



# 1. Addressing and Franking

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# Addressing

A correct address is an address

- legible
- complete
- correctly laid out
- accurate
- unambiguous

This chapter sets out the main addressing guidelines (recipient address and return address).

Adherence to these simple guidelines ensures that mail can be sorted as quickly and easily as possible. It also means your items will be distributed more efficiently.

## Did you know?



In order to ensure addresses are readable by the automated sorting machines (thereby making it quicker and easier to sort and distribute), your items must comply with a few rules:

- positioning and formatting of the recipient's address
  - positioning and formatting of the return address
  - Pantone colour standards compliance
- (further details in this chapter)

Our addressing guidelines apply to both items that you send and those you receive. Please therefore ensure that all of your address details are given accurately and in full on all of your communication media (letterheads, invoices, order forms, publicity materials, envelopes, business cards, email address, etc.). Go to the website [www.bpost.be/adressage](http://www.bpost.be/adressage) for addressing rules and guidelines, compliance with which will ensure that your items are sorted and distributed as efficiently as possible. If you are using Mail ID Technology and printing codes (Mail ID barcodes and, where relevant, sequence reference code) please refer to **section 2, Chapter Mail ID Technology, Point 4.**



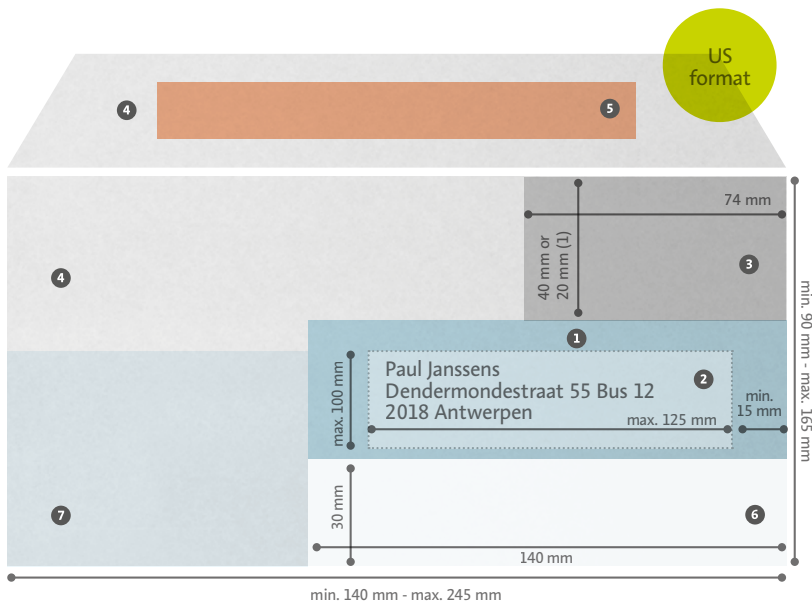
## 1. Correct positioning of the address (printed and handwritten addresses<sup>1</sup>)

Each item format (**Small**, **Large** and **Large+ Format**) has its own rules regarding visual presentation and address zone positioning.



In order to determine where to position the recipient address, refer to **section 2 Visual Presentation of the Mail Items** of the relevant item chapter (**Small**, **Large** or **Large+ Format**).

**Small Format** item example:



(1) 20 mm for items less than 11 cm tall and 40 mm for all other items..

- ① Zone for the recipient's address box
- ② Recipient's address box
- ③ Franking and cancelling zone
- ④ Free zone for the sender
- ⑤ Return address zone
- ⑥ Indexation zone
- ⑦ Semi-free zone for the sender (no address)

<sup>1</sup> Please note that mail items with handwritten addresses AND Mail ID barcodes are not allowed (see **section 2 Addressed mail**, chapter **Mail ID Technology**)



## 2. Address layout

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### 2.1 The 3 components of an address

#### 1) To identify the recipient

- first name and last name
- title, job, profession, department
- name of company, legal form of company

#### 2) To deliver the mail item

- building name, entrance
- street, building number, plus 'box' and its number
- or special delivery points, e.g. poste restante, PO box, bpack 24/7

#### 3) To transport the mail item

- postcode and municipality name
- destination country (for international mail items only)

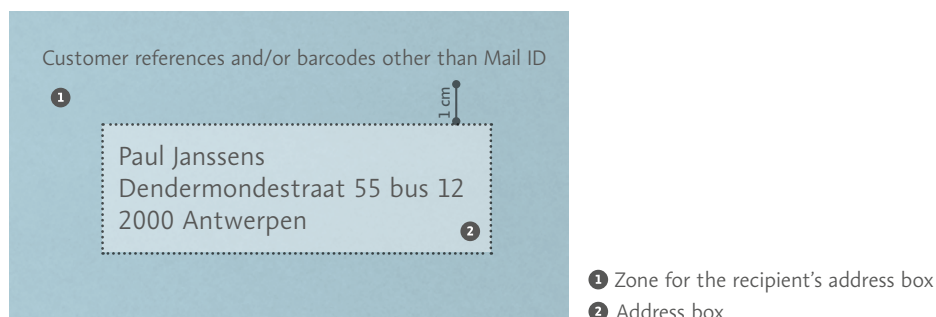
### 2.2 Structure of the different address lines

The address begins with the most specific information (addressee), and ends with the more general information (the postcode and city, or the country in the case of cross-border mailings).

