

Guide

# Mail items suitable for automatic processing





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**Note:** The illustrations in this guide are not to scale.





## For efficient dispatch

**As the postal service for Germany, we do our best every day to ensure that your mail items are delivered reliably. To process your mail, Deutsche Post uses sorting systems that can read addresses and sort items 100% automatically.**

This guide provides information on how to design domestic and international mail items that comply with the General Terms and Conditions for domestic and international mail (AGB Brief National and International) so that those items can be processed quickly and reliably by our sorting machines.

For DIALOGPOST, POSTWURFSPEZIAL and Pressepost items in particular, the suitability of your items for automatic processing is of fundamental importance and relevant to your costs.

# 1. Guide to automation, products and basic formats

**A mail item's suitability for automatic processing is determined by:**

- **The machine readability of the address and franking**
- **The layout of the address side**
- **The physical characteristics of the item**

Use the table opposite (automatic processing guide) to identify which of the three automatic processing criteria must be met for your items. The answer will depend on the product and the basic format of your items.

You can use the tables on pages 12 and 13 to determine which combination of product and basic format applies to your items.

Please note that the basic format for all DIALOGPOST, POSTWURFSPEZIAL and Pressepost items is a result of the shape, dimensions and weight. For all other mail items the basic format is a result of the shape, dimensions, weight, and level of suitability for automatic processing.

## Automatic processing guide

Automatic processing criteria ▼	Basic format ▼	Domestic products								International products					
		DIALOGPOST and POSTWURFSPEZIAL	Pressepost CLASSIC	Pressepost SMART	LETTER	POSTCARD	REPLY ITEM	RESPONSEPLUS	WARENSENDUNG	DIALOGPOST INTERNATIONAL	LETTERS INTERNATIONAL AT KILO RATES	PRESSE INTERNATIONAL	MAIL INTERNATIONAL (individual rates)	POSTCARD INTERNATIONAL (individual rates)	REPLY ITEM INTERNATIONAL
Machine readability	Standard	Yes	-	-	●	●	Yes	Yes	-	-	-	-	●	●	-
	Kompakt	-	-	-	●	-	Yes	Yes	-	-	-	-	●	-	-
	Groß (large)	Yes	Yes	Yes	●	-	Yes	Yes	●	-	-	-	●	-	-
	Maxi	-	-	-	●	-	Yes	-	●	Yes	Yes	Yes	●	-	Yes
Layout of the address side	Standard	Yes	-	-	Yes	Yes	Yes	Yes	-	-	-	-	Yes	Yes	-
	Kompakt	-	-	-	Yes	-	Yes	Yes	-	-	-	-	Yes	-	-
	Groß (large)	Yes	Yes	Yes	Yes	-	Yes	Yes	Yes	-	-	-	Yes	-	-
	Maxi	-	-	-	Yes	-	Yes	-	Yes	Yes	Yes	Yes	Yes	-	Yes
Physical characteristics	Standard	Yes	-	-	Yes	Yes	Yes	Yes	-	-	-	-	Yes	Yes	-
	Kompakt	-	-	-	●	-	●	Yes	-	-	-	-	●	-	-
	Groß (large)	Yes	●	Yes	●	-	●	Yes	●	-	-	-	●	-	-
	Maxi	-	-	-	●	-	●	-	●	● <sup>1)</sup>	●	●	●	-	●

Yes = Required for automatic processing

● = Desirable but not mandatory

- = Product/basic format combination not possible

<sup>1)</sup> Items must be stackable.

## 1.1 Domestic mail products

### DIALOGPOST

With DIALOGPOST, you can send promotional mail items to your customers. Please note that DIALOGPOST mail products are subject to minimum mailing quantities.

Details on this product are available at: [dialogpost.de](https://dialogpost.de)

### POSTWURFSPEZIAL

POSTWURFSPEZIAL allows you to target potential new customers at the building level. Instead of the recipient's name, a standard salutation is placed above the delivery data for each mailing campaign, e.g., "An die Bewohner des Hauses" (To the residents of the building) or "An Sie persönlich" (To you personally). The partial address is made up of the salutation and the delivery information.

Details on this product are available at: [postwurfspezial.de](https://postwurfspezial.de)

### Pressepost CLASSIC and SMART

In this guide, POSTVERTRIEBSSTÜCK and PRESSESENDUNG products are included under Pressepost. Pressepost items are press products that primarily consist of double-sided printed pages with the same format, grouped together into a unit by folding or by a bookbinding process (binding and glue).

Items in card form are not permitted under Pressepost. Pressepost items may not be mailed in unsealed wrapping. This restriction does not apply to shipping without wrapping. The regulations about fundamental admissibility for postal dispatch and suitability for automatic processing for these items can be found in chapter 8.

The regulations for shipping film-wrapped Pressepost items are also listed in chapter 8. Here, a distinction is made between items with and without visible contents.

If a Pressepost item is sent in an envelope or as a self-mailer, it must meet the same requirements for suitability for automation as a DIALOGPOST item. If your Pressepost item has the same dimensions and weight as a DIALOGPOST item in the Standard basic format, please use the specifications for DIALOGPOST items in that format.

Product and price information and the GTCs for Pressepost can be found at: [pressedistribution.de](https://pressedistribution.de)

## LETTERS and POSTCARDS

LETTERS and POSTCARDS, just two of Deutsche Post's classic products, are used to send written messages and even merchandise.

You can find out more about these products in the services and prices ("Leistungen und Preise") brochure at: [deutschepost.de/preise](https://www.deutschepost.de/preise)

## REPLY ITEM and RESPONSEPLUS

Classic REPLY ITEM and RESPONSEPLUS, the modern form of the advertising response element (ANTWORTSENDUNG) with a digital franking mark (data matrix code), are products of Deutsche Post that you can use to turn your response elements, whether POSTCARD or LETTER, into efficient dialog marketing instruments.

Details about the products are available at: [deutschepost.de/antwortsendung](https://www.deutschepost.de/antwortsendung) and [deutschepost.de/responseplus](https://www.deutschepost.de/responseplus)

## WARENSENDUNG

With the WARENSENDUNG product (for merchandise) you can post books, samples, specimens and items of any kind that by their nature can be regarded as merchandise. A wide range of items can be mailed inexpensively such as replacement parts, electronic devices, cellphone accessories, data storage devices, textiles and household goods. However, correspondence may not be sent as a WARENSENDUNG item. That restriction does not apply to invoices or other accompanying documents, which may be enclosed with the merchandise. The text "Warensendung" (merchandise shipment) must be printed above the address.

Details about the product are available at: [warensendung.de](https://www.warensendung.de)

## 1.2 International mail products

### **LETTERS and POSTCARDS INTERNATIONAL**

LETTERS INTERNATIONAL and POSTCARDS INTERNATIONAL, two of Deutsche Post's classic products, are used to send written messages.

### **LETTERS INTERNATIONAL AT KILO RATES and DIALOGPOST INTERNATIONAL**

With our products for international business customers, we open the doors to new countries, markets and target groups for you. Our innovative services and products offer you efficient dialog marketing.

### **PRESSE INTERNATIONAL**

Regardless of whether you are sending newspapers or magazines, our product solutions facilitate the shipping of your published products. Reliable shipping builds loyalty among your reader base and helps you acquire new customers.

### **REPLY ITEM INTERNATIONAL**

REPLY ITEM INTERNATIONAL lets you offer return envelopes or cards that can be sent back without postage from anywhere in the world. In doing so, you can increase your response rate and you only pay for replies that have actually been returned.

Details about these products are available at: [deutschepost.de/brief-international](https://deutschepost.de/brief-international)

## 1.3 Product/basic format combinations

You can use the tables on pages 12 and 13 to determine the combined product and basic format that you require.

Please note that items in the Standard and Kompakt basic formats must be rectangular. The length must be at least 1.4 times the width.

In addition, mail items may not be posted unsealed or without an envelope/wrapping. This restriction does not apply to the product-related item type “items without wrapping” (see chapters 7 and 8). Please note that sleeves do not count as envelopes and thus cannot be used in the Standard and Kompakt basic formats.

The Groß (large) and Maxi basic formats can be used to send both rectangular and square items. The sides of a square DIALOGPOST, POSTWURFSPEZIAL or Pressepost CLASSIC item must measure at least 140 mm. A length of 150 mm is required for Pressepost SMART items and 125 mm for all other products. For all products, the maximum size of any square item is 250 mm × 250 mm.

For LETTERS in the Groß (large) and Maxi basic formats, tubes/roll-shaped items with an oval-shaped cross-section are allowed provided that the long diameter is at least twice the length of the short diameter (2:1 ratio, thickness = short diameter up to 50 mm). Items with a circular cross-section are allowed if they have a firmly attached sleeve of at least 150 mm x 150 mm. These types of items may be flattened on the ends in the manner of a tube; but minimum and maximum dimensions still apply.

Information on international products can be found in the brochure “Internationaler Briefversand: Wichtige Informationen für Gestaltung und Einlieferung” (International Mail Dispatch: Important Information on Layout and Posting) and at: [deutschepost.de/brief-international/downloads](https://www.deutschepost.de/brief-international/downloads)

## Mail products DOMESTIC

### Select your combination of product and basic format

Basic format ▼		Dimensions and weight ▼		Product					
				DIALOGPOST <sup>2)</sup> and POSTWURFSPEZIAL <sup>2)</sup>	Pressepost CLASSIC	Pressepost SMART	LETTER	POSTCARD	REPLY ITEM
Standard	Length	150 <sup>3)</sup> to 235 mm	– <sup>4)</sup>	– <sup>4)</sup>	140 to 235 mm	140 to 235 mm	140 to 235 mm	140 to 235 mm	–
	Width	90 to 125 mm	– <sup>4)</sup>	– <sup>4)</sup>	90 to 125 mm	90 to 125 mm	90 to 125 mm	90 to 125 mm	–
	Thickness	Up to 5 mm	– <sup>4)</sup>	– <sup>4)</sup>	Up to 5 mm	–	Up to 5 mm	Up to 5 mm	–
	Weight	Up to 50 g	– <sup>4)</sup>	– <sup>4)</sup>	Up to 20 g	– <sup>1)</sup>	Up to 20 g	Up to 20 g	–
Kompakt	Length	–	–	–	100 to 235 mm	–	100 to 235 mm	100 to 235 mm	–
	Width	–	–	–	70 to 125 mm	–	70 to 125 mm	70 to 125 mm	–
	Thickness	–	–	–	Up to 10 mm	–	Up to 10 mm	Up to 10 mm	–
	Weight	–	–	–	Up to 50 g	–	Up to 50 g	Up to 50 g	–
Groß (large)	Length	140 to 353 mm	140 to 353 mm	150 <sup>3)</sup> to 353 mm	100 to 353 mm	–	100 to 353 mm	100 to 353 mm	–
	Width	90 to 250 mm	90 to 250 mm	90 to 250 mm	70 to 250 mm	–	70 to 250 mm	70 to 250 mm	–
	Thickness	Up to 30 mm	Up to 50 mm	Up to 30 mm	Up to 20 mm	–	Up to 20 mm	Up to 20 mm	–
	Weight	Up to 1,000 g	Up to 1,000 g	Up to 1,000 g	Up to 500 g	–	Up to 500 g	Up to 500 g	–
Maxi	Length	–	–	–	100 to 353 mm <sup>5)</sup>	–	100 to 353 mm	–	100 to 353 mm
	Width	–	–	–	70 to 250 mm <sup>5)</sup>	–	70 to 250 mm	–	70 to 250 mm
	Thickness	–	–	–	Up to 50 mm <sup>5)</sup>	–	Up to 50 mm	–	Up to 50 mm
	Weight	–	–	–	Up to 1,000 g <sup>5)</sup>	–	Up to 1,000 g	–	Up to 2,000 g

<sup>1)</sup> The maximum and minimum weights of a POSTCARD result from the respective item sizes in combination with the paper grammage.

<sup>2)</sup> DIALOGPOST cards and POSTWURFSPEZIAL cards are subject to the regulations for mail items in card form in the Standard basic format (see section 4.2).

<sup>3)</sup> DIALOGPOST, POSTWURFSPEZIAL and Pressepost SMART items measuring 148 mm in length are also allowed.

<sup>4)</sup> If the Pressepost item has the same dimensions and weight of a DIALOGPOST item in the Standard basic format, please use the specifications for DIALOGPOST items in that format.

<sup>5)</sup> For the Maxi basic format, items may also have dimensions 60 mm × 30 mm × 15 mm, L + W + H = 900 mm (no side longer than 600 mm/weight up to 2,000 g).

## Mail products INTERNATIONAL

### Select your combination of product and basic format

		Product					
		DIALOGPOST INTERNATIONAL <sup>4)</sup>	LETTERS INTERNATIONAL AT KILO RATES <sup>4)</sup>	PRESSE INTERNATIONAL	MAIL INTERNATIONAL (individual rates)	POSTCARD INTERNATIONAL (individual rates)	REPLY ITEM INTERNATIONAL <sup>4)</sup>
Basic format	Dimensions and weight						
▼	▼						
Standard	Length	-	-	-	140 to 235 mm	140 to 235 mm	-
	Width	-	-	-	90 to 125 mm	90 to 125 mm	-
	Thickness	-	-	-	Up to 5 mm	-	-
	Weight	-	-	-	Up to 20 g	- <sup>1)</sup>	-
Kompakt	Length	-	-	-	140 to 235 mm	-	-
	Width	-	-	-	90 to 125 mm	-	-
	Thickness	-	-	-	Up to 10 mm	-	-
	Weight	-	-	-	Up to 50 g	-	-
Groß (large)	Length	-	-	-	140 to 353 mm	-	-
	Width	-	-	-	90 to 250 mm	-	-
	Thickness	-	-	-	Up to 20 mm	-	-
	Weight	-	-	-	Up to 500 g	-	-
Maxi	Length	Minimum dimensions 140 × 90 mm	Minimum dimensions 140 × 90 mm	Minimum dimensions 140 × 90 mm	140 to 353 mm <sup>2)</sup>	-	Minimum dimensions 140 × 90 mm
	Width	L + W + H = 900 mm, with no side longer than 600 mm/	L + W + H = 900 mm, with no side longer than 600 mm/	L + W + H = 900 mm, with no side longer than 600 mm/	90 to 250 mm <sup>2)</sup>	-	L + W + H = 900 mm, with no side longer than 600 mm/
	Thickness	Weight up to 2,000 g <sup>3)</sup>	Weight up to 2,000 g	Weight up to 2,000 g	Up to 50 mm <sup>2)</sup>	-	Weight up to 50 g
	Weight				Up to 1,000 g <sup>2)</sup>	-	

<sup>1)</sup> The maximum and minimum weights of a POSTCARD result from the respective item sizes in combination with the paper grammage.

