

# Addressed DM

## Special terms and conditions Valid from 2026-01-01

This service is provided by PostNord Sverige AB (company registration no. 556711-5695). Other subsidiaries of PostNord Group AB (company registration no. 556128-6559) may be authorised to enter into agreements on behalf of PostNord Sverige AB. However, PostNord Sverige AB is always the other party in agreements with the Customer. The term "PostNord" refers to PostNord Sverige AB when used in these special terms and conditions and in the price appendix and any other agreement appendices relating to this service.

Addressed DM ("ADM") is used for advertising and marketing mail-outs aimed at individuals and companies in Sweden.

As part of Kantar Sifo's monitoring of investments in advertising in Sweden, PostNord – along with other distributors of ADM – submits regular information on its distribution of ADM to Kantar Sifo. This information contains data on postage costs based on gross prices. At the Customer's request, PostNord provides more detailed information on the information that has been submitted to Kantar Sifo.

ADM shipments are mail-outs that are dropped off on a single occasion, containing at least:

Shipment	Minimum number of shipment items
Unsorted	500 shipment items
Sorted	5,000 shipment items

ADM is always classified as **Sustainable with PostNord** and can be marked with a special label block, see properties for Sustainable with PostNord and download the label block at [postnord.se](https://postnord.se). The label block may only be used on items submitted to PostNord.

## 1 The shipment item

### 1.1 Contents

ADM shipment items shall contain only advertising. Advertising in a shipment item means messages whose content is produced solely to promote products or services to the recipient of the shipment item and which content do not entail any obligations on the recipient. The shipment items may not contain anything of financial value. Otherwise, the contents of the shipment items must comply with the basic rules for advertising and direct marketing regulations that are generally accepted within the industry. (See the International Chamber of Commerce (ICC) regulations, which are available at [icc.se](https://icc.se)).

### 1.2 Dimensions and weight

Maximum dimensions:

Length	600 mm
Width	250 mm
Thickness	30 mm

In order to be able to be delivered to all recipients, shipment items with dimensions greater than 350 x 250 mm may be folded by PostNord before delivery.

Maximum weight: 2 kg

All items in a shipment must follow the same measurement and format (e.g. c4, c5, e65).

If dimensions or weight is exceeded, PostNord has the right to charge an additional fee, pursuant to PostNord's current ordinary price list. If dimensions or weight is exceeded more than 50% of the above conditions, PostNord has the right to return the shipment to the sender.

The maximum difference in weight between the lightest and heaviest shipment items in the shipment is 30 grams.

When all items in a sorted shipment weigh more than 150 grams the weight is only allowed to vary up to 200 grams between the lightest and the heaviest item, booking is required five (5) working days before the drop-off date. Contact your sales representative.

### 1.3 Wrapping

Shipments without a cover are counted as difficult-to-handle format and require booking at certain shipping volumes (see section 2.4 Booking of irregular format).

Shipments without covers that do not count as difficult-to-handle format are:

Rectangular and square cards with a paper weight of at least 150 grams per square meter.

Shipments must withstand normal postal handling.

### 1.4 Labelling

The shipment items must have clear and complete sender details for one (1) Swedish sender corresponding to the name and postal address of the invoicee as per the invoice data.

The sender details must be the same for all letters in the shipment. The shipment items must also be marked with "B, PP Sverige Port Payé, ej retur" or with a special label block "Hållbart med PostNord", which can be found at [postnord.se](https://postnord.se).

If the Customer does not mark the shipments with the correct label block, PostNord has the right to charge an additional fee which is specified in PostNord's price list in force at any given time. PostNord is not obligated to forward items that do not have the marking specified above.

### 1.5 Coding area or Data Matrix 2D code

Either (1) the coding area or (2) a Data Matrix 2D code (applicable for periodicals and catalogs only) is used for sortation. If either the coding area in accordance with instructions or a valid Data Matrix 2D code is not provided, and the periodical or catalog is packaged in plastic film, a label containing a sorting code may be placed in the space for the coding area.

#### 1.5.1 Coding area

During the sorting process, a sorting code is printed directly on the shipment item. To be able to print the sorting code on the item, a Coding area has to be provided in accordance with the instructions specified in the document "Send it Right with PostNord", see [postnord.se](https://postnord.se). Coding area means a free space in which nothing may be printed (text or image). This space must also be of a single colour and the paper grade should be of a non-coated character (non-glossy surface).

### 1.5.2 Data Matrix 2D code

A valid Data Matrix 2D code may be printed on periodicals and catalogs as an alternative to providing a coding area. Follow the instructions in the document "Instructions – Data Matrix 2D codes on postal items" at [postnord.se](https://postnord.se).

## 2 Before drop-off

### 2.1 Production plan and production data

The Customer submits information on volumes and other information to assist with PostNord's production planning. Changes in volume only affect the price during the agreement period in those cases where this is explicitly stated in the applicable agreement.

In the case of volumes exceeding 100,000 shipment items, each weighing more than 150 grams, a special Customer Assignment shall be established between the parties for handling PostNord's production planning. Such Customer Assignments may deviate from these Special terms and conditions regarding the submission process, delivery time, sorting etc.

### 2.2 Sorting, packing and loading

Instructions for sorting, packing, loading and posting can be found in the documents "Sorting and Packing instructions" – please see Sorting instructions on [postnord.se/sorting](https://postnord.se/sorting) and "Drop-off points and Letter areas" – please see [postnord.se/factsheet](https://postnord.se/factsheet).

*Shipment where the number amounts to a maximum of 100,000 shipment items:*

Shipments that are not sorted and arranged according to these instructions will be charged as unsorted shipments.