The address box shall contain a minimum of 3 lines and a maximum of 7 lines.

The lines of the recipient's address may be preceded by other non-address related information (e.g. file number, sender address, etc.).

In such cases, this information must be entered in the **zone for the recipient's address box and must ideally be at least 1 cm from the edge of the address box.**

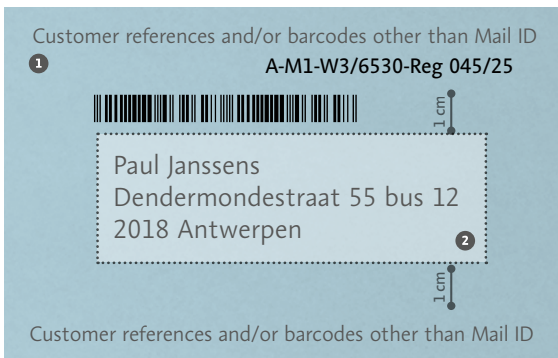




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Mail ID Technology codes may also be entered in the zone for the recipient's address box, (Mail ID barcodes and, where relevant, sequence reference code) (see **section 2 Addressed mail, Mail ID Technology chapter**). Only the Mail ID barcode may be placed in the zone 1 cm above the address. Any other reference information shall be placed at least 1 cm above or below the address box.

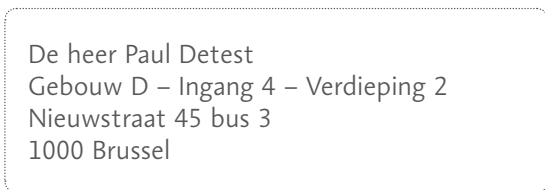
Example



- ❶ Zone for the recipient's address box
- ❷ Address box

## 2.2.1 For private individuals (domestic post)

Example



Line 1 (compulsory)	Title, last name and first name of the recipient
Line 2	Optionally 'attn' + last name + first name Name of building, entrance, floor, corridor, flat
Line 3	Continuation of line 2 (where necessary)
Line 4	Continuation of line 2 (where necessary)
Line 5 (compulsory)	Street + house number + 'box' and its number (where appropriate) or any poste restante or any Post Office Box
Line 6 (compulsory)	Postcode + municipality name

What if the information provided for in lines 2, 3 and 4 do not apply to your mail item? Do not leave any blank spaces between line 1 and line 5.





## 2.2.2 For businesses (domestic post)

Example

Paul Janssens  
Afdeling Kwaliteit  
Bpost  
Centraal gebouw - Verdieping 2  
Dendermondestraat 55 bus 12  
2018 Antwerpen

Line 1	Title, last name and first name of the recipient
Line 2	Position and/or department, entrance, room
Line 3 (compulsory)	Name of business or organisation
Line 4	Building name, floor, corridor, room, etc.
Line 5 (compulsory)	Street + house number + 'box' and its number (where appropriate) or any poste restante or any Post Office Box
Line 6 (compulsory)	Postcode + municipality name (see the details in <b>point 2.3 of this chapter</b> )

- What if the information provided for in lines 1, 2 and 4 do not apply to your mail item? You should not leave an equivalent blank space for any line not included and therefore no blank lines in the address zone.
- Not sure about an address? Check it online using the tool at <http://www.bpost.be/site/en/address/validate-an-address>.







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## 2.3 Description of lines 5 and 6 (important for transporting and delivering the mail item)

