



YM GROUP TIPS FOR SWITCHING FROM POLY TO PAPER WRAP

- No carrier sheet necessary
- If you use the RM Advertising Mail service and switch to paper, there are further postal discounts opportunities available for you

Check out the criteria for:

- Sustainable Advertising Mail discounts
 - Entry Level
 - Intermediate Level
- Mailmark discounts for machine-readable mail (bar code)

Please note:

- **Currently there are no Sustainable Mail discounts with Publishing Mail. However, Mailmark discounts are available with Publishing Mail**
- Trays discounts – your carrier may share discounts that they receive if you switch from bags to trays with paper wrap packs
- Plain white paper wrap is an economical, easy switch to paper wrap. The main delivery details are then just ink jetted in black on the mailing line
- Remember the flat size of the paper mailing pack still needs to fall within the maximum RM size categories

For example:

Category - Large Letter, Machine readable:

Maximum size is 345 x 245 x 10mm

- Paper wrap can be different types of paper, plain and printed. Discuss which is the most secure option for your pack
- Paper wrap can be printed litho or digital, depending on the amount of personalisation required or format of product
 - Watch your ink coverage on the design of your paper wrap if printing digitally as digital ink is expensive
 - Special colours and coatings may be applied to your paper wrap
- Your mailing provider may have their own postal rates to share with you
- Multiple inserts and onserts for extra revenue can be included in the pack. Check the maximum number with your mailing provider
- If you find a printer that can also paper wrap, you will save the delivery costs of your books to a mailing house and the carbon footprint
- Think about using paper wrap with regional/third party advertising for extra revenue. For example, the back cover of the wrap could be a full page, colour advert

Royal Mail technical guides can be found at:

https://www.royalmailtechnical.com/products_guides.cfm

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