<sup>2)</sup> For the Maxi basic format, items may have a L + W + H = 900 mm (no side longer than 600 mm/weight up to 2,000 g). The minimum format is always 140 mm × 90 mm.

<sup>3)</sup> Catalogs and brochures may have individual weights of up to 5,000 g.

<sup>4)</sup> Items in card form must meet the dimension and weight requirements for POSTCARD INTERNATIONAL.

## 1.4 Items not suitable for automation

Items that do not meet the requirements described in this guide, that deviate from the size/shape requirements of the basic formats, or that do not have straight outer edges are not suitable for automatic processing.

Please note that for the domestic products **DIALOGPOST** and **POSTWURFSPEZIAL** creative special formats are permitted. If creative formats are used, the items must be rectangular and at least 140 mm in length and 90 mm in width. Any areas extending beyond this rectangular base (e.g., jagged or rounded edges) may not be significantly larger than the base dimensions since the protruding elements could be damaged or torn off. In addition, these items may not exceed the maximum dimensions for the relevant basic format. Items that have a creative format are always unsuitable for automation.

Depending on the basic format and mailing design, items with very bulky or rigid contents and items with insufficient stability are not fully suitable for automation and can therefore only be automatically processed to a limited extent or not at all. Items that cause additional manual handling because they are poorly sealed or stuck together, for example, are also unsuitable for automatic processing. Please note that the latter may be returned to the sender or excluded from transport altogether depending upon the degree of adhesion.

### **DIALOGPOST, POSTWURFSPEZIAL, DIALOGPOST INTERNATIONAL and PRESSE INTERNATIONAL**

A production surcharge is applied to all DIALOGPOST and POSTWURFSPEZIAL items that are not suitable for automatic processing, as well as to the international products DIALOGPOST INTERNATIONAL and PRESSE INTERNATIONAL owing to the extra effort and expense required to process them. The surcharge must also be paid for items for which additional “top-up” payments must be made to reach a minimum item quantity. The poster/service provider may take back the items for the purpose of improving or correcting them but only at the time of acceptance/handover. Should it become clear only during processing that the items are unsuitable for automatic processing, the production surcharge will be subsequently levied for the entire posted volume.

### **LETTERS and POSTCARDS, STANDARD LETTER INTERNATIONAL and POSTCARD INTERNATIONAL**

For letters and postcards that do not meet the requirements, customers will be charged the rate for the next basic format size category. For example, if a STANDARD LETTER, POSTCARD or REPLY item in the standard basic format does not meet the physical requirements, the customer will be charged the rate for a LETTER item with a Kompakt basic format instead. That also applies to STANDARD LETTER INTERNATIONAL and POSTCARD INTERNATIONAL at the single item rate.

### **Pressepost (press distribution)**

Pressepost SMART items that do not meet the requirements for automatic processing will be charged as Pressepost CLASSIC items. The unsuitability of these items for automatic processing may first be discovered during processing. If Pressepost CLASSIC items do not meet the minimum requirements for shipping at CLASSIC rates, they become subject to the regulations specified in the “Presse Distribution Product Brochure.”



## Machine readability

All basic formats

## 2 Machine readability

Our sorting systems need to be able to read a variety of data elements including the postal code, destination town/city, delivery or collection information, and franking.

### 2.1 Fonts

Standard fonts such as Arial, Frutiger, Helvetica, Times and Univers are easily machine-readable.

The cap height of letters and numerals must be between 2.3 mm and 4.7 mm. A font size of 10 to 12 pt in the “regular” style is considered optimal for many fonts.

In addition, make sure that there is an uninterrupted space between the end of one character (letter or digit) and the beginning of the next. The spacing between blocks of characters and words must be equivalent to one or two spaces.

The permitted distance (interlinear spacing) between the lines in the address area (the address plus the data in the additional information and marking zone, see section 2.5) is 0.5 mm to 2.5 mm. Each font, owing to its own typometry (font design), needs an individual leading and thus individual line spacing. A line spacing value of 120% to 140% of the font size used usually meets this requirement.

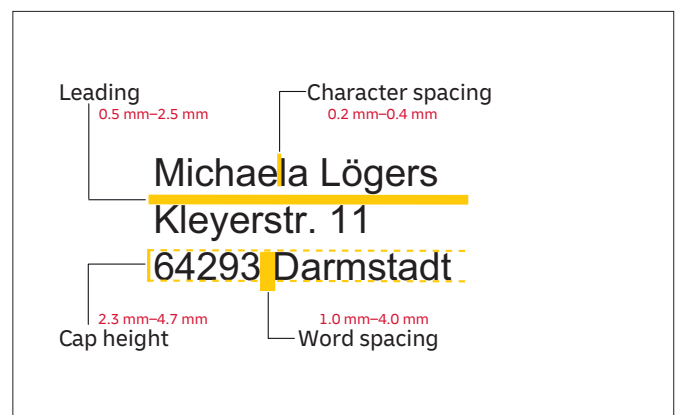


Fig. 1

#### Non machine-readable fonts

Some fonts are not suitable for machine reading. These include handwriting (including computer-generated handwriting) and the fonts shown below as examples, due to their appearance.



Fig. 2

## 2.2 Layout of an address in Germany

The address information must be in the following order:

- Title, if desired
- Recipient's name
- Additional/further description of the recipient, if desired
- Specification of municipal district, if desired or necessary (e.g., as a result of a territorial reform)
- Delivery or collection information (street name with building/house number or "Postfach" (P.O. box)) in a single line
- Postal code and destination town/city in a single line (in postal style and without country code or ISO code)

Items sent within Germany should not show country information.

Domestic addresses must be written exclusively with Latin characters and Arabic numerals.

For POSTWURFSPEZIAL items, a standard salutation instead of the recipient's name is placed above the delivery data (see Fig. 5 and section 2.8).

Daniel Groß Versand GmbH, Postfach 11 07 26, 64222 Darmstadt

Herrn  
Aaron Bodden  
Postfach 83 14 65  
52078 Aachen

Fig. 3

Company name  
Ludwig Stein und Söhne GmbH  
Procurement department  
Prenzlauer Berg  
Fröbelstr. 72  
10405 Berlin

Fig. 4

"An alle Sparer" (To all savers)  
Werner-von-Siemens-Str. 5  
48268 Greven

Fig. 5

## 2.3 Layout of an international address

Please follow the layout guidelines for addresses in Germany and also take note of the following additional requirements:

- Destination town/city in capital letters, if possible in the language of the destination country and in Latin letters
- Name of the country in German, French or English and in capital letters as the last line of the address
- Do not include the country code or ISO code



Fig. 6

## 2.4 The address: Important details

- Address block: left aligned and closed block, without any blank lines in accordance with DIN 5008
- Uniform font (e.g., type size and style) and uniform line spacing for the entire address
- An address must be at least two lines, but integrated company logos – for example, in response elements – do not count as a line

If the recipient has a major customer postal code, please use it if you know it.

Mail items sent to P.O. box owners must be addressed to the P.O. box address. If you want (as an exception) to include the street and building/house number as well as the P.O. box, put this information above the P.O. box line. In such cases, the postal code should always be that of the P.O. box.

Place additional delivery information (e.g., Treppenhaus B (staircase B), Wohnung 12 (flat 12), App. 77 (apartment 77) after the building/street number and separated from it by a double slash (//). If there is not enough line space, please use the line above the delivery information.

### Addressing items to people of Sorbian (Wendish) ethnic origin

The home of Sorbs and Wends can be found in an area covering parts of Saxony and neighboring Brandenburg. For communities in this area, items may also be addressed in the Sorbian language if necessary or desired.

To ensure that these items are easily processed, write the address as follows:

- Title, if desired
- Recipient's name
- Additional/further description of the recipient, if desired
- The municipal district in German spelling if necessary or desired
- Town or city/municipal district in Sorbian if necessary or desired
- Address data (street name and number) in Sorbian and in a single line
- Address data (street name and number) in German and in a single line
- Postal code and destination town/city in a single line (in postal style and without country code or ISO code)

Frau  
Lubina Kowar  
Haidemühl  
Grodk/Gózdz  
Gózdzer Str. 42  
Haidemühler Str. 42  
03130 Spremberg

Fig. 7

## 2.5 The address area: The address plus the additional information and marking zone

The additional information and marking zone is immediately above the address and can contain a single line of sender/return information, sender's instruction, a product designation, customer-specific information such as bundle change indicators (in text, graphic or code form) as well as classification indicators, permitted franking marks and additional/address services. Promotional information is not allowed.

The address area consists of the address plus the data in the additional information and marking zone. The address area should appear in a single left-aligned block if possible, without blank lines or other separators. The total length of the address area must not exceed 100 mm. In addition, the individual elements of the address area must not be underlined or enclosed in a border, and should always appear on a separate line.

If the address area includes sender or return information, it should only be placed above the address in a single line with a significantly smaller font size so that no confusion with the recipient's details arises during machine processing. Incorrect sorting and delivery delays may otherwise result.

Authorized franking marks and additional/address services are also part of the address area. See the relevant notes in section 2.6.

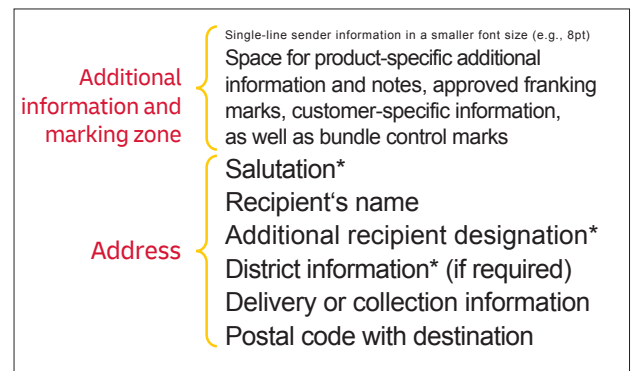


Fig. 8

\* Optional information within the address

### Special markings

Product designations for special products such as “ANTWORT” (reply) for the ANTWORTSENDUNG (reply item) product must be added above the address area, left-aligned with it and clearly separated from it. To make the product easy to read, the recommended spacing between the product designation and the address area is one to two empty lines.



Fig. 9

### Bundle change indicators

If bundle change indicators (bundle indicators/tray control indicators) are shown in code form or as a graphic, they may also be positioned to the right of the address, either next to it or below it. They must be spaced at least 5 mm away from the data in the address area.



Fig. 11

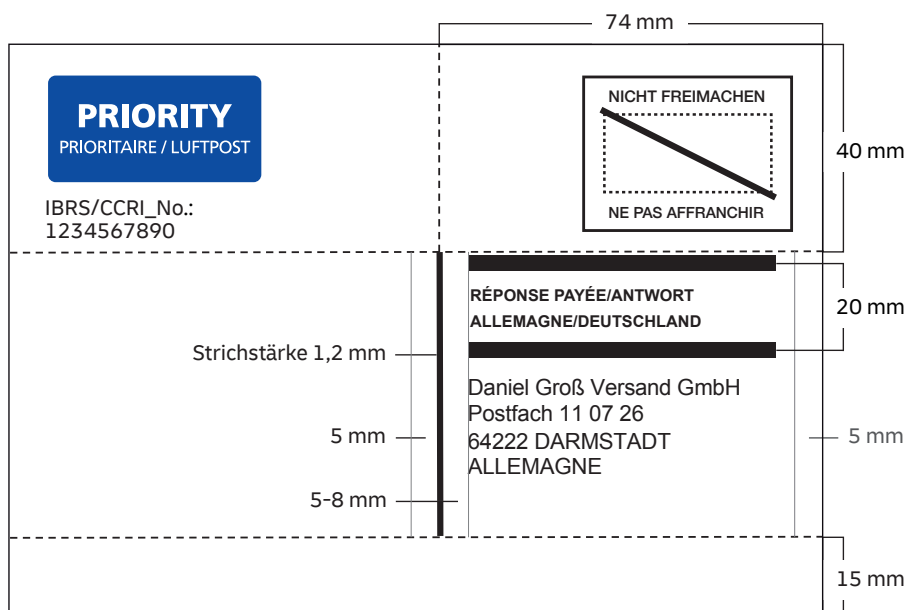


Fig. 10 – REPLY ITEM INTERNATIONAL

## 2.6 Machine-readable franking marks and additional services

If items are franked with digital franking types, or if they are tagged with a code indicating additional postal services, this information must be machine-readable.

In this case, a data matrix code must be printed in its correct size (in other words not scaled up or down) to ensure machine-readability.

Data matrix codes that could be mistaken for a Deutsche Post digital franking mark may not be printed in the franking zone or the address area.

Codes must always be printed in black (exception for franking machines) on a background in white or a single pastel shade.

You must also be sure to take into account the information in the relevant product specifications and/or brochure.



