

Create High Value Direct Mail with Shape-Cut Envelopes by **NextPage**[®]



To do list.

- Check account*
- Deposit check*
- Pay bills*

**The Envelope is your first impression.
It shouldn't be an afterthought.**

John Smith
1234 Main Street
Anytown, MO 64116



Click Here to Order your
FREE Shape-Cut Sample Kit

INTRODUCTION



Create High Value Direct Mail with Shape-Cut Envelopes by NextPage

As a marketer, you need to get your message noticed – especially when sending direct mail. NextPage can help. NextPage is pleased to offer a fantastic opportunity to direct mail marketers with the introduction of “Shape-Cut” envelopes. These unique envelopes engage your target consumer and get your envelope opened.

The following pages provide an overview of what’s involved in using these appealing envelopes in your next campaign.

- Frequently Asked Questions
- Budget Pricing
- Understanding the Process / How to Order
- Where to Obtain Layout Templates
- What’s Involved in Creating a Custom Shape

FAQs

Shape-Cut Envelopes: Frequently Asked Questions

What is a “Shape-Cut” envelope?

A Shape-Cut envelope is a standard business envelope with an extended unconventional and eye-catching shape on the left side of the face of the envelope.

Why are these “Shape-Cut” envelopes from NextPage something special?

The mailing guidelines from the U.S. Postal Service instruct mailers to use only square cut envelopes – that is, the corners are at right angles. We work with the Postal Service to add dimension to the envelope for better engagement with the recipient while also keeping postage costs at lower automation rates.

What does it take to manufacture Shape-Cut envelopes?

NextPage has invested in advanced technology that allows us to print flat sheets and then individually die cut, apply window film if needed, fold, glue, and apply the remoistening glue to the sheet. In the traditional envelope converting process the dies and setup required to create a special envelope are very expensive. The innovators at NextPage have made the process fast and efficient, drastically lowering the cost for this high value embellishment.

Can Shape-Cut envelopes be machine inserted and mailed?

Yes. NextPage has installed and configured high-speed inserters to facilitate automated mail handling for these engaging envelopes. Envelopes manufactured by NextPage are guaranteed to run efficiently on NextPage’s inserting systems.

Can I make the printed piece the same shape as the envelope for a double wow?

Yes. NextPage’s expansive equipment mix and capabilities mean that we can create just about anything all within the walls of our plant. We can help you produce your direct mail package efficiently and cost-effectively.

What kinds of shapes are available?

