

---

## TECHNICAL SPECIFICATION

### We Mail Standard

---



## Document's version history

| Date       | Version | Amendment                                                                                  |
|------------|---------|--------------------------------------------------------------------------------------------|
| 06/01/2023 | 1.0     | Document created                                                                           |
| 01/07/2023 | 1.0     | Document review and publication                                                            |
| 26/05/2025 | 1.1     | Document review an added spec for layout                                                   |
| 28/10/2025 | 1.2     | Document review and removed spec for files, added stamping and updated address information |
|            |         |                                                                                            |
|            |         |                                                                                            |
|            |         |                                                                                            |
|            |         |                                                                                            |
|            |         |                                                                                            |
|            |         |                                                                                            |
|            |         |                                                                                            |
|            |         |                                                                                            |

## Table of Contents

|                                     |   |
|-------------------------------------|---|
| 1. File submission .....            | 4 |
| 2. Back-up and logging .....        | 4 |
| 3. Distribution methods .....       | 4 |
| 4. Images and logos.....            | 4 |
| 5. Paper and envelope.....          | 5 |
| 6. Perforation.....                 | 5 |
| 7. Envelope layout.....             | 5 |
| 7.1. Sender or return address ..... | 5 |
| 7.2. Placing of the address .....   | 7 |
| 7.3 Stamping .....                  | 7 |
| 8. Print production .....           | 8 |
| 9. Confidentiality.....             | 8 |
| 10. Color.....                      | 8 |
| 11. Reports .....                   | 8 |
| 11.1. Track & Trace .....           | 8 |
| 12. Contact channel .....           | 8 |

## 1. File submission

The normal submission time for a data file is before 06:00, the same working day as submission to distribution. If a file is received later than agreed, this may mean that the file will be processed the following working day. The transfer must be completed before the agreed time, i.e., if the transfer begins at 05:59 and is completed at 06:12 there is a risk that the file will be processed the following working day.

PostNord Strålfors and the customer must also agree that the customer's submitted file can be handled within the time frame offered by the service. A file of 1GB that arrives at 05:55 does not have time to be processed before 06:00 for delivery the same day, but a similar file that arrives at, for example, 02:00 can be delivered the same day.

## 2. Back-up and logging

Files that arrive at PostNord Strålfors are backed up on receipt and saved for 30 days. Receipt and message processing performed by PostNord Strålfors for the messages that pass through the service are logged continuously. Logs are saved in the system for one month, after which they are accessible via back-up for 6 months.

## 3. Distribution methods

The following distribution methods can be selected for the service.

- WMS Standard, 5 days
- WMS Express, 2 days
- WMS Priority, 1 day
- WMS Foreign letters (Europe 4-8 days / World 6-16 days)

## 4. Images and logos

All images and logos that occur in the files must be included in the test file (see Test file) for PostNord Strålfors to guarantee the printout quality.

The image resolution should be 300 dpi and in .bmp, .tif, .gif or .jpg format. To ensure optimum black and white printout quality, 1-bit indexed Black and White images should be used with a maximum resolution of 300 dpi. This means that the image is in black and white, without shading or grayscale.

Place the image in the desired position and make sure that it is saved with the document, not linked in. There is a "reserved" space for the logo to the left of the sender's address. If it is placed there, it will be seen in the envelope window. For the best results, use a black and white logo (not grayscale) for letters to be printed in black and white and a color logo for letters to be printed in color.

- Do not write the text in white on a black background if the letter is to be printed in black and white.
- Images are printed on the sheet in the order in which they have been added to the PDF. This means that if images have been added one after the other and one of them is "on top of" another one, they will be printed out after each other in the order in which they were added.
- Images must not be transparent (applies to both entire images and parts of images).
- Avoid placing images on top of each other.
- Do not add text to the images.

PDF documents that use the following functions for color and images cannot be processed by the service:

- CIE-based color spaces
- Special color spaces
- Overprint control (printing several different colors to produce one color)
- Antialias (blurs the edges of images)
- Patterns
- Transformations

Text that must be interpreted from right to left, e.g. Arabic and Hebrew, does not work. Create an image of the text and include that instead.

## 5. Paper and envelope

There is one standard paper and one standard envelope for WMS. Standard paper: A4, 80 gram, white, non-punched, and non-coated. Standard envelope: C5 or C4 white.

## 6. Perforation

The option of getting the sheets of paper perforated is available as standard in the WMS service. This is a static perforation, which means that all sheets in the setup are perforated.

The function is set up in consultation with a PostNord Strålfors integrator.  
All perforation is done 99 mm from the bottom edge of the sheet.

## 7. Envelope layout

### 7.1. Sender or return address

It is important for both the return address and the sender's address to be visible on consignments for the We Mail service.