Fig. 12 – IT franking DIALOGPOST NATIONAL



Fig. 13 – IT franking MAIL EINSCHREIBEN  
(registered items)

## 2.7 Print quality and contrast

All of the address area is to be applied in an even, clean print. To ensure that the different elements can be reliably identified and read, the dark writing must stand out in clear contrast from a background in white or a single pastel shade, and be abrasion, rub and scuff resistant (for a negative example, see Fig. 14).

Please note that some printing methods/materials (e.g., thermal printing, wax ink) may require special treatment to make them both durable and resistant to abrasion, rubs and scuffs, or may even be unsuitable.

### **If the address area is covered by transparent film**

If an item is wrapped in transparent film, welded seams or multiple film layers/overlaps may obscure the address area and make it difficult or impossible for the information to be machine-read. The same is true if there are excessive wrinkles or a lack of transparency in the window film or film wrapping.



Fig. 14 – Negative example

## 2.8 POSTWURFSPEZIAL: The partial address

Instead of the recipient's name, a standard salutation is placed above the delivery data for each mailing campaign, e.g., "An die Bewohner des Hauses" (To the residents of the building)" or "An alle Sparer" (To all savers). It can contain a maximum of 87 characters (including spaces) and occupy no more than two lines.

The partial address has to contain the following information:

- Address text
- Street and building/street number
- Postal code and destination town/city

If you are sending advertising mail to companies (business and/or mixed-use buildings), make sure that the delivery information "Nur an Firmen zustellen" (Deliver to businesses only) is placed above the address area, well separated from it, easy to read and left-justified. To make the delivery information easy to read, the recommended spacing between the information and the address area is one to two empty lines.

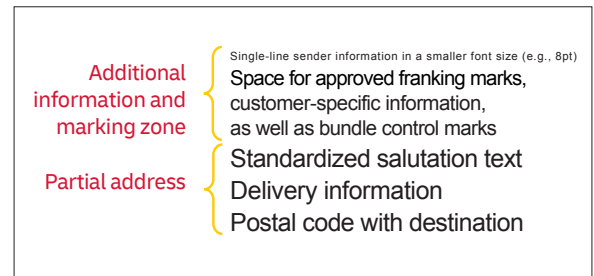


Fig. 15 – Layout of a partial address including the additional information and marking zone

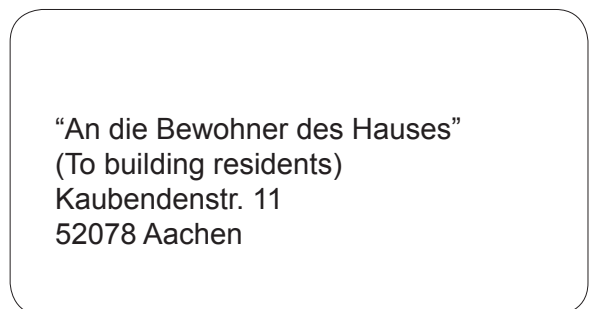


Fig. 16 – Partial address

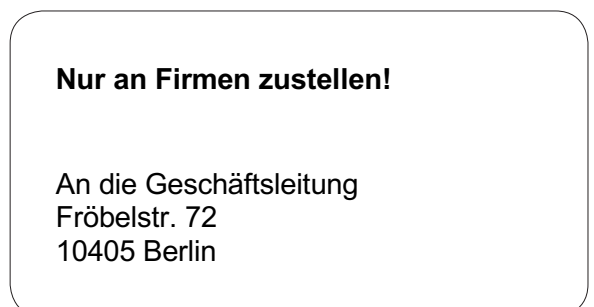


Fig. 17 – Delivery information for advertising mail to companies

## 2.9 Pressepost: Layout of the address area

If you use a matrix code as described in the DMC FA48 Pressepost specifications, Pressepost items can be sorted using the data in the matrix code.

This creates more options for the layout of the address side. For more information, please see page 46.

Details about using a matrix code can be found in the latest version of the specifications indicated above. In addition, be sure to take into account the information in section 2.6.

A matrix code must be used for all Pressepost SMART items.

A matrix code does not have to be used for Pressepost CLASSIC.

Whether or not you are using a matrix code, the following information must be included in the address area:

- The press product ID (ZKZ) for the press item
- The word “SMART” or “CLASSIC” together with the standard transit time codes for the requested shipping rate/service
- The product name “PRESSEPOST”
- The Deutsche Post logo (including the post horn)
- Sender and recipient addresses

For Pressepost CLASSIC, the abbreviated franking mark can be used instead of the simplified indication of the product name with logo.

The sender’s details must always be located within the address area and on a single line in the top line of the additional information and marking zone. A smaller font size than the recipient information must also be used.



Fig. 18 – Pressepost: Address area with matrix code



Fig. 19 – Pressepost: Address area without matrix code



## Layout of the address side

Standard and Kompakt basic formats

## 3. Standard and Kompakt: Layout of the address side

**The address side of all mail items is divided into strictly defined zones.**

The address side of an item in the Standard basic format is divided into four areas: a reading zone, franking zone, sender zone and coding zone. Items in the Kompakt basic format only have the reading, franking and sender zones.

The address area information must always be inscribed in a manner suitable for automatic processing (see chapter 2) and be printed parallel to the long sides in the reading zone in a manner suitable for reading. Items sent within Germany should not show a country name, country code or ISO code. Please note that it must be possible to identify the recipient quickly and unambiguously so that processing does not result in incorrect sorting.

Please enter the sender's details inside the sender zone or above the recipient data (address). The sender must also be clearly determinable.

Item franking must always be placed in the designated area, i.e., in the franking zone or within the address area. Other Deutsche Post franking marks unrelated to the actual franking of the item must not appear on the address side. This is particularly relevant for integrated response elements.

**The aforementioned specifications form the basis for the processing of the mail items and are binding. Mail items that fail to meet these requirements are prohibited.**

### 3.1 Reading zone

The address area is placed in the reading zone. It must be properly placed for reading and parallel to the item's long sides.

If the sender's details are placed within the reading zone, they can be placed in a single line above the address in the additional information and marking zone (see section 2.5).

In principle, no other postal information should be entered in the reading zone except for the one-time indication of the delivery address and possibly the sender's details on a single line above the address.

This does not include information in reverse print (light print on a dark background).

The background of the address area and the 3 mm border surrounding it must be white or a single pastel shade.

No postal information (e.g., sender's details) may be entered in the reading zone on the back of a mail item. In such cases, it becomes difficult to determine which address is the actual delivery address.

This restriction does not apply to DIALOGPOST, POSTWURFSPEZIAL and Pressepost items. If there is an integrated response element, make sure that the same conditions are met for the item being returned.

### 3.1.1 Layout of the reading zone for items without windows

In the case of mailings without windows, the inscription must be fully in the reading zone and accordingly must be at least 40 mm away from the top edge of the item. It must be at least 15 mm away from the other edges.

There must be a 20 mm quiet zone (white or in a light color) around the address area information. The remainder of the reading zone may be designed in color/graphically.

The quiet zone may also have a dark color. In this case an inscription field (label/window-like area) is required for the address area. This inscription field must be rectangular and must be in clear contrast to the adjacent design all the way around.

The inscription field is at least 70 mm long and should be at least 45 mm wide. If the address area is particularly compact, this space may be reduced to a minimum of 70 mm long and 38 mm wide.

There may also be a dark border around the inscription field. This is appropriate especially if the adjacent design is not all dark. The address area must always remain at least 3 mm from all edges of the inscription field.

The same also applies to the use of labels.

Alphanumeric information may only be applied to the left and above the inscription, at least 20 mm away from it. This does not apply to alphanumeric information in reverse print. This can extend up to 5 mm into the address area all around, and therefore also into the quiet zone.

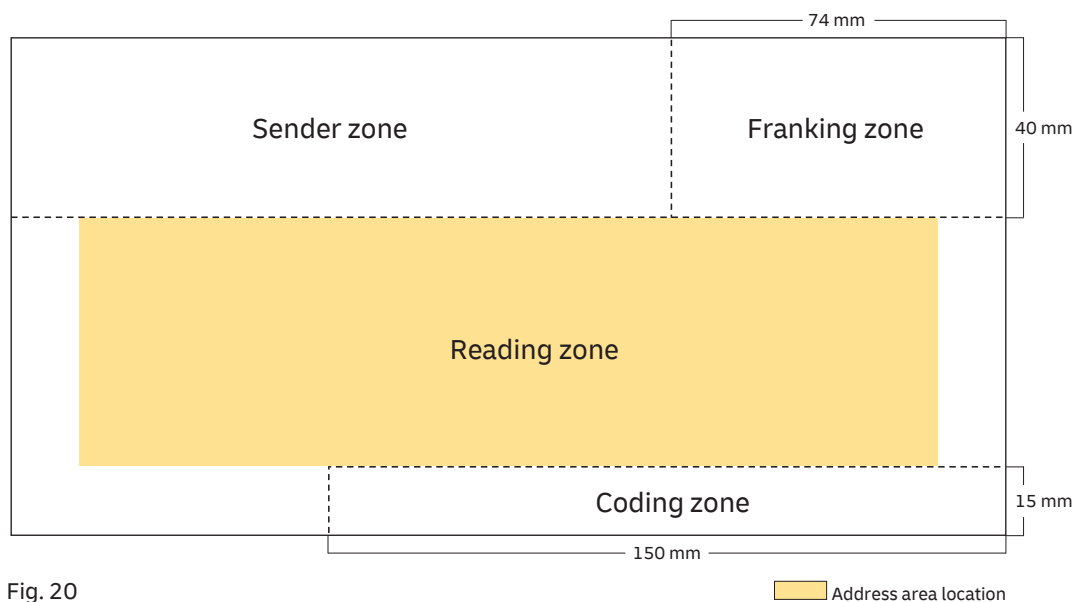


Fig. 20

Address area location

## Dividing lines

A dividing line can prove particularly useful in the case of small-format items, enabling other information positioned on the left to be placed closer to the address area. The address area must always be positioned on the right-hand side of the reading zone.

The vertical dividing line should be dark-colored, preferably black. It starts above the coding zone and should end 40 mm before the top edge of the item. It is 1.2 mm wide and at least 35 mm long, but must always cover the full height of the address area. The dividing line should be positioned 74 mm from the right edge of the item and may deviate a maximum of 15 mm either right or left from this position. An allowance must be made for the extra space needed for digital franking or for an additional service or address service.

The dividing line must be a continuous line. Dots or dashes, parallel lines or a line of text may not be used as a dividing line.

Please note that the use of additional/multiple dividing lines within the reading zone is not allowed.

The dividing line must not be obscured in any way and must be surrounded by a white or light-colored quiet zone of at least 5 mm. The address must start at a distance of 5 mm to 8 mm from the right edge of the dividing line. The entire address area must maintain a distance of 5 mm from the right edge of the item.

Postal information may be placed to the left of the dividing line. For this purpose, however, the aforementioned specifications as well as the specifications regarding machine readability must be completely fulfilled.

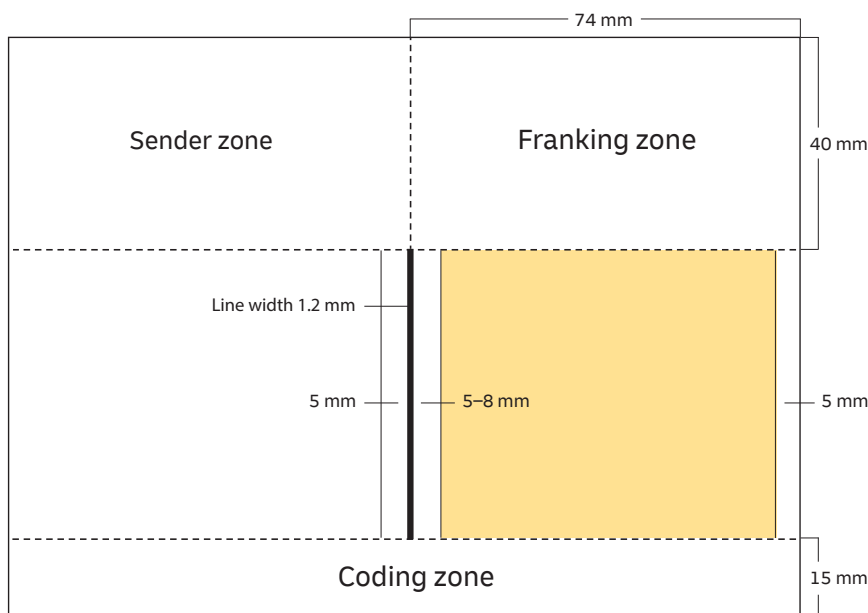


Fig. 21

 Address area location

### 3.1.2 Layout of the reading zone for items with windows

For items with windows, the address area must always be inside the window. A window may be used with envelopes and self-mailers. It must be positioned in the reading zone, aligned with the long sides, i.e., at a distance of at least 40 mm from the top edge of the item. It must be at least 15 mm away from the other edges.

The window consists of a window section with window material that is stuck on firmly on the inside. It must be transparent enough for the address area to be read easily.

The window must be rectangular and should have rounded corners. It is usually 90 mm long and 45 mm wide. If only the recipient's details are printed, the window can be reduced to the minimum dimensions of 85 mm (length) x 30 mm (width).

A quiet zone of at least 10 mm must be provided around the window. No alphanumeric data may be placed within or project into this quiet zone. This restriction does not apply to alphanumeric data in reverse print or postal marks (e.g., sender's instructions). However, postal marks must always be applied above the window. Colored/graphic designs may reach all the way to the edge of the window.

The area around the address area information and visible in the window must be white or light-colored. All of the address area must be fully visible in the window and positioned at least 3 mm from all edges. The content of the item should not be able to move inside the envelope to the extent that parts of the address area information become obscured, especially the address and a franking mark with a data matrix code. Other information (text or graphics) should also not be visible in the window.