**Line 5:** State street type (rue, avenue, boulevard, etc.) + street name + building number and box number.

E.g. Dendermondestraat 55 bus 12

Address elements	Detailed description	
<b>Type of street</b>	the street name must follow the type of street immediately	
<b>Street name</b>	the building number must follow the street name immediately	
<b>Box number</b>	if the mail item is addressed to a building with multiple boxes, the box number must be stated.	
<b>Please note</b>		
<b>Only use one language in your address</b>	Stallestraat 103	Rue de Stallestraat 103
<b>Write the address in the correct order</b>	Bisschopsstraat 26	26 Bisschopsstraat
<b>Use the terms 'bte, bus, box, boîte' in front of the box number</b>	Zennestraat 32 bus 20 Zennestraat 32 bte 20 Zennesraat 32 box 20 Zennestraat 32 boîte 20	Zennestraat 32 b 20 Zennestraat 32/20 Zennestraat 32#20 Zennestraat 32 GVL 1 Zennestraat 32 appt 20 Zennestraat 20
<b>Write the correct street type out in full, or using approved abbreviations</b>	Romeinsesteenweg Romeinste Stwg De Broquevillelaan De Broquevilleln Alsebergsesteenweg Poincarélaan Frank Craeybeckxlaan Jos Craeybeckxlaan Paul Pasteurlaan	Cgh Romaine  Broquevillela  Steenweg op Alseberg  Craeybeckxlaan  Paul Pasteur
<b>Do not add additional spaces or punctuation marks, do not deviate from punctuation marks specified</b>	Steengroefstraat 21-27  Ferdinand Lenoirstraat 29	Steengroefstraat, 21-27 Steengroefstraat 21/27 Ferdinand Lenoirstraat 29
<b>Do not add additional information (door, floor, place, etc.) in line 5</b>	Gistelsesteenweg 22 bus 1 Neerstallesteenweg 392 bte 24 Prinsesstraat 2 Arbeidstraat 3	Gistelsesteenweg 22 GV A1 Neerstallesteenweg 392 verdieping 2 appt3 Prinsesstraat 2(STG) Arbeidstraat 3 (STG.)
<b>Do not insert any blank lines between line 5 and line 6</b>	Vanderkinderestraat 171 1180 Ukkel	Vanderkinderestraat 171  1180 Ukkel
<b>Do not insert any additional lines or information between line 5 and line 6 of the address</b>	Paul Janssens Verdieping 2, Appartement 2 Links Sint-Denijsplein 10 1190 Vorst	Paul Janssens Sint-Denijsplein 10 2 Verdieping, Appartement 2 Links 1190 Vorst



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## Line 6

E.g. 1000 Brussel

Address elements	Detailed description	
Postcode	Belgian postcodes are made up of four digits (e.g. 4500).	
Place	The place name directly follows the postcode.	
Please note		
Do not include ISO codes (Belgian)	Vlassenroot 14 9200 Dendermonde	Vlassenroot 14 <b>B-9200</b> Dendermonde
Do not include foreign ISO codes	Calle Teruel 6 box 8 51380 UTEBO SPANJE	Calle Teruel 6 box 8 <b>ES</b> 51380 UTEBO (ZARAGOZA) España
Do not add any other information after the postcode and place	9050 GENT	9050 LEDEBERG ( <b>GENT</b> )
Do not use underlining	Rellestraat 16 3800 Sint Truiden	Rellestraat 16 <u>3800 Sint Truiden</u>

### Did you know?

You can check Belgian postcodes on our website [www.bpost.be/codepostal](http://www.bpost.be/codepostal).



## 2.4 Address via a PO box

Paul Janssens  
Postbus 15  
1000 Brussel De Brouckère

Name of box recipient + PO Box + postcode + municipality + post office name.

If the return address is a PO Box, the name of the post office must be given in full.





## 2.5 International Address

Sr Garcia  
Calle Azagador 23  
29011 Malaga  
ESPAGNE

- Place of destination: ideally written in the language of the country of destination (and in accordance with the relevant country's addressing protocols).
- Country of destination - to be written:
  - on the last line of the address
  - in full and in capitals using the Roman alphabet
  - in one of the national languages (FR, NL, DE) or in English
  - without underlining
  - in upper or lower case
- Do not use the ISO country code (e.g. 'F-' or 'FR' for France, 'CH' for Switzerland, etc.).



## 3. Printed or handwritten<sup>1</sup> address layout

Ideally use printed (typewritten) addresses, as they are easier to recognise, sort and deliver. Avoid mixing typewritten and handwritten text on the same mail item.

### 3.1 Colour contrast

- To make mail items to be read by the machines as easy as possible, ideally use **black letters on a light or white background**.
- All characters must be printed in full in a uniform tone and with good quality ink without white marks or irregularities in the characters.

For more information on the recommended colours as foundation colours in the address zone, refer to **point 7 of this chapter**.

Some examples

De heer Pierre De Backer  
 Departement Kwaliteit  
 bpost  
 Broekstraat 130  
 9000 Gent



De heer Pierre De Backer  
 Departement Kwaliteit  
 bpost  
 Broekstraat 130  
 9000 Gent



De heer Pierre De Backer  
 Departement Kwaliteit  
 bpost  
 Broekstraat 130  
 9000 Gent



### 3.2 Fonts

- Recommended fonts Arial, Helvetica and Verdana.

