

A user guide to **International Response Services**

Letting your customers get in touch
with you, free of charge.



Royal Mail



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International Business Response Services

These services are a simple but powerful tool for your business. They allow your international customers, and potential international customers, to respond to you quickly, easily and in most cases free of charge.

This is a reply paid service meaning that once you have purchased the International Business Response licence you will only be charged for the items we deliver back to you.

Not only that, there is the option to allow your customers to respond to a local address, this may help increase response rates.

You can use International Business Response Services in a number of ways. Typical uses include:

- as part of a two-way mailing, in conjunction with an outgoing international item (for example reply-paid cards inside a direct mail pack or publication).
- as a one-way mailing (for example warranty cards with goods sold locally).
- to generate replies to an in-country advertising campaign.
- return of items containing goods of commercial and non-commercial value.

International Business Response Services, at a glance

There are three options at your disposal. They are:

International Business Reply – a reply paid, end to end service available worldwide featuring a universal design. Allows returns up to a weight of 50g. In addition several countries allow the return of items up to 250g. This is referred to as the Enhanced International Business Reply Service.

International Admail – a reply paid, end to end service available to selected countries where the mail piece takes on a local look.

International Stamped Response Letters – a reply paid service where the poster pays the cost of the local postage and you pay for the repatriation of the items to the UK and to your return address. This service is available to selected countries.

Response service	Format	Availability	Licence required?	Admail number	Weight	Payment	Design	Design spec
International Business Reply (IBRS)	Any	Worldwide	✓	x	0-50g	Per item*	One design	Pre-printed
Enhanced International Business Reply (IBRS)	Any	10 Destinations	✓	x	51-250g	Per item*	One design	Pre-printed
International Admail	Letters	14 Destinations	✓	✓	0-50g**	Per item*	Different design for each country	Pre-printed
	Packets	8 Destinations	✓	✓	0-2kg**	Per item*	Different design for each country	Pre-printed
International Stamped Response ***	Letters	14 Destinations	✓	✓	0-50g**	Per item*	Different design for each country	Pre-printed or handwritten
	Packets	4 Destinations	✓	✓	0-2kg**	Per item*	Different design for each country	Pre-printed or handwritten

* You must also hold a valid International Business Response Licence.

** Weight limits vary by country, see country specific information for more details.

*** Poster must pay the domestic postage, you pay for the cost of repatriation of items to the UK and your return address.

Please note as we only charge you for the replies you receive there is no compensation payable if a reply paid item is not received by you.

International Business Response

Services availability

The following tables show which services are available to each country.

Standard IBRS

Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antigua, Argentina, Armenia, Aruba, Australia, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belau, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Bosnia & Herzegovina, Botswana, Brazil, Brunei, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Cape Verde, Cayman Islands, Central African Republic, Chad, Chile, China, People's Republic of Colombia, Comoros Islands, Congo, Democratic Republic of Congo, Costa Rica, Côte D'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Djibouti, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Ethiopia, Falkland Islands, Fiji, French Guiana, French Polynesia, Gabon, Gambia, Georgia, Ghana, Gibraltar, Greece, Greenland, Grenada, Guadeloupe, Guam, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Republic of Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kiribati, Korea, Democratic People's Republic of Korea, Republic of Kosovo, Kuwait, Kyrgyzstan, Latvia, Lebanon, Lesotho, Liberia, Liechtenstein, Lithuania, Macao, Macedonia, Madagascar, Mahore, Malawi, Malaysia (Malaya), Maldives, Mali, Malta, Mariana Islands, Marshall Islands, Martinique, Mauritania, Mauritius, Mexico, Moldova, Monaco, Mongolia, Montenegro, Morocco, Mozambique, Myanmar, Namibia, Nauru Island, Nepal, Netherlands, Antilles, New Caledonia, New Zealand, Nicaragua, Niger Republic, Nigeria, Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Pitcairn Island, Polynesia, Puerto Rico, Qatar, Reunion Island, Romania, Russia, Rwanda, St Helena, St Kitts & Nevis, St Lucia, St Pierre & Miquelon, St Vincent & The Grenadines, San Marino, São Tomé and Príncipe, Saudi Arabia, Senegal, Serbia, Seychelles, Sierra Leone, Singapore, Slovak Republic (Slovakia), Slovenia, Solomon Islands, South Africa, Sri Lanka, Sudan, Suriname, Swaziland, Syria, Tajikistan, Tanzania, Thailand, Togo, Tonga, Trinidad & Tobago, Tunisia, Turkey, Turkmenistan, Turks & Caicos Islands, Tuvalu, Uganda, Ukraine, United Arab Emirates, United States of America, Uruguay, Uzbekistan, Vanuatu, Vatican City State, Venezuela, Virgin Islands (UK), Virgin Islands (US), Wallis & Futuna Islands, Western Samoa, Republic of Yemen, Zambia, Zimbabwe.



The table below shows where our other International Response Services are available.

	Standard IBRS	Enhanced IBRS	International Admail Letters	International Admail Packets	International Stamped Response Letters	International Stamped Response Packets
Austria	•	•	•		•	
Belgium	•	•	•	•	•	
Denmark	•		•		•	
Estonia	•	•				
Finland	•		•	•	•	
France	•	•	•	•	•	•
Germany	•		•	•	•	•
Ireland, Republic of	•	•	•	•	•	•
Kenya	•	•				
Luxembourg	•		•		•	
The Netherlands	•	•	•	•	•	
Norway	•	•	•			
Poland	•	•				
Portugal	•		•		•	
Spain	•		•	•	•	•
Sweden	•	•	•		•	
Switzerland	•		•	•	•	



International Response Services Licence

The International Response Services Licence provides you with access to all of our International Response Services across all mail formats. You will need a separate licence for each address you wish the replies to be sent to, but there is no limit on the number of services you can use on one licence.

Five steps to complete

1. Work out which services you need.
To discuss your needs call us on **08457 950 950**.
2. Fill in the application form.
Available on page 51, and return it to the Freepost address shown.
3. Pay the £140* Licence fee.

You can pay either by:

- Cheque: enclose a cheque made payable to 'Royal Mail' with your application form.
- Invoice: we will invoice you when we receive your application form.

When we receive your payment we will send you a licence valid for 1 year along with a reference code, see page 9.

** Price excludes VAT which is charged at the standard rate*

4. Design your response device International Business Reply (IBRS), Admail and Stamped Response services all have different design criteria, dependent on which countries your customers are based in. Guidelines are given on page 14.



5. Get approval for your design

Send each design to us for approval before you allow your customers to use them.

PDF Designs, containing crop lines or a key line can be sent via e-mail to response.services.admin@royalmail.com Alternatively hard copies can be sent to:

Response Services
Royal Mail
20 Turner Road
St. Rollox Business & Retail Park
GLASGOW
G21 1AA

Please provide a contact name, number, e-mail and address with any designs.

Following a review of your design we will either approve it or tell you of any changes that need to be made. This ensures that your mail piece complies with international posting requirements.

Response Devices that do not comply with these requirements may be delayed and / or subject to a surcharge.

Once the design is approved you can start to use this service.

Renewing your Licence

We will contact you two weeks before your licence needs renewing and if paying on account by direct debit the licence fee will automatically be processed.



International Business Response Service Licence Codes

International Business Reply Service (IBRS)

When we send your licence we will also give you your reference code. This will be a series of letters and digits, such as PHQ-D/1234/PR. The numbers represent a unique code that enables us to identify your items. The two letters at the end represent the postcode area to which the items are to be delivered.

You will need to print this code in the top left hand corner of your IBRS items – see page 14 for more details.

International Admail

If you want to use either of the International Admail services you will need an additional code. This takes the form of an alphanumeric code. This will be issued when you open your account if requested however, if you wish to use the service during your licence period then it can be obtained by calling a Royal Mail Sales Centre on **08457 950 950** and quoting your IBRS reference code.

You will then be allocated a series of digits, which go after the letters 'AA' on your items. See page 16 for more details.

International Stamped Response

As with International Admail you require a 'AA' code. If you are already using the International Admail Letters or Packet service the same AA code can also be used for your International Stamped Response Letters.



Before using the returns services

It is important to ensure that the items being posted back to you meet postal regulations.

Prohibited items

There are certain prohibited items which must not be included within the return device. What is prohibited or restricted varies from country to country and can sometimes include apparently ordinary things. If you are unsure about any item, please contact Royal Mail Sales Centre on **08457 950 950**. Or visit www.royalmail.com/countriesAtoZ

Dangerous items and substances

You must not let dangerous items and substances be returned.

Major classes of dangerous substances include explosive fireworks, gases, flammable liquids, toxic substances, corrosive chemicals etc. and all aerosols. Classifications of dangerous items and substances may change from time to time.

So please check with us or visit www.royalmail.com/prohibitions or call your Royal Mail Sales Centre on **08457 950 950**.

The services in more detail

International Business Reply

IBRS is easy and attractive for customers, and fast and efficient for you. It does this by enabling you to receive reply devices from customers in over 200 countries worldwide although the Enhanced service is available to 10 countries.

These devices are all reply paid so the people you want a response from have nothing to pay, and pre-addressed for return direct to you. To keep your design and printing costs to a minimum, an IBRS reply device has the same address and design no matter where your customer is based (see page 14).

Size and weight criteria

IBRS allows the return of items up to a maximum weight of 50g, containing correspondence and printed matter only.

Enhanced IBRS allows the return of items up to a maximum weight of 250g, containing correspondence, printed matter and goods of no commercial value. Available to 10 countries below.

Austria, Belgium, Estonia, France, Republic of Ireland, Kenya, The Netherlands, Norway, Poland and Sweden.

All items must comply with the following dimensions:

Minimum Dimensions: 140mm x 90mm.

Maximum Dimensions for postcards: 148mm x 105mm.

Minimum paper weight for postcards: 120gsm.

For all other flat items the maximum dimensions are:

Length + depth + width = 900mm; with a single dimension no greater than 600mm.



For Packets rolled:

Minimum Dimensions: Length + (diameter x 2) greater than 170mm with the greatest single dimension greater than 100mm.

Maximum Dimensions: Length + (diameter x 2) less than 1040mm with the greatest single dimension less than 900mm.

How long will it take for my items to be delivered to me?

We aim to have replies back to you 5-7 working days from posting date.

Cost

In addition to the annual International Response Services Licence fee (see page 7), there is a set charge based on the item weight and whether it is a letter or larger.

For pricing purposes we class a letter as any item within the following dimensions:

Maximum Dimensions for envelopes: 235mm x 165mm.

Maximum thickness: 5mm.

Maximum weight: 50g.

IBRS item type	Weight	Price*
Letter	1-50g	£0.65
Larger than a letter	1-50g	£0.79
Any**	51-250g	£1.60

* Prices exclude VAT which is charged at the standard rate.

** Available only with Enhanced IBRS Service which has limited available see page 11 for more information.



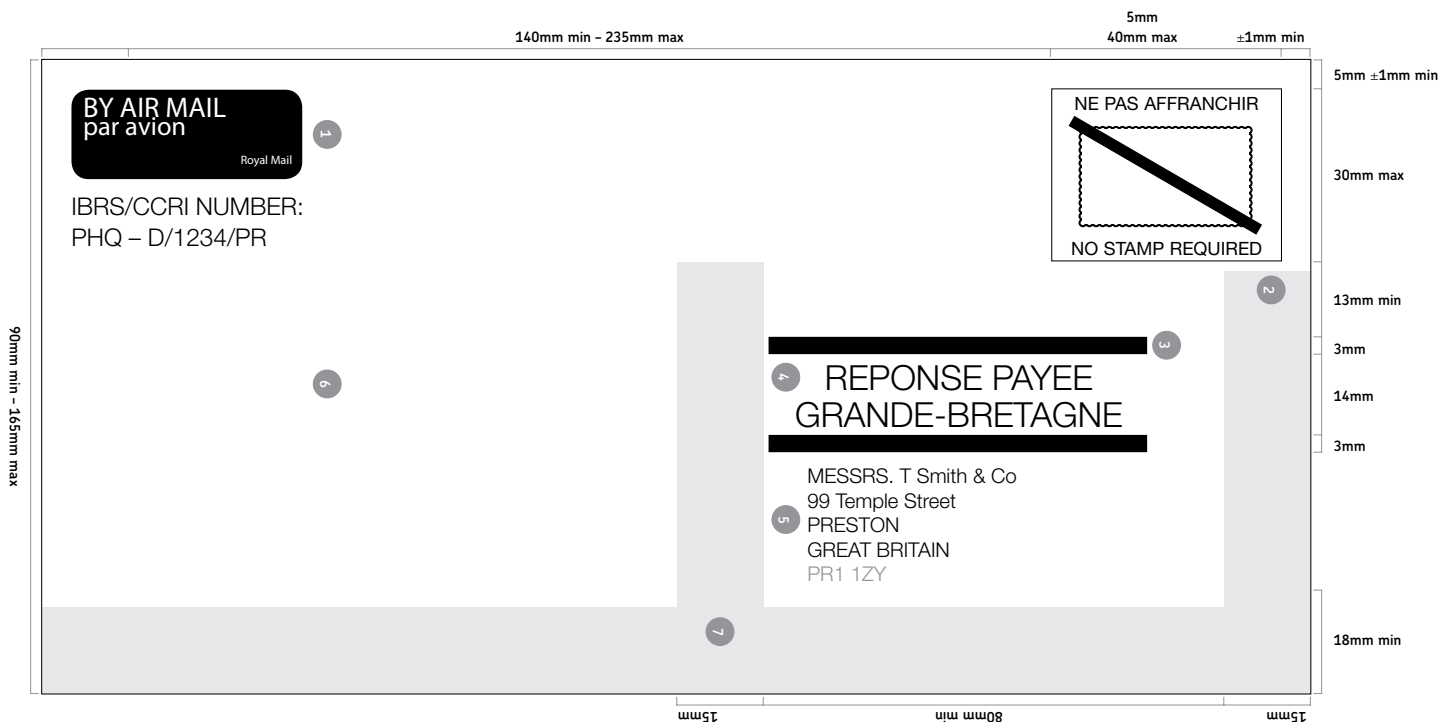
Preparing your International Business Reply Items

Key design elements

- When you use IBRS, the front of your reply-paid device must include the elements shown on page 14, in the same dimensions and positions. This is the case whatever size your device is, wherever the devices are returned from.
- The design ensures items are identified as IBRS, and not treated as unpaid mail.
- The design can appear on packets or labels attached to items.
- Please print everything on the packet or label in dark blue or black ink. Do not use vivid colours or dyes containing phosphorescent substances.
- The packet or label should be white or a light pastel shade.
- You can include other information such as a logo or advertisement, on the left hand side and / or rear of the item provided that:
 - Nothing appears lower than the last line of the address.
 - It does not mimic the horizontal lines.
 - It does not contain another address either in part or in full.
- If using the Enhanced IBRS service for the return of items containing anything other than printed matter outside of the EU it is recommended that a CN 22 Customs Declaration is added to the outside of the package. For more information and to download a CN 22 Customs please visit www.royalmail.com/customs

International Business Reply Design Template

For artwork you can use when designing your reply device, see page 48 or go to www.royalmail.com/responseinternational and download a template.



