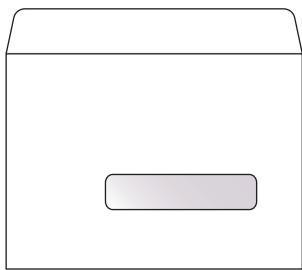


# ENVELOPE BASICS

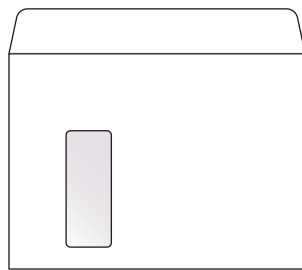
## MEASURING A WINDOW

### WINDOW MEASUREMENTS

- 1 ORIENTATE THE FLAP**  
 Before measuring for window placement, the envelope should be oriented so the flap is at the top *regardless if it's an open side or open end envelope*.
- 2 MEASURE WINDOW PLACEMENT**  
 Window placement is measured first from the left and then from the bottom of the envelope.
- 3 DETERMINE WINDOW SIZE**  
 Dimensions are always listed VERTICAL x HORIZONTAL, and reflect the window opening (versus the dimensions of the window patch). Most windows are horizontal formats.
- 4 IDENTIFY WINDOW ORIENTATION**  
 Horizontal windows are parallel to the bottom flap and the vertical measurement is shorter than the horizontal measurement. Vertical windows are perpendicular to the bottom flap and the vertical measurement is longer than the horizontal measurement. *While the longer vertical measure will help indicate if the window should be vertical, it is good practice to specify when a "vertical" window is requested on an order form.*



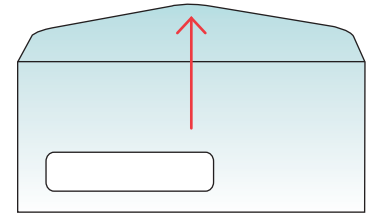
HORIZONTAL WINDOW  
BOOKLET



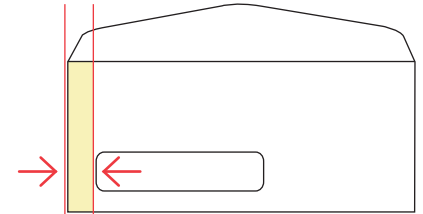
VERTICAL WINDOW  
BOOKLET

**4** Identify WINDOW ORIENTATION

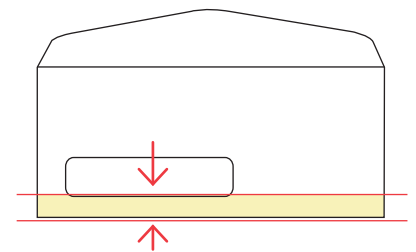
- 5 SPECIFY WINDOW DESIGN**  
 Windows can be specified according to a design request and are available in a variety of shapes and sizes. Windows placed on the back of the envelope typically require additional discussion with your sales representative.



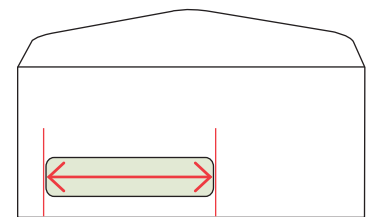
**1** Orientate the FLAP



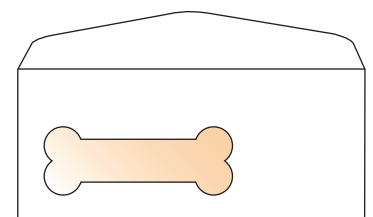
**2** Measure WINDOW PLACEMENT



**3** Determine WINDOW SIZE



**5** Specify WINDOW DESIGN



# ENVELOPE BASICS

## STANDARD ENVELOPE SIZES

Tension produces custom envelopes based on your specific requirements. Some standard envelope sizes are listed below\*:

BUSINESS ENVELOPE	STANDARD SIZE <i>in inches</i>	MAXIMUM ENCLOSURE SIZE <i>in inches</i>
6 1/4	3 1/2 x 6	3 1/4 x 5 3/4
6 3/4	3 5/8 x 6 1/2	3 3/8 x 6 1/4
7	3 3/4 x 6 3/4	3 1/2 x 6 1/2
8 5/8	3 5/8 x 8 5/8	3 3/8 x 8 3/8
9	3 7/8 x 8 7/8	3 5/8 x 8 5/8
10	4 1/8 x 9 1/2	3 7/8 x 9 1/4
11	4 1/2 x 10 3/8	4 1/4 x 10 1/8
12	4 3/4 x 11	4 1/2 x 10 3/4
14	5 x 11 1/2	4 3/4 x 11 1/4

BOOKLET ENVELOPE	STANDARD SIZE <i>in inches</i>	MAXIMUM ENCLOSURE SIZE <i>in inches</i>
6	5 3/4 x 8 7/8	5 1/2 x 8 5/8
6 1/2	6 x 9	5 3/4 x 8 3/4
6 5/8	6 x 9 1/2	5 3/4 x 9 1/4
9	8 3/4 x 11 1/2	8 1/2 x 11 1/4
9 1/2	9 x 12	8 3/4 x 11 3/4
10	9 1/2 x 12 5/8	9 1/4 x 12 3/8

CATALOG ENVELOPE	STANDARD SIZE <i>in inches</i>	MAXIMUM ENCLOSURE SIZE <i>in inches</i>
6 x 9	6 x 9	5 3/4 x 8 3/4
9 x 12	9 x 12	8 3/4 x 11 3/4
10 x 13	10 x 13	9 3/4 x 12 3/4

\* Standard sizes listed for illustrative purposes. We rely on your explicit instructions to deliver accurate, final specifications.