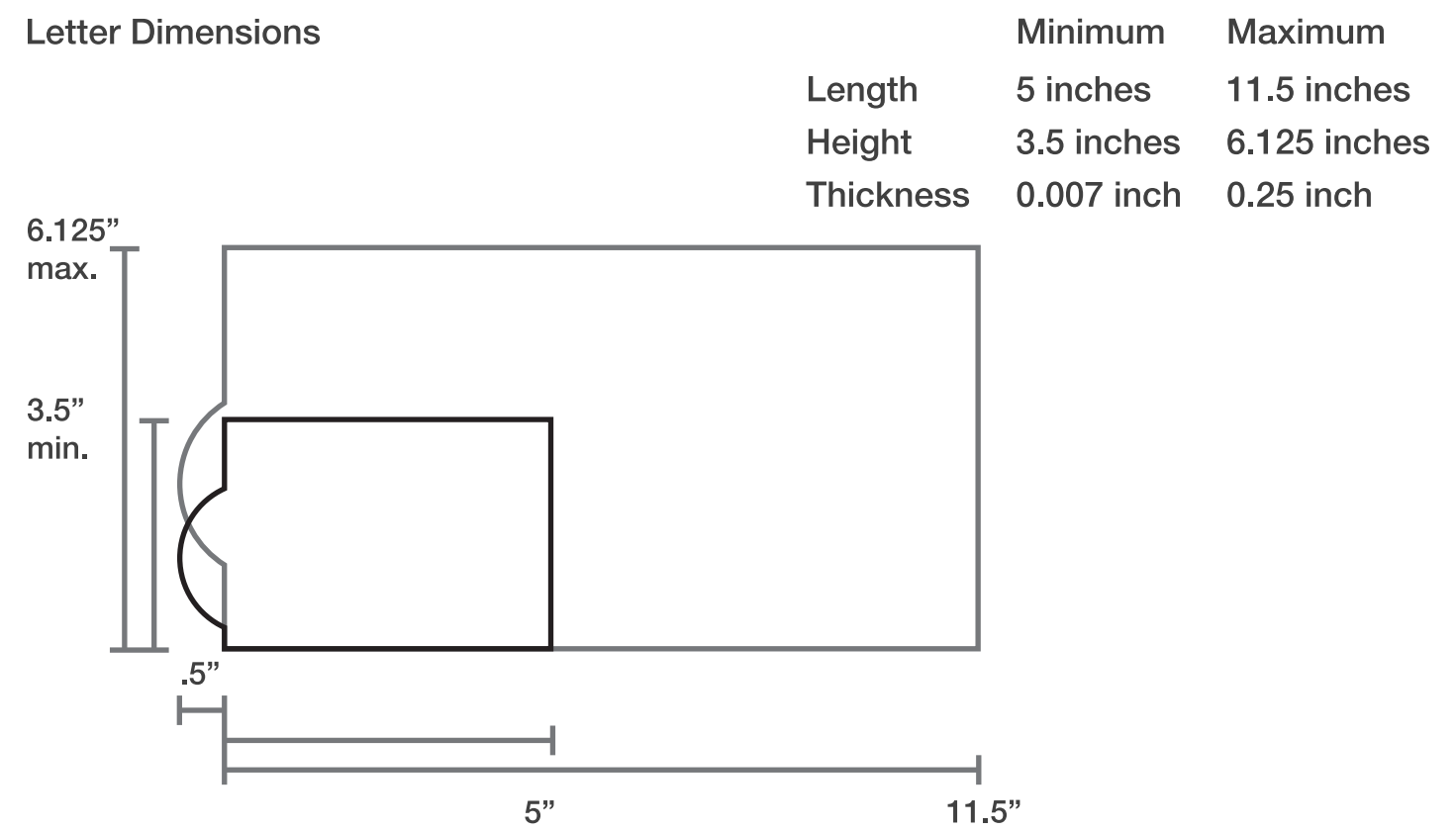
We have secured 6 approved shapes with the US Postal Service thus far and are working to obtain approval for additional shapes. Be sure to check gonextpage.com/ShapeCutEnvelopes for approved shapes and updated information.

Can the #9 reply envelope going into the mailing envelope be the same shape just smaller?

Yes, but it’s not a good use of your marketing budget. Remember that the goal with Shape-Cut envelopes is to engage your recipient. The goal of the reply is to provide a courtesy vehicle for returning payment or donations.

What are the max dimensions for the “extended area”?

From a manufacturing perspective, the extended area can be significant. To meet the requirements of the U.S. Postal Service and receive letter rate automation discounted postage rates we work to keep the overall envelope within the appropriate size and *aspect ratio* guidelines, set by the U.S. Postal Service as provided in the Domestic Mail Manual.



To determine the *aspect ratio*, simply take the length of the mail piece divided by the height. In order to meet the automation guidelines set by the USPS, that number must be between 1.3 and 2.5 to qualify in this element.

That means for an envelope similar to #10, the total size can be 10 5/16” x 4 1/8”, and for a larger overall envelope, you can go as large as 11 1/2” x 6 1/8” and still mail at the letter rates for postage.

Can the “extended area” bleed? Can both sides of the “extended area” be printed?

Yes. Shape-Cut envelopes allow extensive design freedom. The NextPage system ensures that your design can bleed not just on the extended shape, but also on all edges of the envelope as well as the front, back, and even the flap.

Does it work for window and closed-face?