- 1 Put an airmail indicator in the top left hand corner, and below it the letters 'IBRS/CCRI', followed by your licence number which Royal Mail will give you.
- 2 The 'no stamp required' box must appear 5mm from the top and right hand edges, either 40mm x 30mm or a proportional reduction of this. The box must contain the design shown and the French words 'NE PAS AFFRANCHIR' in capitals. The English (or any native tongue) words are optional.
- 3 Two horizontal lines, at least 3mm wide, 80mm in length, and 15mm from the right hand edge. Leave 14mm of space between their inside edges.
- 4 The words 'Reponse Payee Grand-Bretagne' must be shown on two lines between the horizontal lines. The words must be in capital letters at least 4mm high.
- 5 Print the name and full UK address to which items will return, parallel to the length of the item and underneath the lines (see 3). The address must be clear. The post town, the words 'Great Britain' and the postcode must be in block capitals. You will be given a unique IBRS postcode by Royal Mail.
- 6 **Advertising space**
Advertising can only appear on the left hand side.
- 7 Please leave the shaded areas clear of any advertising / information, in particular 18mm from the bottom edge and 15mm to the left of the lines.

International Admail



International Admail enables you to print a local address on your reply-paid devices: customers reply to a PO Box address, supplied by us, in their own country. This perceived local presence helps break down resistance to replying overseas, as your customers feel more ‘at home’ with your mailings. This can help increase response rates. The service allows the return of both letters and packets.

International Admail Letters is available from the 14 countries listed below:

Austria, Belgium, Denmark, Finland, France, Germany, Republic of Ireland, Luxembourg, The Netherlands, Norway, Portugal, Spain, Sweden and Switzerland.

The minimum and maximum sizes vary from country to country – please refer to country specific pages 19-32.

The maximum weight of an Admail Letter is usually 50g with the following exceptions:

- France, Italy and Portugal do not allow cards or envelopes over 20g.
- Belgium does not allow cards over 20g.

International Admail Packets is available from the 8 countries listed below:

Belgium, Finland, France, Germany, Republic of Ireland, The Netherlands, Spain and Switzerland.

The minimum and maximum sizes vary from country to country – please refer to the country specific pages 35-42.

The maximum weight is usually 2kg per item with the following exceptions:

- France 350g.
- Germany 1kg.



How items are returned to you

After your customers have mailed their replies to the local PO Box, the AA code within the address allows us to identify the replies as yours, and so forward them back to your designated UK address.

If your items do not display clearly the correct AA code, we may not be able to forward them on and where we can identify them by other means you may be charged a fee for additional handling.

We aim for replies to take up to 10 working days from posting date for the items to be returned to you.

Costs

In addition to the annual International Response Services Licence fee (see page 7), there is a set charge depending on the country from which it was received.

International Admail Letters

Country	Cost 1-50g
Austria*	£1.37
Belgium*	£1.37
Denmark*	£1.37
Finland*	£1.37
France*	£1.37
Germany*	£1.37
Ireland, Republic of*	£1.37
Luxembourg*	£1.37
The Netherlands*	£1.37
Norway	£1.37
Portugal*	£1.37
Spain*	£1.37
Sweden*	£1.37
Switzerland	£1.37

* Prices exclude VAT which is charged at the standard rate.



International Admail Packets

Country	0-500g	501-1000g	1001-1500g	1501-2000g
Belgium*	£2.85	£3.85	£4.85	£5.85
Finland*	£3.71	£5.63	£7.54	£7.54
France*	£4.63	N/A	N/A	N/A
Germany*	£4.05	£5.05	N/A	N/A
Ireland, Republic of*	£4.38	£5.48	£7.54	£8.98
The Netherlands*	£9.43	£9.43	£9.43	£9.43
Spain*	£4.27	£6.37	£6.49	£6.83
Switzerland	£7.92	£7.92	£7.92	£7.92

*Prices exclude VAT which will be charged at the standard rate.

Please note: If receiving more than 2,000 Admail Packets per year from a single destination the following discounts apply to the prices listed above.

Country	Discount
Belgium	10%
Finland	5%
France	10%
Germany	15%
Ireland, Republic of	5%
The Netherlands	5%
Spain	10%
Switzerland	5%



Preparing your International Admail Items

Key design elements

When you use the International Admail service, you must design a different reply-paid device for each country, this design differs if you wish your customers to return letters or packets.

These designs are subject to change; so please check our website at www.royalmail.com/responseinternational for the latest updates.

The design can appear on envelopes or cards, so long as the size and weight guidelines for each country are followed.

You must include your company name and your AA code on the design as indicated on the artwork for each country.

The only wording on the design template that you can alter is that shown in grey, all other wording must appear exactly as it is on the template.

Please print everything in dark blue or black ink. Do not use vivid colours or dyes containing phosphorescent substances. The envelope or card should be white or a light pastel shade. Any exceptions to these rules are indicated on the relevant country page.

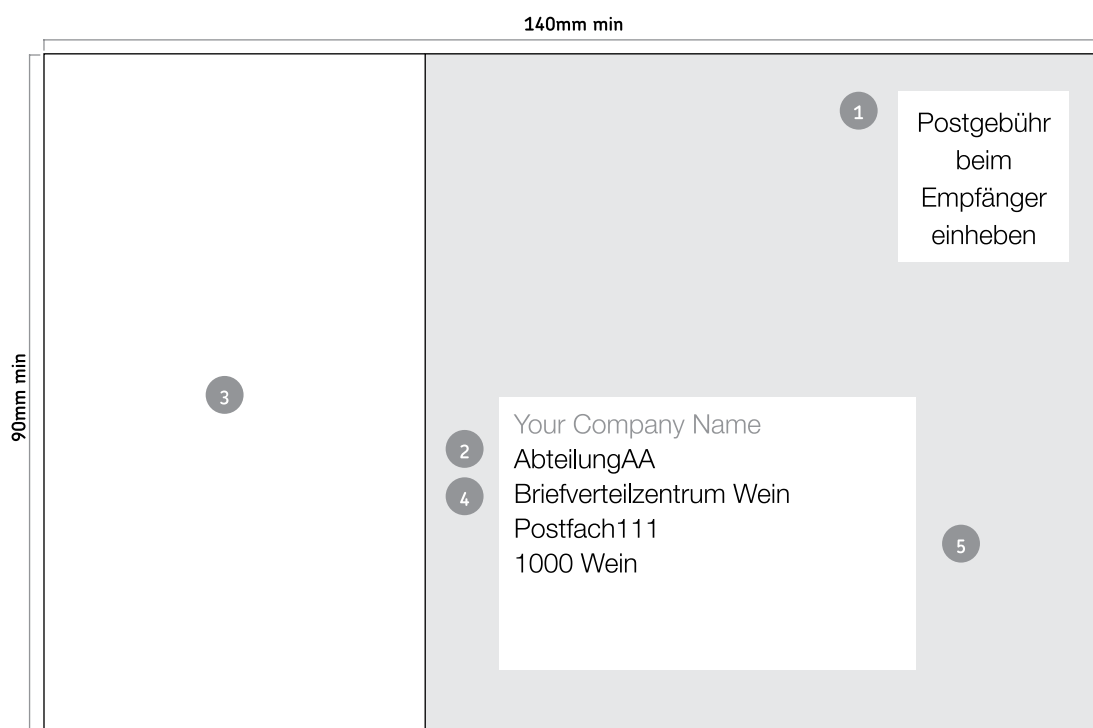
You can include other information, such as your logo or an advertisement, where indicated.

For artwork you can use when designing your reply device, see pages 19-42 or go to www.royalmail.com/responseinternational and download a template.

For the design of Admail Letter items see pages 19-32, for the design of Admail Packet items see pages 33-42.

Austria

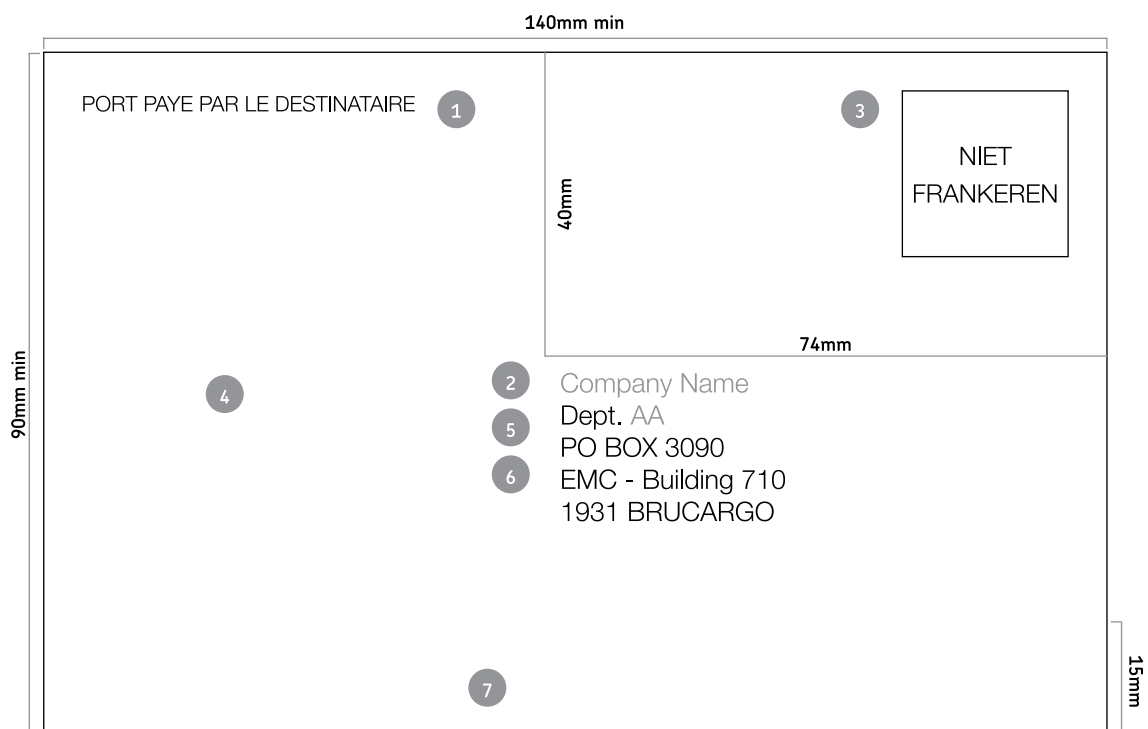
Envelopes	Cards
• Minimum: 140 x 90mm ± 2mm.	• Minimum: 140 x 90mm ± 2mm.
• Maximum: 235 x 120mm ± 2mm.	• Maximum: 148 x 105mm ± 2mm.
• Length must be at least equal to the width multiplied by 1.414.	• Minimum thickness: 250 microns (tolerance to 230).
• Maximum depth: 5mm.	• Depth: at least that of postcards and no thicker than 1mm.
• Maximum item weight: 50g.	• Maximum item weight: 50g.



- 1 These words (known as a Printed Postage Impression or PPI) must appear in the top right hand corner, of a similar size and position to that shown here.
- 2 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 3 Advertising can only appear on the left hand side, at least 15mm from the address.
- 4 The last two lines of the address should appear exactly as shown here.
- 5 An area at least the size of the right hand side (ie shaded area) must be reserved for the PPI, address and official labels.

