



5. MaxiResponse  
(Reply with  
postage paid by  
the addressee)

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# MaxiResponse (Reply with postage paid by the addressee)

## 1. Definition and options

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MaxiResponse is a reply-paid franking method for cards and envelopes that can be inserted into your letters, for use solely in Belgium. MaxiResponse allows your addressees to respond to you free of charge, thus maximising the response rate for your advertising campaigns.

**MaxiResponse ECO:** the most economical option, for which certain processing rules apply in order to permit automatic handling.

**MaxiResponse FLEX:** the free and flexible option.

## 2. Online application

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Thanks to the online application MaxiResponse ([www.bpost.be/maxiresponse](http://www.bpost.be/maxiresponse)), you can

- request your contract<sup>1</sup> and your campaign numbers (barcode and DA (digital address) code)
- download the technical specification sheets (format and addressing conditions) for MaxiResponse ECO and FLEX
- download the MaxiResponse logo to affix to your reply card or envelope
- create your specimen ECO mail item (easy and fast, but optional) in accordance with the required technical standards

### Recommendation

You can also request a MaxiResponse contract via the Customer Service ([02 201 11 11](tel:022011111)).



<sup>1</sup> Necessary information for registration: your VAT no. or enterprise no. and your bpost client no. (PRS - if applicable, see invoice). You can request several codes per contract.

## 3. Technical specifications and visual presentation

### 3.1 MaxiResponse ECO

#### Dimensions, weight and thickness

<b>Shape</b>	Standard
<b>Dimensions</b>	Minimum (width) 90 x (length) 140 mm Maximum (width) 165 x (length) 245 mm
<b>Thickness</b>	Maximum 5 mm
<b>Weight</b>	Maximum 50 g

#### The MaxiResponse ECO mail items must be

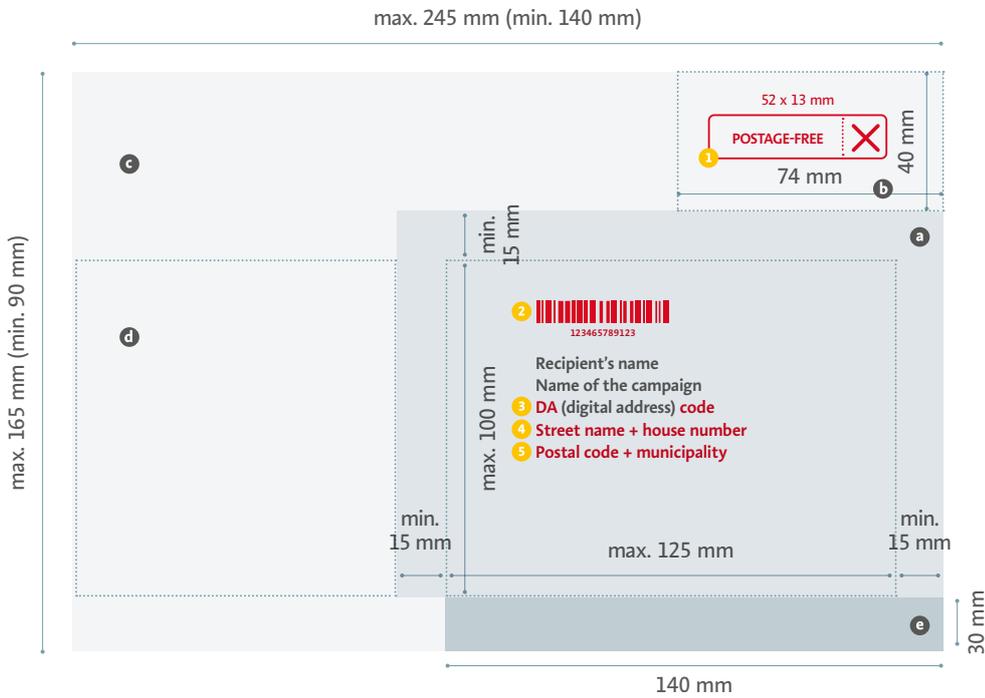
- pre-printed
- identical
- **Small Format**-criteria compliant (see **section 2 The addressed mail, Creation - Small Format**)
- provided with the following 5 elements:
  - 1 the MaxiResponse logo:
    - to be downloaded from the bpost site [www.bpost.be/maxiresponse](http://www.bpost.be/maxiresponse)
    - on a white or light background
    - in black or a dark colour
    - of the same size as the downloaded logo
  - 2 a barcode:
    - black code on a white or light background
    - specified in the annex of your campaign contract
    - the electronic version of the barcode can be obtained via the online application
    - the JJBEA code must always be clearly visible below the barcode
    - with a height between 6 and 12 mm
  - 3 a DA (digital address) code:
    - code allocated to your campaign under your contract
  - 4 the street name and house number or the PO box (if the delivery address is a PO box)
  - 5 the postal code and the municipality of the addressee of the reply mail items and the name of the Post Office (only if the reply address is a PO box)

The destination address to be shown on the MaxiResponse **must** match:

- Either to a full address consisting of a street name, a house number (+ bus number if applicable), a postal code and a town
- or to a PO Box address consisting of a PO Box number, a postal code, a municipality and the name of the Post Office.