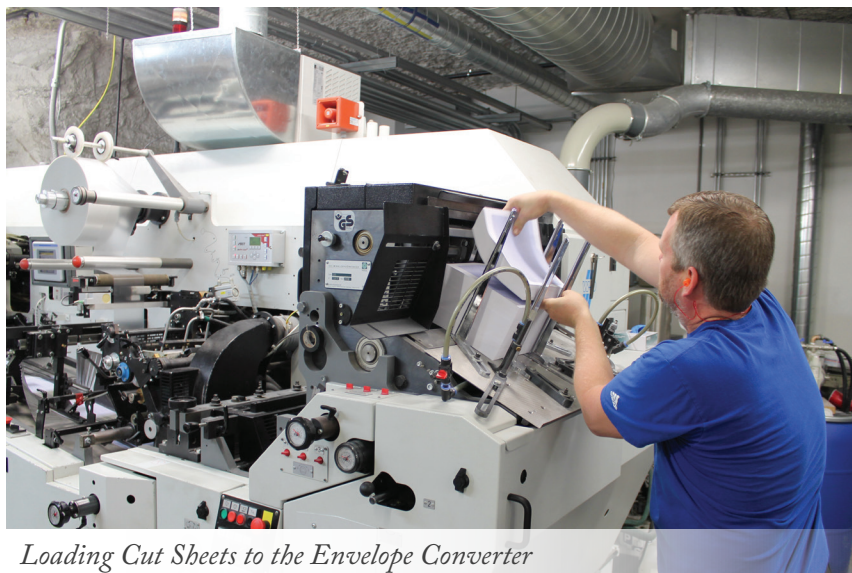
Yes. NextPage produces both closed face and window envelopes to meet the needs of every mail campaign.

What different sizes of envelopes can be produced with “extended area”?

NextPage has secured approval for 6 shapes thus far, but more shapes are in development and testing. If you believe a custom brand shape is in order for your organization, do not hesitate to contact us. Ideally, to maximize your marketing budget based on letter rate postage we suggest you stay within the size guidelines of the U.S. Postal Service.

Are there paper options in terms of weights and gloss?

Yes, numerous paper options are available for Shape-Cut envelopes. We have produced envelopes using coated or glossy sheets as well as uncoated sheets. Paper weights up to 100# text work best on the high-speed equipment for both envelope converting AND for high-speed inserting. If we can find the exact paper you want, whether it is red, white, or lime green, we can produce your envelope.



Loading Cut Sheets to the Envelope Converter

Does it cost extra to mail these types of envelopes in terms of postage?

No. With proper planning these envelopes can mail at either First Class or Marketing Mail Automation rates.

Do these envelopes cost more to produce?

Producing these envelopes can cost a little more. The key is proper planning and budgeting. Simply work with your NextPage Account Team to manage your budget effectively.

How long does it take to make them?

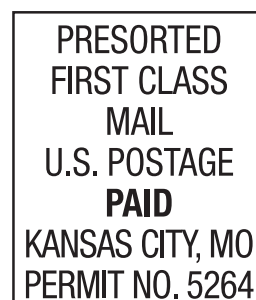
We recommend you allow 3-4 weeks for manufacturing your Shape-Cut envelopes. While we can meet virtually any timeline you need, to effectively use your budget, allow enough time for proper planning and efficient production.

Can I still get my usual postage discounts? Are they approved by the USPS?

Yes. We work closely with the U.S. Postal Service so that you can maximize your postage discounts and receive automation rates when you use a pre-approved shape.

Can I still mail with my indicia?

Yes. Using your own mailing permit is as easy as including your indicia on your artwork. We can also mail using meter imprint or live postage stamps.



Will it take longer to go through the mail system and reach my client?

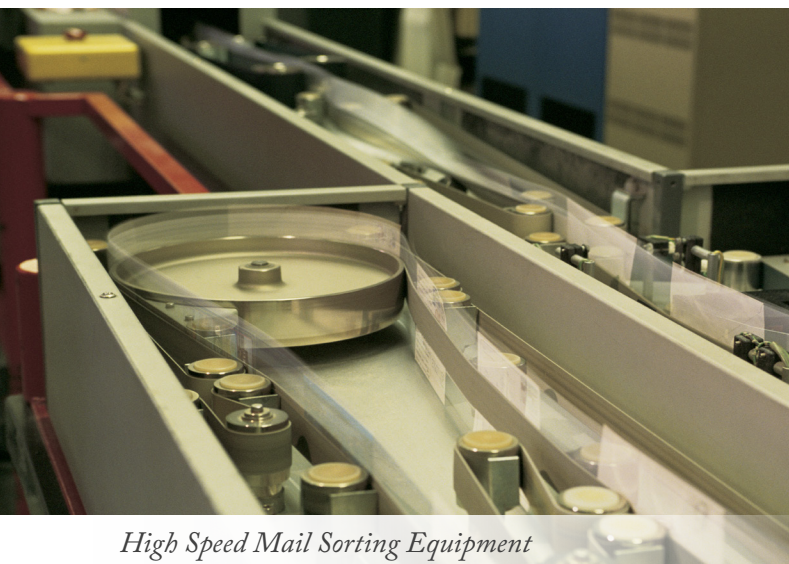
We work closely with the U.S. Postal Service to meet all of their requirements in order to limit the risk of delays in the timing of your mail delivery.

