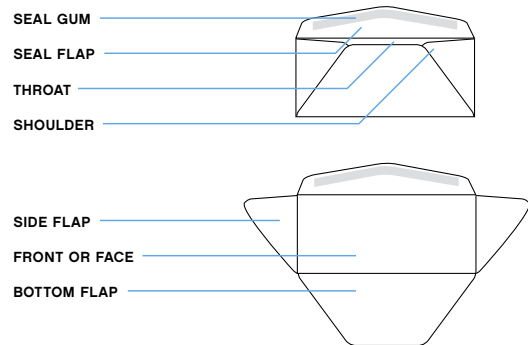
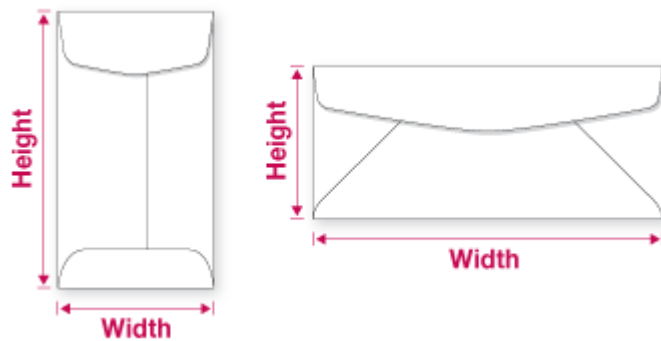


HOW TO MEASURE ENVELOPES

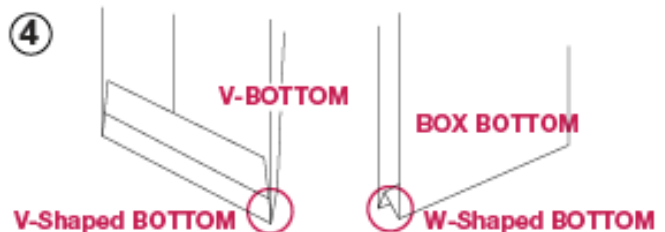
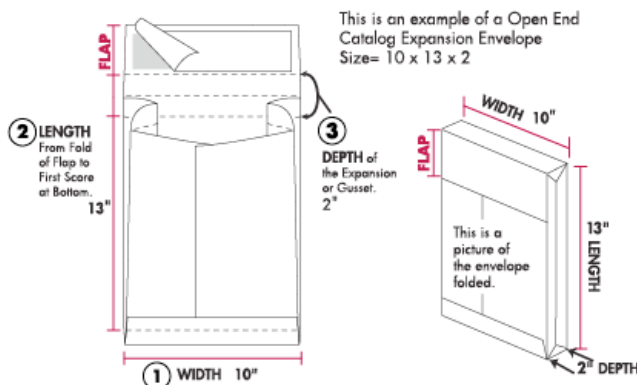


Measuring envelopes is a simple but important process. The way you state the size dictates the type of envelope you will receive, i.e. pocket or wallet. Always measure the depth of the envelope first, from the bottom of the envelope to the base of the flap. Then secondly measure the envelopes width.

- Always measure an envelope with the flap side up
- Envelope size is always stated in inches with the shortest dimension first
- The overall size is measured from the top fold to the bottom fold and from one side fold to the other
- Flap width is measured from the top fold score line to the tip of the flap
- Seal gum is measured from the top of the seal flap to where the gum line stops
- Throat depth is measured from the top fold score line to the lowest point on the bottom flap
- Side flap is measured from the side fold to the farthest point at the envelope center

MEASURING EXPANSION ENVELOPES

- First determine the "width" of the envelope. The width is always the shorter measurement. When an envelop opens on the shortest side it is called a catalog envelope or an open end envelope.
- Second, determine the "length" of the envelope. The length is always the longer measurement without including the flap. When an envelope opens on the longest side it is called a booklet envelope or open side envelope.
- Third, determine the "depth" of the expansion. That is the thickness that the envelope expands to. This is sometimes referred to as the Gusset.
- Fourth, determine the envelopes "bottom" shape. V-Bottom or W-Bottom (box bottom).



MEASURING WINDOW POSITION

Window size is always specified as height times width regardless of orientation. Window positions are always measured by their distance from the left edge of the envelope and the distance from the bottom (the flap is the "top" of the envelope).