Belgium

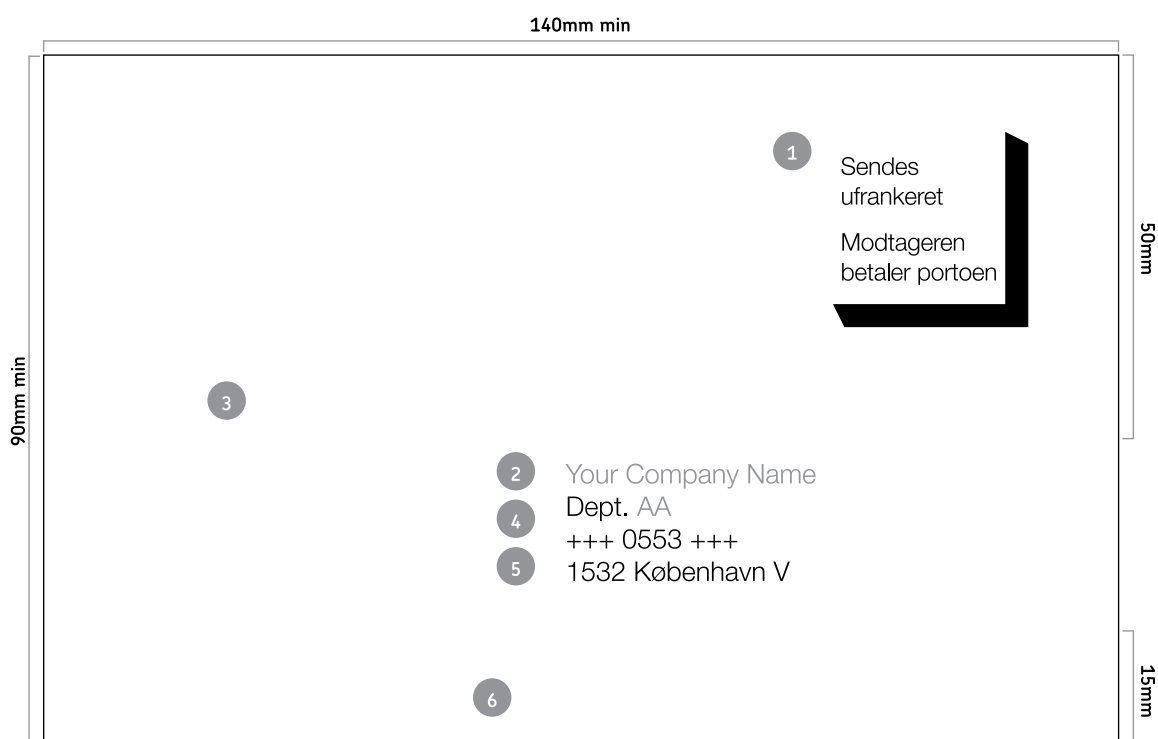
Envelopes	Cards
• Minimum: 140 x 90mm.	• Minimum: 140 x 90mm.
• Maximum length: 600mm. Width + depth + length ≤ 900mm.	• Maximum: 235 x 120mm.
• Maximum item weight: 50g.	• Minimum paper weight: 140gsm.
	• Maximum item weight: 20g.



- 1 This phrase must appear in the top left hand corner in capitals.
- 2 The first line of the address must be at least 40mm from the top of the item.
- 3 These words must appear in a box in the top right hand corner. Please leave a 74 x 40mm clear zone around the box as shown.
- 4 Advertising space can only appear on the left hand side, at least 15mm from the bottom edge and below the words in the top left hand corner.
- 5 On the third line of the address please follow 'AA' with your Admail reference code (see page 9).
- 6 The last two lines of the address should appear exactly as shown here. The last line must be at least 15mm from the bottom edge.
- 7 Please leave clear a zone along the bottom, at least 15mm high.

Denmark

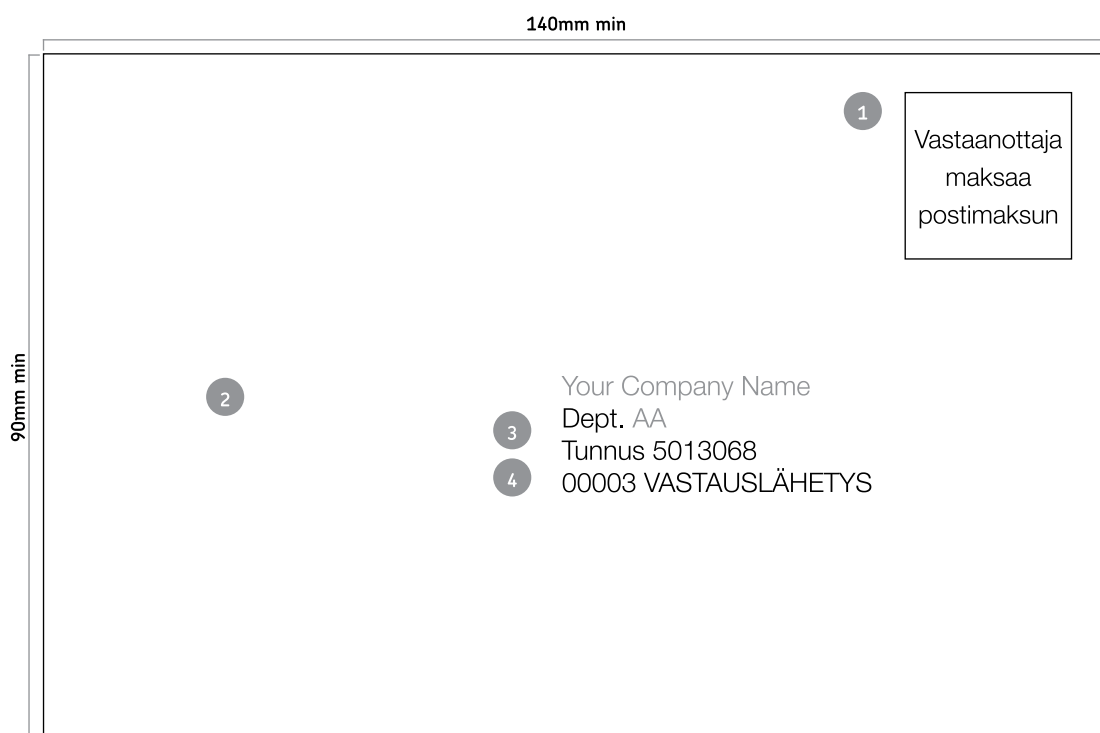
Envelopes	Cards
<ul style="list-style-type: none"> • Minimum: 140 x 90mm. 	<ul style="list-style-type: none"> • Minimum: 140 x 90mm.
<ul style="list-style-type: none"> • Maximum: 230 x 170mm. 	<ul style="list-style-type: none"> • Maximum: 230 x 170mm.
<ul style="list-style-type: none"> • Maximum item weight: 50g. 	<ul style="list-style-type: none"> • Minimum paper weight: 125gsm.
	<ul style="list-style-type: none"> • Maximum item weight: 50g.



- 1 These words must appear in the top right hand corner, part enclosed by a box (drop shadowed on its bottom right hand corner). The box should be 10mm (plus or minus 2mm) from the top and right hand edges.
- 2 The first line of the address must be at least 50mm from the top of the item.
- 3 Advertising can appear, preferably on the left hand side.
- 4 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 5 The last two lines of the address should appear exactly as shown here.
- 6 Please leave a clear zone along the bottom at least 15mm high.

Finland

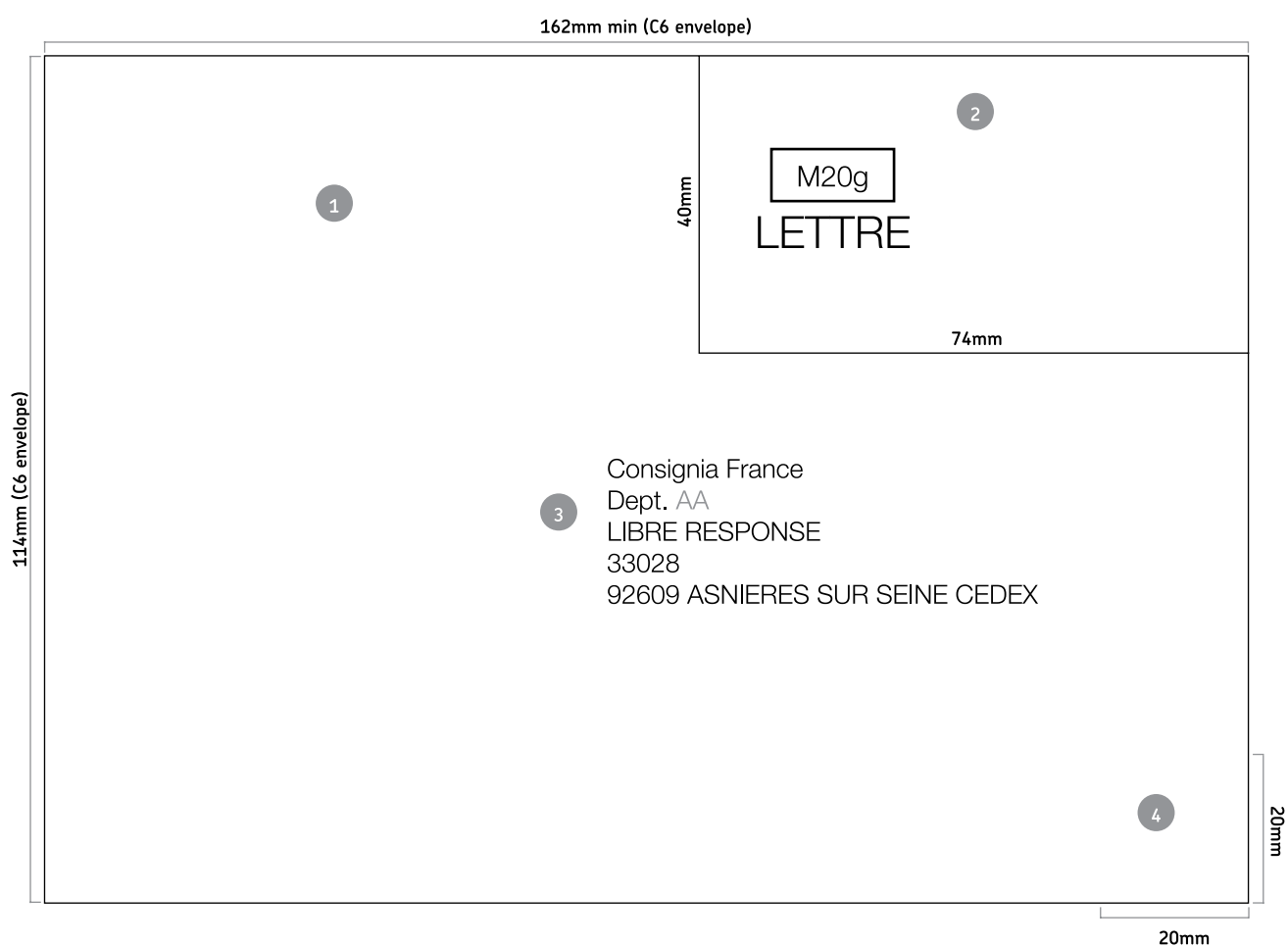
Envelopes	Cards
• Minimum: 140 x 90mm.	• Minimum: 140 x 90mm.
• Maximum: 235 x 120mm.	• Maximum: 148 x 105mm.
• Maximum item weight: 50g.	• Minimum thickness: 250 microns (tolerance to 230).
	• Maximum item weight: 50g.



- 1 These words must appear in the top right hand corner, surrounded by a box of a similar size and position to that shown.
- 2 Advertising can only appear on the left hand side.
- 3 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 4 The last three lines of the address should appear exactly as shown here.

France

Envelopes	Cards
• Minimum: 140 x 90mm.	• Minimum: 140 x 90mm.
• Maximum (DL): 220 x 110mm.	• Maximum: 150 x 107mm.
• Maximum (C6): 162 x 114mm.	• Minimum thickness: 200gsm.
• Maximum item weight: 20g.	• Maximum item weight: 20g.



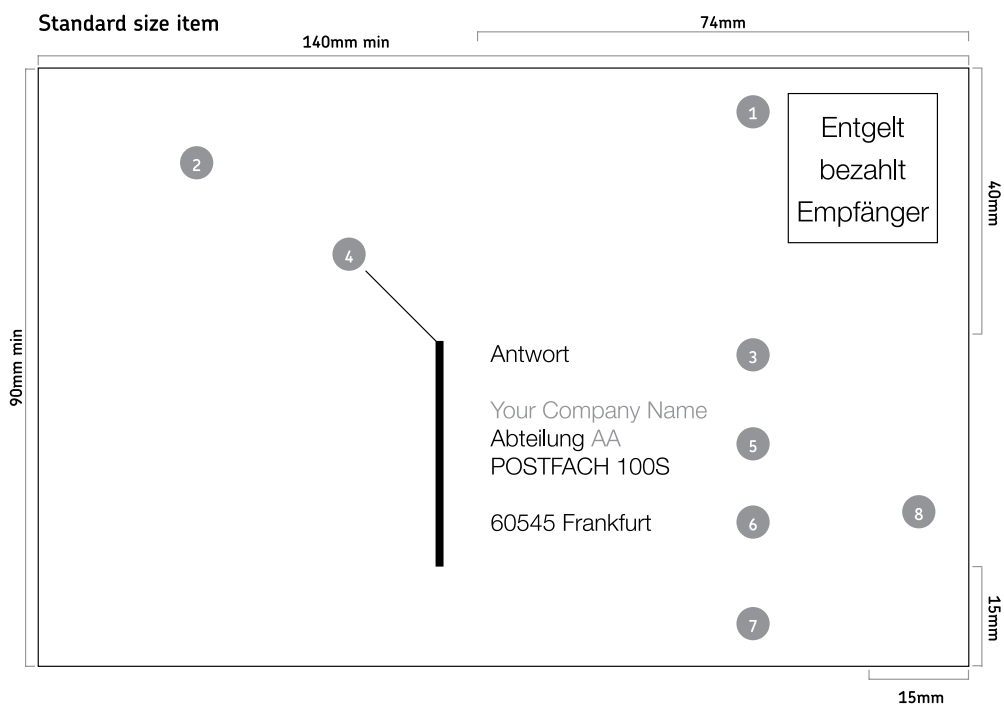
- 1 Advertising can only appear in the top left corner and at least 74mm from the right hand edge.
- 2 The word 'Lettre' must appear in the top right hand corner, within an area 74 x 40mm.
- 3 The last two lines of the address should appear exactly as shown here.
- 4 Please leave clear a zone along the bottom and right hand edges of at least 20mm.

