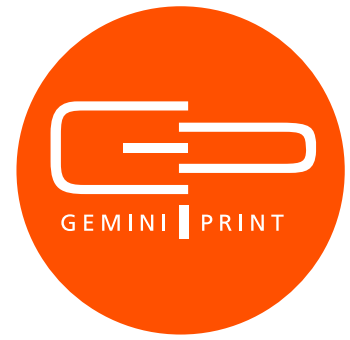


# OCR Specification



This Guide is provided to help with an understanding of what key attributes for the OCR specification are needed so you can create and design Letters which can be posted meeting OCR requirements.

Please check all details in this Quick Guide for each project with the Gemini Print mailing specialist Maxine Cropper [m.cropper@gemini-print.co.uk](mailto:m.cropper@gemini-print.co.uk) or your client services contact.

This QG is split in to three sections:

Sections 1 and 2 apply to all Letters you create and design. In addition, section 3 applies if the Letter has additional design features e.g. perforations.

- **Section 1 – physical design;**
- **Section 2 – machine readability;**
- **Section 3 – additional design features.**

Each section is split in to key criteria groups with associated attributes listed as 'Primary' or 'Secondary'. Primary means we may check your mail upfront as part of our revenue protection process. You will achieve maximum efficiencies and ensure your Letters are delivered in their intended condition if all elements of the specification are achieved. You will only need to refer to sections 1 and 2 for the design and production of Letters typically sent via OCR. The 'Impact' column determines the operational impact on our automation if the attribute is not achieved and this is relevant to any corrective action which may be applied.

## 1. Physical design

### 1.1. Letter format:

- Letter format only;
- Max 240mm x 165mm;
- Min 140mm x 110mm (*for Letters posted via Access*);
- Min 140mm x 90mm (*for Letters posted via Retail*);
- Maximum 100g;

- Max 5mm thick;
- Min 0.25mm thick;
- Rectangular (landscape only) or square:
  - a. all 4 sides to be 90 degrees;
  - b. all edges to be straight.

## **1.2. Letter material + design:**

- Constructed of paper;
- Delivery Address Block positioned within specified area;
- Display an approved Indicum/ Indicia of the correct size and positioning (Retail require the correct service also);
- Clear zones for Royal Mail route + tag codes;
- The Letter must be able to bend so it is capable of being transported round the arc of pullys;
- Lateral movement does not exceed the current specification.
- Opacity of  $\geq 85\%$  for envelope paper;
- Porosity of 700ml/minute;
- Print contrast ratio for addresses printed on envelopes  $\geq 50\%$ ;
- Print contrast ratio for addresses printed on an insert  $\geq 55\%$ ;
- No metal content (small staples or paperclips accepted);
- Window(s) on one side must not exceed 50% of the Letter;
- Absorbency of 15-35gsm of water per minute;
- Gloss value of the window material  $\leq 150$  when measured at  $60^\circ$  (ASTM 2457);
- Window haze  $\leq 75\%$  when measured ASTM D1003-00;
- Window to be constructed of film (open apertures not allowed);
- All 4 sides must be sealed;
- Paper weight (minimum):
  - I. envelope 70gsm;
  - II. Postcard 200gsm.
- Pale or pastel colours;
- Inserts other than paper are glued to the main insert so they don't move around;

- There are no more than 2 windows on the front of the Letter. The second window must not contain text that looks like an address;
- Background reflectance on which the address is printed to be 35% in the red region (600nm) – measure by spectral reflectometer;
- Reflective difference of  $\geq 30\%$ ;
- Window material is robust and securely fixed;
- Flap sealed 25mmx35mm when presented in bags;
- Flap sealed 35mmx35mm when presented in trays.

## 2. Machine readability

### 2.1 Address content and positioning:

- At least 90% (95%) accurate to PAF®;
- The Delivery Address Block is to be positioned 15mm from the top, left and right edge and 18mm from the bottom edge;
- Minimum 5mm clear zone around the geographic address and company name when included and to remain visible and be legible at all times;
- The Postcode must be in capitals and on the last line of the address;
- No blank lines within the Delivery Address Block;
- Max skew 5° of the Delivery Address Block.
- Only one Delivery Address Block on the front on the Letter;
- Country name excluded;
- Addressee details to remain visible at all times;
- The number of characters in each line (including spaces) does not exceed 64;
- Punctuation corresponds with PAF®;
- Any Mailer Defined Information (MDI) is included as part of the Delivery Address Block.