• Fonts to avoid:

- *fonts that imitate handwriting*
- *characters that touch each other or are too close together (e.g. Arial Narrow)*
- **serif fonts**
- characters in **bold** and/or underlined
- **characters printed using a reversal process (light font on dark background)**
- *italicised characters sloping by >5°*

**AaBbCc**  
 Non-serif font




**AaBbCc**  
 Serif font  
 (with serif in red)



**W A**  
 2 mm max.



There should be a minimum space of 0.35 mm and a maximum space of 2 mm between letters of a word (or group of letters) in order to render addresses machine readable. 

<sup>1</sup> Please note that mail items with handwritten addresses AND Mail ID barcodes are no longer allowed (see **section 2 Addressed mail, chapter Mail ID Technology**)



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## 3.3 Font size

The ideal font size is 12 points, but anything between 10 and 17 points is acceptable. All address details must be printed in the same font and font size.

MINIMUM	recommended	MAXIMUM
10 points	12 points	17 points

CAPITALS	lower case
2.4 mm min. ↓	1.6 mm min. ↓
<b>MAX.</b> ↓ 5 mm	<b>max.</b> ↓ 3.7 mm

## 3.4 Other formatting rules

### 3.4.1 Spaces

- A space must be placed between every word (never several spaces or a long tabulation).
- A space must be placed between a word and a letter.
- Use sufficient line spacing (no overlapping).
- There should be no blank lines between the address lines.

Paul Janssens  
Kwaliteitsafdeling  
bpost  
Dendermondestraat 55 bus | 12  
2018 | Antwerpen

### 3.4.2 Alignment

- All address lines must be aligned to the left.

Paul Janssens  
Kwaliteitsafdeling  
bpost  
Dendermondestraat 55 bus 12  
2018 Antwerpen

Paul Janssens  
Kwaliteitsafdeling  
bpost  
Dendermondestraat 55 bus 12  
2018 Antwerpen

### 3.4.3 Sloping

- The address must be parallel to the length of the envelope (tolerance = maximum 10° slope) – see example.

Paul Janssens  
Kwaliteitsafdeling  
bpost  
Dendermondestraat 55 bus 12  
2018 Antwerpen

### 3.4.4 Punctuation and special characters

- The use of punctuation must be avoided (quotation marks, brackets, dashes, exclamation marks and question marks, ellipses, etc.).
- The same goes for special characters (e.g. '/', '#', '&', '\$', 'n°', 'nr', etc.).

### 3.4.5 Digits

- Dates and cardinal numbers must be in Arabic numerals (e.g.: 11 novemberstraat, 4 seizoenenstraat).
- If the local authorities (city or municipality) use a different spelling on street signs, you may also use it.
- Exceptions: for the names of monarchs and popes (names generally comprising a first name followed by an ordinal number), the number shall always be given in Roman numerals (e.g.: Koning Albert II-iaan, Paus Benedictus XVI-straat).

These recommendations apply to printed and handwritten addresses alike!  
Please take care to write as legibly as possible. Ensure digits in postcodes are sufficiently separated and write the names of municipalities in uppercase.





## 4. Abbreviations

Only use abbreviations when the number of characters per line exceeds 50 characters (including spaces).

E.g. Air Marshall Conninghamlaan 432 > Air Marshall Conninghamln 432

### 4.1 Summary table of general abbreviations

	Usage	Abbreviation permitted in some circumstances	Examples of abbreviations
Form of address	✓		Mr, Mrs
First name <sup>1</sup>	✗		
Last name	✗		
Title	✓		Dr for Doctor, I.G. for Inspector General
Business name		when the abbreviated form is better known than the full name.	IBM
Legal form	✓		S.A. rather than Société Anonyme
Other business information	✓		Z.I. for Zone Industrielle, Rés. for Résidence.
Street type		Only if absolutely necessary to avoid running out of space in the address line.	• Bd rather than Boulevard • Av. rather than Avenue • Pl. rather than Place
Street name		Only if absolutely necessary to avoid running out of space in the address line. Only the title and first name to avoid any confusion with similar names in the same municipality.	• Bourg. rather than Bourgmestre • Gén. rather than Général • J. rather than Jean
Box number			Only: bte
Postcode	✗		
Municipality name	✗		

### 4.2 Summary table of abbreviations for street types

French		Dutch		German	
Avenue	Av.	straat	str.	Strasse	Str.
Boulevard	Bd	laan	ln	Allee	All.
Center	Ctre	plein	pl.	Platz	Pl.
Place	Pl.	steenweg	stwg	Gewerbegebiet	GG.
Route	Rte	industriezone	I.Z.	Residenz	Res.
Square	Sq.	gebouw	geb.		
Zone Industrielle	Z.I.	square	sq.		
Chaussée	Chée				
Impasse	Imp.				