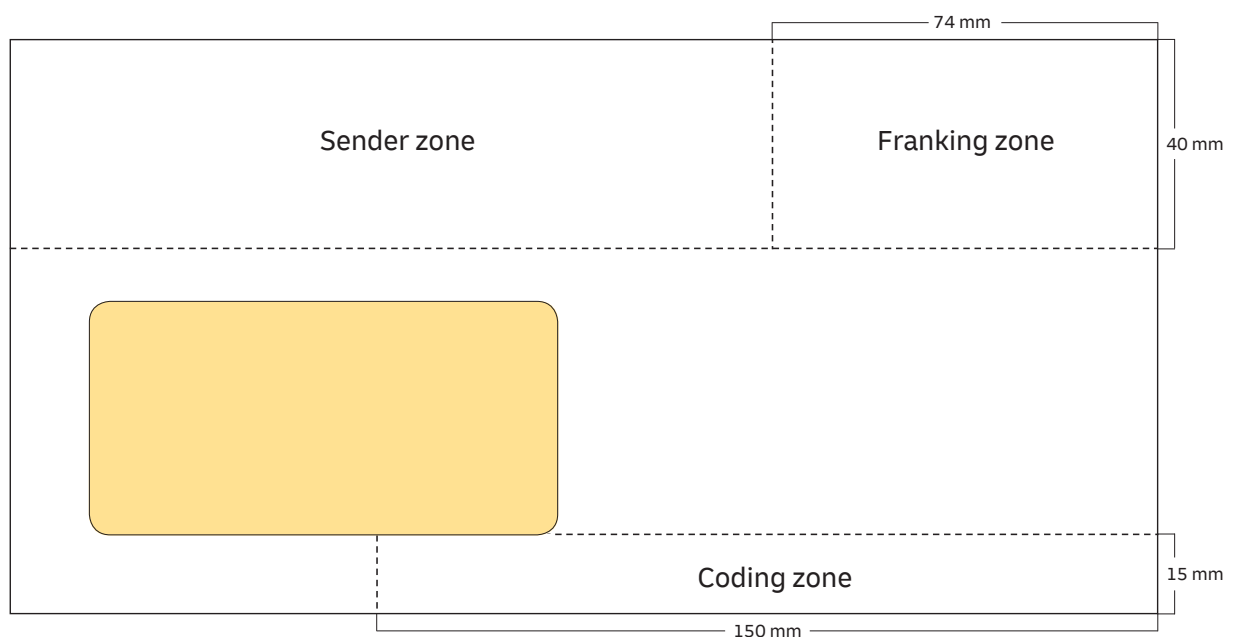



Fig. 22

 The address area must always be located in the window

Additional windows or cutouts backed with window material on the address side may also be used. They must be located to the left of, or above, the address window and may extend into the sender zone. The additional windows must keep a distance of at least 15 mm from all item edges and from the address window and must not contain any postal information.

The panorama window on the address side is an exception. A panorama window is an oversize window that contains the address area and additional information. A panorama window can extend to 15 mm from the edges of the item. The layout of the reading zone is the same as for items without windows. The layout rules for all other zones remain unchanged. If the panorama window extends into the franking zone, only authorized franking marks may be used in the address area.

## 3.2 Franking zone

The franking zone is reserved exclusively for franking and the application of other postal marks and additional Deutsche Post service information. Only franking marks authorized by Deutsche Post may be applied in the franking zone or the address area.

The franking zone is on the address side, in the top right corner of the item. It is 74 mm long from the right edge and 40 mm wide from the top.

Franking marks must always be placed in the designated area, i.e., in the franking zone or within the address area. For example, an abbreviated franking mark may only be placed within the address area.

The use of customer-specific designs in franking marks is subject to special regulations.

Alphanumeric data, stand-alone graphics (e.g., logos or eye-catchers) and codes of any kind that extend beyond the franking are also not permitted. The only exception in this case is the use of franking within the address area.

**Please also note the particular characteristics of the franking type you selected.**

## Particular characteristics of the different types of franking

### Postage stamps

Postage stamps must be placed within the franking zone so they can be canceled. Postage stamps placed elsewhere cannot be used for franking. You should also use the fewest number of stamps possible. If you are using stamps with a data matrix code, please note that the franking will not be valid if the data matrix code is damaged, torn off or rendered unreadable.

### Franking mark (franking wave)

The franking mark consists of the following: franking wave with the post horn, product information and the text “Ein Service der Deutschen Post” (a Deutsche Post service). If the franking mark is used in conjunction with a customized design, the entire franking zone must be designed in white or pastel shades.

If only the franking mark is used, its background – including a bordering quiet zone of 5 mm around the entire mark – must be white or in pastel shades. However, the remaining area of the franking zone may be designed in color.

Customers should take care to note the specifications mentioned in the information sheet for uniform franking marks (“Merkblatt zum einheitlichen Frankiervermerk”).

You can find out more about the franking mark here: [deutschepost.de/frankierwelle](https://www.deutschepost.de/frankierwelle)

### REPLY ITEM franking mark

For reply items, the franking zone must always be white or a single pastel shade.

You can find out more about franking here: [deutschepost.de/antwortsendung](https://www.deutschepost.de/antwortsendung) and [deutschepost.de/brief-international](https://www.deutschepost.de/brief-international)

### Digital franking types

If a digital franking mark is used, the entire franking zone or the intermediate media (label) used must be white or a single pastel shade. The franking mark must be printed in the correct size (the data matrix code must not be scaled up or down) and must follow the relevant specifications. In addition, care should be taken to ensure that the franking mark/ data matrix code are of good print quality and contrast sufficiently with the background. See sections 2.6 and 2.7.

### Franking types within the address area

If a franking type is used that leaves the franking zone empty (e.g., IT franking), the entire franking zone may be designed in color. Stand-alone graphics (e.g., logos or eye-catchers) are acceptable; however, they may not be rectangular or have a rectangular border. Alphanumeric information is also allowed, but only in reverse print.

You can find out more about franking here: [deutschepost.de/frankierung](https://www.deutschepost.de/frankierung)

## 3.3 Sender zone

The sender zone is on the address side, in the top-left corner of the item. It is 40 mm wide and ends 74 mm away from the right edge of the item.

As a general rule, please enter your sender's details in the sender zone.

An additional option is to position the sender's details above the address. In this case, the information must be entered in a single line and in a significantly smaller font size (see section 2.5).

For a return item to be processed, the sender's details/return address must be placed on the address side.

Other information, for example advertising imprints and graphics, may be placed within the sender zone. This also applies to additional postal information such as branch addresses or a data protection notice. The sender's details must always be clearly identifiable.

## 3.4 Coding zone

The address is machine-read and converted into a routing code that is printed on the item. The items are sorted quickly by destination using this barcode.

The coding zone is on the address side, in the bottom right corner of the item. It is 150 mm long from the right edge and 15 mm wide from the bottom edge. For items that are less than 150 mm in length, the coding zone extends the entire length of the item.

The coding zone may not contain any information or have an uneven surface, and must be white or in pastel shades throughout.

Any kind of labels, adhesive tabs, seals and the like must not extend into the coding zone.

The coding zone must be sufficiently absorbent to ensure that the routing code applied will not smudge.



## Physical characteristics

Standard and Kompakt basic formats

## 4. Standard and Kompakt: Physical characteristics

**Mail items are sorted by machines. To ensure that items in the Standard and Kompakt basic formats can be processed fully automatically without extra manual handling, they must meet the following requirements regarding physical characteristics and contents. In addition, the shape, dimension and weight requirements listed in section 1 also apply to these items.**

Mail items may not be sent without envelopes/wrapping, with the exception of items in card form. Please note that sleeves do not count as envelopes and cannot be used.

Items must be sturdy, yet sufficiently flexible as well as flat and thus fully stackable. That means extra effort and expense are required to process some items, i.e., those with surface irregularities owing to objects such as keys, shopping cart tokens, various storage media or thick inserts made of paper/cardboard.

Items containing customer cards are also not sufficiently level/flat and therefore not fully stackable. Items which follow the recommendations in the information leaflet on items in the Standard basic format with a card ("Sendungen im Basisformat Standard mit einer Karte"), however, may be presented in order to check suitability for automatic processing.

The contents of envelopes and self-mailers must be such that the ready-to-post items are filled completely and evenly almost throughout so that the items have an even thickness.

The front and back of a mail item must always form a continuous surface and may not have any creative shapes or upright/protruding parts.

Therefore, for example, items with thumb punching and rucksack mailings require additional work during processing.

Items that are glued/stuck together – e.g., as a result of leaking glue – can only be processed to a limited extent and thus always generate additional effort and expense during processing. Similarly, items that are bent or curved over the length or width cannot be processed by machines.

Deformations such as bulges and wrinkles can be created by surface finishes applied on one side or by printing processes that are not suitable for the paper type used. They can also result from the paper or improper storage/transport of the items. The combination of various contributing factors – such as the type of paper and printing – can also prove unsuitable. Certain combinations, for example, could cause color particles to separate from an item during processing and be deposited on subsequent ones.

Should any of the above scenarios result in items lacking the necessary physical characteristics, Deutsche Post is released from any liability for damage on the grounds that the items were not posted correctly. The same applies to any loss of data if storage media are sent.

**Please also note the following requirements per type of item.**

## 4.1 Characteristics of envelopes

Envelopes must be sufficiently sturdy to ensure that the content of the items is packaged securely. Here, a paper grammage of at least 70 g/m<sup>2</sup> is required.

The sealing flap of the envelope or mailing bag must be firmly glued over the entire length.

## 4.2 Characteristics of items in card form

A stable shape is particularly critical for mailings in card form. You should use paper with a high bending strength.

Paper grammages for mailings in card form are:

- at least 150 g/m<sup>2</sup> up to the C6 format
- at least 170 g/m<sup>2</sup> up to the DIN long format
- at least 200 g/m<sup>2</sup> for formats larger than DIN long up to the maximum format for standard items

We recommend using higher paper grammages. However, they must not exceed 500 g/m<sup>2</sup>.

Please note that the sturdiness of an item in card form depends not just on the paper grammage but also to a large extent on the quality and physical characteristics of the paper and the direction of the cut.

For items ready for dispatch, we recommend using long grain as the cutting direction.

A mail item in card form is always a one-piece item. If the item is made of several layers of paper or cardboard, the layers must be flush and inseparably affixed to one another.

### Address flap

In the case of mail items in card form with address flaps, the address flap must extend over the entire length of the card, start at the bottom edge of the item and cover at least half the width of the card. The address flap must be sealed right up to the edges.

### Perforation

Any existing perforation must not tear. A sharp slit perforation with a ratio of 1: 3 (e.g., 1 mm cut to 3 mm paper) has proven effective.

## 4.3 Characteristics of self-mailers (folded mail items without envelopes)

A self-mailer is a mail item whose contents and envelope/wrapping comprise a single element. Various folding and sealing techniques are used on a sheet of paper to create a mail item ready for shipping, hence the term “folded mail items without envelopes.”

The sturdiness of a self-mailer depends to a large extent upon the paper grammage and quality of the paper. The grammage to be used depends directly on the various production possibilities of this type of mail item. The format and the weight of the ready-to-ship item are important criteria. As a rule, the larger the self-mailer, or the fewer folds/sheets it has, the higher the paper grammage required.

The paper grammages for one-piece self-mailers that only consist of four pages (two sheets/layers, possibly with sealing flap) are:

- at least 150 g/m<sup>2</sup> up to the C6 format
- at least 170 g/m<sup>2</sup> up to the DIN long format
- at least 200 g/m<sup>2</sup> for formats larger than DIN long up to the maximum format for standard items

For one-piece self-mailers with six pages or more (three sheets/layers, possibly with a sealing flap), for example using letter fold, the paper grammage must be at least 115 g/m<sup>2</sup>. This also applies to multi-piece, bound self-mailers made from the same paper throughout.

Multi-piece, bound self-mailers (booklet/catalog self-mailers) whose interior pages consist of lightweight paper need a cover binding that makes the item sturdy. A cover with a paper grammage of at least 135 g/m<sup>2</sup> is required up to an item weight of 20 g. Items weighing between 21 g and 50 g require a cover binding with a paper grammage of at least 150 g/m<sup>2</sup>.

### Sealing

The way your self-mailer is sealed is very important and has to suit the type of mailing you are producing. All seal types must be able to withstand processing and not cause bulging.

As many sides of your mailing as possible should be sealed by means of full-area adhesive or folding. At a minimum, the following sides must be sealed along their entire length up to the outer edges of the item:

- both long sides or
- the lower long side and both narrow sides
- the sealing flap/tab (if there is one), especially if this does not extend to the opposite edge of the item.

When you are planning your mailings, please remember that the bottom long side must be completely sealed end-to-end. We therefore recommend you use a mailing design where the bottom long side of your shipment is sealed by a fold.

Adhesive dots can be used on the bottom long side if they are placed inside and the items were submitted in advance for inspection. Outer adhesive tabs may not be placed on the bottom long side.

Adhesive dots/tabs can also be used on the upper long side or small sides if they provide adequate full-area adhesion. This depends upon the respective item design as well as the size, quantity, type and positioning of the adhesive dots/tabs.

**Self-mailers weighing over 20 g**

For self-mailers of more than 20 g, the right narrow side must always be sealed due to the higher weight.

**Perforation**

Perforation must not tear or tear open. Any tear open/tear off perforation may only appear on the top left-hand side or the left-hand narrow side. A sharp slit perforation with a ratio of 1 : 3 (e.g., 1 mm cut to 3 mm paper) has proven effective.

