



## 6. Unaddressed Mail (Distripost)



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# Distripost

## 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 item without minimum volume per year)
- Distripost Intense (recurrent and commercial mail item)
- Distripost Press (free press)
- Distripost Public (public informative mail item)

	Commercial Distripost			Informative Distripost
	Distripost Boost	Distripost Intense	Distripost Press	Distripost Public
Service available for	All	All	Free press	Public authorities
Type of mail item	Commercial	Commercial	Commercial	informative
Obligatory contract subscription?	No	Yes	Yes	No
Minimum volume/year	-	20,000,000	1,000,000	-
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

### Did you know?

Distripost mail items are never distributed in the letter boxes of residences 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 (example: municipal administration, water company, etc.)<sup>1</sup>
- the mailed item complies with current legislation (see **point 1.3**)

More info on Distripost Public at

[https://www.bpost.be/sites/default/files/distripost\\_public\\_A2\\_FR.pdf](https://www.bpost.be/sites/default/files/distripost_public_A2_FR.pdf).

bpost reserves the right to refuse the reservation and/or the distribution of the Distripost mail items if the criteria necessary for accessing the 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 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.

#### 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.



<sup>1</sup> If you have any questions, contact [distripost@bpost.be](mailto:distripost@bpost.be).

### Did you know?



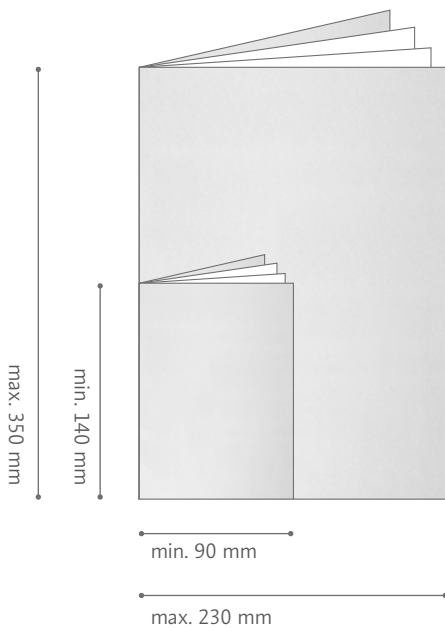
For any questions about the legal provisions of

- the Brussels-Capital Region, go to the site of IBGE (Institut bruxellois pour la Gestion de l'Environnement – Brussels Institute for Environmental Management) [www.ibgebim.be](http://www.ibgebim.be) or call **02 775 75 75**
- the Walloon Region, go to [environnement.wallonie.be](http://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) [www.ovam.be](http://www.ovam.be) or call **015 28 42 84**

## 1.4 Creation of a Distripost mail item

### 1.4.1 Product characteristics

For easy distribution of your mail item, in addition to complying with the General Terms and Conditions<sup>1</sup>, the following rules shall apply.



<b>Dimensions</b>	Minimum 90 x 140 mm Maximum 230 x 350 mm
<b>Thickness</b>	Maximum 8 mm
<b>Maximum weight</b>	130 g <i>(exception: Distripost Public: 250 g)</i>
<b>Paper-weight</b>	Minimum 80 g/m <sup>2</sup> <i>(for a single-page shipment)</i>

<sup>1</sup> 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 <http://www.bpost.be/nl/terms-and-conditions>.

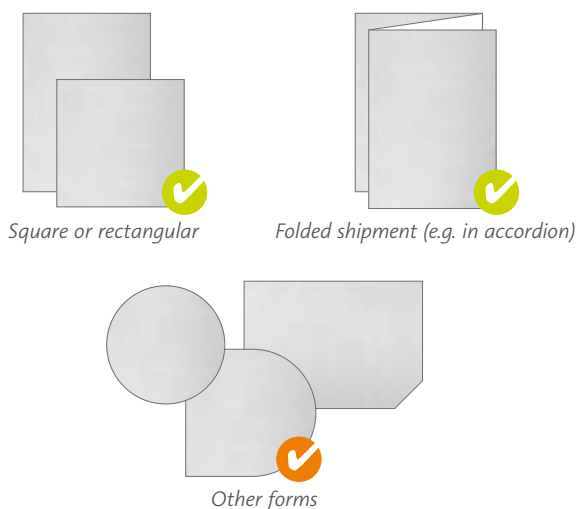
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## 1.4.2 Formats

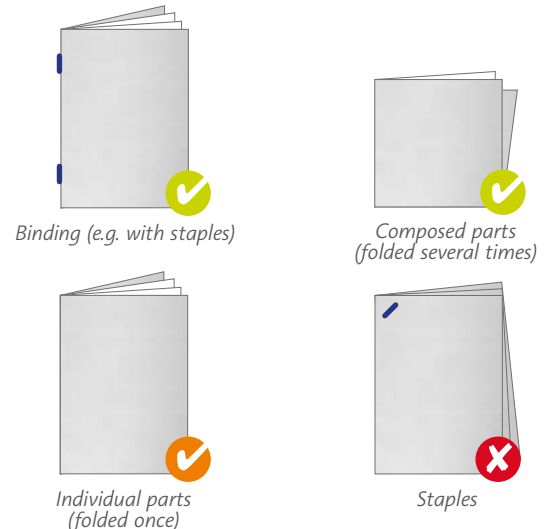
A surcharge is requested for all shipments with a 'Special Format' because they are more difficult to handle and distribute (see details in the table below). **Your folder will be considered as a 'Special Format' as soon as it meets one of the characteristics of the 'Special Format'.**