<sup>1</sup> First names should be written out in full in order to make both the redirection of post and registered mail items as straightforward as possible.



## 5. Special instructions for house numbers

---



<b>Compound numbers</b>	Louizalaan 43-45
Use - to separate numbers. (no spaces or /)	
<b>Numerical extensions of house numbers</b>	Dieweg 61/2 (without space) Joseph Wautersplein 16/1 bus 8
Use / Do not confuse with the box number of a building. This can be combined with a box number if necessary.	
<b>Alphabetical extensions of house numbers</b>	Maaslaan 1A (without punctuation nor space) Bouillonlaan 16A bus 207
Do not confuse with the box number of a building. This can be combined with a box number if necessary.	



## 6. Different addresses on a mail item

---

### 6.1 Recipient address

- For the rules governing visual presentation and address zone positioning, please refer to the individual guidelines for each item format (**Small**, **Large** and **Large+ Format**, see section 2 Addressed mail).
- For recipient address layout and contents, please see **points 2, 3, 4 and 5 of this chapter**.

### 6.2 Return address (inclusion compulsory)

**The return address is the address to which an undelivered mail item is to be returned.**

- its inclusion is compulsory
- it must be located in Belgium

To ensure return mail items are sorted and delivered quickly and efficiently, the return address must show the information required in the obligatory 3 lines of the address (see **point 2.2 of this chapter**), except where it is a PO box number.

#### 6.2.1 If it is the only address in addition to the recipient address

- possibly preceded by the term 'Sender'. Its inclusion is not necessary if the sender's logo also includes its address.
- positioning: ideally mentioned in the VERSO of the shipment, on the upper part, centered, on 3 lines, in the format provided for in **point 3. Printed or handwritten address layout**.



Front (recto) of sending



Back (verso) of sending

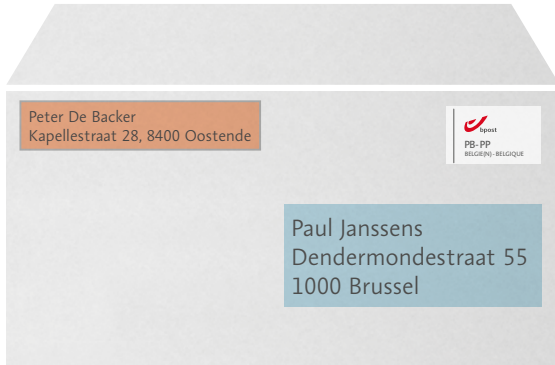




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## Other possible alternatives

- in the upper left corner of the front of the envelope in a font or characters smaller than that of the recipient address, on just one or 2 lines.



- vertically along the left edge of the front of the envelope in a font or characters smaller than that of the recipient address, in a single line.



## It may also be placed in the zone for the address box under the following conditions

- positioned above the recipient address box at a distance of at least 1 cm from both addresses
- written in a single line
- preceded by the term 'Sender'
- font size  $\leq$  7 points
- lighter font colour than that of the recipient address (ideally in light grey)
- may not appear in a box if the recipient address is not itself in a box (eg. printed directly onto the envelope)

Sender: Dhr. J. Goethals, Schildknaapstraat 4, 1000 Brussel

Peter De Backer  
Kapellestraat 28  
8400 Oostende

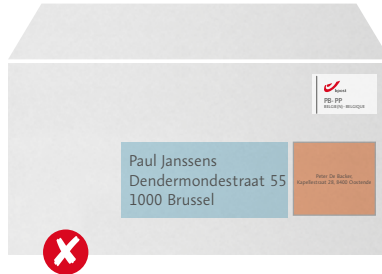
A return address on the front side should not be confused with the recipient's address, otherwise errors or delays in delivery may occur. Its font size must be smaller: maximum 7 points. However, it must remain readable by our distributors.





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The return address must never appear in the following zones:



## 6.2.2 If the return address is not the only address other than that of the recipient

- The return address must **always** be preceded by the word 'Sender' to distinguish it from other addresses
- In case of a window it is the only one to appear there with the recipient's address

### Addressing tips



Please note that the mention of several addresses other than those of the recipient and return may lead to degrade the quality of the sorting of your shipments!

Frame your return address or sender, or frame data that may be confused with your destination address, can degrade the quality of the automatic sorting of your shipments. Avoid framing your return address or sender!





## 7. Accepted foundation colours (Pantone)

The table below shows the foundation colours which (in addition to white) are acceptable in the address zone or the code control zone. Each of the Pantone colours are shown with their 4-colour equivalents.