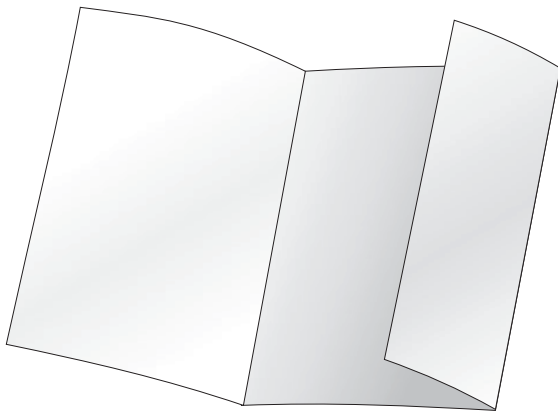


Fig. 23a  
One-piece self-mailer (four pages) with sealing flap

**Folds**

The folds must be positioned in such a way as to ensure that the individual elements of the finished item lie flush and flat on top of one another.

**Inserts**

Inserts such as vouchers, flyers and response elements must be attached or secured in such a way that they do not fall out during processing.

Please ensure that the necessary paper grammage is used for response elements.

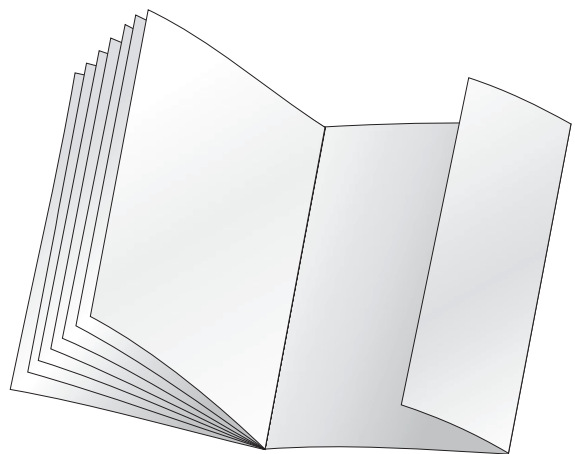


Fig. 23b  
Multi-piece self-mailer with sealing flap

**Note**

You are welcome to send us creative self-mailer designs, such as items with adhesive dots, tabs or perforations, for inspection.

## 4.4 Items in the Standard basic format with unusual characteristics

Items in the Standard basic format with the following characteristics or defects are either not suitable for machine processing or generate additional effort and expense during processing.

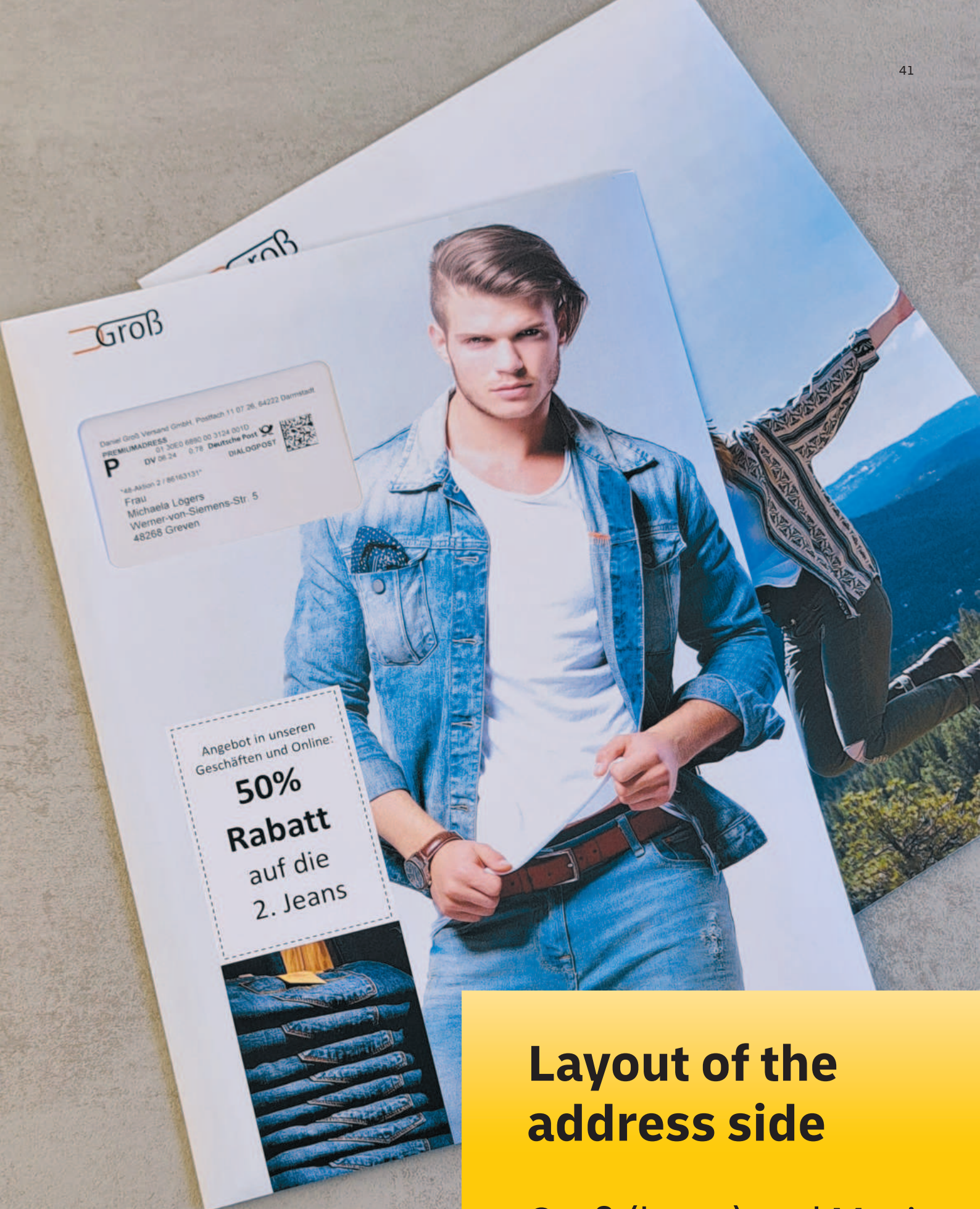
For DIALOGPOST and POSTWURFSPEZIAL in this format, a production surcharge applies. LETTERS and POSTCARDS can be sent as LETTERS in the Kompakt basic format.

This is relevant for items...

- that are not made of paper or cardboard.
- that have transparent film wrapping.
- that are made of translucent material (e.g., envelopes made of glassine).
- that have an exterior consisting partially or entirely of plastic or similar material (e.g., laminated cards/lenticular cards).
- that have an address window that is not backed with window material (transparent film).
- that have other types of cutouts with backings that are inserted rather than glued.
- that have a cushion shape.
- that have fluorescent, luminous or reflective materials/colors.
- that have closures that bulge significantly (such as brass fasteners, snap button/snap fastener clasps, Velcro closures).
- that contain samples (sachets) with liquids, creams or powder/granular materials (e.g., effervescent powders, tea bags or mixed spices) since they may burst/spill out. Please also note the important tip below.

### **Important tip for sending items with sachets**

Always notify your sales representative before sending items with sachets to ensure that the necessary posting arrangements can be made.



## Layout of the address side

Groß (large) and Maxi basic formats

## 5. Groß (large) and Maxi: Layout of the address side

**Compliance with the reading, franking and sender zone restrictions is also mandatory for mail items in the Groß (large) and Maxi formats.**

Items in the Groß (large) and Maxi basic format may be created in portrait as well as landscape format. For the product-related shipping type “items without wrapping,” only portrait format may be used. Please also note the unusual characteristics listed in chapters 7 and 8.

The address area must have the proper layout for automatic processing (see chapter 2) and always be properly placed for reading in the reading zone. In the case of items in portrait format, the address area must be aligned parallel to the narrow sides. In the case of items in landscape format, the address area must be aligned parallel to the long sides. Items sent within Germany should not show a country name, country code or ISO code.

Please note that it must be possible to identify the recipient quickly and unambiguously so that processing does not result in incorrect sorting.

Please enter the sender’s details inside the sender zone or above the recipient data (address). The sender must also be clearly determinable.

Item franking must always be placed in the designated area, i.e., in the franking zone or within the address area. Other Deutsche Post franking marks unrelated to the actual franking of the item must not appear on the address side. This is particularly relevant in the case of integrated response elements.

**The aforementioned specifications form the basis for the processing of the mail items and are binding. Mail items that fail to meet these requirements are prohibited.**

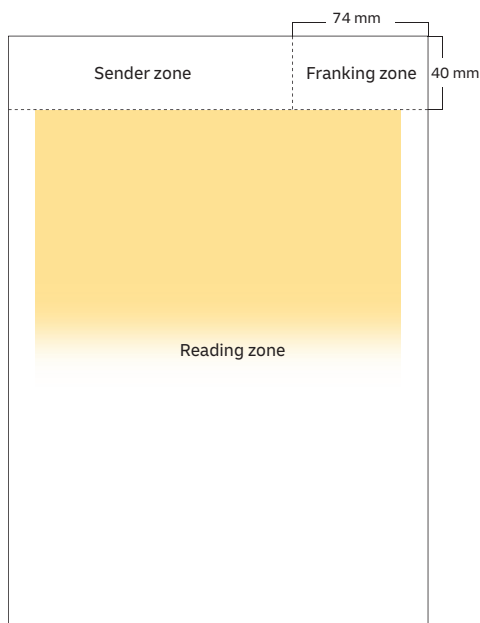


Fig. 24a – Portrait item

 Address area location

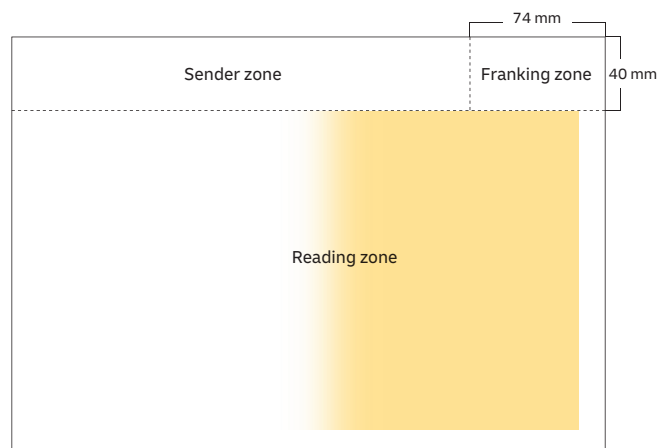



Fig. 24b – Landscape item

 Preferred area for placement of address area

## 5.1 Reading zone

The address area information is placed in the reading zone. It must be properly placed for reading and parallel to the item's long sides or narrow sides, depending on the orientation.

If the sender's details are placed within the reading zone, they can be placed in a single line above the address in the additional information and marking zone (see section 2.5).

In principle, no other postal information should be entered in the reading zone except for the one-time indication of the delivery address and possibly the sender's details on a single line above the address. This restriction does not apply to postal information in reverse print.

The background of the address area and the 3 mm border surrounding it must be white or a single pastel shade (see Fig. 26).

No postal information (e.g., sender's details) may be written in the "reading zone" on the back of the item. In such cases, it becomes difficult to determine which address is the actual delivery address. This restriction does not apply to DIALOGPOST, POSTWURFSPEZIAL and Pressepost products. If there is an integrated response element, make sure that the same conditions are met for the item being returned.

### 5.1.1 Layout of the reading zone for items without windows

In the case of mailings without a window and in the landscape format, the inscription should be placed in the right-hand half of the mailing. In the case of items in the portrait format, the inscription must be placed in the top half of the mailing. All of the address area must be positioned at least 40 mm from the upper edge of the item. It must be at least 15 mm away from the other edges.

There must be a 20 mm quiet zone (white or in a light color) around the address area (see Fig. 26). The remainder of the reading zone may be designed in color/graphically.

A dark color/design may also be used in the quiet zone. In this case an inscription field (label/window-like area) is required for the address area.

This inscription field must be rectangular and must be in clear contrast to the adjacent design all the way around.

The inscription field is at least 70 mm long and should be at least 45 mm wide. If the address area is particularly compact, this space may be reduced to a minimum of 70 mm long and 38 mm wide.

There may also be a dark border around the inscription field. This is appropriate especially if the adjacent design is not all dark. The address area must always remain at least 3 mm from all edges of the inscription field.

The same also applies to the use of labels.

Alphanumeric information may be printed around the address area (with a spacing of at least 20 mm) but the quiet zone must be kept clear.

Alphanumeric data in reverse print is permitted within the quiet zone – but no closer than 5 mm to the address area.

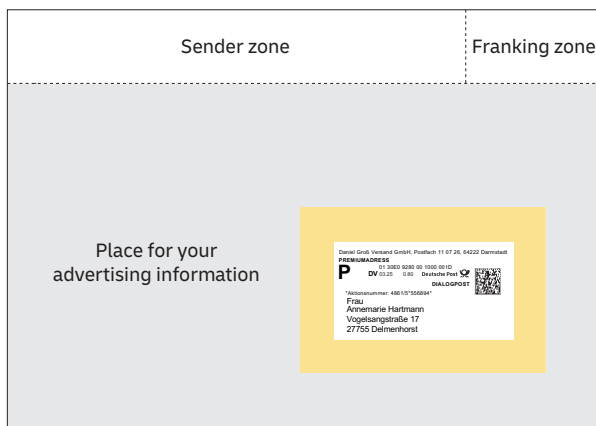


Fig. 25a

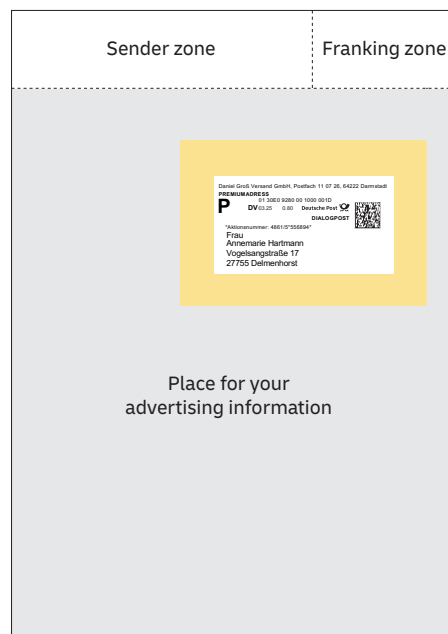


Fig. 25b

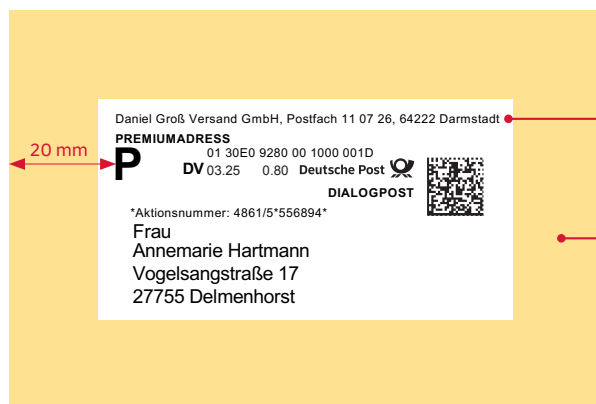


Fig. 26:

The background of the address area and the 3 mm border surrounding it must be white or a single pastel shade.

