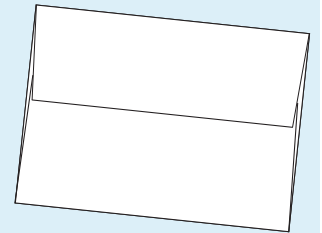
## Credit Card Sleeve

Sleeves fit securely in wallet card slots and purses and are proven to protect your customer's privacy and secure their data. Sleeves come in two sizes: 2-1/4" x 3-1/2" and 2-3/8" x 3-1/2"



## Announcements

Announcement envelopes have deep square flaps with side seams. They are used with cards, informal mailings, social and commercial announcements. This style envelope is enhanced by the use of many kinds of paper stocks.

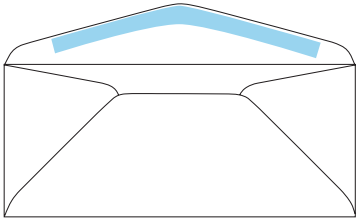


## Letterhead

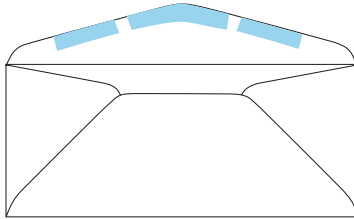
Complementing its wide variety of envelope lines, we offer a vast array of letterhead stock to provide a consistent image.

## Seals and Closures

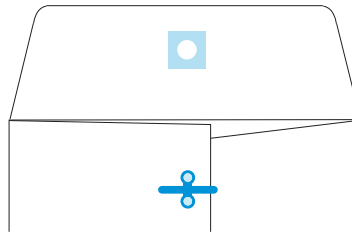
We offer and stock a wide variety of envelope seals and closures, including:



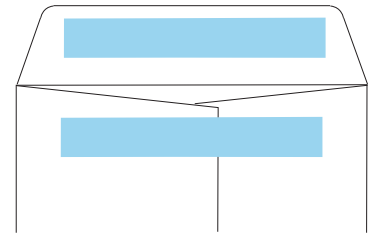
**Remoistening Seal** - A gum seal activated by moistening the flap for a permanent seal.



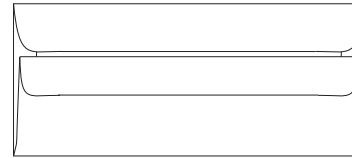
**Split Seal** - A gum seal split into sections and activated by moistening the flap for a permanent seal; better for storing envelopes in humid conditions.



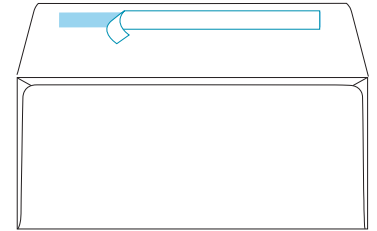
**Clasp** - Reinforced, double-pronged metal clasp for added security. Should not be run through automated processes after conversion.



**Latex** - 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.



**Flip & Seal** - Latex adhesive applied on two flap surfaces and folded to keep them separated until sealing; no moisture required.

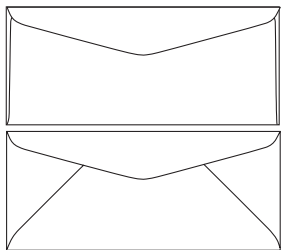


**Pull & Seal** - Release tape liner applied over a self-sealing adhesive. Remove liner and press flap down to seal; no moisture required.

## Standard Envelope Sizes

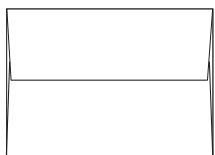
When it comes to ordering an envelope, it's important to understand which sizes are standard and most popular. Why is this important? These sizes are readily available and can be shipped out immediately. Listed below are a wide range of standard sizes for a variety of different envelope types and styles.

### Commercials



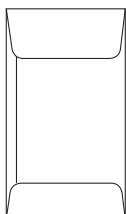
Envelope #	Dimensions (inches)
#6-1/4	3-1/2 x 6
#6-3/4	3-5/8 x 6-1/2
#7	3-3/4 x 6-3/4
#7-3/4	3-7/8 x 7-1/2
#8-5/8	3-5/8 x 8-5/8
#9	3-7/8 x 8-7/8
#10	4-1/8 x 9-1/2
#11	4-1/2 x 10-3/8
#12	4-3/4 x 11
#14	5 x 11-1/2

### Announcements



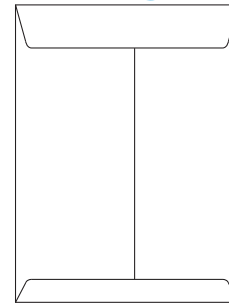
Envelope #	Dimensions (inches)
A-2	4-3/8 x 5-3/4
A-6	4-3/4 x 6-1/2
A-7	5-1/4 x 7-1/4
A-8	5-1/2 x 8-1/8

### Coins



Envelope #	Dimensions (inches)
5-1/2	3-1/8 x 5-1/2
7	3-1/2 x 6-1/2

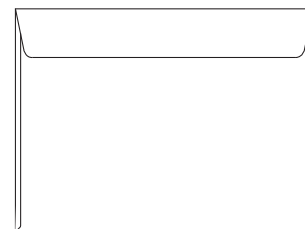
### Catalogs



\* Brown Kraft Only

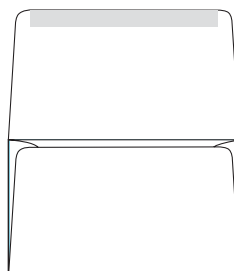
Dimensions (inches)
6 x 9
6-1/2 x 9-1/2
7-1/2 x 10-1/2
9 x 12
9-1/2 x 12-1/2
10 x 13
10 x 15
11-1/2 x 14-1/2*
12 x 15-1/2*

### Booklets



Dimensions (inches)
6 x 9
6 x 9-1/2
6-1/2 x 9-1/2
9 x 12
9-1/2 x 12-1/2
10 x 13

### Remittance



Envelope #	Dimensions (inches)
#6-1/4	3-1/2 x 6
#6-3/4	3-5/8 x 6-1/2
#9	3-7/8 x 8-7/8