(conversion via Pantone® COLOR BRIDGE / coated euro)

Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K	Pantone	C-M-Y-K
100	0-0-56-0	122	0-11-80-0	162	0-27-31-0	387	12-0-80-0	434	5-11-8-12	545	21-2-0-1
101	0-0-68-0	127	0-4-60-0	317	24-0-7-0	388	15-0-78-0	441	22-3-15-8	552	24-3-7-2
102	0-0-95-0	128	0-7-70-0	365	24-0-42-0	389	23-0-83-0	453	12-7-33-17	559	32-2-22-3
106	0-0-73-0	134	0-12-60-0	366	31-0-50-0	393	6-0-55-0	454	12-5-27-9	566	17-0-10-0
107	0-0-90-0	135	0-23-76-0	372	16-0-40-0	394	6-0-72-0	458	5-4-70-7	573	21-0-13-0
108	0-0-98-0	141	0-17-65-0	373	21-0-47-0	395	9-0-90-0	459	5-3-61-4	580	20-0-34-0
113	0-2-83-0	142	0-25-78-0	374	30-0-62-0	396	10-0-95-0	460	2-0-50-3	584	21-0-85-0
114	0-4-87-0	148	0-18-43-0	379	13-0-60-0	400	6-7-11-16	461	2-0-40-1	585	14-0-68-0
115	0-6-87-0	149	0-25-51-0	380	20-0-80-0	406	5-9-10-16	468	6-13-41-5	586	10-0-59-0
120	0-5-64-0	155	0-12-34-0	381	29-0-96-0	420	6-4-7-11	537	22-7-2-3	587	9-0-50-0
121	0-8-70-0	156	0-24-49-0	386	9-0-66-0	427	7-3-5-8	538	14-4-1-3		

For the special rules for parcel labels, see **Section 4, Parcels, in the Creation chapter**.

Detailed technical specifications are available on request from your Account Manager or via email to [service.centre@bpost.be](mailto:service.centre@bpost.be).

## 8. Envelope colour

Envelopes should ideally be white or with a pastel shade.

However, if you need to use brown or dark-colored envelopes, please be aware that they may reduce the sorting efficiency of your mail items.

To avoid this risk, you can use a white label for the address.

Do's



Don'ts





# Franking methods

## 1. The franking machine

---

### 1.1 Permitted mail items

**You can use the franking machine for the following mail items:**

- ordinary domestic PRIOR/Non PRIOR
- registered post (domestic and international)
- Direct Mail<sup>1</sup>
- bpack parcels (10 kg maximum weight)
- addressed magazines<sup>2</sup>
- international PRIOR and Economy items

Find all the types of mail items and prices available for the franking machines on [www.bpost.be/machineaaffranchir](http://www.bpost.be/machineaaffranchir)

### 1.2 Deposit of your mail items

**When sending your franked mail items, you have 4 options:**

- **In our letterboxes**
  - for ordinary domestic and international post only
  - mail items must be sent in the red envelopes marked 'machine à affranchir' / 'frankeermachine'
- **In a post office or post point**
  - for all mail items franked by machine, with the exception of periodicals
  - for Direct Mail items (min 50 max 3000 pieces) must be stamped as Non PRIOR (bpost will reimburse you the difference between the Non PRIOR rate and the Direct Mail<sup>1</sup> rate for your item)
- **Collection via the bpost Collect & Send service**
  - for ordinary domestic and international mail items
  - for registered post
  - for bpack parcels
- **In a (Hyper) Masspost Center**
  - for ordinary domestic PRIOR/Non PRIOR or international PRIOR and Economy items (for upwards of 500 items<sup>3</sup>)
  - for registered post (for upwards of 1 item<sup>4</sup>)
  - for addressed magazines (upwards of 1 item)
  - for Direct Mail (for upwards of 500 items)
  - for bpack parcels (for upwards of 20 items)

More information is available at [www.bpost.be/machineaaffranchir](http://www.bpost.be/machineaaffranchir).

<sup>1</sup> To benefit from the preferential rates for addressed promotional mailings, refer to the Postage Machine User Guide available at [www.bpost.be/machineaaffranchir](http://www.bpost.be/machineaaffranchir)

<sup>2</sup> Please note, this method is only available for franked publications at the preferential periodical rate.

<sup>3</sup> It is possible to make a deposit for the same type of mail items with a mix of weights and formats (normalized and non-normalized) by complying with the deposit procedures for addressed post.

<sup>4</sup> A deposit of less than 500 registered items of the same format (normalized and non-normalized only) entails an additional administrative charge of €12.50 per deposit.



## 2. Postage Paid (PP)

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Postage Paid is a simple and efficient solution for franking large numbers of items. The 'PP' mark simply need to be printed directly onto your envelopes. The total bill for the franked items is settled when dropping the mail items or by periodic billing.