	<b>Standard Format</b>	<b>Special Format supplement (not available for Distripost Intense)</b>	<b>Forbidden</b>
<b>Form</b>	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> )	-
<b>Dimension</b>	Thickness up to 8 mm	Thickness over 8 mm	-
<b>Compound shipment</b>	Composite sendings with fastened together parts <sup>1</sup> : <ul style="list-style-type: none"> <li>• 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.</li> <li>• Bindings (including stapled bindings)</li> </ul>	Sendings composed of several non-jointed parts	Sendings consisting of several parts attached with staples (with the exception of the use of staples for bindings)
<b>Additional features</b>	Foldable	Not foldable	
	Paper	<ul style="list-style-type: none"> <li>• Other than paper</li> <li>• Shipment packed in blister pack or plastic film</li> </ul>	
	Stackable	Not stackable	

### Examples formats



### Examples of compound sendings



<sup>1</sup> Composite sendings: sendings consisting of two or more pieces that cannot be separated.



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### 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') days for your distribution (i.e. 'Monday and Tuesday' or 'Wednesday and Thursday').
  - For recurring (weekly or fortnightly) orders, this option is part of the offer.
  - 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 may the option be unavailable.
- c. **Sociodemographic criteria** (age, social category, sex, etc.) to refine your selection (subject to rate supplement). For more info, contact your Account Manager.
- d. **Barometer**: a questionnaire after the distribution of your leaflets that measures the impact of your campaign.

#### Did you know?

If you want to distribute samples, you can request this via your Account Manager. This distribution will be granted only with explicit prior approval.







## 2. Booking of Distripost mail items


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### 2.1 Booking of a campaign

#### 2 booking possibilities

- Order direct using our online reservation tool [www.bpost.be/distripost/reservatietool.html](http://www.bpost.be/distripost/reservatietool.html) (recommended method).
- Contact our Customer Service (**02 201 11 11** or [distripost@bpost.be](mailto: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](http://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. 
  - Book the weight that you actually expect to drop because it reserves capacity in our systems. Upon drop, if the weight differs from the planned weight, your mail item may be blocked.
  - If you want to change the weight of your mail item after we have sent the schedule, please communicate this change to us as soon as possible because it blocks capacity in our planning.

#### 2.1.1 Geographical selection of the distribution zone

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

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

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)

**a. For the commercial Distripost (Boost, Intense, Press)**, the suburbs and districts are translated in postrounds (i.e. the routes taken by our postmen). In the online reservation tool you can visualize the rounds that cross the selected zones.

Therefore, if you select a district or suburb, it is possible that the distribution zone is extended to additional letter boxes outside than those in your original selection. If you select a province/an entire municipality, it will never be distributed in letter boxes outside your selected area.

**b. For the informative Distripost (Public)**, the distribution is always limited to the letter boxes inside your selected zone.



### 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 <http://distripostsimulation.bpost.be/irrn-public/distripost/index.html#/wizard/simulation/distribution/tree>.

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 districts.

### 2.1.2 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 customer 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 preferential tariffs. For more info, contact our Customer Service.



Booking deadlines are determined by:

- the type of mail item
- the frequency of sending (recurrent mail items<sup>1</sup>)
- the annual contractual commitment volume

Annual contractual commitment	Booking deadline
<b>Commercial mail items</b>	
< 500,000/year	up to 2 months in advance
> 500,000/year	up to 4 months in advance
<b>For all your orders with a recurrence greater than 10 deposits</b>	
/	as of August 15th for the following year
<b>Informative mail items</b>	
/	Up to 9 months in advance. The first half of the next year is available from 1st October of the previous year onwards.

### 2.1.3 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 invoiced<sup>1</sup> 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.

<sup>1</sup> Subject to later adaptation of the selection.



## 2.1.4 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 planning team contacts you and offers you a solution

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

## 2.1.5 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.

## 2.1.6 Order modification or cancellation

In the event of modification (example: distribution period/zone, weight, type of mail item, format, etc.) or cancellation of your order after the planning confirmation, please communicate these changes to us at the latest 3 days before deposit. Once this deadline has passed, you will be invoiced for the costs of late cancellation/modification (this measure is designed to be able to offer you maximum capacity).

### 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.



## Overview of the costs of late cancellation or modification

	Up to 3 working days before drop	Within 2 working days before drop	Upon drop
<b>Modification of the time of distribution</b>	No costs	30% of the number of mailed items at the preferential rate '0/25 g'	30% of the number of mailed items at the preferential rate '0/25 g'
<b>Cancellation or non-presentation of the mail items</b>	No costs	30% of the total amount of your reservation	100% of the total amount of your reservation



### 3. Preparation of your mail items

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When making a booking, you have 3 options:

- Option 1: make the drop yourself in a (Hyper) Masspost Center<sup>1</sup>
- Option 2: drop of your items to approved post offices. This option is only available in maximum preparation (see point 4.2) and the volume is limited according to the chosen office. Find all approved offices and the weight limit at [https://www.bpost.be/sites/default/files/landing\\_page/Lokaal\\_Distripost\\_local\\_-\\_Erkende\\_postkantoren\\_-\\_Bureaux\\_agrees.xlsx](https://www.bpost.be/sites/default/files/landing_page/Lokaal_Distripost_local_-_Erkende_postkantoren_-_Bureaux_agrees.xlsx)
- 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