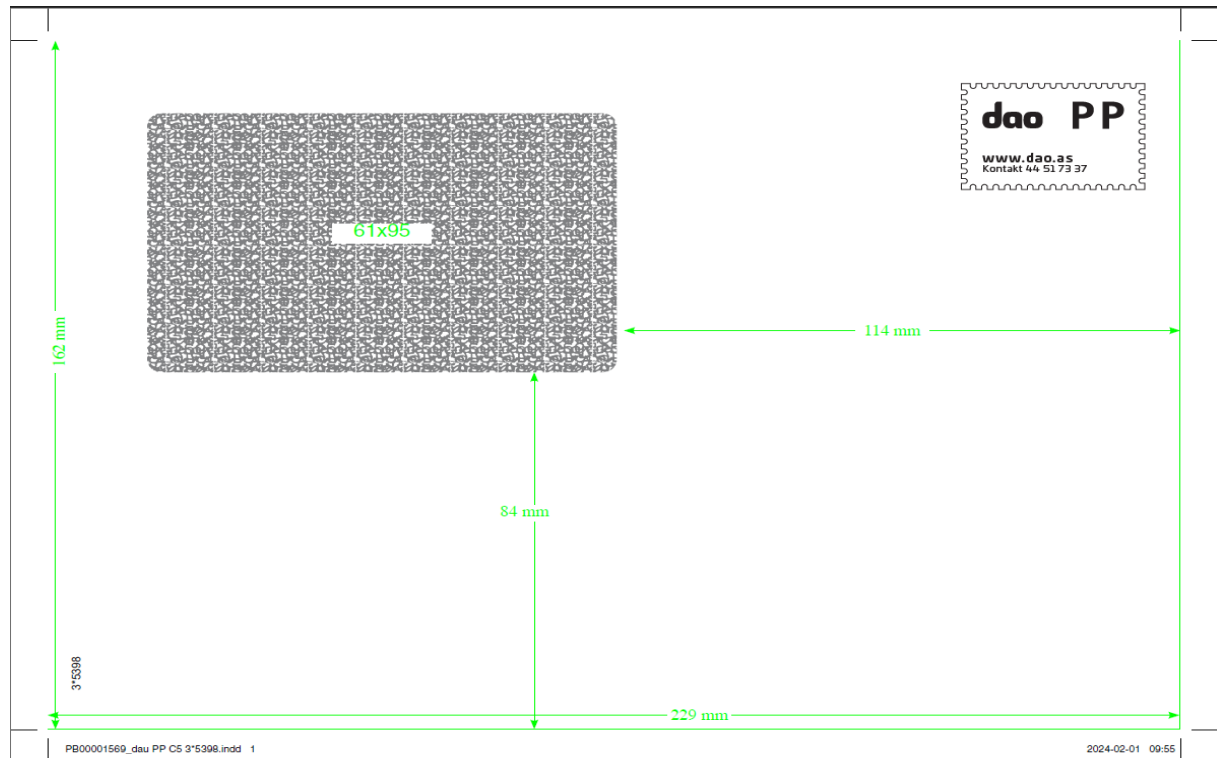
A complete return address, i.e. name and postal address, must appear in the window of the envelope.

Foreign return address may not occur and is not approved by the postal distributor.

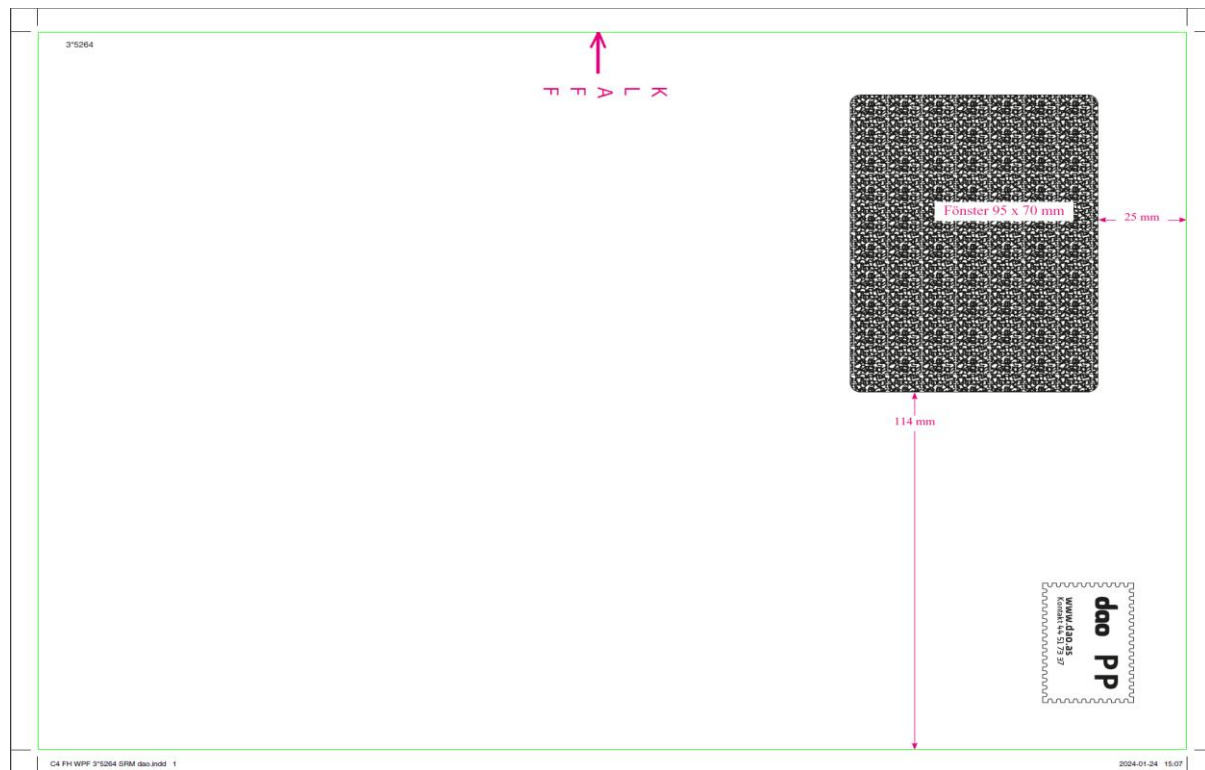
The return address must be specified in the file.

