



6. Distripost (Unaddressed Mail)



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Distripost (Unaddressed Mail)

1. Definition of the Distripost product (unaddressed mail items)

These are unaddressed mail items serving a commercial or informational purpose. These mail items are also called door-to-door advertising or advertising leaflets.

Specific features of these mail items

- no personalised data relating to the addressee (name, address)
- no visible franking mark
- identical weight, content and format
- distributed in all letter boxes of the zone that you select in advance
- distributed by the postman at the same time as the normal mail (addressed mail)

There are 4 Distripost products to choose from

- Distripost Boost (commercial mail, one-off or recurrent): available without obligation or as part of an annual contract.
- Distripost Intense (recurrent and commercial mail item): as part of an annual contract
- Distripost Press (free press), as part of an annual contract
- Distripost Public (public and informative mail item): available without obligation or as part of an annual contract.

	Commercial Distripost			Informative Distripost
	Distripost Boost	Distripost Intense	Distripost Press	Distripost Public
Service available for	All	All	Free press	Public authorities or political parties
Type of mail item	Commercial	Commercial	Commercial	informative
Obligatory contract subscription?	No	Yes	Yes	No
Minimum volume/year (under contract) ¹	100,000	20,000,000	1,000,000	100,000
Order (reservation)	Online (reservation tool) or via the Customer Service	Only via the Customer Service	Only via the Customer Service	Online (reservation tool) or via the Customer Service

¹ The volumes of Distripost Boost, Distripost Press and Distripost Public products within the same contract can be combined to reach the minimum annual volume of 100,000 items.



Did you know?

Distripost mail items are never distributed in the letter boxes of residences¹ that bpost considers

- uninhabited
- temporary (camping sites, second homes, etc.)
- under construction (or built but not yet inhabited)



1.1 Specific features of mail items for a commercial purpose (Distripost Boost, Intense, Press)

Commercial mail items are distributed in all letter boxes with the exception of those displaying a 'No advertising' sticker. For operational reasons, the boxes with a 'No advertising' and/or 'No free press' sticker (as well as any other similar sticker) are excluded from the distribution.

1.2 Specific features of mail items for informative purpose (Distripost Public)

Informative mail items are distributed in all letter boxes (including those with 'No advertising mail' sticker) and fulfil the following conditions:

- the responsible publisher is a public authority or a political party (example: municipal administration, water company, etc.)²
- the mailed item complies with current legislation (see **point 1.3**)

bpost reserves the right to refuse the reservation and/or the distribution of the Distripost mail items if the criteria necessary for accessing the Distripost Public were not respected.



1.3 Applicable regulation

1.3.1 Wallonia

- Decree of 27/06/1996 on wastes.
- Order of the Walloon Government of 23/09/2010 establishing a take-back obligation for certain types of waste.
- Order of the Walloon Government of 23/04/2020 replacing the Decision of 28/02/2019 to promote the prevention of certain waste and public cleanliness.

1.3.2 Brussels

- Order of 22/04/1999 on the prevention and management of waste from paper and/or cardboard products.
- Order of the Government of the Brussels-Capital Region of 1/12/2016 regarding the management of waste.

1.3.3 Flanders

- Decree of 23/12/2011 on the sustainable management of material and waste cycles.
- VLAREMA implementing Order of 17/02/2012.

¹ With the exception of Distripost Public mail items.

² If you have any questions, contact distripost@bpost.be.

Did you know?



The law requires you to specify the name and address of the responsible publisher on your mail items. This mention must begin with the term 'responsible publisher' (possibly abbreviated to 'R.P.') followed by the true name and the registered offices of the publisher. The 'R.P.' must always be a natural person. In the case of a legal entity, the manager, for example, shall be given as the responsible publisher, along with his or her home address.

Did you know?



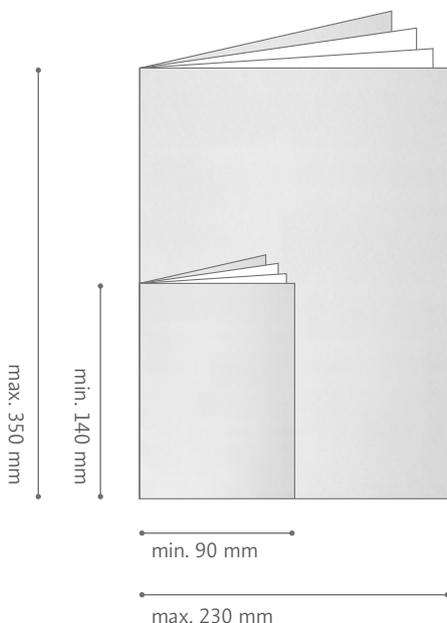
For any questions about the legal provisions of

- the Brussels-Capital Region, go to the site of IBGE (Institut bruxellois pour la Gestion de l'Environnement – Brussels Institute for Environmental Management) www.leefmilieu.brussels or call **02 775 75 75**
- the Walloon Region, go to environnement.wallonie.be or call **081 33 65 75**
- the Flemish Region, go to the site of OVAM (Openbare Vlaamse Afvalstoffenmaatschappij – Public Waste Agency of Flanders) <https://ovam.vlaanderen.be/> or call **015 28 42 84**

1.4 Creation of a Distripost mail item

1.4.1 Product characteristics

For an easy distribution of your mail item, in addition to complying with the General Terms and Conditions¹, the following rules shall apply.



Dimensions	Minimum 90 x 140 mm <i>(For squares: minimum of 140 mm on every side)</i> Maximum 230 x 350 mm
Thickness	Maximum 8 mm
Maximum weight	130 g <i>(Exception: Distripost Public: 250 g)</i>
Paper-weight	Minimum 80 g/m ² <i>(For a single-page shipment)</i>

¹ Distripost: these mail items are subject to the General Terms and Conditions of Distripost and the operating manuals. In the event of contradictions, the General Terms and Conditions of Distripost take precedence. The General Terms and Conditions of Distripost are available from your Post Office or at www.bpost.be/en/general-terms-and-conditions.