Germany

Envelopes					Cards			
	Minimum	Maximum	Max depth	Max weight		Minimum	Maximum	Minimum / Maximum paper weight
Standard	140x90mm	353x250mm	50mm	50g	Standard	140x90mm	235x125mm	150 – 500gsm
					Other	100x70mm	53x250mm	250 – 500gsm

Please also follow these rules – they enable items to be machine-read.

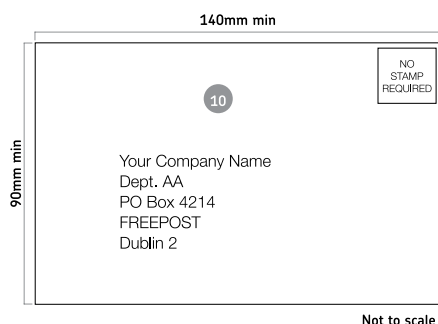
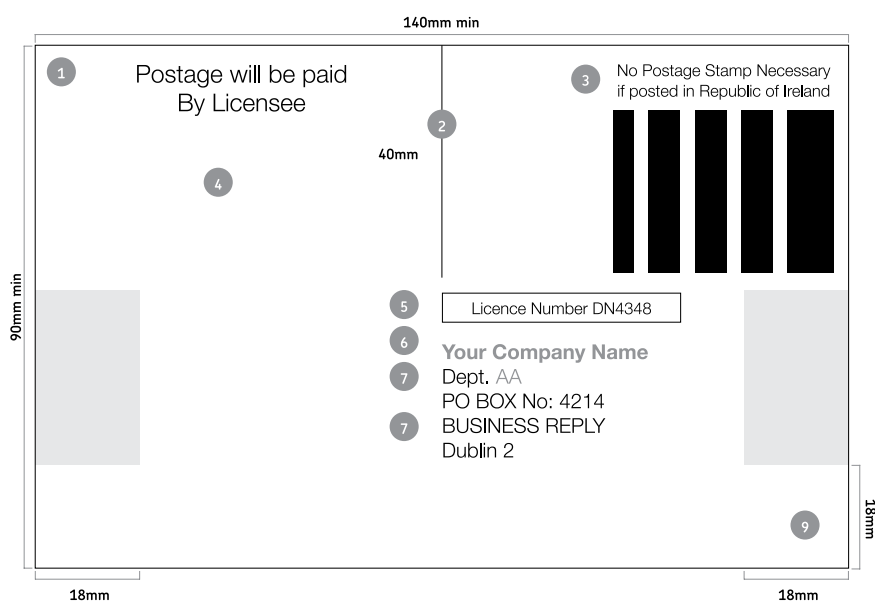
- Nothing must protrude from the letter.
- Use either white or a single light single coloured envelope.
- Use absorbent paper label.
- Do not use plastic wrappings.
- Every line of the address must begin the same distance from the edge.



- 1 These words must appear in a box in the top right hand corner of the packet of a size and position similar to that shown, and within a 74 x 40mm clearzone.
- 2 Advertising only allowed on the left hand side of cards, and the top left corner of envelopes, but must not infringe the 74 x 40mm area around the PPI.
- 3 Please print the word 'Antwort' (reply) above the address.
- 4 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 5 The last two lines of the address should appear exactly as shown here, with a blank line before '60545 Frankfurt'.
- 6 Please leave a clear zone (for barcodes) along the bottom edge of the letter that is 15mm high, and 140mm long (from the right hand edge).
- 7 Please leave a clear zone along the bottom edge of the letter of at least 15mm.
- 8 Please leave a clear zone along the right hand side of at least 15mm.

Ireland, Republic of

Envelopes	Cards
<ul style="list-style-type: none"> • Minimum: 140 x 90mm. 	<ul style="list-style-type: none"> • Minimum: 140 x 90mm.
<ul style="list-style-type: none"> • Maximum: 235 x 120mm. 	<ul style="list-style-type: none"> • Maximum: 148 x 105mm.
<ul style="list-style-type: none"> • Maximum item weight: 50g. 	<ul style="list-style-type: none"> • Minimum thickness: 250 microns (tolerance to 230).
	<ul style="list-style-type: none"> • Maximum item weight: 50g.



When asking your customers to apply the address to their own stationery, you must clearly instruct them to include both your Company name and the Dept AA number. If these details do not appear, the items cannot be identified as yours and they are either undeliverable or you may be surcharged.

Please also leave a clear zone at least 18mm high along the bottom edge of the back of letters.

For the address you can use a deep colour other than dark blue or black (though not red, orange or yellow), provided that it is in strong contrast to the paper. Please do not use vivid colours or inks containing phosphorescent substances.

12345678910

Luxembourg

Envelopes	Cards
• Minimum: 162 x 90mm.	• Minimum: 140 x 90mm.
• Maximum: 235 x 140mm.	• Maximum: 148 x 105mm.
• Maximum item weight: 50g.	• Minimum thickness: 250 microns (tolerance to 230).
	• Maximum item weight: 50g.

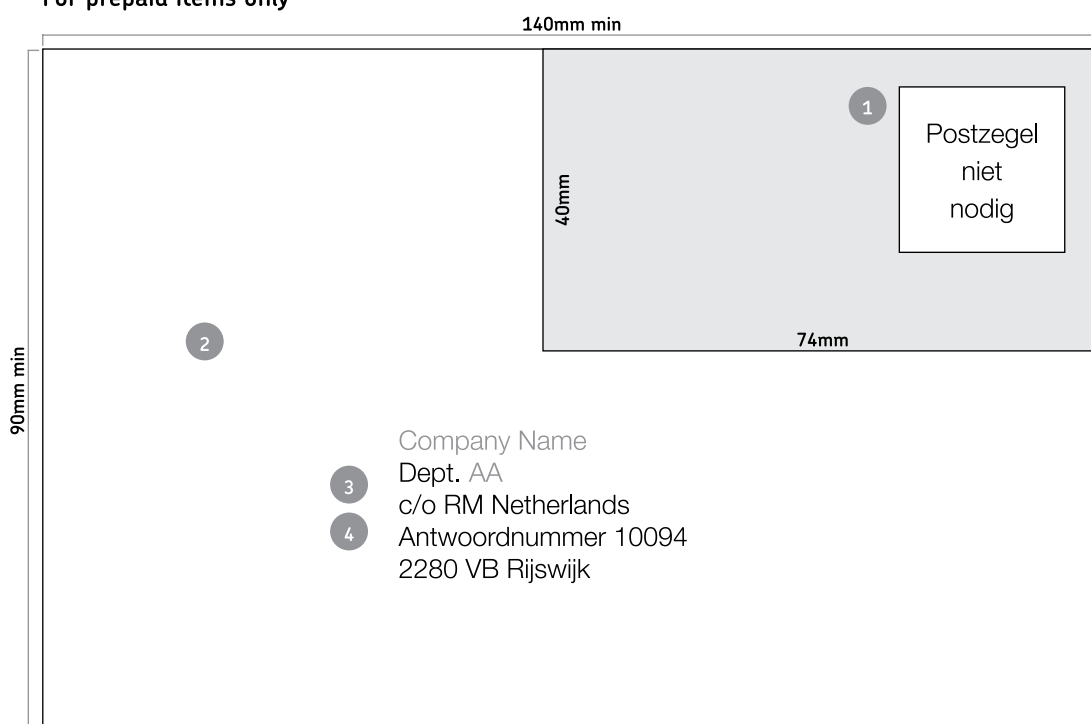


- 1 These words must appear in the top right hand corner, surrounded by a box of a similar size and position to that shown.
- 2 Advertising can only appear on the left hand side.
- 3 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 4 The last two lines of the address should appear exactly as shown here.

The Netherlands

Envelopes	Cards

For prepaid items only



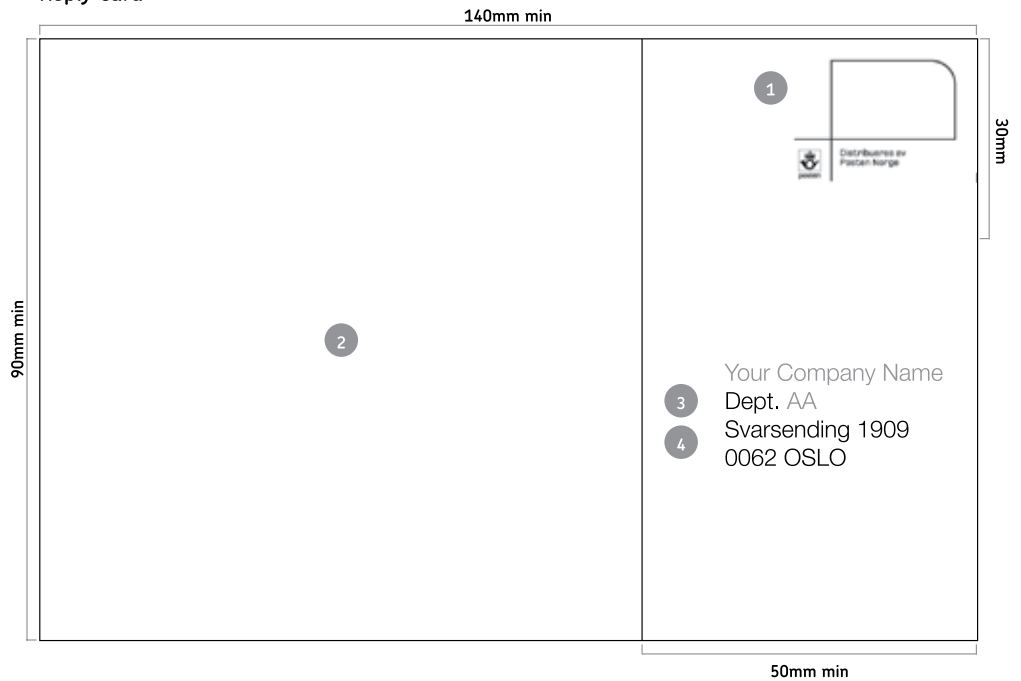
- 1 These words must appear in the top right hand corner, surrounded by a box of a similar size to that shown. Please leave a 74 x 40mm clear zone around the box as shown.
- 2 Advertising can only appear on the left hand side, or on the back. It must not infringe the 74 x 40mm clear area surrounding the PPI.
- 3 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 4 The last three lines of the address should appear exactly as shown here.

Norway

Envelopes	Cards
<ul style="list-style-type: none"> • Minimum: 140 x 90mm. 	<ul style="list-style-type: none"> • Minimum: 140 x 90mm.
<ul style="list-style-type: none"> • Maximum: 235 x 140mm. 	<ul style="list-style-type: none"> • Maximum: 148 x 105mm.
<ul style="list-style-type: none"> • Maximum item weight: 50g. 	<ul style="list-style-type: none"> • Minimum thickness: 250 microns (tolerance to 230).
	<ul style="list-style-type: none"> • Maximum item weight: 50g.

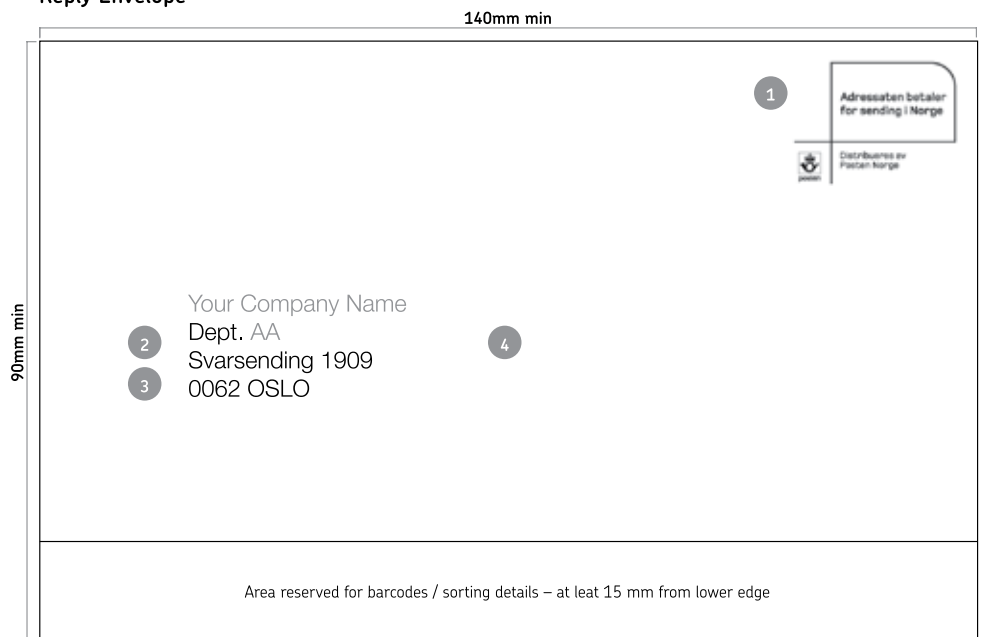
- 1 This PPI must appear in the top right hand corner.
- 2 Advertising can only appear on the left hand side of cards.
- 3 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 4 The last two lines of the address should appear exactly as shown here.