BUSINESS



BUSINESS WINDOW



BOOKLET



BOOKLET WINDOW



CATALOG



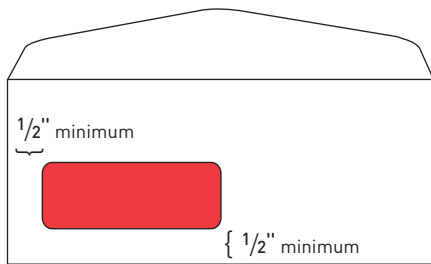
CATALOG WINDOW

# ENVELOPE BASICS

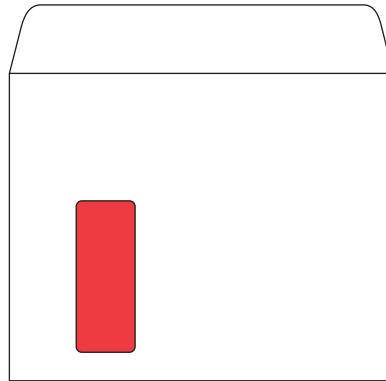
## WINDOWS

Envelope windows can help call out addresses and return addresses through openings in the face of the envelope.

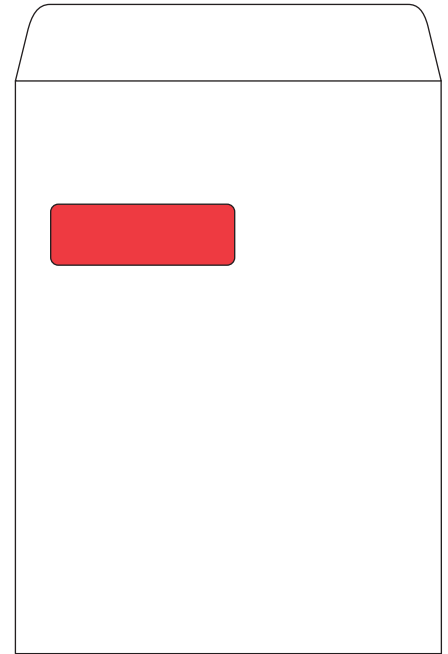
*not actual size*



HORIZONTAL WINDOW on Open Side Envelope



VERTICAL WINDOW on Open Side Envelope



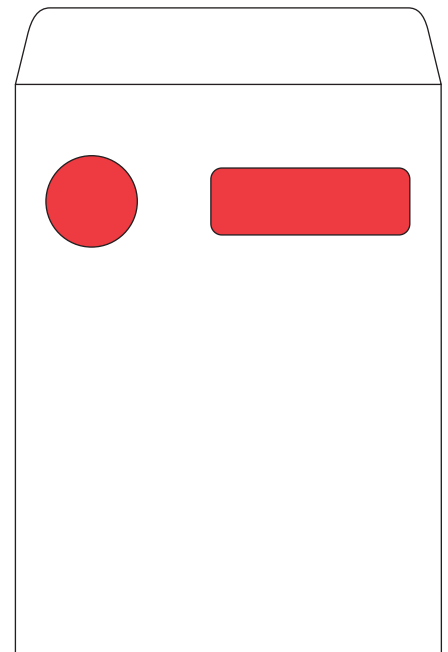
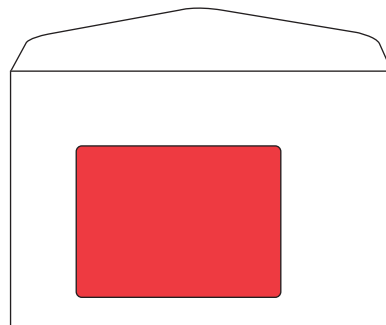
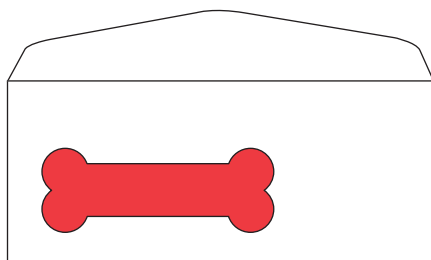
HORIZONTAL WINDOW on Open End Envelope

### CONSTRUCTION

Windows are cut during the folding process, and can be cut in a standard shape or in an attention-grabbing design. At minimum, windows should be placed  $\frac{1}{2}$ " from the side and the bottom to ensure adequate room for the patch adhesive.