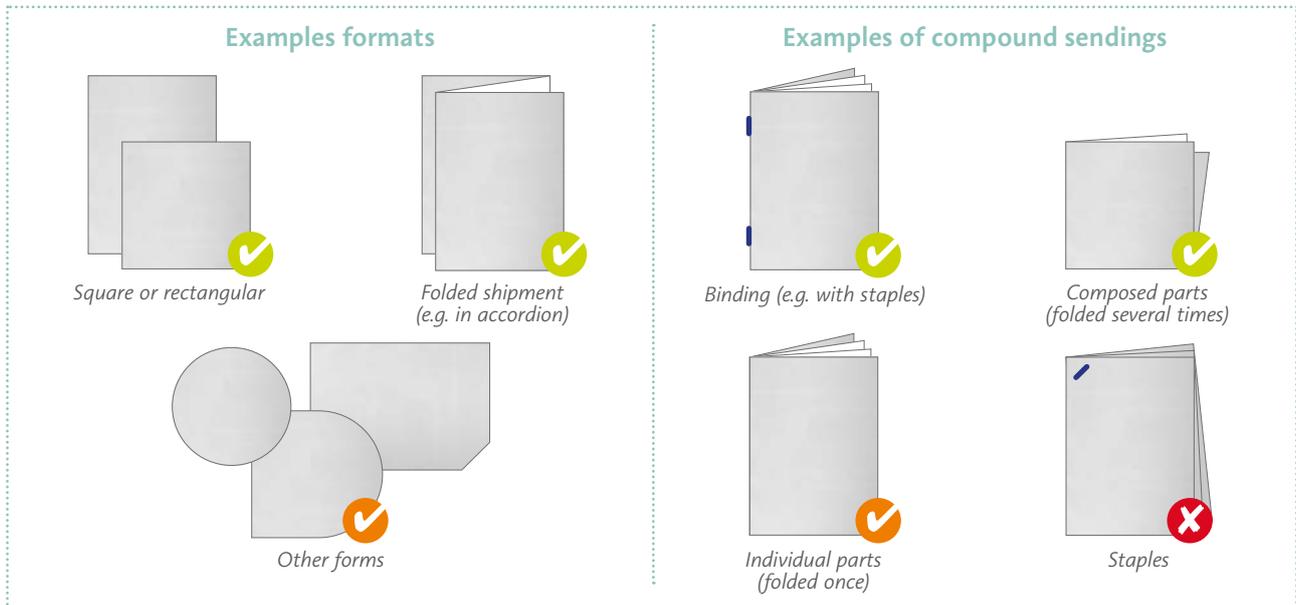
1.4.2 Formats

A surcharge is invoiced for all shipments with a 'Special Format' because they are more difficult to handle and distribute (see details in the table below). **Your folder will be considered as a 'Special Format' as soon as it meets one of the characteristics of the 'Special Format'.**

	 Standard Format	 Special Format supplement (available only for Boost & Press)	 Forbidden
Form	Square or rectangular shape Folded shipment <i>(For example: flap, accordion)</i>	Shape other than square or rectangular <i>(Examples: oval, round, cut-out shape)</i>	-
Dimension	Thickness up to 8 mm	Thickness over 8 mm ¹	Dimensions smaller than 90 x 140 mm or larger than 230 x 350 mm
Compound shipment	Composite sendings with fastened together parts ² : <ul style="list-style-type: none"> By folding the folder several times thanks to attachment systems such as glue point, adhesive paper, etc., the system can be used for a wide range of applications. Bindings (including stapled bindings) 	Sendings composed ² of several non-jointed parts	Sendings consisting of several parts attached with staples <i>(with the exception of the use of staples for bindings)</i>
Additional features	Foldable	Not foldable ¹	
	Paper	<ul style="list-style-type: none"> Other than paper¹ 	<ul style="list-style-type: none"> Shipment packed in blister pack or plastic film
	Stackable	Not stackable ¹	

¹ Subject to prior approval. Requests should be sent to distripost@bpost.be along with a full description of the format (and a photo or diagram if available), the desired distribution period and the area of distribution.

² Composite sendings: sendings consisting of two or more pieces that cannot be separated.



Prohibition on dropping Distripost items packaged in plastic

In accordance with the Order of the Walloon Government of 23 April 2020 promoting the prevention of certain waste and public cleanliness, from 1 January 2023 the delivery in Wallonia of Distripost items packaged in plastic is prohibited.

In Flanders, the distribution of Distripost items wrapped in plastic film is prohibited from 1 January 2025. (Article 3.4.1.1/1 of Vlarema 9).

Read the Order of the Walloon Government here: <https://wallex.wallonie.be/eli/arrete/2020/04/23/2020041047/2020/05/08>. See the provisions relating to this prohibition in the General Terms and Conditions for Distripost available at www.bpost.be/conditions.



1.4.3 Available options

Several options are offered to you:

- a. The standard formula '**Week Certain**', allows you to choose a specific Distribution Week when you make your reservation.
- b. With the paying option '**Distribution Monday & Tuesday**' or '**Distribution Wednesday & Thursday**' you can set a single period of two ('2') consecutive days for your distribution (i.e. 'Monday and Tuesday' or 'Wednesday and Thursday').
If a Belgian public holiday or a day of inactivity coincides with a 'Distribution Monday & Tuesday' or 'Distribution Wednesday & Thursday', in function of the leave day the option may be unavailable, or bpost may offer adjusted distribution periods on two other days of the week.
For example, if a public holiday falls on a Monday, the payment option will exceptionally allow a 'Tuesday & Wednesday' or 'Thursday & Friday' distribution.
- c. **Sociodemographic criteria** (age, social category, sex, etc.) to refine your selection (subject to rate supplement). For more info, contact your Account Manager.



2. Booking of Distripost mail items

There are 2 booking possibilities

- Order direct using our online reservation tool www.bpost.be/distripost. (recommended method).
- Contact our Customer Service (**02 201 11 11** or distripost@bpost.be).

Don't have access to our online booking tool yet? Have you forgotten your password? Enter your request via the online form available at www.bpost.be/distripost/reservatietool.html.

- To ensure maximum impact of your mail items and the comfort of good distribution, the number and weight of daily door-to-door items delivered by our postmen are limited.
- Please provide the exact weight you plan to drop off as this reserves capacity in our systems. If the weight at the time of drop-off differs from the planned weight, your shipments may be blocked, your rate recalculated or late change charges may apply.
- If you want to change the weight of your items after you have sent us the schedule, please let us know as soon as possible (distripost@bpost.be).



2.1 Geographical selection of the distribution zone

In the online reservation tool (accessible via www.bpost.be/distripost), you can select the distribution zone for your mail items according to your desired target area

- national
- provincial
- municipal
- local (suburb)
- by neighbourhood

You can also select a geographical area located around one or more specific address(es)

- either by radius (in number of km)
- or travel time by car (in minutes)¹

The localities and neighbourhoods are converted into postal rounds, i.e. the routes taken by our postmen. It is therefore possible that the distribution will be extended to mailboxes outside your selected area. In the tool you can see which rounds go beyond your selected localities (NIS 6, see diagram below) or neighbourhoods (NIS 9).