Reply Card



Reply Envelope

- 1 This PPI must appear in the top right hand corner.
- 2 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 3 The last two lines of the address should appear exactly as shown here.
- 4 No advertising space, you cannot print any advertising on envelopes.



Portugal

Envelopes	Cards
• Minimum: 140 x 90mm.	• Minimum: 140 x 90mm.
• Maximum: 235 x 120mm.	• Maximum: 148 x 105mm.
• Maximum item weight: 20g.	• Minimum paper weight: 150gsm.
	• Maximum item weight: 20g.



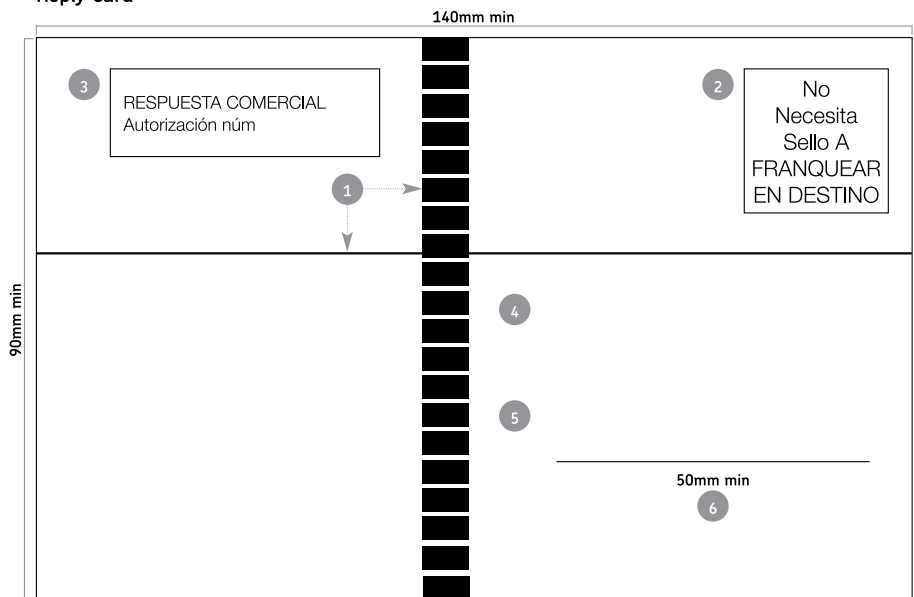
- 1 Please print these words in bold capital letters, on two lines as shown and in this position. The type should be between 2-3mm high.
- 2 Please print a thin horizontal line 40mm from the top edge. (This is optional, but recommended.)
- 3 Please print the letters 'RSF' in the top right hand corner. Leave 20mm clear from the right hand edge, and 10mm from the top. The letters should not exceed 74mm from the right and 28mm from the top. Please use capital letters, in bold or outline, with each letter between 10-18mm in length.
- 4 Please position the address the same distance from the left hand edge as the letters RSF above.
- 5 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 6 The last two lines of the address should appear exactly as shown here.
- 7 Please print this line in capital letters between 1-6mm high. This line should be 20mm from the right hand edge, and must not be lower than 40mm from the top edge.

Spain

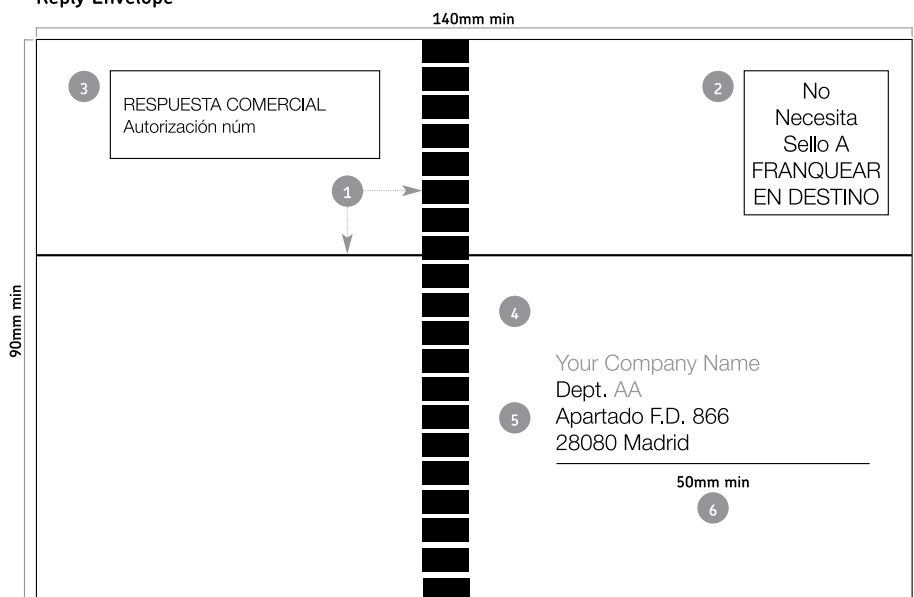
Envelopes	Cards
• Minimum: 140 x 90mm.	• Minimum: 140 x 90mm.
• Maximum: 235 x 120mm.	• Maximum: 235 x 105mm.
• Thickness: 0.15 – 5mm.	• Thickness: 0.15 – 5mm.
• Minimum paper weight: 60gsm.	• Paper weight: 180 – 500gsm.
• Maximum item weight: 50g.	• Maximum item weight: 50g.

Reply Card

- 1 Please draw these lines in the size, thickness and positions shown.
- 2 These words must appear in the top right hand corner, surrounded by a box of a similar size and position to that shown.
- 3 These words must appear in the top left hand corner, surrounded by a box of a similar size and position to that shown.
- 4 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 5 The last two lines of the address should appear exactly as shown here.
- 6 Please type the address in a size so that the longest line is at least 50mm wide.



Reply Envelope

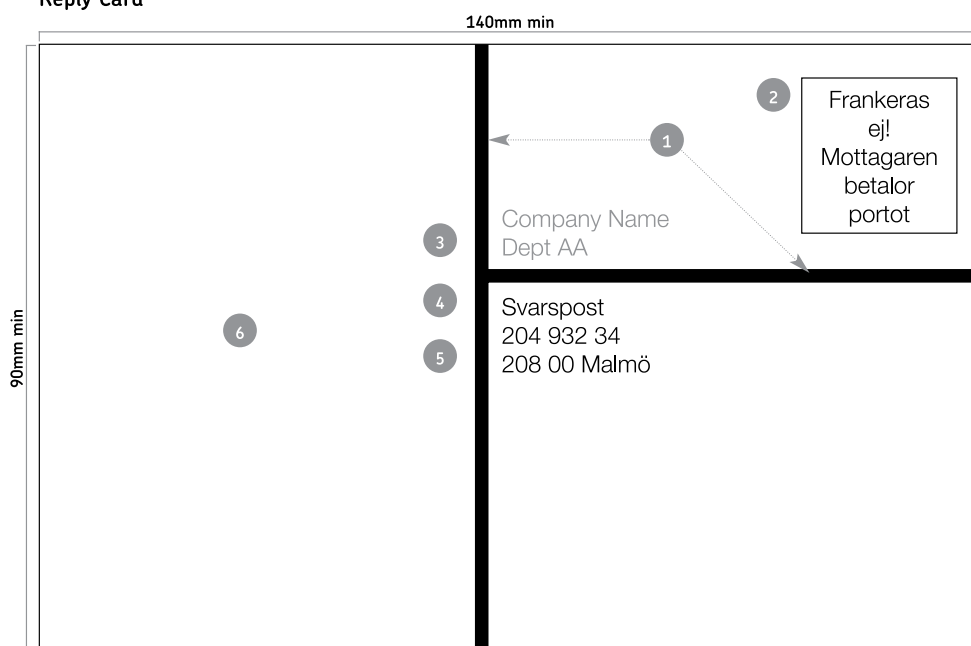


Sweden

Envelopes	Cards
<ul style="list-style-type: none"> • Minimum: 140 x 90mm. 	<ul style="list-style-type: none"> • Minimum: 140 x 90mm.
<ul style="list-style-type: none"> • Max: length 600mm. Width + depth + length ≤ 900mm. 	<ul style="list-style-type: none"> • Max: length 600mm. Width + depth + length ≤ 900mm.
<ul style="list-style-type: none"> • Maximum thickness: 100mm. 	<ul style="list-style-type: none"> • Minimum paper weight: 150gsm. (Advertisement coupons must be put into envelopes.)
<ul style="list-style-type: none"> • Maximum item weight: 50g. 	<ul style="list-style-type: none"> • Maximum item weight: 50g.

- 1 Please draw lines in the size and positions shown. They must be at least 2mm thick.
- 2 These words must appear in the top right hand corner, surrounded by a box of a similar size and position to that shown.
- 3 Please place your company name above the line.
- 4 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 5 The last three lines of the address should appear exactly as shown here.
- 6 Advertising can only appear on the left hand side of cards. You cannot print any advertising on envelopes.

Reply Card



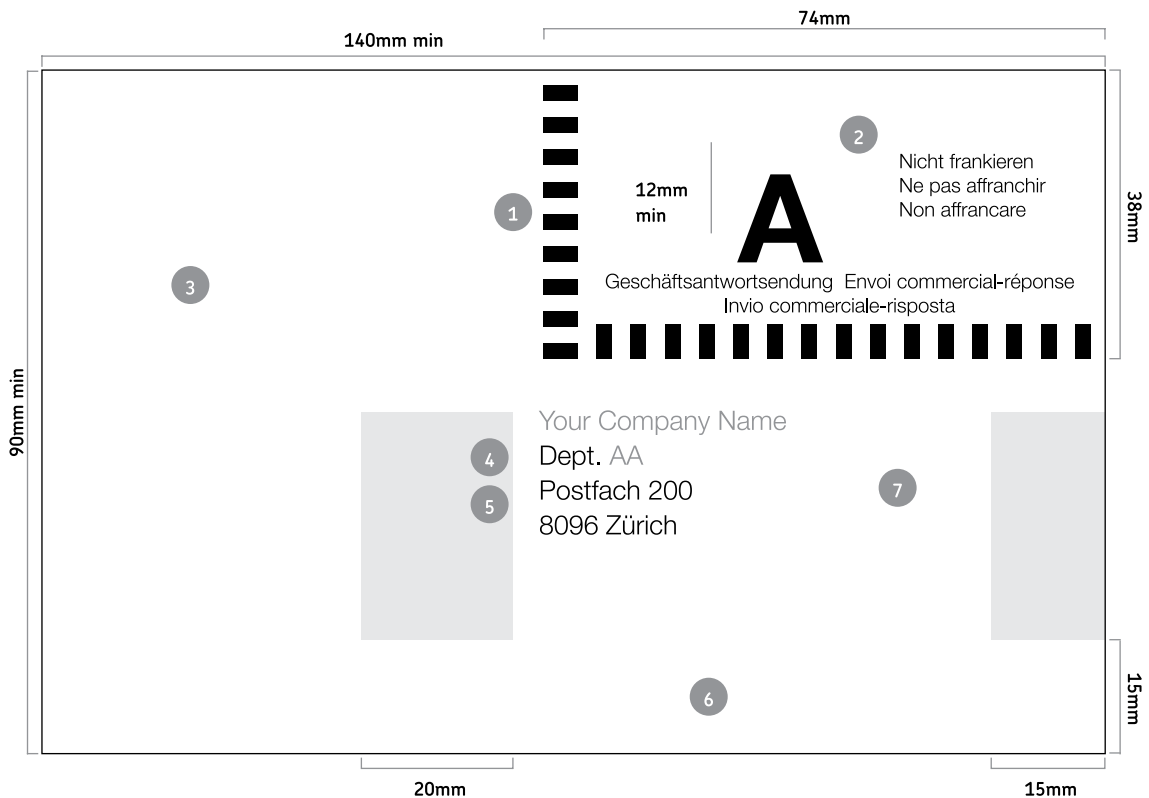
Reply Envelope

- 1 No advertising space. You cannot print any advertising on envelopes. All other items are the same as above, except you do not need the thick black line down the middle of the item, and the horizontal line goes all the way across the item.



Switzerland

Envelopes	Cards
• Minimum: 140 x 90mm.	• Minimum: 140 x 90mm.
• Maximum: 353 x 250mm.	• Maximum: 250 x 176mm.
• Maximum thickness: 20mm.	• Maximum thickness: 0.15mm.
• Maximum item weight: 50g.	• Maximum item weight: 50g.
	• 120gsm for cards up to 148 x 105mm (A6).
	• 150gsm for cards up to 210 x 105mm (A6/A5).
	• 180gsm for cards up to 210 x 148mm (A5).
	• 200gsm for cards up to 250 x 176mm (B5).



Around the words please position 9 vertical and 15 horizontal rectangles, each 4.5 x 2mm, as shown. The bottom left rectangle should be 38mm from the top and 74mm from the right hand edge.

These words and the letter A must all appear in the top right hand corner in the positions shown. The letter A must be at least 12mm high.

Advertising may appear on the left hand side of the letter.

On the second line of the address please follow 'AA' with your Admail reference code (see page 9).

The last two lines of the address should appear on the letter exactly as shown here.

Please leave a clear zone 15mm high along the bottom edge, extending 140mm from the right hand edge of the letter.

Please leave 15mm clear to the right of the address and 20mm to the left.

How to prepare items for International Admail Packets

Key design elements

When you use the International Admail Packets service, you must design a different return-paid label for each country. As with International Admail Letters the differences are mostly minor and are listed on the individual country pages that follow.