Alphanumeric information may be printed around the address area (with a spacing of at least 20 mm).

## 5.1.2 Layout of the reading zone for items with windows

For items with windows, the address area must always be inside the window. A window may be used with envelopes, self-mailers and any product-related shipping type “items without wrapping.” Special rules apply to these last items (see chapters 7 and 8).

The window must be in the reading zone, parallel to the long sides and/or narrow sides, and accordingly at least 40 mm away from the top edge of the item. It must be at least 15 mm away from the other edges.

A window consists of the window cutout with transparent window material firmly glued to the inside. It must be transparent enough for the address area to be read easily.

The window must be rectangular and should have rounded corners. Normally, windows are 90 mm long and 55 mm wide. If only the recipient's details are printed, the window can be reduced to the minimum dimensions of 85 mm (length) x 30 mm (width).

A quiet zone of at least 10 mm must be provided around the window. No alphanumeric data may be placed within or project into this quiet zone. This restriction does not apply to alphanumeric data in reverse print or postal marks (e.g., sender's instructions). However, postal marks must always be applied above the window. Colored/graphic designs may reach all the way to the edge of the window.

The area around the address area information and visible in the window must be white or light-colored. All of the address area must be fully visible in the window and positioned at least 3 mm from all edges. The content of the item should not be able to move inside the envelope to the extent that parts of the address area information become obscured, especially the address and a franking mark with a data matrix code. Other information (text or graphics) should also not be visible in the window.

Additional windows or cutouts backed with window material on the address side may also be used. The additional windows may not contain any postal information and must be at least 15 mm from all of the item's edges and the address window. Additional windows may protrude into the sender zone.

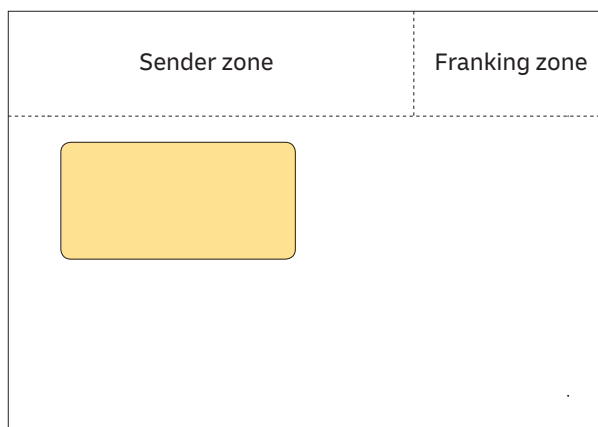



Fig. 27  The address area must always be located in the window

### 5.1.3 Issues specific to Pressepost: Sorting items by means of information in the matrix code

If you use a matrix code as described in the DMC FA48 Pressepost specifications, Pressepost items can be sorted using the data in the matrix code.

Note: The data in the matrix code must always be complete and correct. Missing or incomplete information can hinder sorting and thus to greater effort and expense as well as delivery delays. The recipient data in the matrix code must always be identical to the recipient information written as text.

When a data matrix code is used on items without windows, you may reduce the quiet zone surrounding the address area from 20 mm to 3 mm (Fig. 28).

For items with a window, a quiet zone of at least 3 mm must be provided around the window. The requirements described section in 5.1.2 also apply.

Additional delivery information may be placed inside the reading zone if a data matrix code is used.

All other requirements related to machine-readability and the address side layout remain unchanged.



The background of the address area and the 3 mm border surrounding it must be white or a single pastel shade.

Fig. 28  
Address with matrix code on a Cheshire label

### 5.1.4 Shipping labels and document pockets

Small cardboard boxes are often used for shipping, especially for mail items containing goods. Self-adhesive shipping labels or document pockets (delivery note pockets) are recommended for addressing these items.

If shipping labels and document pockets are used, they must follow the layout instructions for the reading zone of items without windows (see section 5.1.1). The quiet zone surrounding the address area is particularly important if printed document pockets are used.

Please place the sender's details on a single line above the recipient data.

If you are using a label, you can also place the sender's details in the top left of the label. In this case though, the label should be applied in such a way that the sender's details are fully contained within the designated sender zone. The address area must be fully contained within the reading zone (see Fig. 29).

It is preferable to use a franking mark that is applied within the address area (e.g., IT franking). Franking marks that must be printed within the franking zone should be applied separately from the shipping label whenever necessary.

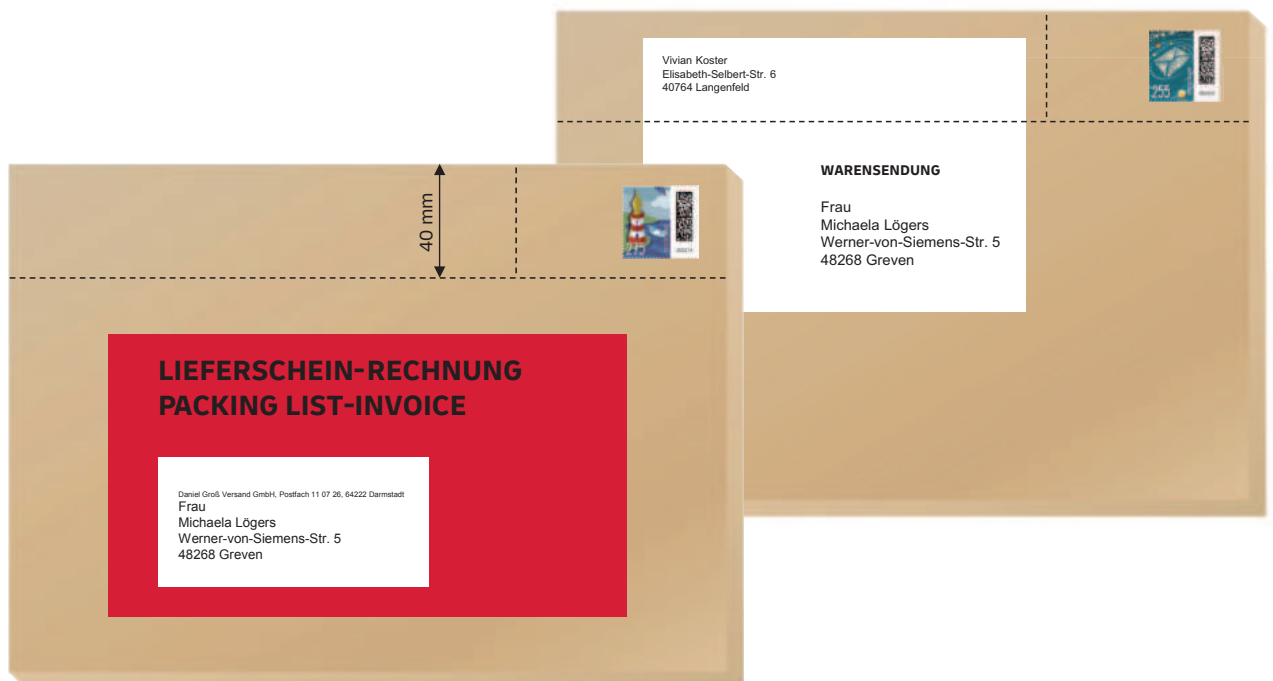


Fig. 29

## 5.2 Franking zone

The franking zone is reserved exclusively for franking and the application of other postal marks and additional Deutsche Post service information. Only franking marks authorized by Deutsche Post may be applied in the franking zone or the address area.

The franking zone is on the address side, in the top right corner of the item. It is 74 mm long from the right edge and 40 mm wide from the top.

Franking marks must always be placed in the designated area, i.e., in the franking zone or within the address area. For example, an abbreviated franking mark may only be placed within the address area.

The use of customer-specific designs in franking marks is subject to special regulations.

Alphanumeric data, stand-alone graphics (e.g., logos or eye-catchers) and codes of any kind that extend beyond the franking are also not permitted. The only exception in this case is the use of franking within the address area.

**Please also note the accompanying particular characteristics of the franking type you selected.**

## Particular characteristics of the different types of franking

### Postage stamps

Postage stamps must be placed within the franking zone so they can be canceled. Postage stamps placed elsewhere cannot be used for franking. You should also use the fewest number of stamps possible. If you are using stamps with a data matrix code, please note that the franking will not be valid if the data matrix code is damaged, torn off or rendered unreadable.

### Franking mark (franking wave)

The franking mark consists of the following: franking wave with the post horn, product information and the text “Ein Service der Deutschen Post” (a Deutsche Post service). If the franking mark is used in conjunction with a customized design, the entire franking zone must be designed in white or pastel shades.

If only the franking mark is used, its background – including a bordering quiet zone of 5 mm around the entire mark – must be white or in pastel shades. However, the remaining area of the franking zone may be designed in color.

Customers should take care to note the specifications mentioned in the information sheet (“Merkblatt zum einheitlichen Frankiervermerk”). You can find out more about the franking mark here: [deutschepost.de/frankierwelle](https://www.deutschepost.de/frankierwelle)

### REPLY ITEM franking mark

For reply items, the franking zone must always be white or a single pastel shade.

You can find out more about franking here: [deutschepost.de/antwortsendung](https://www.deutschepost.de/antwortsendung) and [deutschepost.de/brief-international](https://www.deutschepost.de/brief-international)

### Digital franking types

If a digital franking mark is used, the entire franking zone or the intermediate media (label) used must be white or a single pastel shade. The franking mark must be printed in the correct size (the data matrix code must not be scaled up or down) and must follow the relevant specifications. In addition, care should be taken to ensure that the franking mark/ data matrix code are of good print quality and contrast sufficiently with the background. See sections 2.6 and 2.7.

### Franking types within the address area

If the type of franking leaves the franking zone empty (e.g., IT franking), the entire franking zone may be designed in color. Stand-alone graphics (e.g., logos or eye-catchers) are acceptable; however, they may not be rectangular or have a rectangular border. Alphanumeric information is also allowed, but only in reverse print.

You can find out more about franking here: [deutschepost.de/frankierung](https://www.deutschepost.de/frankierung)

## 5.3 Sender zone

The sender zone is on the address side, in the top-left corner of the item. It is 40 mm wide and ends 74 mm away from the right edge of the item.

As a general rule, please enter your sender's details in the sender zone.

An additional option is to position the sender's details above the address. In this case, the information must be entered in a single line and in a significantly smaller font size (see section 2.5).

For a return item to be processed, the sender's details/return address must be placed on the address side.

Other information, for example advertising imprints and graphics, may be placed within the sender zone. This also applies to additional postal information such as branch addresses or a data protection notice. The sender's details must always be clearly identifiable.



## **Physical characteristics**

Groß (large) and Maxi  
basic formats

## 6. Groß (large) and Maxi: Physical characteristics

**Mail items in the Groß (large) and Maxi formats are sorted by machines. To ensure that these items can be processed fully automatically without extra manual handling, they must meet the following requirements regarding physical characteristics, contents and dimensional stability. In addition, the shape, dimension and weight requirements listed in section 1 also apply to these items.**

With the exception of items in card form and the product-related shipping type “items without wrapping,” mail items must not be posted unsealed or without wrapping.

Sleeves do not count as wrapping but are sometimes allowed if they provide adequate protection and cannot detach or move. Items with sleeves are not generally considered to be suitable for automatic processing. However, you are welcome to send us your mail item designs for inspection. You can find out more on page 56.

The wrapping must offer adequate protection against mechanical stress, pressure, impact and fall to ensure that your item will reach the recipient undamaged. The contents must be packaged securely according to their weight and size. Inserts should be attached or secured whenever necessary.

The cross section of an item must be approximately rectangular throughout so that the item can be stacked.

Items containing slightly bulging contents or thin inserts, e.g., customer cards that are properly attached to the contents of the item, are generally suitable for automatic processing. This requires the rectangularity of the item to be maintained in all its dimensions (length, width and thickness – see Fig. 30a).

Items with contents that protrude significantly in part such as pens, small gimmicks or advertising gifts, cannot be processed automatically or only at additional effort and expense. The same applies to wedge-shaped items (see Fig. 30b).

Note: Items are considered stackable if they can be placed on top of each other in the same direction up to a height of 200 mm and form a stable stack that does not slip. Bulging content must always be placed one on top of the other.

Items that are glued/stuck together – e.g., as a result of leaking glue or an electrostatic charge – can only be processed to a limited extent and thus always generate additional effort and expense during processing.