Can I have any shape I want?

Maybe. If your budget and brand dictates a custom shape, we will work with you and the U.S. Postal Service to create and test a brand specific shape. Speak with your NextPage Account Team for details.

Can the shape be anywhere on the envelope? (either side, top or bottom or combination)

No. The key to the delivery of your mail is to ensure that your mail will travel through the U.S. Postal Service's high-speed sorters. The Shape-Cut should always be on the left edge when looking at the recipient address side of your envelope. The shape cannot extend above or below the top or bottom fold of the envelope. We work with the Postal Service to avoid shapes that might cause jams in the high-speed sorting equipment.



High Speed Mail Sorting Equipment

How will these envelopes fare when running through USPS machinery? Will processing damage the custom element?

In order to qualify for automation rates, we work closely with the U.S. Postal Service to test the envelopes through their high-speed sorting machines. Testing involves running an actual mailing through their high-speed sorters and monitoring the mail as it travels through the system. Test mailings have fared very well through the mail stream.

Can you imprint on preprinted envelopes?

Yes, we can imprint on preprinted/converted envelopes. As you can see in the image below, we can easily print a specific message/call-to-action on the yellow note, or anywhere on the envelope. If your campaign has the need for an even more personalized touch, we can imprint variable data on these envelopes as well. Imagine a personalized call-to-action on that yellow note! You are certain to get the needed attention to your mail piece with this level of unique communication!



BUDGET

Budget Pricing

Every marketer is forced to do more with less and maximize return on every penny spent. NextPage knows that marketers must balance expense and response in order to create effective direct mail. Since the biggest expense in direct mail is the postage, our first goal is to ensure that your total mailing can receive the least costly postage rate. The U.S. Postal Service sees the value in a properly designed Shape-Cut envelope and has made allowances for its use as long as the envelope can run through their high-speed sorting machines. NextPage has achieved that goal.

Assuming you are producing full color envelopes, Shape-Cut envelopes run as little as \$65 per 1,000 on 100,000 uncoated closed faced envelopes and can be as high as \$536 per 1,000 on 5,000 glossy window envelopes. The primary focus for your organization is to determine an appropriate strategy for the use of these high value direct mail tools.

If your organization believes that Shape-Cut envelopes can be a key piece of your direct mail strategy, please reach out to discuss a plan to optimize your budget.



HOW-TO

Understanding the Process: How to Order

The first step in ordering a Shape-Cut envelope for your direct mail campaign is to contact your NextPage Account Team at 816-459-8404. They will arrange for you to speak with a product specialist who will walk you through the entire process.



1. Plan

Meet with the NextPage team to ensure your entire campaign budget and timeline is in order. Obtain the preapproved files at gonextpage.com/ShapeCutEnvelopes.



2. Design

Present your initial graphic design concept(s) to NextPage for review before final internal approval. This will ensure that we catch any issues early in the process.



3. Approve

Provide the NextPage Team with the final layout files. NextPage preflights your layout files and provides appropriate proofs.



4. Produce

NextPage prints the flat sheets using our state-of-the-art print production presses. NextPage then converts your envelopes from flat sheets to the finished format.



5. Mail

NextPage produces the rest of your material and your mailing is executed without a hitch.