Example of MaxiResponse ECO **with street and house number** (required fields and information are in red)



Example of MaxiResponse ECO **with P.O. Box** (required fields and information are in red)



- a Address zone: white or light colour.
- b Franking zone: white or light colour.
- c Zone free for use by the sender: all graphics, colours and forms of texts are permitted.
- d Zone in which under no circumstances may text or figures appear that could be confused with an address (e.g. a postal code or a municipality).
- e Control code zone: white or light Pantone colour (see the **Addressing chapter, section 1, Addressing and Franking, point 7**), no text.

Your MaxiResponse ECO mail specimen must comply stringently with the **Small Format** criteria and addressing rules (see **section 1 Addressing and franking, Addressing chapter**). Otherwise, we will leave you the choice of adapting your specimen or modifying your MaxiResponse ECO contract to the MaxiResponse FLEX contract.



### 3.2 MaxiResponse FLEX

#### Dimensions, weight and thickness

<b>Format</b>	Free ( <b>Small, Large</b> or <b>Special Format</b> )
<b>Dimensions</b>	Minimum (width) 90 x (length) 140 mm Maximum (width) 230 x (length) 350 mm
<b>Thickness</b>	Maximum 30 mm
<b>Weight</b>	Maximum 350 g

The presentation of your MaxiResponse FLEX mail items is extremely flexible. All you have to do is comply with a few basic rules.

#### The MaxiResponse FLEX mail items must be

- free in format (choice of **Small, Large, Large+** or **Special Format**)
- provided with the following 4 elements:
  - 1 a barcode:
    - black code on white or light background
    - listed in the annex to your campaign contract
    - the electronic version of the barcode can be created via the web tool
    - the JJBEA code must always remain visible under the barcode
    - with a height between 6 and 12 mm
  - 2 a DA (digital address) code
    - code allocated to your campaign under your contract
  - 3 the street name and house number or the PO box (only if the delivery address is a PO box)
  - 4 the postal code and the municipality of the addressee of the reply mail items and the name of the Post Office (only if the reply address is a PO box)



The destination address to be entered on the MaxiResponse **must** match:

- Either to a full address consisting of a street name, a house number (and a bus number if applicable), a zip code and a city.
- or to a PO Box address consisting of a PO Box number, a postal code, a municipality and the name of the associated Post Office.

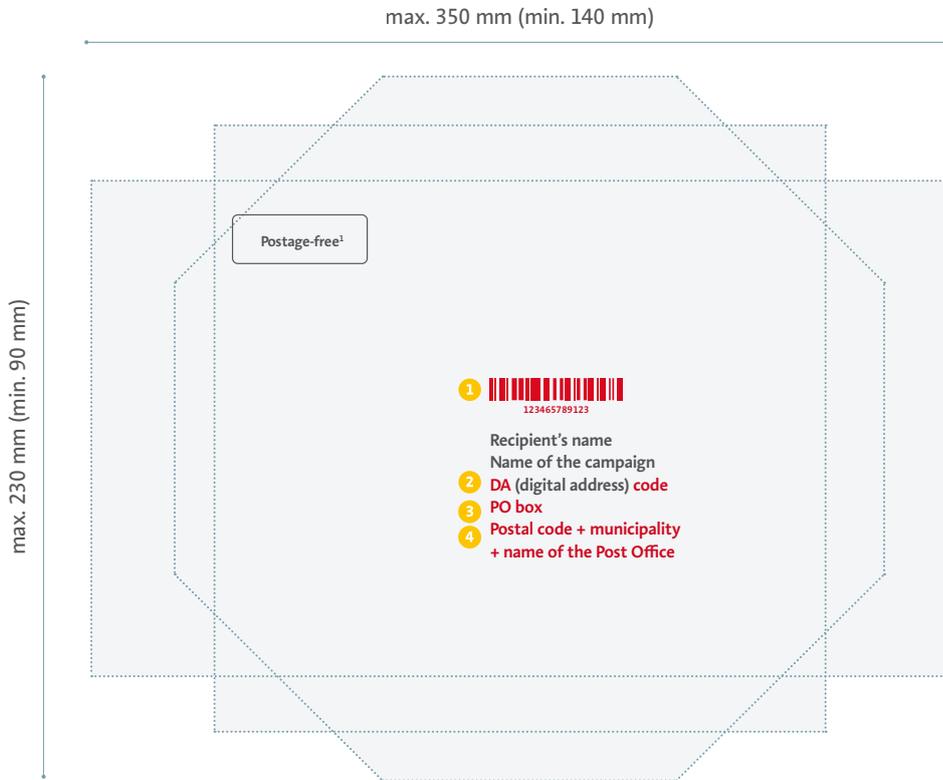
A barcode must also appear on the MaxiResponse.