### 2.1 Permitted mail items

#### You can use the PP franking mark for the following items

- bulk mailings of Direct Mail and Letter tariff items
- addressed newspapers
- addressed magazines
- printed electoral material
- international PRIOR/Economy items sent at either preferential or conventional rates
- domestic registered post
- domestic PRIOR/Non PRIOR for upwards of 500 items as dispatched from a (Hyper) Masspost Center at standard rate

### 2.2 Which franking mark to use?

#### 2.2.1 The wording to be displayed and the printing options

#### The required information on the PP franking mark is

- BELGIQUE - BELGIË - BELGIEN
- PP-PB
- the mention 'bpost' (as shown in the diagrams below). Indeed, the legislation requires the postal operator to be identified on each post.
- in the case of a contractual PP franking mark, 'B-your PP number'. If your PP number consists of 4 digits, preferably add a 0 in front of it (example: B-01234).

Simply use the PP franking mark provided by bpost, all the information is there!



#### 3 printing options are available to you:

- Mark printed when the mail item is made, visible in the postage area on the front of the mail item
- Marking affixed by a printer directly to the mail item or on a self-adhesive label
- Mark affixed by means of a stamp

The PP franking mark can be printed in color provided that the PP is used without the bpost logo (without visual).

The mark may be printed on a pantone coloured background provided that it is plain, offers sufficient contrast with the franking mark and that the mark used is the one without the bpost logo (without visual).

In both cases, the franking mark must remain legible and all the elements of the mark must be of the same colour.





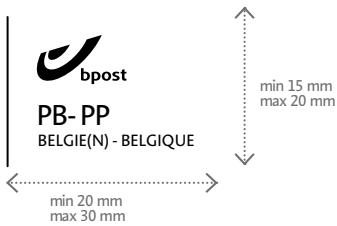
# 1. Addressing and Franking > Franking methods

## 2.2.2 For non-contract customers

- Request the non-contractual PP franking mark by filling out the online form at [www.bpost.be/postagepaid](http://www.bpost.be/postagepaid).
- The PP franking mark will be sent directly to you via email so you can print it on your envelopes.

### Non-contractual franking marks (actual size)

#### Black and white version



#### Colour version



#### Version for printers with no image printing facility



## 2.2.3 For contract customers

A PP number will be created for you as part of your PP franked mail contract.

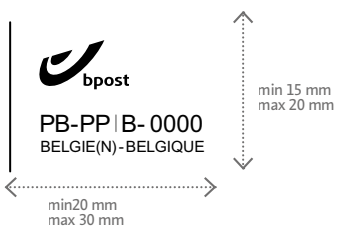
### You have 2 options:

- Download the new contract customer franking mark and fill in your PP number on [www.bpost.be/postagepaid](http://www.bpost.be/postagepaid).
- Give your PP number to your printer to include it in the franking mark.

For more information on Postage Paid go to [www.bpost.be/postagepaid](http://www.bpost.be/postagepaid).

### Contractual franking marks (actual size)

#### Black and white version



#### Colour version



#### Version for printers with no image printing facility

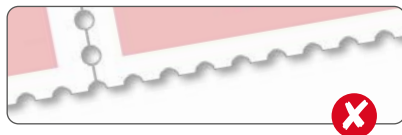
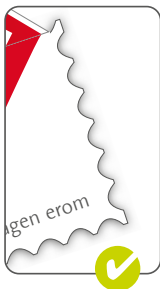


## 2.3 Fancy PP

Customers who have a contract with bpost (Direct Mail, Letter Contract, Addressed Magazines or Registered Post) can customise their Post Paid franking mark for any dispatch of upwards of 500 items at a (Hyper) Masspost Center.

### 2.3.1 Layout guidelines

- The illustration (and adjoining PP mark) must:
  - be positioned in the franking zone
  - be printed directly on the envelope
- A customised PP franking mark is legally required to mention the following:
  - bpost
  - BELGIQUE - BELGIE(N)
  - PP - PB
  - B-'your PP number'. If you have a 4-digit PP number, please add a zero before it to ensure your post is processed as efficiently as possible (e.g. B-01234).
- Minimum character size for PP notice:
  - 2.4 mm for uppercase characters
  - 1.6 mm for lowercase characters
- The PP franking mark cannot be confused with a real stamp nor reproduce a current stamp (nor any previous stamp):
  - no postal references or wording which may be perceived as such:
    - no face value nor digits from 1 to 9
    - may not include the wording PRIOR/Non PRIOR
    - no MaxiResponse
    - may not include such wording as 'reregistered post', 'express', 'airmail', etc.
  - no stamp-style perforations



If your Fancy PP contains an illustration outlined with perforations and if the requisites wording is included, the illustration must contain some form of identification (name of the sender, company, product/service range, brand, campaign, etc.).





