

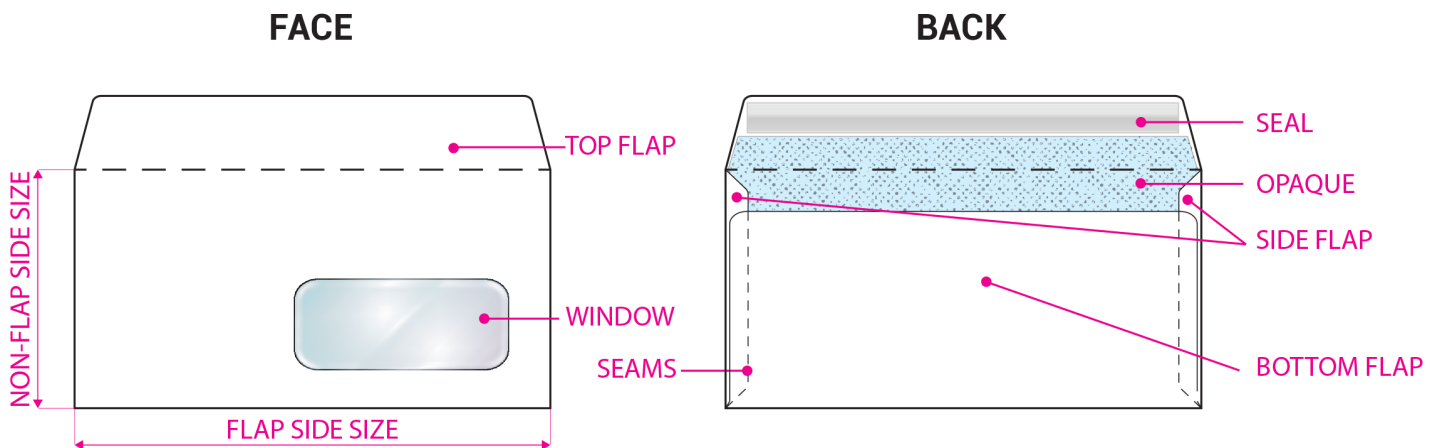
## ENVELOPES ANALYSED (1) - BASIC ANATOMY

Had you ever needed to know something more about old-fashioned packaging such as an envelope? You would probably be surprised at how many different terms are actually used in a connection with one.

An Envelope, as you know it today, has evidently evolved greatly from its original Babylonian baked clay form - clay would be folded over the original message, crimped together and baked.

When you start searching for the very right envelope for your message, you realise how many different choices you have in terms of size, colour, format, material (let's keep clay in pottery, shall we?) and the rest.

Hence for our first blog let's start with the most common and basic terms so that you won't feel lost.



**FACE & BACK** - these terms are mainly used in the printing industry to determine which side of envelope customer wants to print on.

**FACE** - usually a seamless side where you would put the recipient's address and a stamp. It can also have a window to allow the content to show through

**BACK** - a side where the envelope flaps meet and overlap to form and seal the envelope

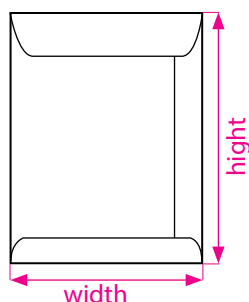
**FLAPS** - those parts of an envelope which are folded, overlapped and sealed to wrap the content. A traditional envelope consists of two side flaps, a top and a bottom flap. The way they overlap determines the type of seams.

**SEAMS** - places where the envelope edges come close and overlap (different seam types we will discuss later - in our next issue)

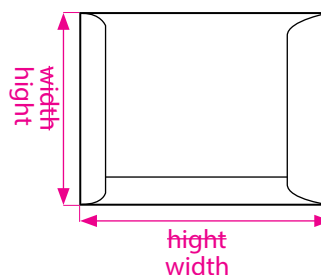
**OPAQUE** - the interior security wash printed inside an envelope that doesn't allow the content to be viewed from outside and so adding extra security

**SEAL** - the way an envelope is closed and secured (different types of seal we will discuss later as well - in our next issue)

If I asked you to show me what is the height and what is the width of an envelope, you would more likely mark it this way:



But what if you turn the envelope this way?  
opsss

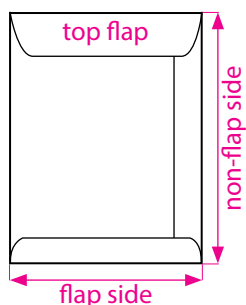


To avoid confusion we decided to use more specific phrases to define the common terms such width and height.

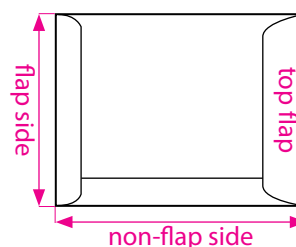
**FLAP SIDE SIZE** - is the size of the envelope edge where the top flap is located

**NON-FLAP SIDE SIZE** - is the size of the envelope edge where is **not** the top flap

Now the diagram looks like this:



..no matter how you turn the envelope, the flap and non-flap side will remain the same

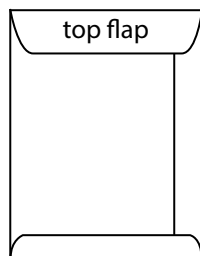


Another very common term you will find on our website is the **FORMAT** of the envelope - wallet or pocket. So what are we really talking about?

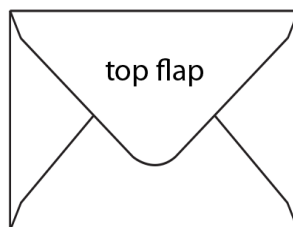
**WALLET** - is an envelope with a top flap (or opening flap) on the long edge

**POCKET** - is an envelope with a top flap (or opening flap) on the short edge

**POCKET**



**WALLET**



When talking about size of an envelope, it is pretty much straight forward with only two dimensions, especially now when you understand how we call different sides of an envelope. The rule to remember is that the dimensions are measured with the top flap closed. (some envelopes are supplied with a top flap open)

However, let us take you there and beyond in our next issue.



**Simply Envelopes**  
for all your postal packaging needs

+44 (0)1628 810000

sales@simply-envelopes.co.uk