The design must appear on labels. The dimensions indicated are that of the entire packet and not just the address label. You must include your company name and your AA number on the design as indicated on the artwork for each country. The only wording on the design template that you can alter is that shown in grey, all other wording must appear exactly as is on the template. Please print everything in dark blue or black ink. Do not use vivid colours or dyes containing phosphorescent substances. The label should be white or a light pastel shade. Any exceptions to these rules are indicated on the relevant country page. You can include other information, such as your logo or an advertisement, where indicated.

Approval

You must send us each proposed design for approval. You are also required to give us an indication of the numbers and weights of the items you expect to be returned to you. This will allow us to give you the most efficient service possible by pre-alerting our International Distribution Centre.



International Admail

Packets sizes and weights

The maximum weight can be up to 2kg but the weight and sizes of packets varies from country to country – please refer to the country specific pages 35-42.

Availability

International Admail Packets is currently available for:

Belgium.

France (up to 350g).

Finland.

Germany.

Ireland, Republic of.

The Netherlands.

Spain.

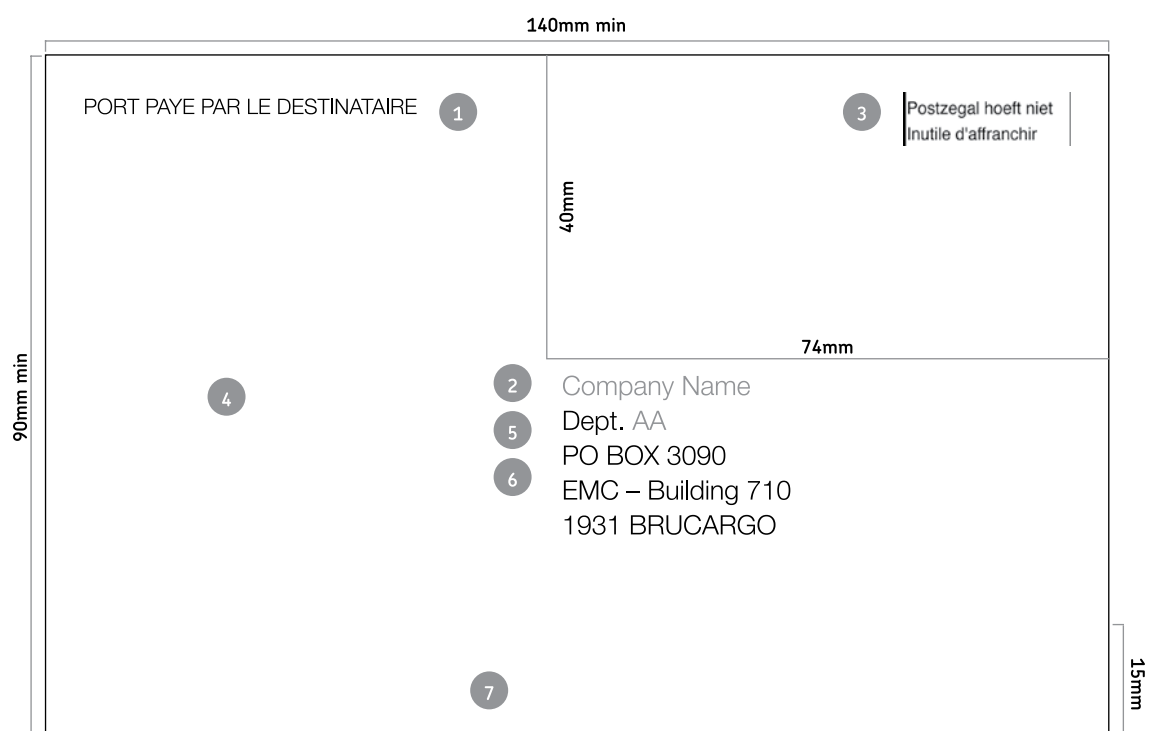
Switzerland.



Belgium

Packets

- Minimum dimensions: 90 x 140mm.
- Maximum dimensions: combined lengths max 700mm, single length max 500mm.
- No rolls.
- Maximum weight 2kg.

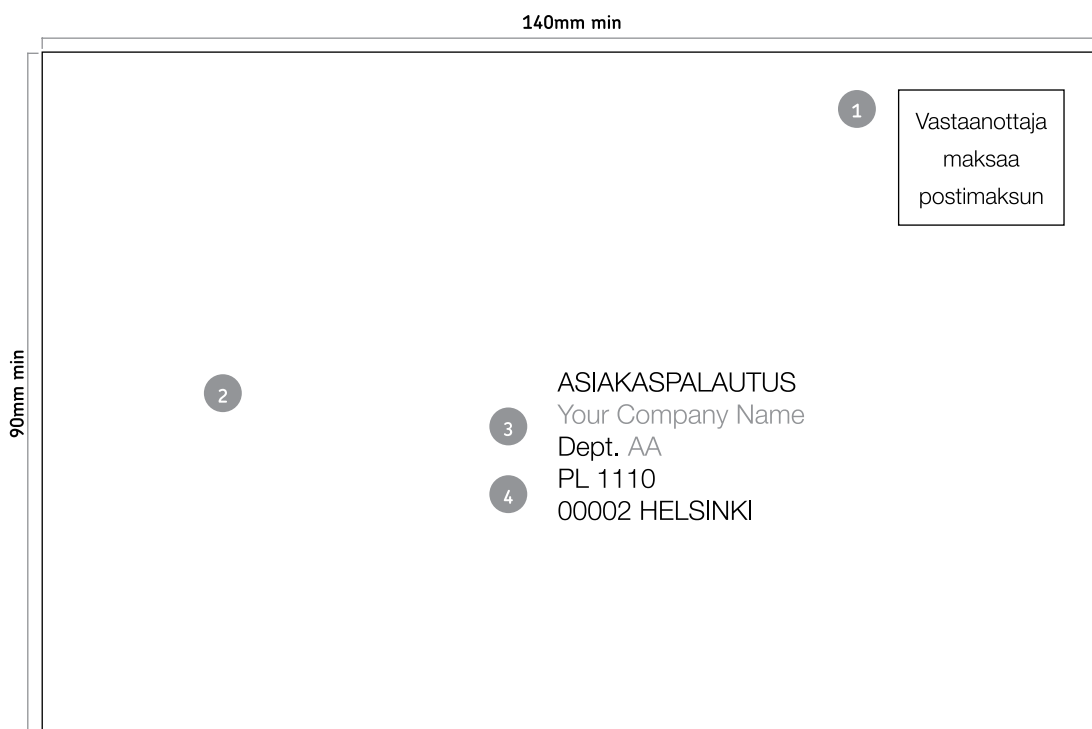


- 1 This phrase must appear in the top left hand corner in capitals.
- 2 The first line of the address must be at least 40mm from the top of the item.
- 3 These words must appear in a box in the top right hand corner. Please leave a 74 x 40mm clear zone around the box as shown.
- 4 Advertising can only appear on the left hand side, at least 15mm from the bottom edge and below the words in the top left hand corner.
- 5 On the third line of the address please follow 'AA' with your Admail reference code (see page 9).
- 6 The last two lines of the address should appear exactly as shown here. The last line must be at least 15mm from the bottom edge.
- 7 Please leave a clear zone along the bottom, at least 15mm high.

Finland

Packets

- Minimum dimensions: 90 x 140mm.
- Maximum dimensions: 400 x 250 x 30mm.
- No rolls.
- Maximum weight 2kg.

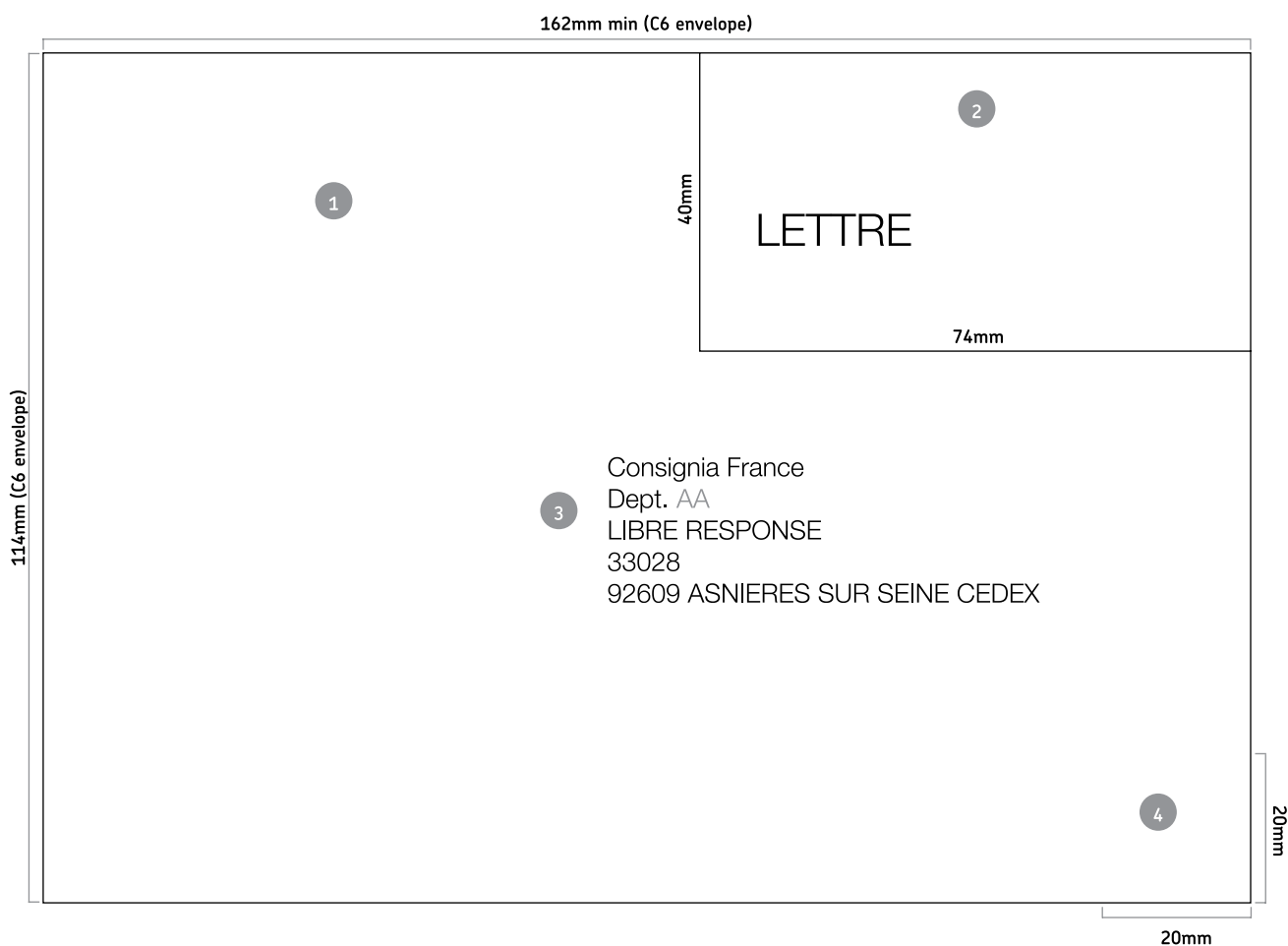


- 1 These words must appear in the top right hand corner, surrounded by a box of a similar size and position to that shown.
- 2 Advertising can only appear on the left hand side.
- 3 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 4 The last three lines of the address should appear exactly as shown here.

France

Packets

- Minimum dimensions: 90 x 140mm.
- Maximum dimensions: combined lengths max 900mm, single length max 600mm.
- No rolls.
- Maximum weight 350g.

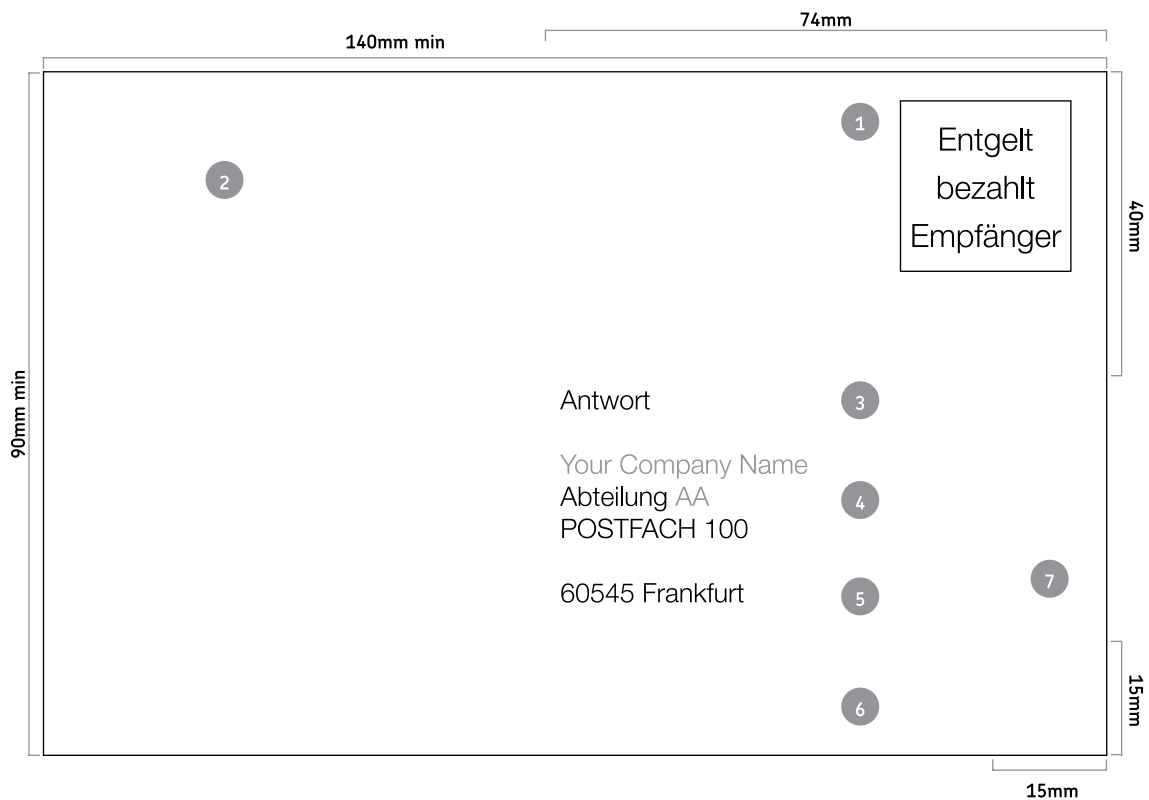


Advertising can only appear in the top left corner, and at least 74mm from the right hand edge.
The word 'Lettre' must appear in the top right hand corner, within an area 74 x 40mm.
The last two lines of the address should appear exactly as shown here.
Please leave a clear zone along the bottom and right hand edges of at least 20mm.