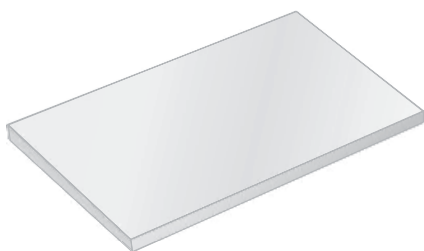


Fig. 30a

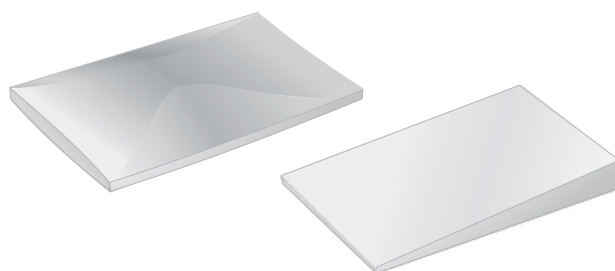


Fig. 30b – Negative examples

Likewise, items that are bent or curved owing to excessively tight transparent film wrapping, for example, cannot be processed by machine. Deformations such as bulges and wrinkles can also be created by surface finishes applied on one side or by printing processes that are not suitable for the paper type used. They can also result from the paper or improper storage/transport of the items. Depending on the design, items with cutouts that are only backed but not glued can also lead to additional costs.

The combination of various contributing factors – such as the type of paper and printing – can also prove unsuitable.

Certain combinations, for example, could cause color particles to separate from an item during processing and be deposited on subsequent ones.

Should any of the above scenarios result in items lacking the necessary physical characteristics, Deutsche Post is released from any liability for damage on the grounds that the items were not posted correctly. The same applies to any loss of data if storage media are sent.

**Please also note the following requirements per type of item.**

## 6.1 Characteristics of envelopes

Envelopes must be sufficiently sturdy to ensure that the content of the items is packaged securely.

Here, a paper grammage of at least 70 g/m<sup>2</sup> is required up to format C5. For items in formats larger than C5, the paper grammage must be at least 100 g/m<sup>2</sup>.

A grammage of at least 120 g/m<sup>2</sup> is required if window material is not used for envelopes with a window cut-out.

### Seals

The sealing flap of the envelope or mailing bag must be firmly glued over the entire length.

## 6.2 Characteristics of items in card form

Stability is particularly critical for mailings in card form. You should use paper with a high bending strength.

A paper grammage of at least 250 g/m<sup>2</sup> is required up to C5 format. For items in formats larger than C5, the paper grammage must be at least 300 g/m<sup>2</sup>.

A mail item in card form is always a one-piece item. If the item is made of several layers of paper or cardboard, the layers must be flush and inseparably affixed to one another.

### Perforations

Any perforation on the item must not pull off or tear open during processing or transport. A sharp slit perforation with a ratio of 1: 3 (e.g., 1 mm cut to 3 mm paper) has proven effective.

## 6.3 Characteristics of self-mailers (folded mail items without envelopes)

Whether or not a self-mailer is suitable for automatic processing depends upon how the individual item components work together. That depends directly upon the many different ways this type of item can be produced and is a result, to a large extent, of the quality and grammage of the paper. The format and weight of the item ready for shipping are important criteria. As a rule, the larger the self-mailer, or the fewer folds/sheets it has, the higher the paper grammage required.

A one-piece self-mailer and the cover binding of a multi-piece self-mailer must be sufficiently sturdy. To achieve this, the paper grammage of the one-piece self-mailer or the cover binding up to size C5 must be at least 130 g/m<sup>2</sup> and at least 150 g/m<sup>2</sup> for items larger than C5.

A grammage of at least 200 g/m<sup>2</sup> is required for the cover if window material is not used for a self-mailer with a window cut-out.

### **Folds**

The folds must be made in such a way as to ensure that the individual elements of the finished item lie flush and flat on top of one another.

### **Seals**

The seal is an important part of your self-mailer and must be suitable for the respective item design. All seal types must be able to withstand processing and not cause bulging. At a minimum, the following sides must be sealed along their entire length up to the outer edges of the item:

- both long sides or
- the long side and both narrow sides
- the sealing flap/tab (if there is one)

For square items, the long side must always run parallel to the address.

The item can be closed completely by folding or using adhesives.

Adhesive dots/tabs can also be used if they provide adequate adhesion all over. This depends upon the respective item design as well as the size, quantity, type and positioning of the adhesive dots/tabs. You are welcome to send us your mail item designs for inspection.

### **Perforations**

Perforations must not tear or tear open. A sharp slit perforation with a ratio of 1 : 3 (e.g., 1 mm cut to 3 mm paper) has proven effective.

### **Inserts**

Please note that item inserts such as vouchers, flyers or response elements must be attached or secured in such a way that they do not fall out during processing.

## 6.4 Characteristics of film-wrapped items

Film-wrapped items must have a high degree of stability and bending strength for machine processing. Both properties are determined largely by the contents of the item.

The following test can be conducted to establish whether the stability and bending strength are sufficient: The content of a film-wrapped item laid on a solid surface and protruding 100 mm from the edge may only bend downwards (narrow sides as well as long sides) by a maximum of 70 mm. The excess film is located on the protruding side and is not taken into account during this measurement.

### Film material and characteristics

Films must be tear-resistant. This requires a film thickness of at least 25 µm for LD-PE (low-density polyethylene), HD-PE (high-density polyethylene) and PP (polypropylene).

### Sliding friction

Film-wrapped items that do not easily slide along each other (or that adhere to each other) or have become stuck together in blocks are unsuitable as they cannot be separated during processing.

According to ISO 8295, the coefficient of sliding friction for the finished item must be lower than 0.4.

### Excess film

Large amounts of excess film should be avoided, as this impairs or prevents automatic processing.

Items with excess film must meet the following requirements:

- Up to a total item thickness of 10 mm, excess film in the direction of production may not exceed 30 mm.
- Up to a total item thickness greater than 10 mm, excess film in the direction of production may not exceed 35 mm.
- Parallel to the welded seam, the film wrapping should be as tight as possible around the contents, but not so tight that it bends the mail item. The maximum amount of excess film is 10 mm.

The format of the item, including the excess film, must not exceed the maximum permitted item dimensions.

### Welded seams

Important: the welded seams should be durable and of high quality. These must be closed over the entire length and designed in such a way that the film cannot be opened in the area of the fusion welds without being destroyed.

The durability of a welded seam depends on the quality of the film, the processing machine, the sealing temperature as well as the condition of the sealing bar and must be individually adapted to the respective mail item.

## 6.5 Alternative packaging

If you are sending domestic items, especially packages, in large numbers, it may be more eco-friendly to consider alternative packaging concepts such as paper wrapping, tabbing or sleeves. That is why we encourage you to send us your packaging ideas and new mail item designs for inspection.

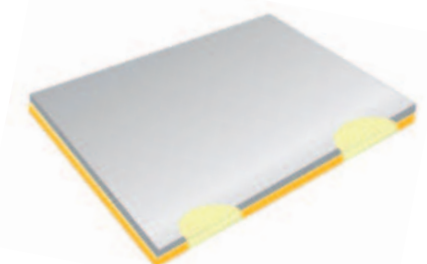
### Items in paper wrapping

With this item design, the product is wrapped in paper/kraft paper and the narrow sides and the overlap are glued down. This requires sturdy wrapping and adequate full-area adhesion.



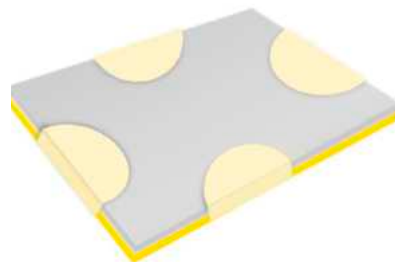
### No-envelope items with adhesive seal

Items without envelopes must be sealed on the otherwise open long side by using adhesive strips or dots. Unattached inserts can be included to a greater extent in these items.



### Packages with adhesive dots/tabs

With this item design, multiple catalogs are secured to each other with large adhesive dots on the long sides and narrow sides. For this process (called tabbing) the catalogs must be the same size.



### Sleeved/cross-banded items

Banding involves wrapping sturdy paper sleeves around a catalog or a package. You are recommended to use cross-banding, which means two sleeves in a cross shape.



**We are happy to check whether your alternative packaging designs are suitable for machine processing.**

For recommendations and initial information about producing and testing your items, please contact your sales representative.

Groß

Daniel Groß Versand GmbH, Postfach 11 07 26, 64222 Darmstadt  
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P DV 04 24 0 78 Deutsche Post DIALOGPOST

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**DIALOGPOST**  
**without wrapping**  
**and POSTWURFSPEZIAL**  
**without wrapping**  
Groß (large) basic format

# 7. Groß (large): DIALOGPOST without wrapping and POSTWURFSPEZIAL without wrapping

**For DIALOGPOST (NATIONAL only) and POSTWURFSPEZIAL items in the Groß (large) basic format, catalog/magazine-like items with a bound edge or documents that are folded like a newspaper can also be sent without wrapping.**

## 7.1 Product-specific access requirements

The following specifications and the basic requirements described in chapter 6 (pages 52 and 53) apply to DIALOGPOST and POSTWURFSPEZIAL items without wrapping. These are in addition to the requirements listed in chapter 1.

DIALOGPOST and POSTWURFSPEZIAL items can only be sent without wrapping if the items are

- in portrait format
- longer than 235 mm or wider than 125 mm and
- at least 30 g in weight and
- at least pre-sorted by routing region or postal code.

When the item is in the concept phase, please remember that the address side must always be in portrait format and that the bound edge and/or the final fold must always be on the right long side (see Fig. 31 on page 60). The address can be upside-down on the front page of the mailing, or, provided it is readable, on the back. The address side is thus always the side on which the address is actually found.

Square items are also possible, provided that the side dimensions amount to at least 140 mm and the items are designed in the same way as portrait items. Here too the bound edge and/or the final fold must always be on the right side.

DIALOGPOST and POSTWURFSPEZIAL items without wrapping and weighing anywhere from 30 g to 49 g either cannot be processed by machines or can be processed but only at extra effort and expense. As a result they do not count as items suitable for automatic processing.

### Inserts

Item inserts such as vouchers, flyers or response elements are allowed provided they do not fall out. Inserts/supplements may not protrude beyond the edges of the item.

### Note regarding the layout of DIALOGPOST and POSTWURFSPEZIAL items without wrapping

The specifications in chapter 5 for items in portrait format apply to the layout of the address side. We also recommend printing the address area on the right half of the item next to the bound edge/fold, where possible (see Fig. 31 on page 60).

### Partial wrapping and fold-out pages

The item may also have a second shortened cover binding (partial wrapping) that extends across the entire item length and has a width of at least 75 mm. Fold-out pages that are folded inwards are also allowed.

### Window/window cutout

A DIALOGPOST or POSTWURFSPEZIAL item without wrapping can have a window or a window cutout without a backing. The layout rules are the same as for items with windows listed on page 45.

## 7.2 Physical characteristics of DIALOGPOST without wrapping and POSTWURFSPEZIAL without wrapping

To be suitable for automatic processing, items sent as DIALOGPOST and POSTWURFSPEZIAL without wrapping must meet the previously mentioned product-specific requirements, the basic requirements described on page 42 and the following additional requirements regarding physical characteristics:

- The item must weigh at least 50 g.
- The item requires a cover binding that stabilizes it and is attached to the content. Up to an item weight of 100 g, the paper grammage of the cover binding must be at least 150 g/m<sup>2</sup> and at least 130 g/m<sup>2</sup> for heavier weights.

### **Fold-out pages folded inwards**

Fold-out pages (e.g., using a gate fold) must have the same length as the item but do not have to have the same width as the item (may be up to a maximum of one-third shorter than the item width). Shorter fold-out pages are also possible but they must be fixed.

If an item has an integrated response element, take special note of the required paper grammage – especially if the response element is part of a fold-out page folded inwards.

### **Partial wrapping**

An additional shortened cover binding (partial wrapping) must be rectangular, at least 75 mm wide on both sides and extend over the entire length of the item. The paper grammage must be at least 130 g/m<sup>2</sup>.

### **Inserts**

Inserts must be fixed or secured in such a way that they do not come loose and fall out during transport or automatic processing.

Inserts can also be secured through insertion. The total weight of all unfixed inserts may be up to 40% of the weight of the main item. Inserts/insert bundles can also be inserted in different positions in the item. For each insertion position, the weight of the insert or insert bundle must not exceed 60 g.

If the insert is nested in or near the middle of an unwrapped stapled item (visible staples), it is not considered to be adequately secured.

### **Window/window cutout**

A window or a window cutout without a backing must be located in the upper half of the item and on the right side. It must be at least 40 mm away from the top edge of the item and at least 15 mm away from all other edges. The window cutout must be rectangular, should have rounded corners and must not be larger than 90 × 55 mm in size. A paper grammage of at least 200 g/m<sup>2</sup> is necessary for the cover binding.

### **Newspaper-like and one-piece items**

Items that are folded like a newspaper – for example, folded crosswise or with a single fold without a bookbinder-like adhesion of the pages (binding/glue) – and one-piece items (folded poster) cannot be processed by machines or can be but only with additional handling/effort and expense.