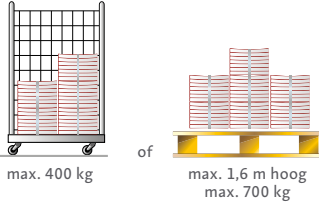
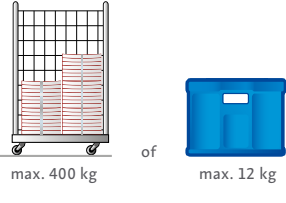
- Antwerp: covers the provinces of Antwerp and Limburg
- Charleroi: covers the provinces of Hainaut, Walloon-Brabant and Namur
- Brussels: covers the provinces of Brussels-Capital and Flemish-Brabant
- Liège: covers the provinces of Liège and Luxembourg
- Ghent: covers the provinces of West Flanders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

<sup>1</sup> For your mass deposits of mail items, in Belgium there are  
- 19 Masspost Centers – limited capacity for the number of mail items per deposit  
- 5 Hyper Masspost Centers – no limit on the number of mail items.  
Consult the full list of the mass deposit points at <http://www.depostlaposte.be/locations/business/fr/both.php>.



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

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

<sup>1</sup> Pallets are not allowed for deposit 'complete prepared'.



## 6. Distripost

Where to drop	In approved post offices	Collect with Pick-Up	
What day to drop	D-2 (Boost and Public)	D-4 (Boost and Public)	D-3 (Boost and Public)
Preparation type	Maximum		
When to drop	Before 12h	NA	NA
Which center/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 MP centre of the collecting zone (= the distribution offices located in the region where the collection took place)
Volume/weight	Max 10,000 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	

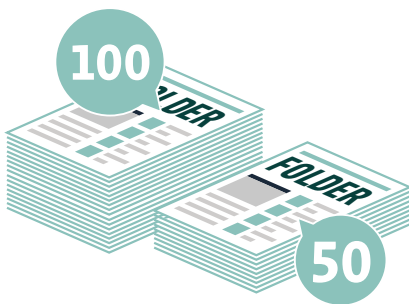
## 3.1. Preparation of your mail items for a drop in a (Hyper) Masspost Center<sup>1</sup>

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/distripost](http://www.bpost.be/distripost).



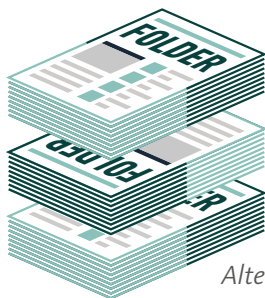
### Step 1: Divide your mail items per 50 or 100.

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

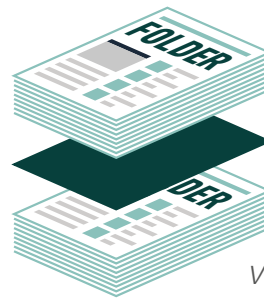


### Step 2: Separate the packs.

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*

### 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).



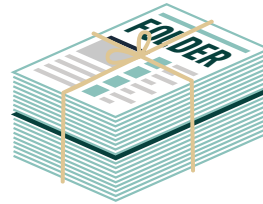
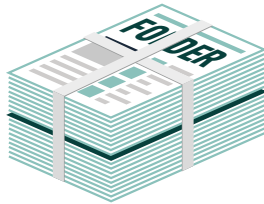
<sup>1</sup> For your mass deposits of mail items, in Belgium there are  
 - 19 MassPost Centres – limited capacity for the number of mail items per deposit  
 - 5 Hyper MassPost Centres – no limit on the number of mail items.  
 Consult the full list of the mass deposit points at <http://www.depostlaposte.be/locations/business/fr/both.php>.






### 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<sup>1</sup> 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.

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### 3.2 Preparation of your mail items for a drop in an approved post office

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

Please consult the summary on:

[http://www.bpost.be/sites/default/files/files/One\\_pager\\_Retail\\_FR.pdf](http://www.bpost.be/sites/default/files/files/One_pager_Retail_FR.pdf)

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### 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:

[http://www.bpost.be/sites/default/files/files/One\\_pager\\_Pick\\_Up\\_FR.pdf](http://www.bpost.be/sites/default/files/files/One_pager_Pick_Up_FR.pdf)

<sup>1</sup> Pallets are not allowed with complete preparation

## 4. Sorting and drop of your mail items in a (Hyper) Masspost Center<sup>1</sup>

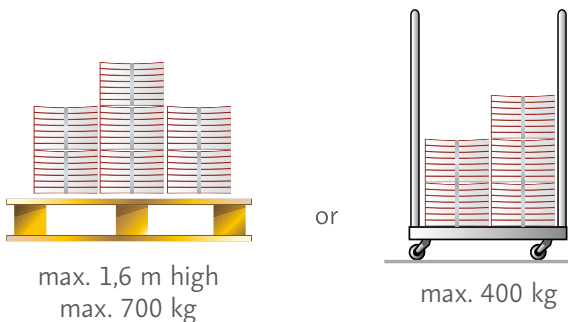
### 4.1 Minimum preparation, drop 4 working days before distribution



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 Center.

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.



<sup>1</sup> For your mass deposits of mail items, in Belgium there are  
 - 19 MassPost Centres – 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 mass deposit points at <http://www.depostlaposte.be/locations/business/fr/both.php>.

## 4.2 Complete preparation



Drop 2 working days before distribution

Only valid for Boost & Press

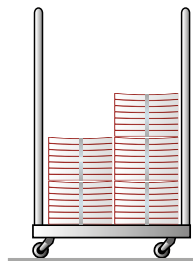


Drop 1 working day before distribution  
(and before 12h)

Only valid for Public

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

### Roll containers or blue trays<sup>1</sup>



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 Center

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

- Then provide separate containers/pallets per version/order.
- Make sure that each version is recognizable from the outside.
- Check the delivery location: it depends on the delivery zone on your order confirmation.



