



2 Hardman Drive
Bloomington, IL 61701
p: 877.233.2731
f: 630.213.3936
www.zellmark.com

ZELLMARK'S TOP 10 TIPS FOR SMOOTH PRINT PRODUCTION



10. PAPER

Choosing the right paper is essential to a successful direct mail piece. Remember that various shades of white paper can vary widely and it is important to specify the same paper across multiple pieces of collateral in a series. When selecting paper for your printed materials, keep in mind how well it will match any existing materials you may already have printed, such as business cards or letterhead.

9. GLOSS

While spot varnish and gloss can bring added texture to your piece and help it stand out, every type of gloss — whether aqueous, glossy, or matte — has a different effect. Consider how it will impact your piece and whether or not it helps you achieve your desired goals. It is also important to take into account that no varnish or gloss can be used in a variable print field.

8. COLOR

Instead of using the usual 4-color print process, try adding a 5th PMS color to nail your corporate logo color.

7. SEAL

Consider what kind of seal you will need for your self-mailer, depending on its size as well as the type and number of folds. If you are doing an international mailing, remember that all open ends must be wafer-sealed, and that the guidelines differ for domestic mailings.

6. PERFORATIONS

There are multiple, varied options for what kinds of perforations you can choose, depending on how obviously you want them to stand out, if at all.

5. FOLDS

Folds can greatly enhance or detract from the overall appearance of your piece, so it is important to choose carefully. Folds come in a wide variety of styles, from your standard fold to a channel score style that appears flatter and is used mainly for high-end collateral pieces.

4. HOLE PUNCHING

Will your piece be placed in a binder? Consider leaving space for this during the design of your piece. Also, talk to your printer about 3- or 5-hole punch options.

3. ENVELOPE OPTIONS

Envelopes provide an invaluable first impression to your recipients. Carefully select what type of envelope best suits your piece and your budget, as envelope types affect open rates and also influence where the address of your piece needs to be placed in the design.

2. ADDRESS PLACEMENT

Be sure to check domestic and international mailing rules for the proper location of the mailing address. Keep in mind that you must leave 5/8" of space on the bottom of your piece and 4" of space from the left edge of your piece for it to be mailed correctly.

1. POSTAGE

For every direct mail piece, you must consider whether you want to include an indicia, meter, or stamp. Keep in mind varying return rates and the cost-effectiveness of all your postage options.