

YM GROUP SWITCHING FROM POLY TO PAPER WRAP

Tip 1 No carrier sheet necessary

Tip 2 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

Tip 3 Trays discounts – your carrier may share discounts that they receive if you switch from bags to trays with paper wrap packs

Tip 4 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

Tip 5 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

Tip 6 Paper wrap can be different types of paper, plain and printed. Discuss which is the most suitable option for your pack

Tip 7 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 can be expensive. Special colours and coatings may be applied to your paper wrap

Tip 8 Your mailing provider may have their own postal rates to share with you

Tip 9 Multiple inserts and onserts for extra revenue can be included in the pack. Check the maximum number with your mailing provider

Tip 10 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

Tip 11 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

Tip 12 Paper wrap is a different type of paper to your main book. Therefore, if you repeat an image from the book, the colour result may be different

For more information please contact your representative or enquiries@ymgroup.co.uk