*Shipment where the number is at least 100,001 shipment items:*

Must be sorted and packed according to "Special sorted shipment" in these instructions. Shipments that are only sorted and arranged as sorted shipments and not as "Special sorted shipment", are charged with the "Special sorting not fulfilled" fee. If the shipment does not meet the requirements for sorted shipment either, it is charged as an unsorted shipment.

### 2.3 Booking

Bookings are made at [postnord.se](https://postnord.se) or via customer service, telephone +46 771 33 33 10, or in accordance with the procedure notified by PostNord.

*The following shipments should be booked no later than 17:00 on the working day prior to drop-off:*

- Sorted shipments containing at least 50,000 shipment items.
- Unsorted shipments containing at least 20,000 shipment items.
- Shipments containing at least 5,000 shipment items that are thicker than 20 mm.

*The following shipment should be booked no later than 17:00 two weekdays prior to drop-off:*

- Special sorted shipment with at least 100,001 shipment items.

Should the amount of submitted shipments exceed the booked number of shipments, there is a risk that delivery of the total shipment will be delayed. If the number of submitted shipments is lower than the booked number of shipments, there will be a charge for the difference in the form of a fee for each extra shipment, in accordance with our most recent price list.

For consignments that have not been booked, which should be booked in accordance with the above stated information, there will be an additional charge per shipment in the consignment, in accordance with the most recent price list (see price "Differens bokning"). In addition to this, there is also the risk of delayed delivery times.

### 2.4 Booking of irregular format

Booking is also required for the following shipment volumes:

- more than 5,000 shipment items for unsorted shipments
- more than 50,000 shipment items for sorted shipments

The following formats are considered irregular format:

- are thicker than 6 mm or smaller than 90 x 140 mm
- are not rectangular or square
- contain samples or other objects
- weigh more than 1 kg per item
- have no wrapper (see 1.3 Wrapping)

Bookings are made at customer service, telephone +46 771 33 33 10 or in accordance with the procedure notified by PostNord, no later than five (5) working days before the drop-off date.

These types of shipment items require special handling, and the Customer will receive instructions from PostNord on how the mail-out should be crated and sorted.

For consignments that have not been booked, which should be booked in accordance with the above stated information, there will be an additional charge per shipment in the consignment, in accordance with the most recent price list (see price "Differens bokning"). In addition to this, there is also the risk of delayed delivery times.

### 2.5 Invoice data and delivery notes

Before dropping off, fully completed electronic invoice data must always be sent to PostNord. A delivery note must accompany the shipment when dropping off. PostNord's electronic invoice data can be found at [postnord.se](https://postnord.se).

### 2.6 Sample copies

A sample copy of the shipment item must always be submitted together with the delivery note or the physical delivery note. The sample copy should be an open and unaddressed item. If a sample copy is not submitted PostNord is entitled to apply a surcharge in accordance with the current ordinary price list for ADM – see [postnord.se](https://postnord.se). Spot checks of the contents of shipment items are carried out on a regular basis.

## 3 Drop-off

A delivery note should always accompany every drop-off.

Direct payment are not accepted when dropping off items.

### 3.1 Location

The shipment should be dropped off with PostNord at the following drop-off points:

*Unsorted shipments:*

All letter terminals and business service centres.

*Sorted shipments:*

All letter terminals and *certain* business service centres – see "Drop-off points and Letter areas", at [postnord.se](https://postnord.se).

If the Customer allows another party to drop off shipments, such as a distributor or a printer, the Customer should inform this party of the agreed drop-off terms.

### **3.2 Time**

Unless otherwise agreed, shipments should be dropped off during regular business hours or another time that is notified locally. The shipments must normally be handed in at business service centres on weekdays before 16.00 or at letter terminals on weekdays before 18.00. There may be local deviations.

In these terms and conditions, "weekday" refers to normal working days, Monday to Friday, with the exception of Midsummer's Eve, Christmas Eve and New Year's Eve.

## **4 Delivery**

ADM shipment items are normally delivered no later than four working days after the drop-off date.

If the shipment item does not fit in the recipient's letterbox, a notification will be left for the recipient to collect the shipment item.

### **4.1 Returns**

ADM items that have not been able to be delivered to the recipient due to the recipient is unknown or the recipient's address is incorrect or incomplete will not be returned to the sender. These items will be destroyed by PostNord.

## **5 Liability**

PostNord's General Terms and Conditions for Commercial Customers and Other Organisations (PAKN) details the valid terms and conditions in terms of liability.

### **5.1 PostNord's liability**

In the event that letters are lost, reduced, damaged or delayed, the postage paid for the letter is the maximum that will be refunded. The term "delay" means letters that are delivered or notified to the addressee significantly later than the date on which delivery or notification should normally have taken place. In the event of faults, errors or delays in the performance of the service, the Customer is not entitled to any compensation other than that detailed in the previous paragraph.

### **5.2 The Customer's responsibility**

The Customer is responsible for packaging, booking and submitting the shipment to PostNord, in accordance with the provisions in these special terms and conditions. Deviations from the terms and conditions may result in delayed distribution or in the submission being rejected, if PostNord should deem these deviations to be substantial.

If the packaging of the shipment and/or the shipment's information does not correspond to the information which the customer has stated in the invoicing documents, PostNord reserves the right to charge the customer in accordance with the price list for the service which meets the terms and conditions applicable to the shipment. Deviations may also give PostNord the right to charge additional fees which are stated in the special terms and conditions and/or the most recent PostNord price list available at [postnord.se](https://postnord.se). If the customer does not leave a Coding area or an approved Data Matrix 2D code is not applied on the shipment item in accordance with 1.5 Coding area or Data Matrix 2D code, a label may be placed in the space intended for the Coding area.