Example of MaxiResponse FLEX **with street and house number** (required fields and information are in red)



<sup>1</sup> This entry is optional for FLEX

Example of MaxiResponse FLEX **with P.O. Box** (required fields and information are in red)



<sup>1</sup> This entry is optional for FLEX

For every MaxiResponse FLEX shipment of more than 350g, use bpack Easy Return. You can find more information on the bpost website: [www.bpost.be/site/nl/professionele-oplossingen/pakjes/retouroplossingen/pakket-terugsturen-belgie](https://www.bpost.be/site/nl/professionele-oplossingen/pakjes/retouroplossingen/pakket-terugsturen-belgie).



## 4. Member Gets Member

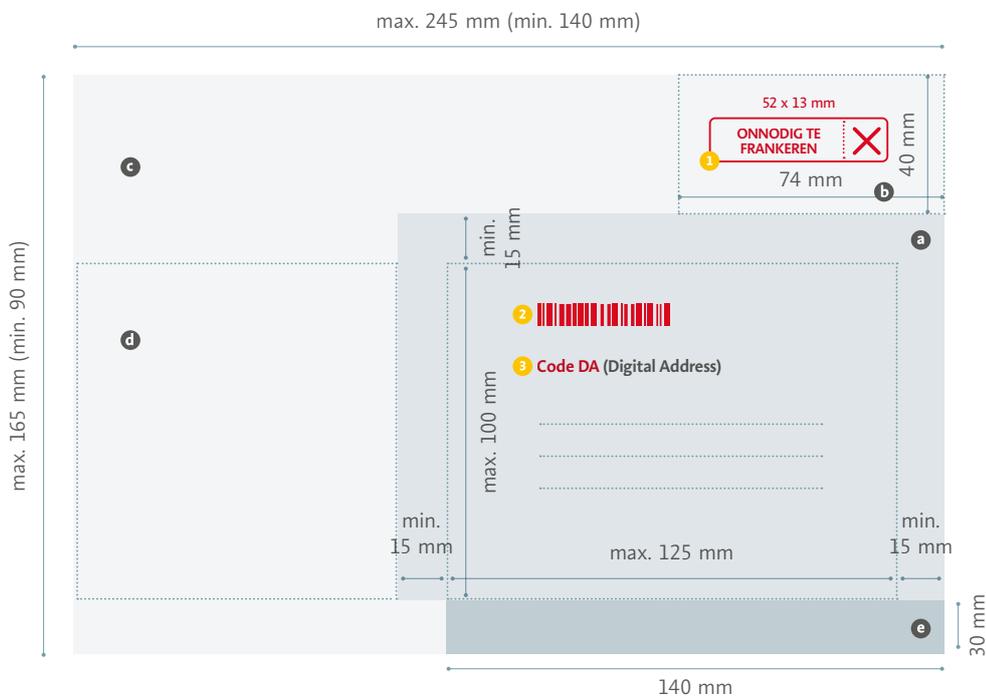
In a 'Member Gets Member' campaign, cards are distributed at points of sale or by sending them in a mailing.

The person who receives the 'Member Get Member' card can freely choose to whom he or she wants to send the card.

The organiser of the action must have a MaxiResponse contract and request a DA code specifically for a Member Get Member action (note: this is not a regular ECO or FLEX DA code).

The card must always be pre-approved by the account manager or the contact centre.

Layout 'Member Gets Member' card



- a** Address zone: white or light colour.
- b** Franking zone: white or light colour.
- c** Zone free for use by the sender: all graphics, colours and forms of texts are permitted.
- d** Zone in which under no circumstances may text or figures appear that could be confused with an address (e.g. a postal code or a municipality).
- e** Control code zone: white or light Pantone colour (see the **Addressing chapter, section 1, Addressing and Franking, point 7**), no text.