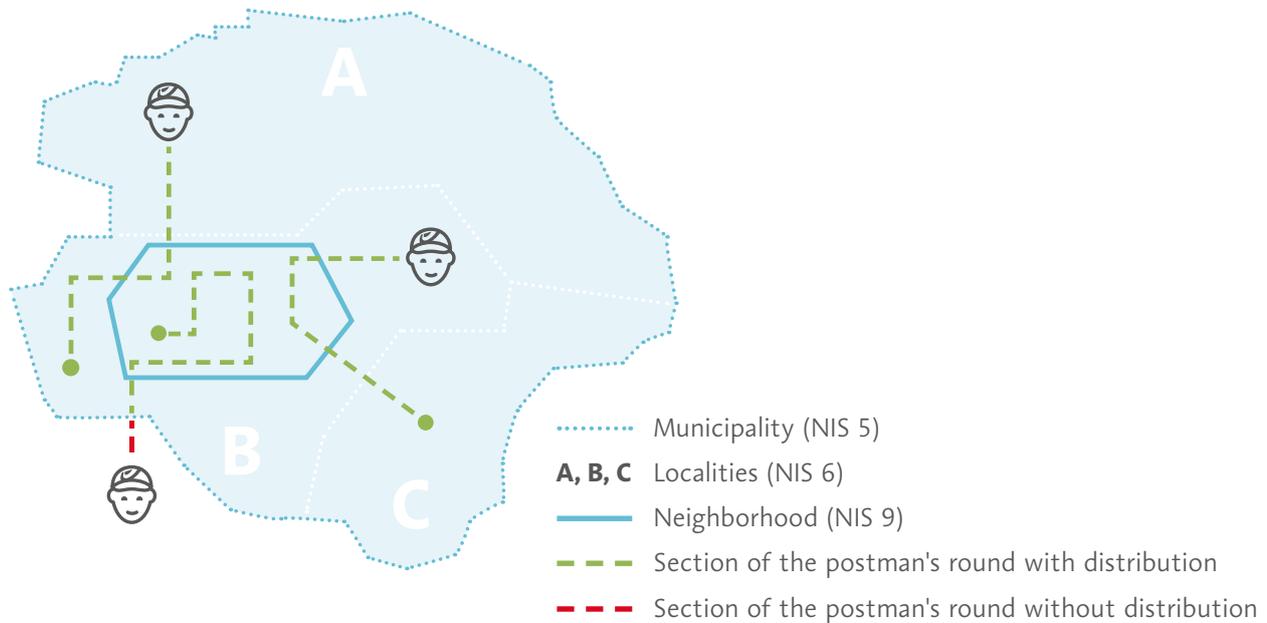
This depends on the level of your selection (municipality, locality, neighbourhood) and the type of product:

Selection type	Boost and Press	Public
Distribution potentially extended to mailboxes outside your selection	Localities and/or neighbourhoods	Localities
Distribution limited to the selected zone	Municipalities	Localities and/or Municipalities

¹ To select "by travel time", please send your request to distripost@bpost.be.

Example: case with a Distripost Boost:

- If you select a neighbourhood or locality, the distribution may go beyond the selected neighbourhood to include the whole postal round.
- If you select a municipality, in this case the distribution is limited to the selected area.



The tool allows you to view rounds that go beyond the municipalities or neighbourhoods you have selected. You can also optimise your budget or selection area by choosing to remove rounds for which at least X% of the mailboxes fall outside the area you have selected.

Did you know?

You can consult the number of letter boxes included in your selection (as well as the budget of your campaign) via the online simulation tool at <https://distripostsimulation.bpost.cloud/irn-public/distripost/index.html#/>.

Distripost is based on the territorial division defined by the National Institute of Statistics (NIS) to establish the borders between the regions, provinces, municipalities, localities and neighbourhoods.





2.2 Order

All of the mail items of a Distripost order must be strictly identical. Therefore, each edition and each language version must form the object of a separate order.

When you place several orders including different versions/editions of a mail item for the same distribution date, each version/edition must be clearly identifiable from the outside by its cover.

The readability of the title of the leaflet is important to distinguish it easily from other leaflets when processed by bpost and to avoid confusion.

Always include the following information in the title of the document:

- the name of the the communicating entity as it appears on the cover
- brochure name
- version or language.

Example 'bpost_OpenDay_Brussels X_FR'.

Several versions = several orders.



Please note

For upwards of 100,000 copies per year, you can benefit from advantageous tariffs. For more info, contact our Customer Service.



Booking deadlines are determined by:

- the type of mail item
- the estimated total annual volume of orders

	Total annual volume	Order at the earliest from ...
Boost	Estimated volume of less than 500,000 pieces/year	2 months before distribution
	Estimated volume of more than 500,000 pieces/year	4 months prior to distribution
Public	Your informative mail items can be booked up to 9 months in advance. The first half of the following year is available at the earliest on the 1 st October of the current year.	
Press	From 15 July, request for annual planning for the following year.	



2.3 Planning confirmation

When you order via our online reservation tool, a planning confirmation appears immediately on the screen and mentions the following information:

- invoicing data and details of your order (carefully verify these data and please communicate any possible error to us within 48 hours)
- indicative information on the drop and the distribution (distribution period, number of mail items, place of drop, etc.)
- planned distribution zones
- map of the planned distribution zones
- indicative number of letter boxes
- maximum number of mail items to be invoiced¹ and indicative price

You can print out and/or save this planning confirmation on your computer.

In case of reservation by e-mail or telephone, you receive your planning confirmation within 2 working days following receipt of your request.

2.4 Partially booked order

Distripost prioritizes quality over quantity. If we are not able to plan your entire order at the same time (example: certain distribution zones have already reached their maximum capacity for the period requested), your order is 'partially booked'.

In this case, the zones that cannot be scheduled appear on the screen, allowing you to choose:

- a new period to distribute the remaining (unscheduled) part of your mail items
- an adaptation of the geographical distribution zone for your mail items

Did you know?

Don't hesitate to ask our planning team for advice: distripost@bpost.be.



2.5 Definitive confirmation

Two weeks before the date of distribution of your mail item, you will receive your order confirmation by e-mail.

This confirmation includes the following information:

- definitive number of mail items to drop
- exact place and date of drop/pick-up
- all of the documents required to prepare your mail items

You will also receive a very important document: an Excel file with the number of selected letter boxes per municipality. This way you can easily indicate your mail items to each municipality and you can calculate the amount of your taxes.

¹ Subject to later adaptation of the selection.