Germany

Packets

- Minimum weight: 51g.
- Maximum weight: 1kg.
- Minimum dimensions: 70 x 100mm.
- Maximum dimensions: Width – 250mm, Length – 353mm, Height – 50mm.



Please also follow these rules – they enable items to be machine-read.

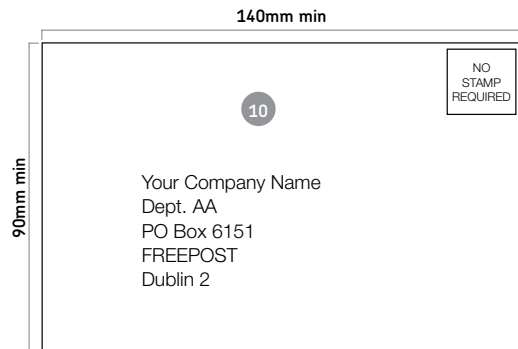
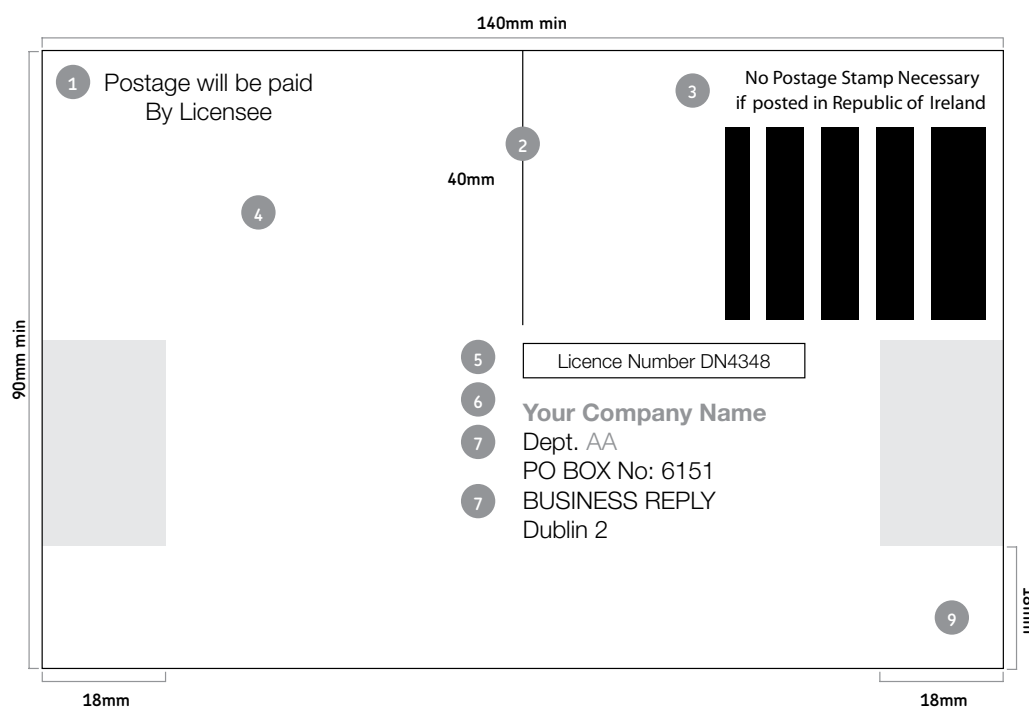
- Nothing must protrude from the packet.
- Use either white or a single light, single coloured envelope.
- Use absorbent paper label.
- Do not use plastic wrappings.
- Every line of the address must begin the same distance from the edge.

- 1 These words must appear in a box in the top right hand corner of the packet of a size and position similar to that shown, and within a 74 x 40mm clear zone.
- 2 Advertising is only allowed on the left hand side of cards, and the top left corner of envelopes, but must not infringe the 74 x 40mm area around the PPI.
- 3 Please print the word 'Antwort' (reply) above the address.
- 4 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 5 The last two lines of the address should appear exactly as shown here, with a blank line before '60545 Frankfurt'.
- 6 Please leave a clear zone (for barcodes) along the bottom edge of the packet that is 15mm high, and 140mm long (from the right hand edge).
- 7 Please leave a clear zone along the right hand side of the packet of at least 15mm.

Ireland, Republic of

Packets

- Minimum weight: 51g.
- Maximum weight: 2kg.
- Minimum dimensions: **Rectangular:** 90 x 140mm.
Roll-shaped: length plus twice width min 170mm.
- Maximum dimensions: **Rectangular:** combined lengths max 900mm, single length max 600mm.
Roll-shaped: length plus twice width max 1040mm.



Not to scale

Please also leave a clear zone at least 18mm high along the bottom edge of the back of packets.

For the address you can use a deep colour other than dark blue or black (though not red, orange or yellow), provided that it is in strong contrast to the paper. Please do not use vivid colours or inks containing phosphorescent substances.

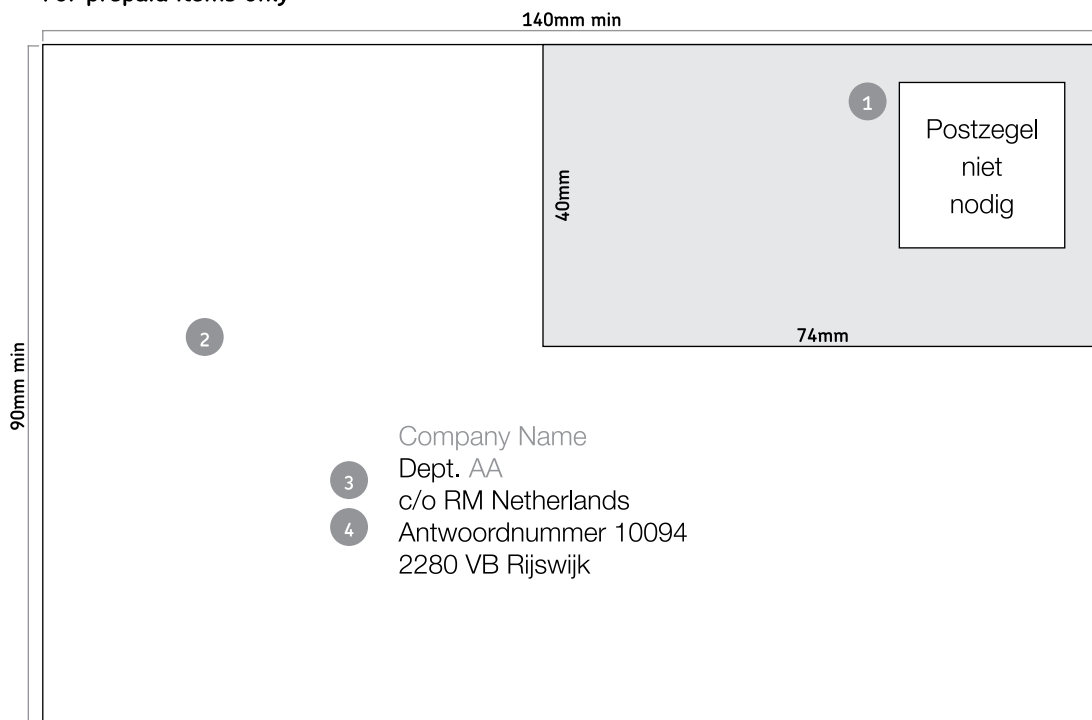
- 1 These words must appear in the top left hand corner.
- 2 Leave at least 40mm between the top edge of the packet and the Licence Number box.
- 3 These words, and the vertical lines, must appear in the top right hand corner of the packet, of a similar size to that shown.
- 4 Advertising can only appear in the top left hand corner of the packet.
- 5 The standard business reply Licence number must appear in the panel, as shown here.
- 6 The address must be in a bold typeface, at least 14pt in size.
- 7 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 8 The last three lines of the address should appear exactly as shown here.
- 9 Leave an 18mm clear zone along the bottom, the left and right hand edges and, up to a point 40mm from the top edge of the packet.
- 10 An International Freepost Response service is available, enabling you to send a pre-printed reply device with a local FREEPOST address or return address labels for your customers to apply to their own stationery (including a 'no stamp required' box) as follows. When asking your customers to apply the address to their own stationery, you must clearly instruct them to include both your company name and the Dept. AA number. If these details do not appear the items cannot be identified as yours and they are either undeliverable or you may be surcharged.

The Netherlands

Packets

- Minimum dimensions: 90 x 140mm.
- Maximum dimensions: 380 x 265 x 32mm.
- No rolls.
- Maximum weight 2kg.

For prepaid items only

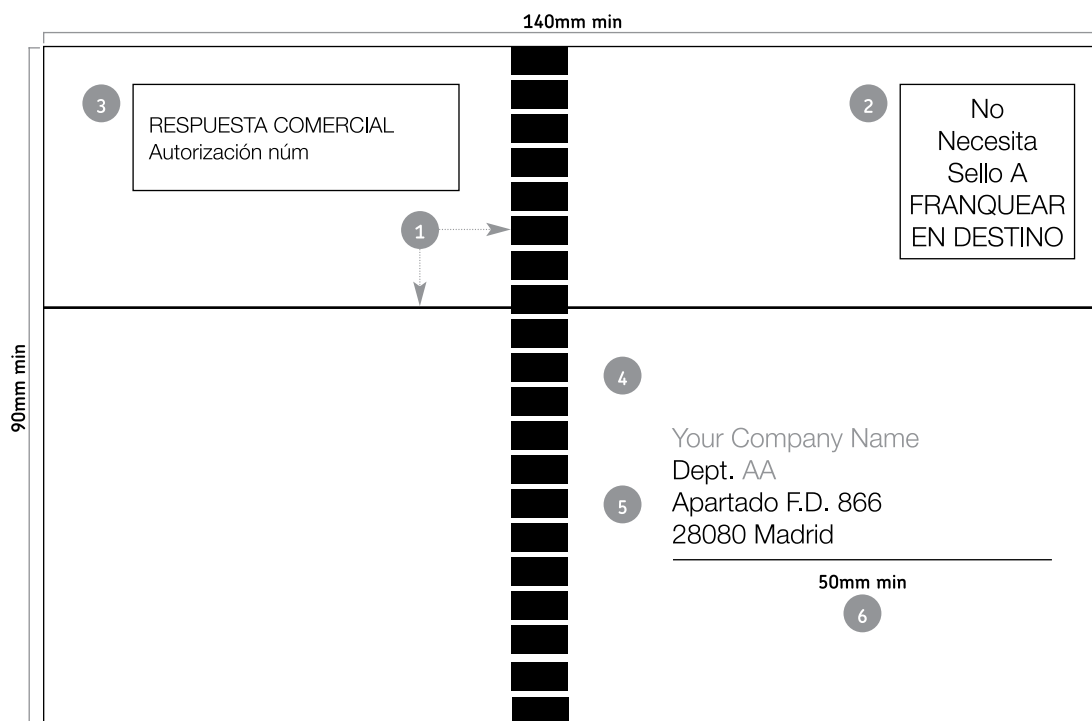


- 1 These words must appear in the top right hand corner, surrounded by a box and of a similar size to that shown. Please leave a 74 x 40mm clear zone around the box as shown.
- 2 Advertising can only appear on the left hand side, or on the back. It must not infringe the 74 x 40mm clear area surrounding the PPI.
- 3 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 4 The last three lines of the address should appear exactly as shown here.

Spain

Packets

- Minimum weight: 51g.
- Maximum weight: 2kg.
- Minimum dimensions: 140mm x 90mm. Combined lengths max 900mm. Single length max 600mm.
- Maximum dimensions: please contact your local sales centre on **08457 950 950**.



Please draw these lines in the size, thickness and positions shown.

These words must appear in the top right hand corner, surrounded by a box of a similar size and position to that shown.

These words must appear in the top left hand corner, surrounded by a box and in a similar size and position to that shown.

On the second line of the address please follow 'AA' with your Admail reference code (see page 9).