6. Analyze

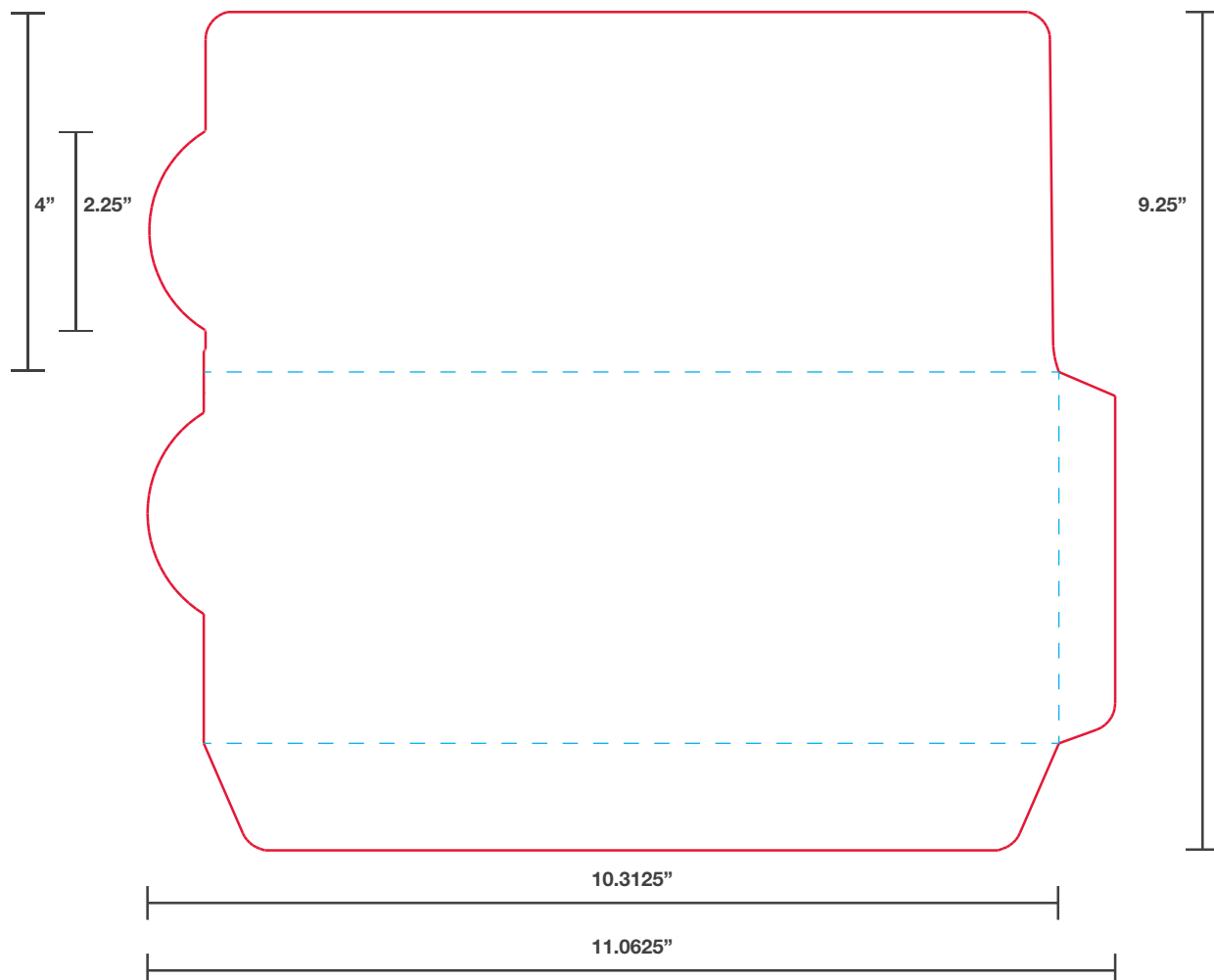
Analyze the campaign results.