2.6 Order modification or cancellation

If you want to change your order (example: distribution period/zone or week, weight decrease, etc.) or cancel it after the planning confirmation, you have to communicate these changes to us at the latest 15 calendar days before deposit. Once this deadline has passed, you may be invoiced for the costs of late cancellation/modification (this measure is designed optimize the available distribution capacity).

Overview of the costs of late cancellation or modification

You can always change the name of the leaflet, the place of delivery, the packaging or the degree of preparation free of charge until the day before the delivery.

	Up to 15 calendar days ⁽¹⁾ before deposit	Within 14 calendar days before deposit ⁽²⁾	The day of deposit
Modification of the order	No costs	30% of the total amount of your reservation	30% of the total amount of your reservation
Cancellation or non-presentation of the mail items	No costs	30% of the total amount of your reservation	100% of the total amount of your reservation

For example:

You plan a deposit on Thursday 19 September 2024. You can change or cancel your reservation free of charge until Thursday 5 September 2024.

Did you know?

You can book recurrent orders, copy them, modify them or cancel them via the 'order management' tab on our online reservation tool.



¹ Exception for Distripost Press: it is possible to change the weight of the mail item free of charge up to 5 calendar days prior to deposit. After this period (i.e. within 4 calendar days before deposit), a change in the weight of the item may result in additional costs for late change, in accordance with the table above.



3. Preparation of your mail items

When making a booking, you have 3 options:

- Option 1: make the drop yourself in a (Hyper) Masspost Centre¹
- Option 2: drop of your items to approved Post Offices². This option is only available in maximum preparation (**see point 4.2**) and the volume is limited according to the chosen office.
- Option 3: request a pick-up at the address of your choice in Belgium (Distripost Pick-up option – see **point 6 of this chapter**)

Depending on your choice of:

- distribution zone,
- volume,
- time of drop

the drop location, conditioning and preparation will change.

Did you know?



There are 5 distribution regions

- Antwerp: covers the provinces of Antwerp and Limburg
- Charleroi: covers the provinces of Hainaut, Walloon-Brabant and Namur
- Brussels: covers the provinces of Brussels-Capital and Flemish-Brabant
- Liège: covers the provinces of Liège and Luxembourg
- Ghent: covers the provinces of West Flanders and East Flanders

¹ For your mass deposits of mail items, in Belgium there are

- 18 Masspost Centres (Mouscron included) – limited capacity for the number of mail items per deposit
- 5 Hyper Masspost Centres – no limit on the number of mail items.

Consult the full list of the Masspost Centres via www.bpost.be/masspost.

² Find authorised post offices in the point-of-sale search on www.bpost.be via the "Find bpost" tab. Use the advanced filter and choose "Door-to-door delivery - Distripost" in the office's range of products and services.



Please consult the overview table below to have a general view:

Where to drop	In (Hyper) Masspost Centre		
Preparation type	Minimum	Maximum	
What day to drop	D-4 (Boost, Press, Intense and Public)	D-2 (Boost and Press)	D-1 (Public)
When to drop	<ul style="list-style-type: none"> • HMP: Before 17h • MP: Check the opening time of each MP (no later than 16h) 		Before 12h
Which Centre/ distribution zone	Choice of (H)MP Centre = unlimited distribution zone (local, multi-regional, national...)	Destination (H)MP Centre = distribution zone limited to the distribution offices concerned	
Volume/ weight	<ul style="list-style-type: none"> • HMP: unlimited • MP: max 100,000 		
Conditioning	In containers or on pallets  max. 400 kg	or	 max. height 1,6 m max. 700 kg
	In containers ³ or if a single distribution office: in blue trays		
	 max. 400 kg		
	or	 max. 12 kg	
Booking	Online reservation tool		
Summary poster	See Annex: Preparation and drop of unaddressed mail items (Distripost)		

³ Pallets are not allowed for deposit 'complete prepared'. Note: some Masspost Centres are not equipped (lifting equipment) to accept deliveries **on pallets**. If this is the case for your deposit, please contact your centre in advance to find an alternative solution.



6. Distripost

Where to drop	In approved Post Offices		Collect with Pick-Up	
Which day/ which product	D-2 : Boost	D-1 : Public	D-4 (Boost and Public)	D-3 (Boost and Public)
When to drop	Before 12h		NA	
Which Centre/ distribution zone	Local distribution zone, limited according the selected Post Office for drop		Unlimited distribution zone (local, multi-regional, national...)	Distribution area limited to the Masspost Centre of the collecting zone (= the distribution offices located in the region where the collection took place)
Volume/ weight	Max 10,000 and 270kg with exceptions		Max 500 kg	
Preparation & sorting	Maximum			
Conditioning	In cardboard boxes or In a bag			
	 max. 13 kg		or	 max. 27 kg
Booking	Online reservation tool			
Summary poster	See Annex (Dutch version): Voorbereiding van uw Distripost-folders, met afgifte in een postkantoor		See Annex (Dutch version): Voorbereiding van uw Distripost-folders, met ophaling door bpost	

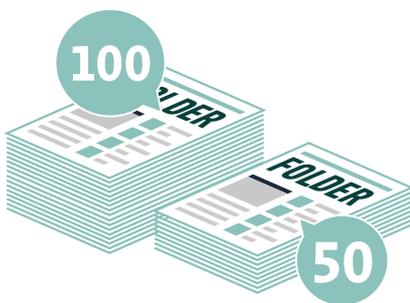
3.1. Preparation of your mail items for a drop in a (Hyper) Masspost Centre¹

A summary of the rules for the conditioning, sorting and delivery of your mail items **is available at the end of this section**. You can also print the poster version at www.bpost.be/sites/default/files/files/One_pager_MassPost_future_FR.pdf.



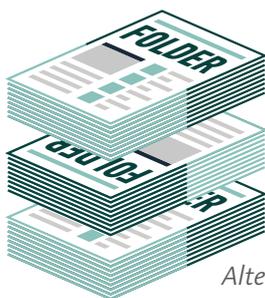
Step 1: Divide your mail items per 50 or 100.

This can be done by counting them or by counting and weighing a first pack and then creating packs of the same weight.



Step 2: Separate the packs.

This can be done (preferably) through visible and coloured flyleaf or by alternating the orientation of the different packs (If it allows to distinguish the different packs visually), as illustrated below. By distinguishing the packs from each other they can be counted more easily.



Alternate orientation



Visible and coloured flyleaf

¹ For your mass deposits of mail items, in Belgium there are

- 18 Masspost Centres (Mouscron included) – limited capacity for the number of mail items per deposit.
- 5 Hyper Masspost Centres – no limit on the number of mail items.