### 2.2 Address formatting:

- One or two character spaces between the outward and inward part of the Postcode;
- The whole of the address is in the same type face and font size (between 10-12pt);
- Fonts must not be:
  - I. *italic*;
  - II. **handwritten**;
  - III. **bold**;

- Spacing between individual words is < 5mm;
- Each element of the address on a separate line;
- Left Justified.
- Even spaces between each line of the address and individual characters;
- Use one of the recommended fonts listed in the User Guide;
- The address in is title case.

## **2.3 Return address:**

- A UK return address;
- Matches PAF®;
- It is identified as a return address, e.g. precede it with the words 'return address.'
- It is positioned on the:
  - Back of the Letter;
  - At the top;
  - Left justified;
  - Lucida Console or Letter Gothic fonts of 10-12pt;
  - Preceded by the words return address;
  - In a central area 40mm x 40mm.
- If positioned on the front then the same as above with the exception of positioning where it must be in an area no lower than 40mm from the top and no less than 75mm from the right hand edge.

## **3. Additional design features:**

### **3.1 Zip Tie perforations:**

- Be die cut;
- On the back of the Letter;
- Located on a flap  $\leq 40$ mm wide;
- Located  $\geq 9$ mm from the edge of the flap.
- Glue to be cured and to remain inside the Letter;
- Paper weight  $\geq 150$ gsm;
- One zip tie on the Letter;
- Tear in relation to Indicium/Indicia;

- Cuts and bridges to be of uniform size;
- Peel adhesion strength of glue to be  $\geq 4.5\text{N}$ .

### **3.2 Roulette perforations:**

- Be die cut;
- Perforations to be on max of 3 sides with one being the longest side;
- Longer perforation to 'fit within' the shorter perforations – i.e. H;
- Perforations are inset 12mm ( $\pm 1\text{mm}$ ) from the edge of the Letter.
- Glue to be cured and to remain inside the Letter;
- Paper weight  $\geq 100\text{gsm}$ ;
- Perforations on any short side to be inset at 1.3- 2mm and a bridge of  $\geq 0.8\text{mm}$ ;
- Perforation on any long side to be inset 0.5-1.4mm and a bridge of  $\geq 0.4\text{mm}$ ;
- Cuts and bridges to be of uniform size;
- Short side perforations to extend from the envelope edge;
- Perforations not to go over the Indicium/Indicia;
- Perforated edges must be sealed;
- Peel adhesion strength of glue to be  $\geq 4.5\text{N}$ .

### **3.3 Pressure seal:**

- Be die cut;
- Letter is produced from a single sheet of paper;
- Perforations to be on both short sides.
- DL design must be  $\geq 100\text{gsm}$  (3ply);
- C5 design must be  $\geq 150\text{gsm}$  (2ply);
- Landscape orientation;
- Any roulette tear to be on the back;
- One roulette tear;
- Perforations to be set at 1.3- 2mm and a bridge of  $\geq 0.8\text{mm}$ ;
- Cuts and bridges to be of uniform size;
- Short side perforations to extend from the envelope edge;
- Perforations not to go over the Indicium/Indicia;
- Perforated edges must be sealed;

- Peel adhesion strength of glue to be  $\geq 4.5\text{N}$ ;
- Cuts to be rectangular and have a width of  $\leq 0.1\text{mm}$ ;
- Located  $>10\text{mm}$  from the long edge and  $>10\text{mm}$  wide;
- Cut must be  $<3.3\text{mm}$  and a bridge of  $>0.6\text{mm}$ ;
- Long perforated edge may extend on to the short perforated edge;
- Sealing adhesive to be  $<80$  microns thick;
- Glue to be cured and to remain inside the Letter.

### **3.4 Windows on front and back:**

- Window on the back:
  - I. Be circular;
  - II. A diameter of  $\leq 48\text{mm}$ ;
  - III. Perimeter of the window be  $31\text{mm}$  ( $\pm 2\text{mm}$ ) from the bottom and centred
- Paper inserts only;
- Window on the front must be rectangular, and be positioned  $18\text{mm}$  from the bottom edge and each and side.
- Min length  $212\text{mm}$ ;
- Min height  $110\text{mm}$
- Max length  $240\text{mm}$ ;
- Max thickness  $1\text{mm}$ ;
- Only one window on each side;
- Max weight  $20\text{g}$ .