For a deposit in an authorised post office, please consult the summary at [http://www.bpost.be/sites/default/files/files/One\\_pager\\_Retail\\_FR.pdf](http://www.bpost.be/sites/default/files/files/One_pager_Retail_FR.pdf).

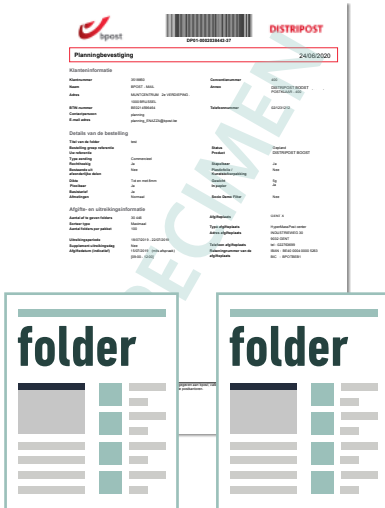


<sup>1</sup> Pallets are not allowed with complete preparation

new

## 4.3 Documents

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



Details van het order

Orderref. DP01-0001064493-64

Orderref. DP01-0001064493-64

Klantnaam x

Klantnummer x

Titel van de folder voorbeeld

Ordertype x

Uitreikingskantoor	Regio	Aantal bussen
2000 ANTWERPEN CENTRUM MAIL	Antwerpen - Limburg	32219
2020 ANTWERPEN KIEI MAIL	Antwerpen - Limburg	8664
2030 ANTWERPEN HAVEN MAIL	Antwerpen - Limburg	4831
2040 ANTWERPEN BERENDRECHT MAIL	Antwerpen - Limburg	3830
2050 ANTWERPEN LINKEROEVER MAIL	Antwerpen - Limburg	6280
2060 ANTWERPEN DAM MAIL	Antwerpen - Limburg	19769
2100 DEURSE MAIL	Antwerpen - Limburg	26126
2140 BORGERHOUT MAIL	Antwerpen - Limburg	13411

1080 KOEKELBERG MAIL

Brussel/Bruxelles - Brabant Wallon - Vlaams Brabant

Verpakking	# Bundels / Laag	# Pakken / Bundel	# Folders / Pak
		Maximum gewicht: 7 kg	100
# Folders in pallet/container		TOTAAL AANTAL FOLDERS	
		19 132	

Maximaal gewicht van de container: 100kg

Maximaal gewicht van de pallet: 700kg

Container nummer: \_\_\_\_\_ van \_\_\_\_\_

Pallet nummer: \_\_\_\_\_ van \_\_\_\_\_

Algemeen: BRUSSEL X / BRUXELLES X  
INDUSTRIELAAN 16 - 1070 BRUSSEL

Transporteur: \_\_\_\_\_

Opmerking: \_\_\_\_\_

**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)

**Did you know?**

If your order includes different editions/versions of a mail item to be distributed on the same day (e.g.: 2 languages = 2 versions), each edition/version must be clearly identifiable from the outside cover.





## 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 Bancontact) 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 in cash	Bank transfer
Online reservation with drop in a (Hyper) Masspost Center	✓	✓	✓ on the bank account of the (Hyper) Masspost Center
Online reservation with the Pick-up option	✓	-	-
Reservation with drop in an approved post office	✓	✓	✓ on the bank account of the (Hyper) Masspost Center

#### Did you know?

Whatever your payment method, you will always receive an invoice<sup>1</sup>.



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

We invoice for the maximum number of mail items communicated in the planning confirmation of your reservation.

You thus know the maximum budget when you reserve, for optimal management of your marketing budget.

The number of letter boxes changes every day. That is why we communicate to you the definitive number at the latest 2 weeks before the distribution. We thus guarantee you the best distribution quality.

<sup>1</sup> When you drop, ensure you always stick to the number of mail items communicated in the definitive confirmation. This guarantees that we will be able to cover the entire geographical area that you have selected.



### 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

<http://www.bpost.be/site/fr/solutions-professionnelles/envois-publicitaires/distripost-taxes>.



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

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**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 Center 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 Center (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 2.1.6 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 Center (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

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7.1 Preparation and drop of unaddressed mail items (Distripost)

7.2 Voorbereiding van uw Distripost-folders in kartonnen dozen, met ophaling door bpost

7.3 Voorbereiding van uw Distripost-folders zonder kartonnen dozen, met ophaling door bpost

7.4 Voorbereiding van uw Distripost-folders in kartonnen dozen, met afgifte in een postkantoor

7.5 Voorbereiding van uw Distripost-folders zonder kartonnen dozen, met afgifte in een postkantoor

7.6 Confirmation of the order

7.7 Preparation documents

7.7.1 Identification letter

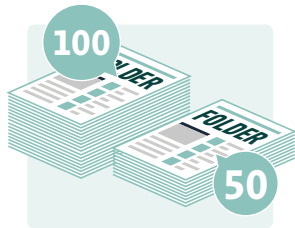
7.7.2 Sorting list

7.7.3 Overview of the municipal taxes declaration

7.8 Pick-up label

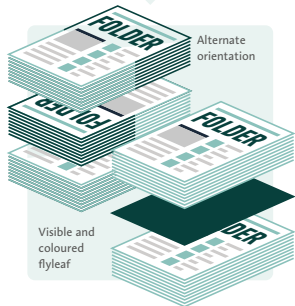
## 1 Preparation of your mail items for deposit in a (Hyper) Masspost Center