Consult the full list of the Masspost Centres via www.bpost.be/masspost.

Step 3: Turn the packs into bundles that are easy to handle.

The bundles should not weigh more than 7 kg, with a height between 10 and 12 cm (= approximate distance of one hand between thumb and index).



Step 4: Hold the bundles firmly together.

Use crossed plastic strips or a crossed string (see illustration below). This will avoid that the mail items come loose and are damaged during transport.



Items such as cardboard boxes, metal straps, plastic film, blister packaging, etc. are not permitted in bundled items.



Elastic bands are permitted for drops prepared on the basis of 'complete preparation and dropped 1 day before the distribution' only if they measure at least 6 x 140 mm. In such cases, the elastic band must be sturdy enough to be picked up with one hand without snapping or separating the bundle.

3.2 Preparation of your mail items for a drop in an approved Post Office¹

For a drop in an approved Post Office, you may prepare your items in bags or cardboard boxes.

Please consult the summary on:

www.bpost.be/sites/default/files/files/One_pager_Retail_FR.pdf (FR version)

www.bpost.be/sites/default/files/files/One_pager_Retail_NL.pdf (NL version)

3.3 Distripost Pick-up (pick-up at the address of your choice)

Please refer to **chapter 6** as well as the poster available at:

www.bpost.be/sites/default/files/files/One_pager_Pick_Up_FR.pdf (FR version).

www.bpost.be/sites/default/files/files/One_pager_Pick_Up_NL.pdf (NL version).

¹ Find authorised post offices in the point-of-sale search on www.bpost.be via the "Find bpost" tab. Use the advanced filter and choose "Door-to-door delivery - Distripost" in the office's range of products and services.

4. Sorting and drop of your mail items in a (Hyper) Masspost Centre¹

Prohibited, non-compliant or non-deliverable mail items

In accordance with applicable postal legislation, the dispatch or carriage of certain contents is prohibited. Details can be found in our General Terms and Conditions for bpost services at www.bpost.be/conditions.

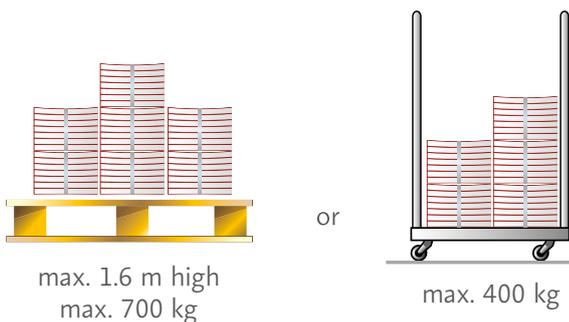


4.1 Minimum preparation, drop 4 working days before distribution

Only valid for: Boost, Public and Intense.

You sort and prepare your mail items **by sorting center**, in accordance with the sorting list.

Pallets (preferred method) or roll containers



Roll containers are available or can be ordered in your (Hyper) Masspost Centre.

If your mail items do not meet the required conditions at the time of drop, this may be blocked and additional conditioning costs may arise.



¹ For your mass deposits of mail items, in Belgium there are

- 18 Masspost Centres (Mouscron included) – limited capacity for the number of mail items per deposit
- 5 Hyper Masspost Centres – no limit on the number of mail items.

Consult the full list of the Masspost Centres via www.bpost.be/masspost.

4.2 Complete preparation



Drop 2 working days before distribution

Only valid for Boost & Press

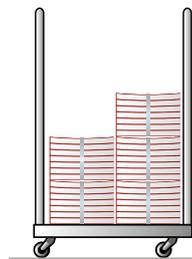


Drop 1 working day before distribution
(and before 12h)

Only valid for Public

You sort and prepare your mail items **per distribution office**, according to the sorting list

Roll containers or blue trays¹



max. 400 kg

or



max. 12 kg
(If there is only one
distribution office.)

Roll containers and/or blue trays are available or can be ordered at your (Hyper) Masspost Centre

Do you drop different versions of the same mail items on the same day?

- Then provide separate containers/pallets¹ per version/order.
- Make sure that each version is recognizable at first glance.
- Check the delivery location: it depends on the delivery zone on your order confirmation.



For a deposit in an authorised Post Office², please consult the summary at
www.bpost.be/sites/default/files/files/One_pager_Retail_FR.pdf.



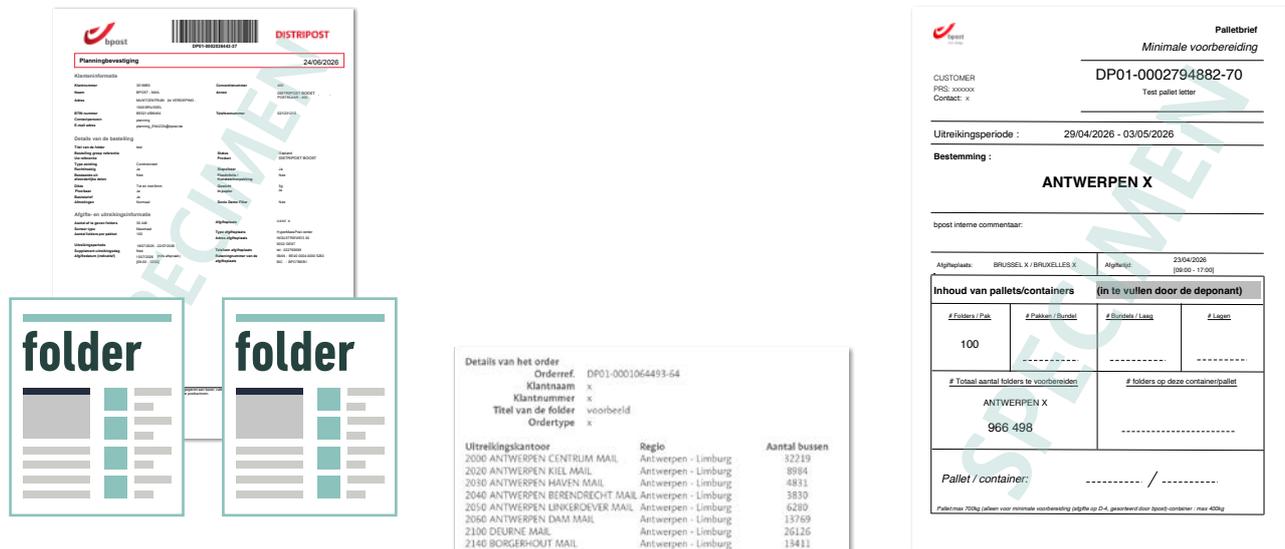
¹ Pallets are not allowed with complete preparation. Note: some Masspost Centres are not equipped (lifting equipment) to accept deliveries **on pallets**. If this is the case for your deposit, please contact your centre in advance to find an alternative solution.