### DID YOU KNOW?

*Custom window designs are available in an endless variety of shapes and sizes, and can help engage your mail recipient.*

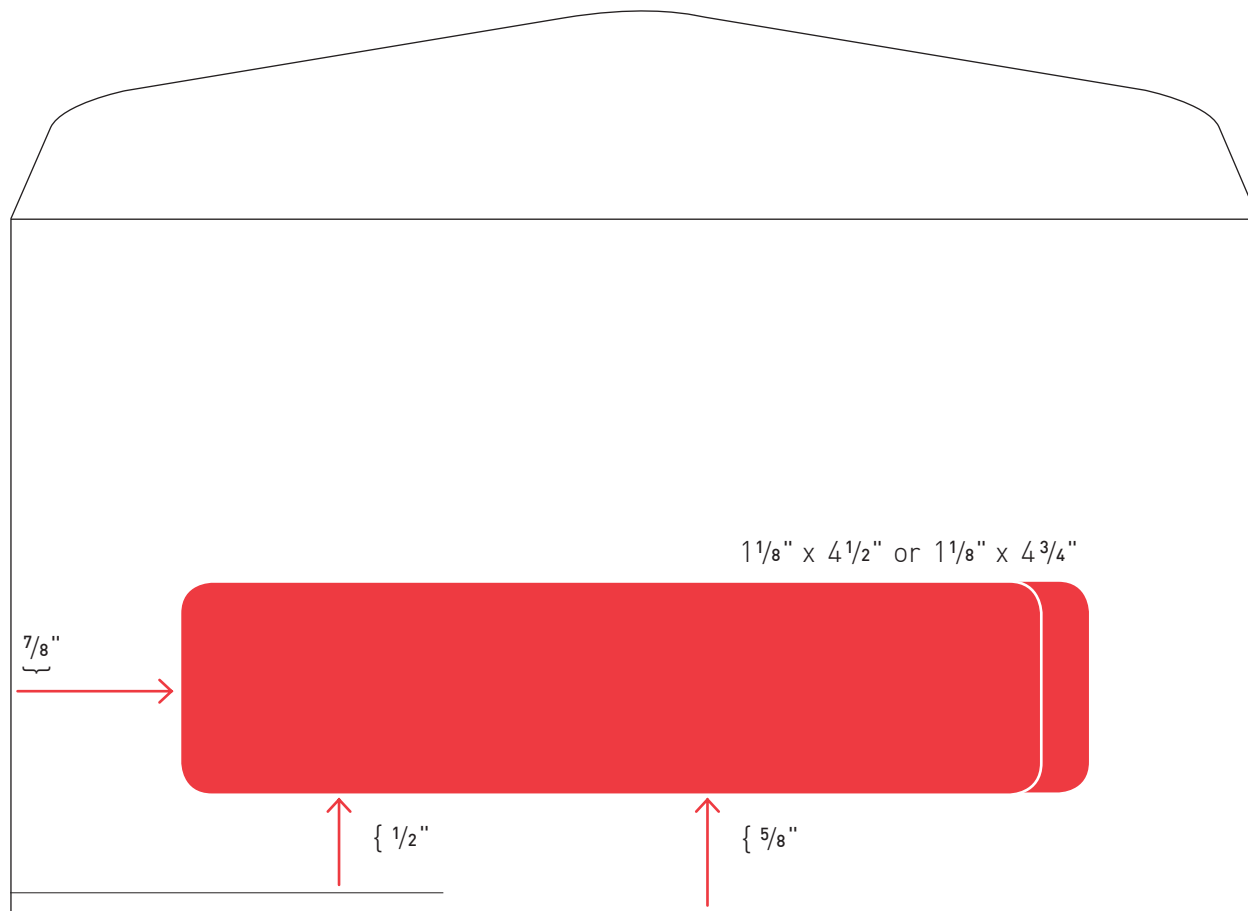


CUSTOM WINDOWS

# ENVELOPE BASICS

## WINDOWS *continued*

### STANDARD WINDOW SIZES



6 3/4 BUSINESS ENVELOPE

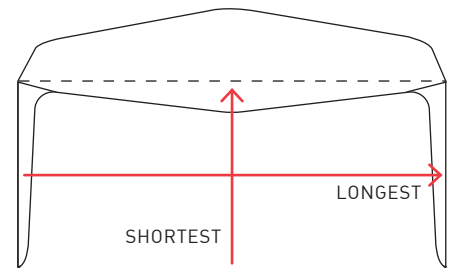
Size 1 1/8" x 4 1/2" or 1 1/8" x 4 3/4" is considered a standard size window. The standard placement is 7/8" from left and 1/2" or 5/8" from bottom.

# ENVELOPE BASICS

## MEASURING

### HOW TO MEASURE AN ENVELOPE CHECKLIST

- ✓ Before measuring an envelope, make sure the envelope is empty in order to yield accurate dimensions.
- ✓ Use a legitimate scale or ruler when measuring.
- ✓ Measure the envelope on a flat surface.
- ✓ Measurements should be captured to the nearest one-sixteenth of an inch.
- ✓ Envelope dimensions are always stated with the shortest measurement listed first.



### ELEMENTS OF AN ENVELOPE

The non-insertable side or FACE of an envelope features areas for potential address windows and return windows. The insertable side of an envelope is known as the BACK.