### A. Preparation packs of 50 or 100



**STEP 01**

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

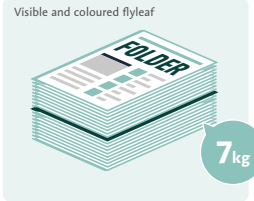


**STEP 02**

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

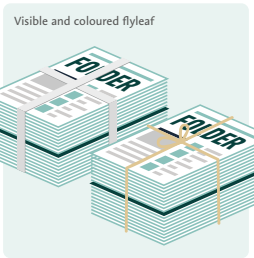
*\*If it allows to distinguish the different packs visually*

### 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)

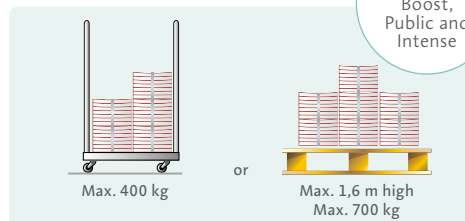
## 2 Sorting and delivery of your mail items in the (Hyper) Masspost Center

### 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 Center.



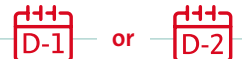
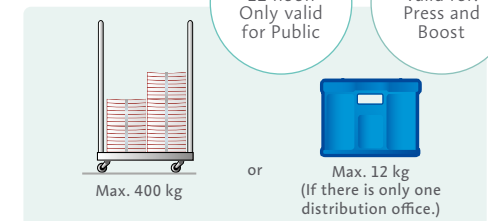
Only valid for: Boost, Public and Intense

### 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 Center.

*\*Pallets are not allowed with complete preparation*



D-1 before 12 noon Only valid for Public

D-2 Only valid for: Press and Boost



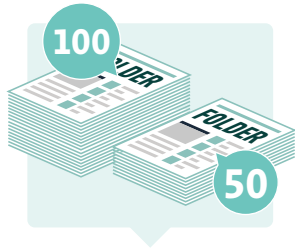
# Vorbereitung van uw Distripost-folders in kartonnen dozen, met ophaling door bpost

## Wat heeft u nodig?

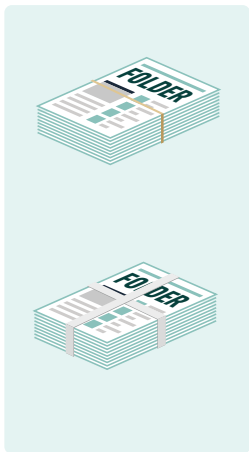
- De folders
- Elastieken of papierstroken
- Plakband voor verpakking
- Stevige kartonnen dozen (inhoud A4) die dichtgaan
- Een markeerstift
- Post-its
- Een weegschaal (optioneel)
- De orderbevestiging, de sorteerlijst, de etiketten (bij de e-mail) en 2 specimens

## A. Vorbereitung in pakken van 50 of 100

Bereid uw folders in pakken voor, zodat elke postbode het correcte aantal huis-aan-huiszendingen krijgt.



**STAP 01**  
Verdeel uw folders per **50 of 100** door ze te tellen of door een eerste pak te tellen en te wegen en dan de volgende pakken te wegen.



**STAP 02**  
Houd elk pak samen met **een elastiek**

of **2 gekruiste papierstroken.**

De pakken zijn klaar om in de dozen verpakt te worden.

## B. Vorbereitung van de kartonnen dozen

Volg de sorteerlijst bij de voorbereiding van uw dozen, zodat elk kantoor de juiste uit te reiken hoeveelheid ontvangt.



**STAP 03**  
Bevestig de pakken met folders vast **in de dozen** om te vermijden dat ze worden beschadigd tijdens het transport (max. 13 kg/doos).



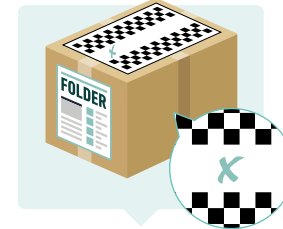
**STAP 04**  
Steek in elke doos **een post-it** met vermelding van het aantal folders in de doos.



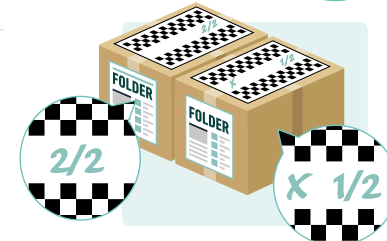
**STAP 05**  
Stop **de bevestiging** van de bestelling en de **2 specimens** in een doos.



**STAP 06**  
**Plak** een exemplaar van **de folder** op elke doos en sluit ze met plakband.



**STAP 07**  
**Kleef een etiket** op de bovenkant van elke doos en **vink de doos aan** waarin u de orderbevestiging hebt gestoken.



**STAP 08**  
**Nummer de dozen** (nummer van de doos/aantal dozen voor elk kantoor).

De Distripost-folders zijn klaar om te worden opgehaald door bpost.