² Find authorised post offices in the point-of-sale search on www.bpost.be via the "Find bpost" tab. Use the advanced filter and choose "Door-to-door delivery - Distripost" in the office's range of products and services.



4.3 Documents

Print the documents attached to the order confirmation email to complete the preparation of your drop.



Confirmation of the order

Print and present at the drop with 2 specimens of the mail items and a bundle

Sorting list

To prepare the quantities per destination

Pallet Letter

Print and fill in (1 per container, or 2 per pallet)

2 identical pallet letters are affixed to each pallet:

- 1 sheet on one of the short sides of the pallet
- 1 sheet on top of the pallet

On each container, 1 pallet letter is affixed on the outside, clearly visible at eye level.

Make sure (especially with maximum preparation) that the pallet letter corresponds to the contents of the container.

Did you know?

If you drop different editions or versions at the same time (example: 2 languages = 2 versions), take extra care that each edition/version is provided with the correct pallet letter so that no confusion can arise.





5. Payment methods

5.1 Several payment methods are available

- Online payment only possible 2 weeks before drop via the link in your order confirmation or directly via the details of your order in the online reservation tool.
- Cash payment (in cash up to maximum €3,000 or by bank card) at an authorised post office at the time of drop. Only payment by bank card at a (Hyper) Masspost Center at the time of drop.
- Bank transfer in advance (minimum 5 working days before deposit) on the bank account of the place where you plan to drop (mentioned on your order confirmation).

If you do not pay the amount within the deadlines and cannot present proof of payment, you will have to pay the amount on site and we will reimburse you later.



	Online payment	Payment by bank card	Payment in cash ¹	Bank transfer
Online reservation with drop in a (Hyper) Masspost Centre	✓	✓	-	✓ on the bank account of the (Hyper) Masspost Centre
Online reservation with the Pick-up option	✓	-	-	-
Reservation with drop in an approved Post Office	✓	✓	✓	-

Did you know?

Whatever your payment method, you will always receive an invoice².



¹ Cash payment : only in an authorised post office (with a maximum of €3,000, in accordance with the anti-money laundering law).

² A deferred payment is possible under certain conditions. For more information, contact our Customer Service on **02 201 11 11**.



5.2 The number of mail items is always invoiced in your favour

In order to guarantee optimum quality of distribution, bpost uses a dynamic address database, and thanks to constant updates, you benefit from the most accurate estimate of the number of mailboxes at the time of booking. However, the number of mailboxes changes every day (new houses or streets, evolution of "no pub" stickers, etc.).

We will inform you by e-mail of the final number of mailboxes at the latest two weeks before the distribution. It is therefore possible that you will notice a difference between the number of mailboxes at the time of your reservation and the final number of them.

The number of mailboxes will always be invoiced to your advantage: we will only charge a maximum of the number of leaflets you receive when you confirm your reservation. So you know the maximum budget as soon as you make your booking, for optimum management of your marketing budget.

5.3 Illustrative example

At the planning confirmation (for example, 2 months before the distribution), we confirm to you a provisional number of 500,000 mail items. Two weeks before distribution, we send you the definitive order confirmation which specifies the definitive number of mail items.

- If your 'definitive order confirmation' indicates a **higher number** (for example, 500,470 leaflets):
 - 500,470 mail items must be dropped
 - 500,470 mail items will be distributed
 - 500,000 mail items will be invoiced (as agreed upon reservation, unless the geographical area was modified after the 'planning confirmation')
- If your 'definitive order confirmation' indicates a **lower number** (for example, 499,200 mail items):
 - 499,200 mail items must be dropped
 - 499,200 mail items will be distributed
 - 499,200 mail items will be invoiced (not 500,000)

5.4 Municipal taxes

When you distribute a Distripost mail item, you have to pay municipal taxes. Get information in advance from the appropriate municipal administrations where you plan to distribute mail items. At the time of the confirmation of your order, we send you an Excel file stating the number of letter boxes selected per municipality: this helps you to declare your mail item to each municipality, and to calculate the amount of your taxes.

If you would like, you can ask a specialised company to accompany you in the declaration of your municipal taxes. Consult the list of these companies at www.bpost.be/distripost-taxes.



6. Distripost Pick-up (pick-up at the address of your choice)

The demand for the Distripost Pick-up option (paying option) has to be introduced at the latest:

- 4 working days before the 1st day of distribution (if the distribution of your mail items concerns a single Distribution Zone – example: Liège or Brussels)
- 5 working days before the 1st day of distribution (if the distribution of your mail items concerns several Distribution Zones)

The pick-up of your mail items (at the address of your choice) is only possible in Belgium

- 3 working days before the 1st day of distribution (a single distribution region)
- 4 working days before the 1st day of distribution (several distribution regions)
- always in the time slot mentioned on your order confirmation (and at the address of your choice, communicated at the time of the pick-up demand)

6.1 Conditions relating to the pick-up

To benefit from the Distripost Pick-up service, your order must comply with the following conditions

- online payment in advance and only via a payment platform on our reservation tool at the latest on the working day that precedes the scheduled pick-up date (this date is indicated on your order confirmation e-mail)
- weight per order and per pick-up: maximum 500 kg

6.2 Preparation of mail items to be picked up

a Before the driver comes by

- Sort your mail items by distribution office according to the received sorting list (as an attachment to your order confirmation).
- Pack your leaflets
 - per package of 50 or 100
 - preferably in solid, closed cardboard boxes
 - filled weigh maximum 13 kg
- Put a cross on the boxes in which you have placed the order confirmation and 2 specimens.
- If you do not have boxes that meet these conditions, the driver will bring you bags and closures. The mail items will then have to be **bundled together securely** to prevent them from being damaged during transport (**see point 3.1 how to prepare solid bundles**).
- Print the sorting list and the various checkerboard labels (at least one label for each of the following distribution office), as many labels as there are boxes or bags with the order confirmation annexed in your confirmation email. You stick your checkerboard labels on the boxes or attach them to your bags during collection.

Did you know?

