

Anatomy of Envelopes

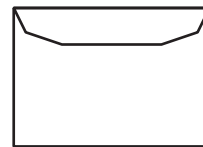
Let's get back to basics and start with these essentials.

Type

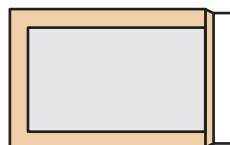
Generally there are two types of envelope: either a wallet or a pocket. All envelopes are variants of these basic types



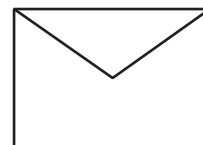
A Pocket
Opening flap is positioned on the short edge



A Wallet
Opening flap is positioned on the long edge



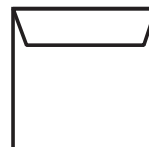
Board Backed
Pocket style envelope with rigid back for document protection



Diamond Flap
Wallet style envelope with triangular shaped flap



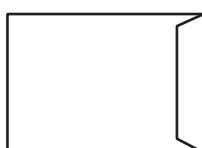
Gusset
Expanding seams along each side, great for bulky items



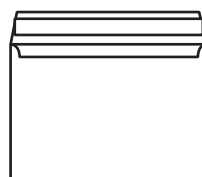
Square
Envelope with sides of equal length

Seal

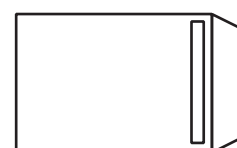
After selecting the type of envelope you want, you can also choose how you'd like your envelope to close.



Gummed Flap
The traditional 'lick and stick' format



Self Seal
With a strip of latex on both top and bottom flaps once the top flap is folded onto the bottom an instant seal is achieved



Super Seal
'Peel and seal' format. Removing the protective strip from the top flap makes this envelope ready to seal

Colour

Stock envelopes are available in a whole host of colours. Generally they fall into the categories given below:



White



Manilla



Coloured



Metallic



Pearlescent

Material

Envelopes can also be grouped together according to the materials they are made from:

Cartridge Envelopes	Standard envelope material
Matt Coated Envelopes	High quality silk smooth finish
Laser Guaranteed Envelopes	Laser machine friendly
Recycled Envelopes	Environmentally friendly
Translucent Envelopes	Partially see through material in a variety of colours
Tyvek Envelopes	Non-tearing material

Each envelope material normally comes in a range of weights referred to in grammes per square metre (gsm). Although weight varies between envelope type and material it generally falls between 90gsm and 115gsm.

Choosing the right weight for your envelope is important to ensure it meets your needs. For example heavier weights are suited to heavy print coverage and high quality/bulky mail outs.

Opaque

This refers to the basic pattern on the inside of an envelope, which fulfils a security function by preventing people from reading matter inside the envelope.

There are a variety of standard industry styles you can choose from. Alternatively for bespoke mailings you can opt for a customised opaque, perhaps featuring your company name or logo.