# Vorbereitung van uw Distripost-folders zonder kartonnen dozen, met ophaling door bpost

## Wat heeft u nodig?

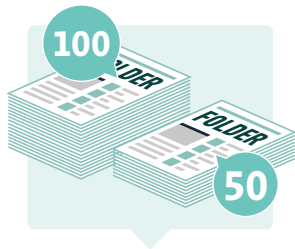
- De folders
- Een markeerstift

- Gekleurde bladen
- Plastic strips of touwtjes

- Een weegschaal (optioneel)
- De orderbevestiging, de sorteerlijst, etiketten (bij de e-mail) en 2 specimens

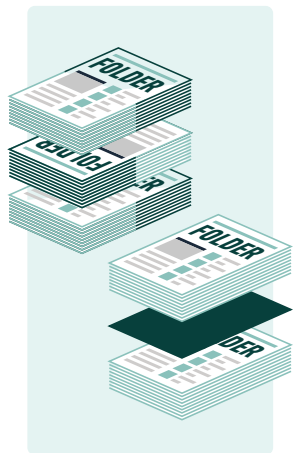
## A. Vorbereitung in pakken van 50 of 100

Bereid uw folders in pakken voor, zodat elke postbode het correcte aantal huis-aan-huiszendingen krijgt.



### STAP 01

Verdeel uw folders per **50 of 100** door ze te tellen of door een eerste pak te tellen en te wegen en dan de volgende pakken te wegen.



### STAP 02

**Scheid de pakken** met een gekleurd blad of karton of **verander de oriëntatie\*** om de verschillende pakken in een bundel goed te kunnen onderscheiden (dit vergemakkelijkt het tellen).

*\*De pakken moeten visueel van elkaar onderscheiden kunnen worden.*

De pakken zijn klaar om bundels van te maken.

## B. Vorbereitung van stevige bundels

Bereid **stevige bundels** voor om te vermijden dat de folders worden beschadigd tijdens het transport.



### STAP 03

Maak van de pakken folders **makkelijk hanteerbare bundels** (hoogte van 10-12 cm, max. 7 kg/bundel).



### STAP 04

Houd de bundels stevig samen met **2 gekruiste plastic strips\***

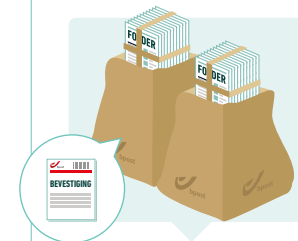
of een **gekruipt touwtje**.

*\*Uitzonderlijk toegelaten: elastieken van minstens 6 x 140 mm*

De bundels zijn klaar om in zakken te worden gestopt.

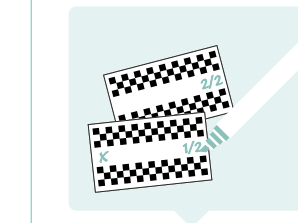
## C. De postbode brengt de zakken mee

Volg de sorteerlijst bij de voorbereiding van uw dozen, zodat elk kantoor de juiste uit te reiken hoeveelheid ontvangt.



### STAP 05

**Stop de bundels in de zakken** (max. 27 kg/zak) en stop de bevestiging van de bestelling en de 2 specimens in één zak.



### STAP 06

**Nummer de etiketten** (zaknummer/aantal zakken voor elk uitreikingskantoor) en **vink** de zak aan waarin u de orderbevestiging hebt gestoken.



### STAP 07

**Sluit de zakken** met de sluitingen die door de postbode worden gebracht.

De folders zijn klaar om te worden opgehaald door bpost.



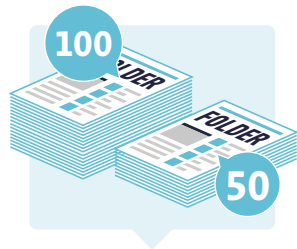
# Vorbereitung van uw Distripost-folders in kartonnen dozen, met afgifte in een postkantoor

## Wat heeft u nodig?

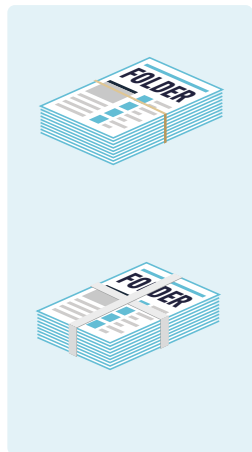
- | De folders
- | Elastieken of papierstroken
- | Stevige kartonnen dozen (inhoud A4) die dichtgaan
- | Een weegschaal (optioneel)
- | Post-its
- | Plakband voor verpakking
- | De orderbevestiging, ontvangen op het moment van de reservatie en 2 specimens

### A. Vorbereitung in pakken van 50 of 100

Bereid uw folders in pakken voor, zodat elke postbode het correcte aantal huis-aan-huiszendingen krijgt.



**STAP 01**  
Verdeel uw folders per **50 of 100** door ze te tellen of door een eerste pak te tellen en te wegen en dan de volgende pakken te wegen.



**STAP 02**  
Houd elk pak samen met **een elastiek**

of **2 gekruiste papierstroken.**

De pakken zijn klaar om in de dozen verpakt te worden.

### B. Vorbereitung van de kartonnen dozen

De dozen moeten worden klaargemaakt voor de afgifte in het postkantoor.  
Neem de bevestiging van de bestelling mee en geef ze af aan het loket samen met uw dozen met folders.



**STAP 03**  
Bevestig de pakken met folders vast **in de dozen** om te vermijden dat ze worden beschadigd tijdens het transport (max. 13 kg/doos).



**STAP 04**  
Steek in elke doos **een post-it** met daarop het aantal folders in de doos.



**STAP 05**  
**Plak** een exemplaar van **de folder** op elke doos.



**STAP 06**  
**Sluit de dozen** met plakband, maar laat er één open.



**STAP 07**  
**Geef uw dozen** voor 12 uur op de voorziene dag **af in uw postkantoor.** Neem de orderbevestiging en 2 specimens mee.