The text "Return address" is above the window on the example below.

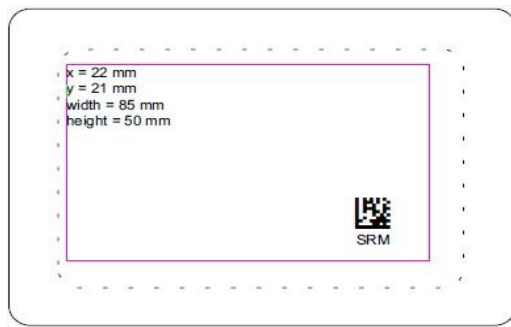
Example:  
C5



C4



## 7.2. Placing of the address



|                                                       | C5                                          | C4                                       | Manuel envelope                             |
|-------------------------------------------------------|---------------------------------------------|------------------------------------------|---------------------------------------------|
| Envelope window size                                  | H – 61mm<br>W – 95mm                        | H – 70mm<br>W- 95mm                      | H – 70mm<br>W – 124mm                       |
| Area on page 1<br>Visible from the<br>envelope window | T – 3mm<br>B – 73mm<br>L – 3mm<br>R – 115mm | T – 0mm<br>B- 95mm<br>L- 0mm<br>R- 115mm | T – 0mm<br>B- 132mm<br>L – 0mm<br>R – 137mm |
| Top, Bottom, Left, Right                              |                                             |                                          |                                             |

Description of placement: TC = Top Corner, LC = Left Corner, RC = Right Corner

- The outer window corresponds to the surface of the printout that may be visible through the window on the envelope, sensitive information such as account numbers, etc. should not be placed there
- The sender box corresponds to the size of the envelope window
- The inner box corresponds to the size of the envelope
- The SRM code is used by PostNord Strålfors to ensure that the letter is produced correctly
- In addition to this, there must be a margin of 12 mm in the upper edge and left edge that PostNord Strålfors must have for its envelope characters.

If deviations are made from this template, it must be tested to ensure the correct quality.

## 7.3 Stamping

Stamping is a feature that enables the document to be stamped based on metadata.

This ensures that the address and return address is correctly placed within the window of the envelope.

Placement of stamping is as follows:

| Field                   | Left Edge (mm) | Top Edge (mm) | Width (mm) | Height (mm) | Font  | Size |
|-------------------------|----------------|---------------|------------|-------------|-------|------|
| Receiver Address        | 22             | 41            | 66         | 21          | Arial | 10   |
| Sender Address          | 22             | 37            | 78         | 4           | Arial | 8    |
| Department / DocumentId | 104            | 37            | 4          | 25          | Arial | 8    |
| Bottom Line             | 90             | 287           | 110        | 4           | Arial | 8    |

## 8. Print production

Strålfors checks that the file complies with the agreed structure.

The documents are then divided according to size, with documents containing up to 8 sheets being inserted in C5 envelopes and 46 sheets in C4. Print production takes place at a resolution of up to 600 dpi.

PostNord Strålfors is responsible for adding the insertion mark to the print-ready file.

## 9. Confidentiality

All information transferred in data files to PostNord Strålfors is treated as confidential. Only authorized personnel have access to the premises where the physical letters are produced. All concerned are bound by confidentiality agreements.

## 10. Color

PostNord Strålfors always prints in color using Business Color, which is produced on high-speed printers. The appendix entitled Color Guide describes which resources are required to enable color production. The document is updated on an ongoing basis. The latest version can be downloaded as a PDF from PostNord Strålfors' website at: <https://www.stralfors.dk/om-os/Vilkar-og-betingelser/>

## 11. Reports

### 11.1. Track & Trace

Track & Trace is a web interface application which presents the actual status of customer order files and documents handled by PostNord Strålfors. The service also gives delivery confirmation in all output channels. All files processed via our omnichannel platform are visible in Track & Trace. Track & Trace can be used to search for customer files or single documents to see details of processing time stamps and delivery.

For more information regarding Track & Trace, speak to your PostNord Strålfors contact.

## 12. Contact channel

Customer comments and complaints should be sent to your Account Manager at PostNord Strålfors.

Questions or incidents can be addressed to our Customer Support on:

Phone: +45 33 86 86 86

Email: [info@stralfors.dk](mailto:info@stralfors.dk)