## 2.3.2 Legal terms and conditions relating to the illustration

- You must own any of the relevant rights for any images.
- You must undertake to ensure that any images used do not contain anything:
  - misleading or inaccurate
  - injurious, offensive, immoral, contrary to public order or morals and/or liable to cause harm to a third party
  - of a religious, political or ethnic nature
  - containing total or partial nudity
  - which represents a famous person or public figure
  - containing imagery depicting violence, drugs, firearms or any other illegal activity
  - liable to damage bpost's reputation
  - which contravenes any applicable legislation or regulatory provision
  - which constitutes an infringement of third party's intellectual property rights

### Did you know?

To ensure that your franking mark complies with the terms and conditions, you can have it pre-approved via the online form at [www.bpost.be/validationspecimen](http://www.bpost.be/validationspecimen) or via your Account Manager.





### 3. Deferred Payment (DP)

Deferred Payment is a franking method for Belgian public bodies. Administrations authorised to frank their post using the DR method ('Uitgestelde Vergoeding' (UV) in Dutch/ Rétribution Différée (RD) in French) in envelopes marked with 'UV' or 'RD' on the right hand top corner of the envelope). They are invoiced in accordance with the drops made.

#### 3.1 Authorisation & contract

Deferred payment is only available through an agreement with the bpost Service Centre (Deferred Payment section). The public body then signs a contract with the Service Centre.

#### 3.2 Permitted mail items



You may use DP for all domestic administrative correspondence.

**Are excluded:**

- international post
- bpack parcels

#### 3.3 The wording to be displayed and the printing options

**DP items must show the following notices in the top right hand corner**

- name of postal operator (bpost)<sup>1</sup>
- full details of return name and address (in the free zone  for the sender<sup>2</sup>)
- the letters RD or UV (in the franking zone ) contained within a box measuring as follows:
  - L = 30 mm
  - H = 20 mm
  - = +/- 5% tolerance on H and W

Color version



Black and white version



Version for printers with no image printing facility



**Did you know?**

You can download a file with all of the ready-to-print versions and the DP framework at [www.bpost.be/rd](http://www.bpost.be/rd) ('Questions pratiques' tab).



<sup>1</sup> Under current legislation, addressed postal items must bear a distinctive sign indicating the postal services provider responsible for its handling (in this case, bpost). This requirement also applies to items dispatched under Deferred Payment (DP).

<sup>2</sup> For a description of the different zones of a postal item, please refer to the relevant section of **Section 2, Addressed mail, Creation chapter (Small, Large and Large+ Format)**.



## 1. Addressing and Franking > Franking methods

### 3 printing options are available to you:

- Mark printed when the mail item is made, visible in the postage area on the front of the mail item
- Marking affixed by a printer directly to the mail item or on a self-adhesive label
- Mark affixed by means of a stamp

The UV/RD franking mark can be printed in color provided that the mark is used without the bpost logo (without visual).



The mark may be printed on a pantone coloured background provided that it is plain, offers sufficient contrast with the franking mark and that the mark used is the one without the bpost logo (without visual).

In both cases, the franking mark must remain legible and all the elements of the mark must be of the same colour.

## 3.4 Deposit of your mail items

### 3.4.1 Deposit Methods

#### When sending your DP mail items, you have 3 options:

- collection via the bpost Collect & Send service
- drop at a (Hyper) Masspost Center
- drop at a post office (for upwards of 3,000 items)

### 3.4.2 Different Drop Form types

#### There are a number of different DP forms depending on customer and postal item type

- the 'Standard UV/RD' form
- the 'Preferential Tariff UV/RD' form
- the 'Addressed Press/newspapers' form (check off "UV/RD")

The latest versions of these forms are available from [www.bpost.be/rd](http://www.bpost.be/rd).



### 3.4.3 Forms ordering

#### The Drop Form must always be

- submitted at the desk at the point of deposit or
- attached to items due for collection by a bpost service (please refer to **Section 9, Collection Services**)

### 3.4.4 Ordering a Form

#### You have 2 options when ordering forms

- download them from [www.bpost.be/rd](http://www.bpost.be/rd)
- request them from the Service Centre (**02 201 11 11**), Deferred Payment section



### 4. Collect & Stamp

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The Collect & Stamp service will collect your letters, parcels and recorded delivery items, frank them and then deliver them. Collect & Stamp users do not need to frank items nor drop them off themselves. It is therefore a valuable time-saving service. More information is available at [www.bpost.be/collectandstamp](http://www.bpost.be/collectandstamp).