**OPMERKING**

Vraag aan het loket of er alternatieve modaliteiten voor de afgifte zijn toegestaan. Dit is soms zo wanneer de loketten van het postkantoor en de postbodes die de huis-aan-huiszendingen uitreiken zich in hetzelfde gebouw bevinden.

De folders worden uitgereikt door bpost.



# Vorbereiding van uw Distripost-folders zonder kartonnen dozen, met afgifte in een postkantoor

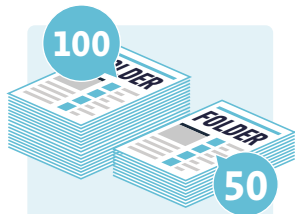
## Wat heeft u nodig?

- De folders
- Geleerde bladen
- Een markeerstift
- Plastic strips of touwtjes

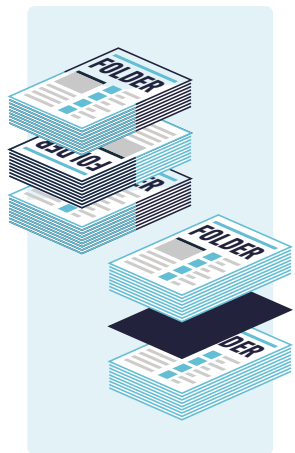
- Zakken (vragen aan het loket)
- Een weegschaal (optioneel)
- De orderbevestiging, ontvangen op het moment van de reservatie en 2 specimens

### A. Vorbereiding in pakken van 50 of 100

Bereid uw folders in pakken voor, zodat elke postbode het correcte aantal huis-aan-huiszendingen krijgt.



**STAP 01**  
Verdeel uw folders per **50 of 100** door ze te tellen of door een eerste pak te tellen en te wegen en dan de volgende pakken te wegen.



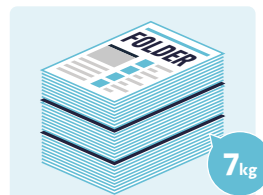
**STAP 02**  
**Scheid de pakken** met een **gekleurd blad** of **karton** of **verander de oriëntatie\*** om de verschillende pakken in een bundel goed te kunnen onderscheiden (dit vergemakkelijkt het tellen).

*\*De pakken moeten visueel van elkaar onderscheiden kunnen worden.*

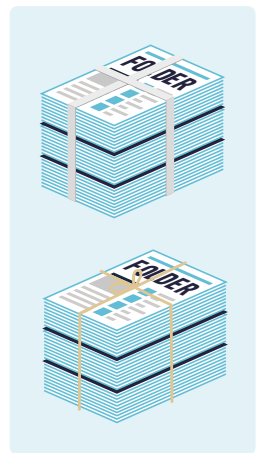
De pakken zijn klaar om bundels van te maken.

### B. Vorbereiding van stevige bundels

Bereid **stevige bundels** voor om te vermijden dat de folders worden beschadigd tijdens het transport.



**STAP 03**  
Maak van de pakken folders **makkelijk hanteerbare bundels** (hoogte van 10-12 cm, max. 7 kg/bundel).



**STAP 04**  
Houd de bundels stevig samen met **2 gekruiste plastic strips\***

of een **gekruipt touwtje**.

*\*Uitzonderlijk toegelaten: elastieken van minstens 6 x 140 mm*

De bundels zijn klaar om in de zakken te worden gestopt.

### C. Vorbereiding van de zakken

De zakken moeten worden voorbereid voor de afgifte in het postkantoor.



**STAP 05**  
**Stop de bundels in de zakken** (max. 27 kg/zak). Laat ze open, ze zullen worden gesloten in het postkantoor.



**STAP 06**  
**Geef uw zakken** voor 12 uur op de voorziene dag **af in het postkantoor**. Neem de orderbevestiging en 2 specimens mee.



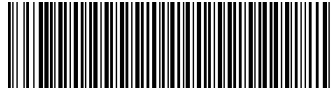
#### OPMERKING

Vraag aan het loket of er alternatieve modaliteiten voor afgifte zijn toegestaan. Dit is soms zo wanneer de loketten van het postkantoor en de postbodes die de huis-aan-huiszendingen uitreiken in hetzelfde gebouw zitten.

De folders worden uitgereikt door bpost.



## 7.6 Confirmation of the order



DP01-0002331404-58

**DISTRIPOST****Order confirmation**

24/06/2020

**Customer data**

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

**Transaction details**

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

**Drop and distribution data**

<b>Number of folders to drop</b>	12 483	<b>Drop location</b>	LEUVEN
<b>Sorting type</b>	Maximal	<b>Type of drop location</b>	MassPost center
<b>Number of items per package</b>	100	<b>Address of drop location</b>	PHILIPSSITE 1 3000 LEUVEN
<b>MassPost deposit id</b>	7003/304050	<b>Telephone of drop location</b>	tel : 016/28.46.79
<b>Distribution window</b>	18/07/2019 - 22/07/2019	<b>Account number of drop location</b>	IBAN : BE86 0004 0000 3950 BIC : BPOTBEB1
<b>Additional cost distribution day</b>	No		
<b>Drop window</b>	15/07/2019 (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](http://www.post.be/distripost) and in post offices.