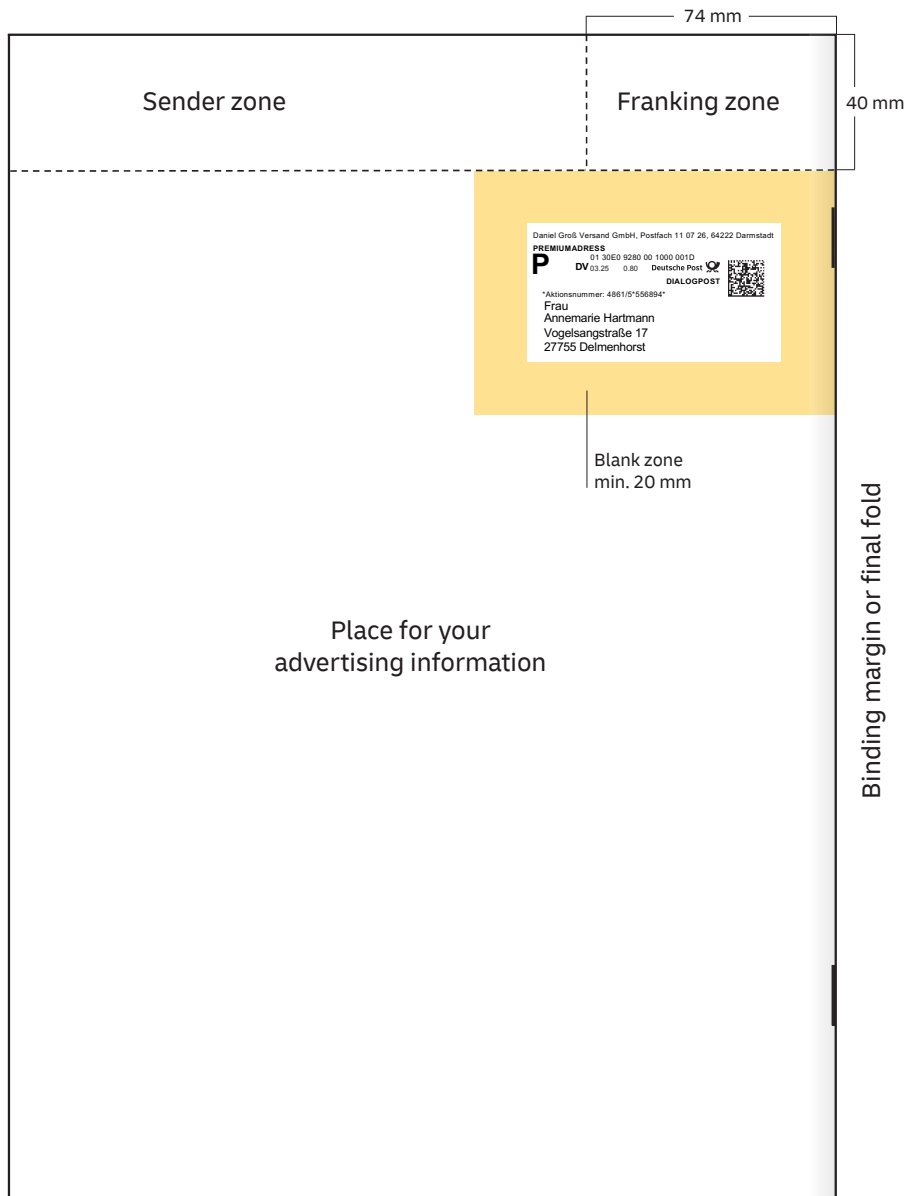


Fig. 31



# Pressepost without wrapping and film-wrapped Pressepost

Groß (large) basic format

## 8. Pressepost without wrapping and film-wrapped Pressepost

**Pressepost (NATIONAL only) may be shipped as an item without wrapping.**

**Film-wrapped items and items with or without visible contents are also permitted.**

### 8.1 Physical characteristics of Pressepost CLASSIC without wrapping

Pressepost items can only be sent without wrapping if the items are

- in portrait format
- longer than 235 mm or wider than 125 mm and
- weigh at least 30 g and
- at least pre-sorted by routing region or postal code.

In addition, they also must meet the basic requirements described in chapter 6 (pages 52 and 53).

When the item is in the concept phase, please remember that the address side must always be in portrait format and that the bound edge and/or the final fold must always be on the right long side (see Fig. 32 on page 64). The address can be upside-down on the front page of the mailing, or, provided it is readable, on the back. The address side is thus always the side on which the address is actually found.

Square items are also possible, provided that the side dimensions amount to at least 140 mm and the items are designed in the same way as portrait items. Here too the bound edge and/or the final fold must always be on the right side.

#### **Inserts**

Inserts such as vouchers, flyers or response elements are allowed, provided they do not fall out.

#### **Partial wrapping and fold-out pages**

The item may also have a second shortened cover binding (partial wrapping) that extends across the entire item length and has a width of at least 75 mm. Fold-out pages that are folded inwards are also allowed.

#### **Window/window cutout**

A Pressepost CLASSIC item without wrapping may have a window or a window cutout without an attached backing. The layout rules are the same as for items with windows listed on page 45.

## 8.2 Physical characteristics of Pressepost SMART without wrapping

Pressepost SMART items must comply with the specifications in section 8.1. To be suitable for automatic processing, Pressepost SMART items must also meet the following additional requirements regarding their physical characteristics:

- The item must weigh at least 50 g.
- The item requires a cover binding that stabilizes it and is attached to the content. Up to an item weight of 100 g, the paper grammage of the cover binding must be at least 150 g/m<sup>2</sup> and at least 130 g/m<sup>2</sup> for heavier weights.
- Square items must have sides at least 150 mm long.

### Fold-out pages folded inwards

Fold-out pages (e.g., using a gate fold) must have the same length as the item but do not have to have the same width as the item (may be up to a maximum of one-third shorter than the item width). Fold-out pages may also be shorter but they must be fixed. If an item has an integrated response element, take special note of the required paper grammage – especially if the response element is part of a fold-out page folded inwards.

### Partial wrapping

An additional shortened cover binding (partial wrapping) must be rectangular, at least 75 mm wide on both sides and extend over the entire length of the item. The paper grammage must be at least 130 g/m<sup>2</sup>.

### Inserts

Inserts/supplements may not protrude beyond the edges of the item.

In addition, inserts must be fixed or secured in such a way that they do not come loose and fall out during transport or automatic processing. Inserts can also be secured through insertion. The total weight of all unfixed inserts may be up to 40% of the weight of the main item. Inserts/insert bundles can also be inserted in different positions in the item. For each insertion position, the weight of the insert or insert bundle must not exceed 60 g. If the insert is nested in or near the middle of an unwrapped stapled item (visible staples), it is not considered to be adequately secured.

### Window/window cutout

A window or a window cutout without a backing must be located in the upper half of the item on the right. It must be at least 40 mm away from the top edge of the item and at least 15 mm away from all other edges. The window cutout must be rectangular, should have rounded corners and must not be larger than 90 × 55 mm in size. A paper grammage of at least 200 g/m<sup>2</sup> is necessary for the cover binding.

### Newspaper-like and one-piece items

Items that are folded like a newspaper – for example, folded crosswise or with a single fold without a bookbinder-like adhesion of the pages (binding/glue) – and one-piece items (folded poster) cannot be processed by machines or can be but only with additional handling/effort and expense. In general, these items may only be posted at the CLASSIC rate.

## 8.3 Layout of Pressepost without wrapping

The specifications in chapter 5 for items in portrait format apply to the layout of the address side. We recommend the address be placed on the right half of the item next to the bound edge/fold (see Fig. 32) if possible.

Unlike other products, Pressepost without wrapping items do not have a franking zone that must be kept free from design elements of the magazine. Please note that there must always be a quiet zone of the correct width surrounding the address area.

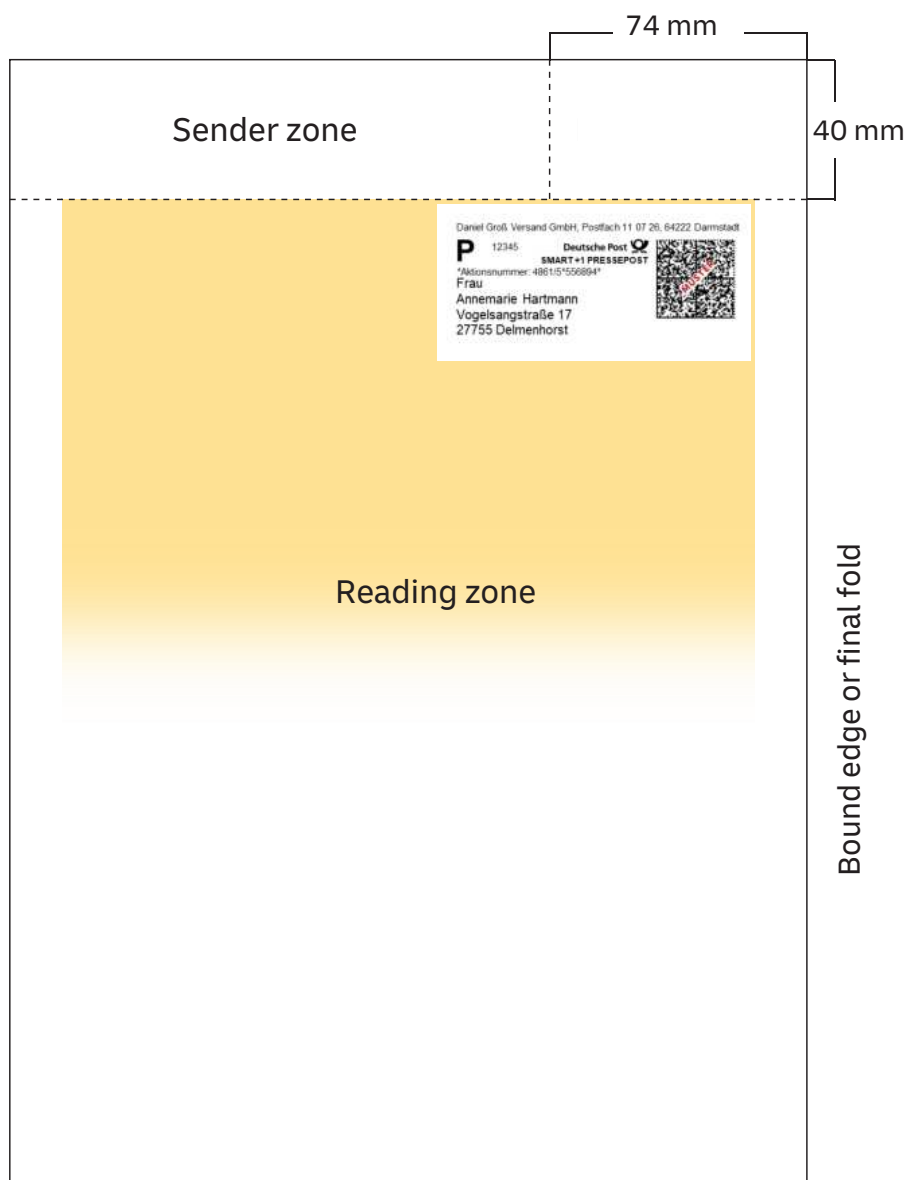



Fig. 32

 Preferred area for placement of address area

## 8.4 Film-wrapped Pressepost items

Film-wrapped Pressepost may be shipped if each item is

- longer than 235 mm or
- wider than 125 mm or
- thicker than 5 mm or
- heavier than 50 g.

For the physical characteristics of film-wrapped Pressepost, please see the basic requirements listed in chapter 6 (pages 52 and 53) as well as the specifications on page 55 in section 6.4.

With regard to the layout of the address side, a distinction is made between items with visible contents (items wrapped in transparent film but not completely covered by an address label) and items without visible contents (items completely covered by an address label or wrapped in opaque film).

### **Layout of film-wrapped items with visible contents**

The specifications in chapter 5 apply to the layout. Items may be created in portrait as well as landscape format.

Unlike other products, film-wrapped Pressepost items with visible contents do not have a franking zone that must be kept free from design elements of the magazine. Please note that there must always be a quiet zone of the correct width surrounding the address area.

### **Layout of film-wrapped items without visible contents**

The specifications in chapter 5 apply to the layout. The magazine may not be visible whatsoever, not even partially. Items may be created in portrait as well as landscape format.

## 9. Prohibited items

**Mail items that are excluded from transport according to the General Terms and Conditions for DOMESTIC MAIL (AGB BRIEF NATIONAL) and INTERNATIONAL MAIL (AGB BRIEF INTERNATIONAL) are absolutely prohibited. These include items whose contents and/or exterior characteristics pose a danger to our personnel or can cause a disruption of our operational processes or damage to our operational facilities or the items of third parties.**

**The following are thus excluded from transport. Items...**

- whose transport would violate a legal or official ban.
- whose contents are inadequately secured or packaged for transport.
- whose contents or parts thereof can fall out.
- that are stuck together.
- with loosely attached objects.
- with objects adhered to the outside (such as customer cards).
- with holes, e.g., hole punch holes, cut-outs, perforations, pin-prick holes, etc., without backing.
- with envelopes that are not sealed.
- with inadequately attached address labels or other adhesive labels/stickers that can come loose during processing or transport.
- that do not fit properly in trays.
- with parts that tear off.
- made of composite materials whose components are insufficiently bonded.
- with details (graphics, design, texts) that could be confused with postal marks/product labels or a product (such as a formal delivery order).
- with a domestic address that is not written exclusively with Latin characters and Arabic numerals.
- whose recipient information is printed in reverse print (light text on a darker background).
- Items with wire eyelets and wire staples, whose exterior, partially open side is not covered.
- with an address area that has not been properly placed for reading or is at a slant, taking account of the subdivision into zones.
- whose contents have shifted in the envelope so that the address area is wholly or partially covered.
- Items with removable or movable parts (e.g., "rucksack cards"), which cannot be fixed or closed adequately

**The following are also prohibited:**

- DIALOGPOST, POSTWURFSPEZIAL, Pressepost and RESPONSEPLUS items that are tube/roll-shaped – i.e., items with a circular or oval cross-section.
- Items without wrapping that do not meet the relevant product-specific access requirements.
- All creative special format mail products, with the exception of DIALOGPOST, DIALOGPOST INTERNATIONAL and POSTWURFSPEZIAL.

**Dangerous goods**

The shipping of dangerous goods such as perfumery products, matches, magnets and medical specimens is subject to special regulations and product restrictions pursuant to the regulations on the transport of hazardous substances and articles.

You can find out more about dangerous goods at:

**[deutschepost.de/gefahrgut-versenden](https://deutschepost.de/gefahrgut-versenden)** and  
**[deutschepost.de/brief-international/downloads](https://deutschepost.de/brief-international/downloads)**

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