DESIGN

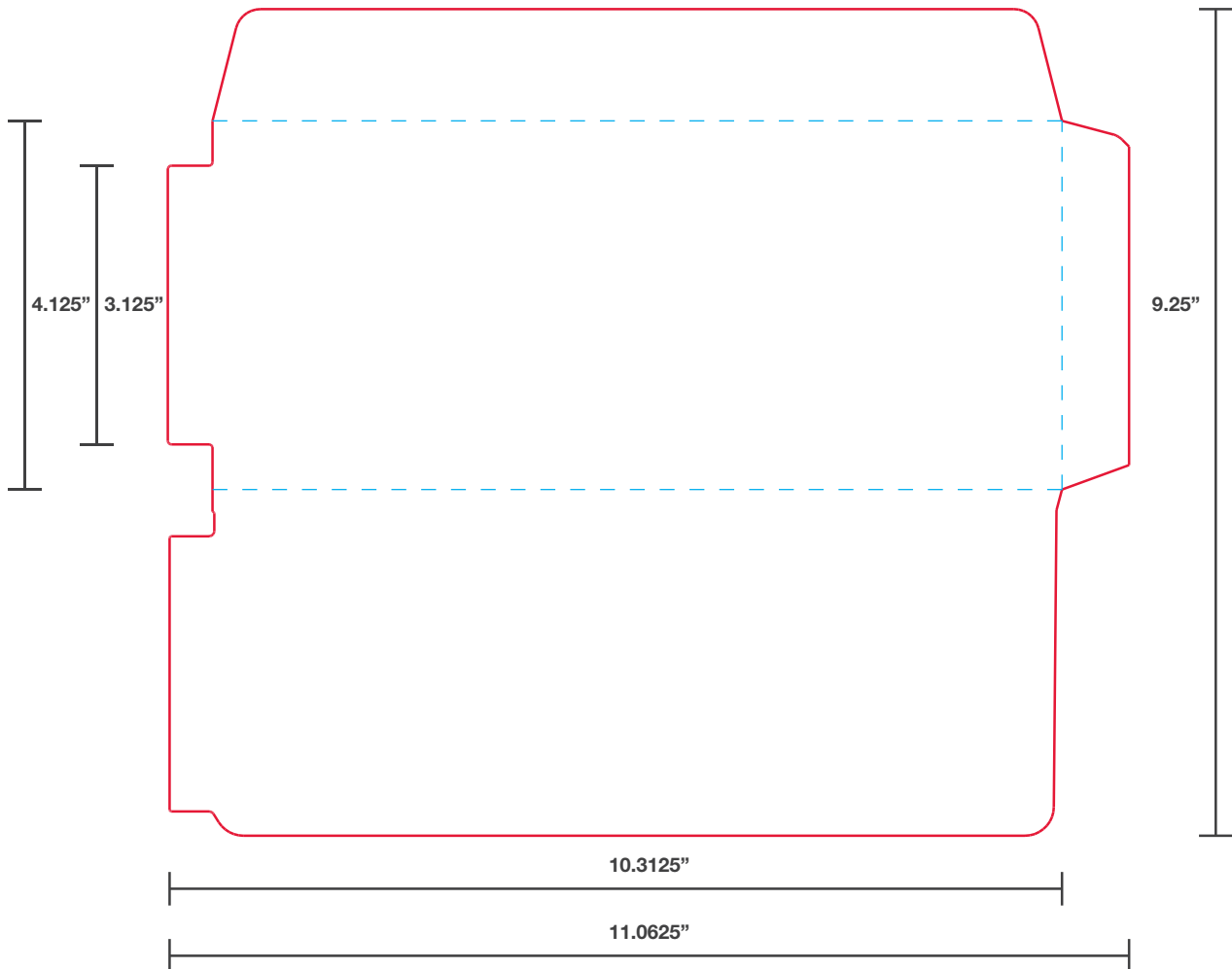
Where to Obtain Layout Templates

Layout templates are found at gonextpage.com/ShapeCutEnvelopes.

Shape Cut Round



Shape Cut Square



CUSTOM

What's Involved in Creating a Custom Shape?

If you can dream it, NextPage can produce it. The challenge is to ensure we can produce it effectively AND the U.S. Postal Service can deliver it efficiently.

The first step in creating a brand specific custom shape is to meet with your NextPage Account Team. We will talk through your vision and help you understand the process more deeply.

The custom shape process involves starting with a concept drawing and review of your desired shape. Our team then creates a die line and mock up. We work with the U.S. Postal Service to review the shape for any possible challenges in either manufacturing or in delivery through the mail stream.

From that point, we finalize a budget for the initial test and ultimate rollout. Once your organization has approved the budget we will create a small sample mailing of approximately 1,500 pieces. This mailing will go through the U.S. Postal Service with analysis happening throughout the process.

This test mailing may not be eligible for automation discounts and may have an additional surcharge. However, once approved for automation rates, all future mailings using that shape will be available for automation discounts.

The entire custom shape process can take up to 16 weeks for manufacturing, test mailing, and approval by the U.S. Postal Service.

NextPage manages the entire process on your behalf and provides regularly planned updates. Speak with your NextPage Account Team and schedule a meeting with a Shape-Cut Product Specialist.

Like what you see?
Click here to get the
physical Shape-Cut
Sample Kit mailed to you!



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