1 / 4

Customer Service, 022/011111



DP01-0002331404-58

**DISTRIPPOST**

**Order confirmation** 24/06/2020

**Definitive price information**

Total price excluding VAT *	Number of folders to pay	12 483
VAT %	Price per folder excl. of VAT *	
Total price including VAT *		

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

SPECIMEN





DP01-0002331404-58

**DISTRIPPOST**

**Order confirmation**

24/06/2020

Planned distribution areas

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

SPECIMEN



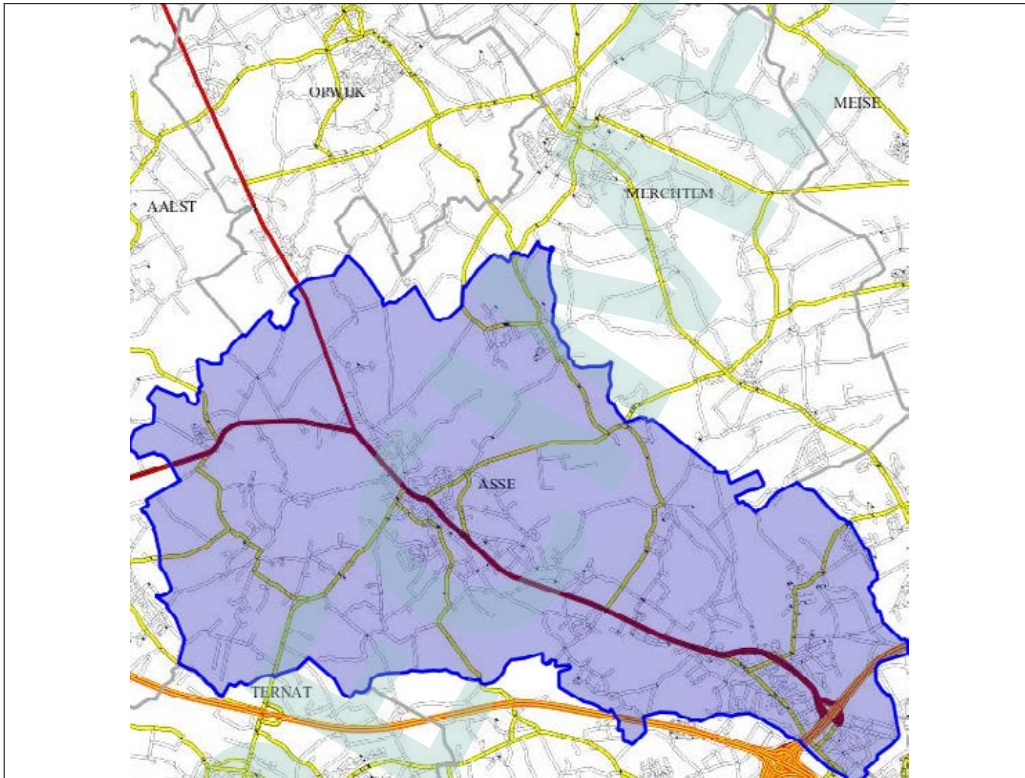
DP01-0002331404-58

**DISTRIPPOST**

**Order confirmation** (on revision)

24/06/2020

Map





### 7.7 Preparation documents

#### 7.7.1 Identification letter

Printing office:

Customer number	Distribution window	Reference
<b>3738085</b>	<b>20/07/2018 - 24/07/2018</b>	<b>DP01-0002331404-58</b>

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	<b>100</b>
<b># Folders in pallet/container</b>		<b>TOTAL AMOUNT OF FOLDERS</b>	
		<b>12 483</b>	

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:



### 7.7.2 Sorting list

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

### 7.7.3 Overview of the municipal taxes declaration

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

## 7.8 Pick-up label

STAMPED

PLIEZ SUIVANT LES POINTILLÉS

PLIEZ SUIVANT LES POINTILLÉS

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**DISTRIPOST  
HYPERCENTRE  
MASSPOST**

Bureau de distribution

N° DE COMMANDE

SAC N°

**Pour remettre vos envois Distripost à bpost :**

**1** Au moment de l'enlèvement, devons être prêts :

- Vos envois conditionnés comme prévu dans le guide MassPost
- Vos étiquettes à damier imprimées (ce document-ci) et complétées de la façon suivante :  
A gauche de cette page (dans le « damier »), indiquez votre numéro de commande Distripost (DP01-xxx) si le champ n'est pas déjà pré-rempli, le nombre total de sacs, ainsi que le numéro de chaque sac. Le nombre d'étiquettes dont vous avez besoin est donc identique au nombre de sacs d'envois Distripost. Séquencez les sacs en fonction des bureaux de distribution concernés. Par exemple, si votre commande doit être distribuée par 2 bureaux de distribution différents et que 2 sacs sont pour le bureau A et 4 pour le bureau B, veuillez noter 1/6 et 2/6 pour les deux sacs du bureau A et 3/6,...6/6 pour ceux du bureau B.

**2** Le chauffeur vous fournira les sacs et fermetures au moment de l'enlèvement :

- Placez vos envois Distripost dans des sacs distincts, séparés de votre courrier ordinaire. Attention : le poids total de vos envois ne peut dépasser 500 kg par enlèvement et le poids par sac est de maximum 27kg.
- Attachez cette étiquette à damier à chaque sac Distripost. Pour ce faire, pliez la page selon les lignes en pointillé, en veillant toutefois à ce que votre n° de commande (dans la zone « damier ») soit bien lisible.
- Insérez votre confirmation de commandes et 2 exemplaires libres de vos envois dans le premier sac (dans l'exemple ci-dessus, il s'agit donc du sac 1/6)

**A**

**B**

**C**

**D**