Rubber bands of a minimum dimension of 6 x 140 mm are authorised and recommended but metal straps, plastic film, blister packaging, etc. are not authorised!





b At the time the driver comes to the indicated address

1. If you have prepared cardboard boxes, hand them over to the driver. If not, you will receive bags and closures from the driver.
2. Insert the correct number of leaflets in each bag (maximum 27 kg per bag).
3. On each chequered label, write the number of each of the bags followed by the total number of bags. Example: For a total of 7 bags, the label of the 1st bag will state 1/7, the label of the 2nd bag 2/7 and so on until last bag with the mention 7/7 (more explanations on the label itself).
4. In the bag bearing the number 1, you should also insert:
 - your order confirmation
 - 2 examples of your leaflet
5. Attach the different chequered labels to the bags that you just filled and close the bags.

Follow carefully these instructions in order to optimise the processing of your mail items. If the packaging is not compliant or if there is a difference between the ordered product and the delivered product, the distribution could be impeded and the deposit blocked. In this case, you must go to the (Hyper) Masspost Centre to correct the packaging (or other) of the deposit.



6.3 In case of absence at the time of the pick-up

In case of absence when the driver comes by, a notice will be dropped in your letter box. In order to guarantee your distribution on the day provided, you will have to make the drop the next day before 12h, in your specified Hyper Masspost Centre (details included on the chequered label attached to your order confirmation).

The price of the Distripost Pick-up option will not be reimbursed to you. If you do not wish to/cannot drop your mail items the next day, you should then modify or cancel your order. Attention: late modification/cancellation costs will be invoiced to you. For more info, see **point 2.6 of this chapter**.

If an order where the distribution zone covers several regions, without deposit of the mail items the next day, the only option is to cancel the order (then there is the option to plan a new order).

6.4 The terms of payment

Payment of your order and of the Distripost Pick-up option is done exclusively via our online reservation tool at the latest 1 working day before the pick-up day.

If the payment is not registered on this date, your pick-up will be cancelled. To guarantee your distribution within the foreseen period, your mail items must be dropped by you in the (Hyper) Masspost Centre (address indicated on the checked label attached to your order confirmation) the next day before 12h. If the payment has not been registered on this date and your order concerns a distribution over several regions, your entire order will be cancelled. A new schedule will then be necessary for your leaflet distribution.





7. Annexes

7.1 Preparation and drop of unaddressed mail items (Distripost)

7.2 Confirmation of the order

7.3 Preparation documents

7.3.1 Identification letter

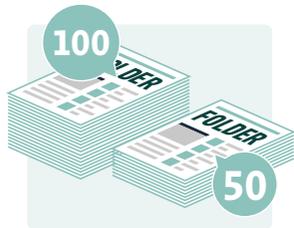
7.3.2 Sorting list

7.3.3 Overview of the municipal taxes declaration

7.4 Pick-up label

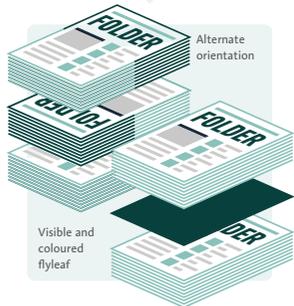
1 Preparation of your mail items for deposit in a (Hyper) Masspost Centre

A. Preparation packs of 50 or 100



STEP 01

Divide your mail items **per 50 or 100**.

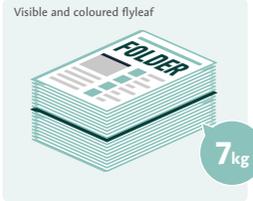


STEP 02

Separate the packs. Separate the packs with a **coloured sheet or cardboard or change the orientation*** to distinguish the different packs.

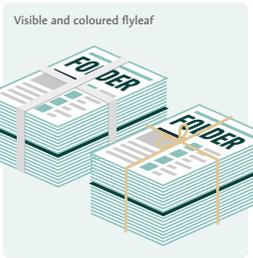
**If it allows to distinguish the different packs visually*

B. Preparation of solid bundles



STEP 03

Make the packs easy to handle bundles (height max. 10/12 cm, weight max. 7 kg).



STEP 04

Hold the bundles securely together with 2 crossed plastic strips* or a crossed string to prevent damage to the mail items.

**Exceptionally permitted: elastic bands of at least 6 x 140 mm*

C. Documents

STEP 05

Print the documents below, which you received with your order confirmation email.



- **Confirmation of the order:** print and present to the deposit with 2 specimens of the mail items and a bundle



- **Sorting List:** print and use to prepare the right number of mail items per destination



- **Pallet Letter:** Print and fill in (1 per container)

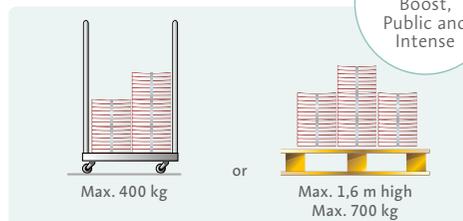
2 Sorting and delivery of your mail items in the (Hyper) Masspost Centre

A. Minimum preparation, deposit 4 working days before distribution

You sort and prepare your mail items **by sorting center**, in accordance with the sorting list.

Pallets (preferred) or roll containers.

Roll containers are available or can be ordered in your (Hyper) Masspost Centre.



D-4

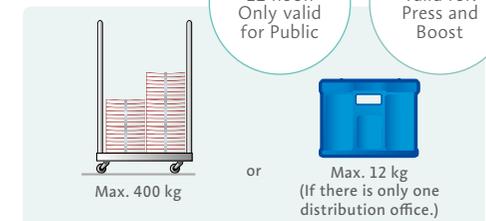
Only valid for: Boost, Public and Intense

B. Complete preparation (ready for mail), deposit 1 working day before distribution (before 12 noon) (for Public) and 2 working days (for Boost)

You sort and prepare your mail items **by distribution office**, according to the sorting list.

Roll containers* and/or blue trays are available or can be ordered at your (Hyper) Masspost Centre.

**Pallets are not allowed with complete preparation*



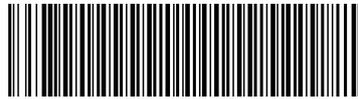
D-1 or D-2

D-1 before 12 noon Only valid for Public

D-2 Only valid for: Press and Boost



7.2 Confirmation of the order



DP01-0002331404-58

DISTRIPOST**Order confirmation**

23/06/2026

Customer data

Customer number	3738085	Convention number	3
Name	DISTRIPOST INTERNE PLANNINGSDIENST	Annex	DISTRIPOST BOOST
Address	MUNTCENTRUM 1 1000 BRUSSEL		
VAT-number	BE0214596464	Telephone number	02 201 11 11
Contact person	ne pas modifier niet aanpassen		
E-mail address	dummy@bpost.be		

