

Postage Paid Impressions

Normal post must have a postage stamp, a franking machine impression or a pre-printed postmark.

Applying stamps to envelopes can make a mailing look far more personal and may significantly increase the response rate but it is a comparatively slow process so it is therefore a fairly expensive option.

For bulk mailing an alternative is to print a Postage Paid Impression (PPI) onto the front of the envelope. This indicates the service required (1, 2 or M (for Mailsort 3), and includes the licence-holder's number to indicate that postage has been paid on account. Licences owned by Mailing Houses normally incorporate a geographic reference. For example, Able Types' PPI number is OXFORD 512.

There are two different designs (square or rectangular) for each of the three services.

Any practical colour may be used but it should contrast strongly with the background.

The PPI must always appear in the top right hand corner of the item and the top and right hand limits must be no more than 20mm from the edges.

There is no intrinsic cost associated with envelopes printed with a PPI. No postage has been paid until the envelopes have been filled, handed over to Royal Mail and a Postage Docket for the mailing completed.

If you do not have, or do not wish to have your own licence number then you may use Able Types' licence.