Transaction details

Title of the folder	Test	Status	Planned
Order group reference		Product	DISTRIPOST BOOST
Your reference			
Distribution type	Commercial	Stackable	Yes
Rectangular	Yes	Foil / Blistered	No
Made of loosable parts	No		
Thickness	Up to 8mm	Weight	25g
Pliable	Yes	In paper	Yes
Standardised	Yes		
Limits	Normal	Socio Demo Filtering	No

Drop and distribution data

Number of folders to drop	12 483	Drop location	LEUVEN
Sorting type	Maximal	Type of drop location	MassPost center
Number of items per package	100	Address of drop location	PHILIPSSITE 1 3000 LEUVEN
MassPost deposit id	7003/304050	Telephone of drop location	tel : 016/28.46.79
Distribution window	26/06/2026 - 30/06/2026	Account number of drop location	IBAN : BE86 0004 0000 3950 BIC : BPOTBEB1
Additional cost distribution day	No		
Drop window	23/06/2026 (make an appointment) [10:00 - 12:00]		

Reminder : all deposits of Distripost sendings that are to be distributed by De Post-La Poste are subject to the General Conditions of Distripost, such as received with the order and/or available at www.post.be/distripost and in post offices.



DP01-0002331404-58

DISTRIPPOST

Order confirmation

23/06/2026

Definitive price information

Total price excluding VAT *

VAT %

Total price including VAT *

Number of folders to pay

12 483

Price per folder excl. of VAT *

* Price with options included, The Distripost tariff was evenly distributed over the total number of sendings.

SPECIMEN



DP01-0002331404-58

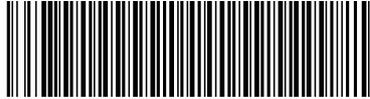
DISTRIPPOST

Order confirmation

23/06/2026

Planned distribution areas

NIS Code	NIS distribution level	NIS Name	# of mailboxes	Is part of
23002	Community	1730 ASSE	12.483	VLAAMS-BRABANT (Province)



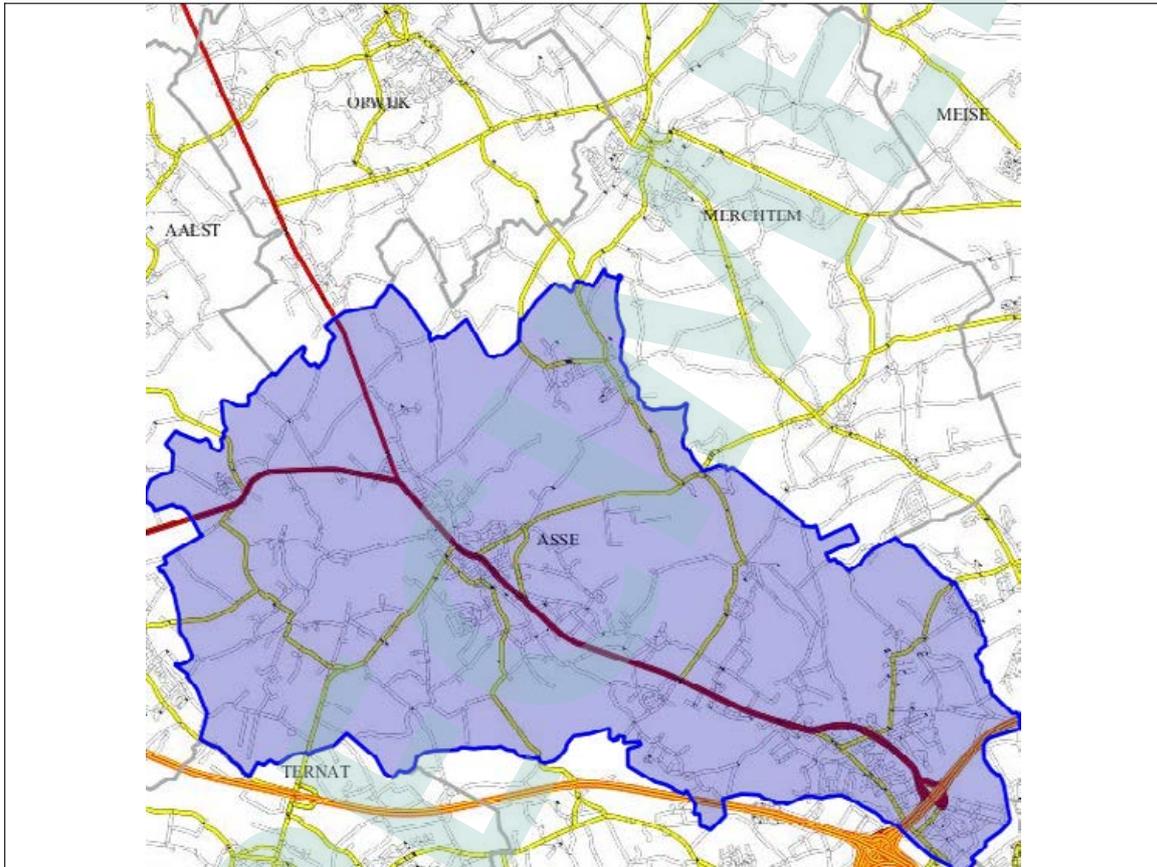
DP01-0002331404-58

DISTRIPOST

Order confirmation

23/06/2026

Map





7.3 Preparation documents

7.3.1 Identification letter

Printing office:

Customer number	Distribution window	Reference
3738085	: 26/06/2026 - 30/06/2026	DP01-0002331404-58

Title of the folder

Test

Comment

1740 TERNAT MAIL

Brussel/Bruxelles - Brabant Wallon - Vlaams Brabant

Packing			
# Layers	# Folders / Layer	# Packages / Folder	# Folders / Package
_____	_____	Maximum weight : 7 kg	100
# Folders in pallet/container		TOTAL AMOUNT OF FOLDERS	
_____		12 483	

Maximum weight of container:400kg

Maximum weight of pallet:650kg

Container number: _____ of _____

Pallet number: _____ of _____

Drop location:

**LEUVEN
PHILIPSSITE 1 , 3000 LEUVEN
3000 LEUVEN**

Transporter:

Remark:



7.3.2 Sorting list

Order details	Order ref.	DP01-0002331404-58
	Customer name	DISTRIPOST INTERNE PLANNINGSDIENST
	Customer number	3738085
	Title of leaflet	Test
	Ordertype	Commercial
Distribution office	Region	Nr of boxes
1740 TERNAT MAIL	Brussel/Bruxelles Brabant Wallon - Vlaams Brabant	12483

7.3.3 Overview of the municipal taxes declaration

Region	Nr of boxes
Brussel/Bruxelles - Brabant Wallon - Vlaams Brabant	15197



7.4 Pick-up label