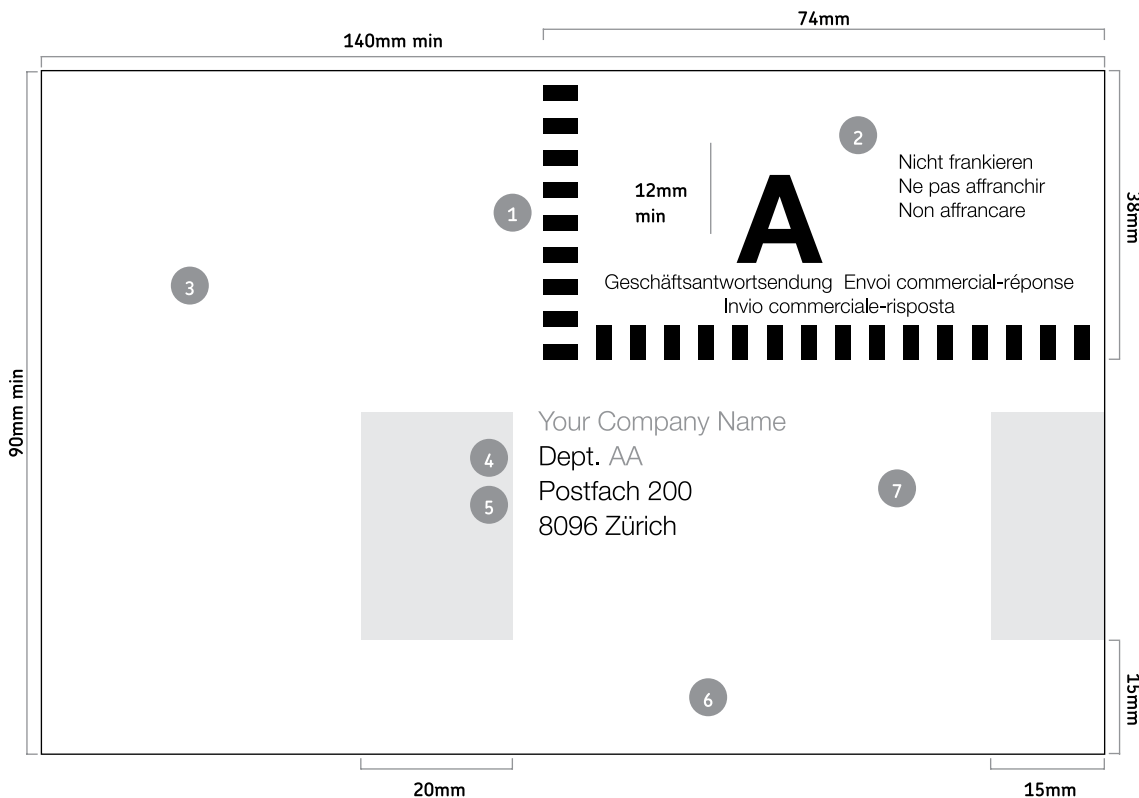
The last two lines of the address should appear exactly as shown here.

Please type the address in a size so that the longest line is at least 50mm wide.

Switzerland

Packets

- Minimum weight: 51g.
- Maximum weight: 2kg.
- Minimum dimensions: 90 x 140mm.
- Maximum dimensions: 250mm x 353mm, Height max 150mm.



- 1 Around the words please position 9 vertical and 15 horizontal rectangles, each 4.5 x 2mm, as shown. The bottom left rectangle should be 38mm from the top and 74mm from the right hand edge.
- 2 These words and the letter A must all appear in the top right hand corner in the positions shown. The letter A must be at least 12mm high.
- 3 Advertising may appear on the left hand side of the packet.
- 4 On the second line of the address please follow 'AA' with your Admail reference code (see page 9).
- 5 The last two lines of the address should appear on the packet exactly as shown here.
- 6 Please leave clear a zone 15mm high along the bottom edge, extending 140mm from the right hand edge of the packet.
- 7 Please leave 15mm clear to the right of the address and 20mm to the left.

CN 22 and CN 23

For packets being returned from Switzerland, which is outside of the European Union, up to and including a value of £270, your customers will need to attach a signed, completed CN 22 form. For packets with a value over £270, it will additionally require the CN 23 customs form. Both of these forms can be ordered via your Royal Sales Centre on **08457 950 950**.

CUSTOMS DECLARATION		CN 22	
DECLARATION EN DOUANE		May be opened officially	
Great Britain/Grande-Bretagne		Post être ouvert d'office	
Important! See instructions on the back			
<input type="checkbox"/> Gifts/Cadeaux	<input type="checkbox"/> Commercial samples/Echantillons commerciaux		
<input type="checkbox"/> Documents	<input type="checkbox"/> Other/Autre	Tick one or more boxes	
Quantity and detailed description of contents (1)	Weight (in kg) (2)	Value (3)	
Quantité et description détaillée du contenu	Poids	Valeur	
For commercial items only		Total Weight	Total Value (1)
If known, HS tariff number (4) and country of origin of goods (5)		Poids total	Valeur totale
N°tarif de SH et pays d'origine des marchandises (si connus)		(in kg) (4)	(1)
I, the undersigned, whose name and address are given on the form, certify that the particulars given in this declaration are correct and that this form does not contain any dangerous article or articles prohibited by legislation or by postal or customs regulations			
Date and sender's signature (6)			

International Stamped Response

International Stamped Response extends the idea of creating a perceived local presence for your organisation by offering a local return address for mailings and goods that are neither pre-paid nor pre-addressed. International Stamped Response is particularly useful when you are inviting customers to respond to an 'off-the-page' advertisement.

This service allows your customers to send their items to a local PO Box address, supplied by us, paying the domestic postage. We then charge you for the repatriation of these items. The service allows the return of both letters and packets.

International Stamped Response Letters is available to the 13 destinations listed below:

Austria, Belgium, Denmark, Finland, France, Germany, Republic of Ireland, Luxembourg, The Netherlands, Portugal, Spain, Sweden and Switzerland.

The minimum and maximum sizes vary from country to country and are the same requirements as detailed for the International Admail Letter items – please refer to the country specific pages 19-32.

The maximum weight is usually 50g per item. However the following restrictions apply:

- France, Italy and Portugal do not allow cards or envelopes over 20g.
- Belgium does not allow cards over 20g.

International Stamped Response Packets is available to the 4 destinations listed below:

France, Germany, Republic of Ireland and Spain.

The minimum and maximum sizes vary from country to country and are the same requirements as detailed for the International Admail Packet items – please refer to the country specific pages 33-42.

The maximum weight for Ireland and Spain is 2kg per item. However the maximum weight for items received from France is 350g whereas items from Germany can be up to 1kg in weight.



How are items returned to you

After your customers have mailed their replies to the local PO Box, the AA code within the address allows us to identify the replies as yours, and so forward them back to your designated UK address.

If your items do not display clearly the correct AA code we may not be able to forward them on and where we can identify them by other means you may be charged a fee for additional handling.

We aim to return items within 10 working days from posting date.

Costs

In addition to the annual International Response Services Licence fee (see page 7), there is a set charge depending from the country from which it was received.

International Stamped Response Letters

Country	Price 1-50g
Austria*	£0.99
Belgium*	£0.99
Denmark*	£0.99
Finland*	£0.99
France*	£0.99
Germany*	£0.99
Ireland, Republic of	£0.99
Luxembourg*	£0.99
The Netherlands*	£0.99
Portugal*	£0.99
Spain*	£0.99
Sweden*	£0.99
Switzerland	£0.99

* Prices exclude VAT which will be charged at the standard rate.





International Stamped Response Packets

Country	0-500g	501-1000g	1001-1500g	1501-2000g
France*	£3.99	N/A	N/A	N/A
Germany*	£3.99	£5.09	N/A	N/A
Ireland, Republic of*	£3.99	£5.09	£6.29	£7.39
Spain	£3.99	£5.09	£6.29	£7.39

* Prices exclude VAT which will be charged at the standard rate.





Preparing your International Stamped Response Items

Key design elements

When you use International Stamped Response service you can either;

- Distribute a response device or reply label to your customers using the same dimensions and obtaining approval as for International Admail.
- Not use a pre-printed device, but instead inform your customers of the local PO Box address to which they can send their items. These PO Box addresses are listed on page 47. Please use the address exactly as it appears, only inserting your own company name and customer reference number (which Royal Mail issue with your licence) into the first and second lines. You must clearly instruct your customers to include both your company name and the Dept. AA number in the response. If these details do not appear the items cannot be identified as yours and they could either be undelivered or you may be surcharged.



International Stamped Response Letters addresses by country

Please remember to replace the AA1234 number with your own AA unique code.

Austria

Your Company Name
Abteilung AA1234
Postfach 1000
1150 WIEN

Belgium

POIS
Your Company Name (AA1234)
PO Box 3090
EMC-Building 710
1931 BRUCARGO

Denmark

Company Name
Dept. AA1234
Box 0553
1532 København V

Finland

ASIAKASPALAUTUS
Your company name
Dept. AA1234
PL 1110
00002 Helsinki

France

CONSIGNIA FRANCE
Your Company Name
Dept. AA1234
92609 ASNIERES SUR SEINE
CEDEX

Germany

Your Company Name
Abteilung AA1234
Postfach 100
60545 Frankfurt

Ireland, Republic of

Your Company Name
Dept. AA1234
PO Box 4214
Dublin 2

Luxembourg

Your Company Name
Dept. AA1234
L-1060 Luxembourg

The Netherlands

You Company Name
Dept. AA1234
c/o RM Netherlands
Postbus 1048
2800 CA Rijswijk

Portugal

Your Company Name
Dept. AA1234
Apartado 8075
1801-001 Lasboa

Spain

Your Company Name
Dept. AA1234
Apartado F.D. 866
28080 – MADRID

Sweden

Your Company Name
Dept. AA1234
202 29
Malmö

Switzerland

Your Company Name
Dept. AA1234
Postfach 200
8096 Zürich

International Stamped Response Packets addresses by country

Please remember to replace the AA1234 code with your own AA unique code.

France

CONSIGNIA FRANCE
Your Company Name
Dept. AA1234
92609 ASNIERES SUR SEINE
CEDEX

Germany

Your Company Name
Abteilung AA1234
Postfach 100
60545 Frankfurt

Ireland, Republic of

Your Company Name
Dept. AA1234
PO Box 6151
Dublin 2

Spain

Your Company Name
Dept. AA1234
Apartado F.D. 866
28080 – MADRID

Design Elements

Please use the following artwork when designing your reply device. Alternatively you can download designs from www.royalmail.com/responseinternational

The image displays a set of design elements for reply devices, organized into a large vertical container on the left and three smaller boxes on the right representing different countries.

Left Container:

- Top:** A rectangular sign with a dashed border, a diagonal slash, and the text "NE PAS AFFRANCHIR" at the top and "NO STAMP REQUIRED" at the bottom.
- Middle:** A vertical sign with the text "REPOSE PAYEE" and "GRANDE-BRETAGNE" between two thick vertical bars.
- Bottom:** A dark rounded rectangle with the text "BY AIR MAIL" and "par avion" in white, and the "Royal Mail" logo in the bottom right corner.

Right Boxes:

- Austria:** A dark header with "Austria" in white, followed by the text "Postgebühr beim Empfänger einheben".
- Belgium:** A dark header with "Belgium" in white, followed by a white box containing the text "NIET FRANKEREN".
- Denmark:** A dark header with "Denmark" in white, followed by the text "Sendes ufrankeret Modtageren betaler portoen" next to a thick L-shaped graphic.

Finland

Vastaanottaja
maksaa
postimaksun

Luxembourg

NE PAS
AFFRANCHIR

Spain

No
Necesita
Sello A
FRANQUEAR
EN DESTINO

RESPUESTA COMERCIAL
Autorización núm

France

M20g
LETTRE


The Netherlands

Postzegel
niet
nodig

Germany

Entgelt
bezahlt
Empfänger

Norway



Postbureauet
Posten Norge

Sweden

Frankeras
ej!
Mottagaren
betalar
portot

Ireland, Republic of

No Postage Stamp Necessary
if posted in Republic of Ireland




Portugal

RTS



Switzerland



Nicht frankieren
Ne pas affranchir
Non affrancare

Geschäftsantwortsendung Envoi commercial-réponse
Invio commerciale-risposta



International Business Response Services Licence Application Form

Please complete this form in capital letters using dark ink, then seal and return it to:

Freepost RRCA-HGEL-BJRX
Response Service Team
Glasgow
G21 1AA

If you have any questions please contact a Royal Mail Sales Centre on 08457 950 950.

Person or organisation in whose name the licence should be issued:

Name
Job title
Company Name
Company Address
Postcode
Telephone No.
Fax No.

Address where International Response items should be delivered to (if different from above):

Name
Company Name
Company Address
Postcode
Telephone No.
Fax No.

Address where invoices should be sent (if different to issuing address):

Name	Job title
Company Name	
Company Address	
Postcode	
Telephone No.	
Fax No.	

Tick the service(s) you intend to use:

<input type="checkbox"/> IBRS
<input type="checkbox"/> International Admail Letters
<input type="checkbox"/> International Admail Packets
<input type="checkbox"/> International Stamped Response Letters
<input type="checkbox"/> International Stamped Response Packets

Tick preferred method of payment:

<input type="checkbox"/> Please invoice me for £140
<input type="checkbox"/> I enclose a cheque for £168 (inc VAT), made payable to Royal Mail

Signed by
Date



Terms & Conditions

1. Subject to the conditions set out below, Royal Mail, the letters business of Royal Mail Group Ltd, whose registered office is at 100 Victoria Embankment, London, EC4Y 0HQ ('Royal Mail') hereby gives to the Licensee (hereafter called 'the Customer') licence and authority for:
 - a. The posting (subject to and in accordance with the provisions of the relevant Post Office Scheme and the International Response Services User Guide) of International Response Services ('IRS') items from a location outside the British postal area to an address previously agreed in writing with Royal Mail without pre-payment of postage. The Customer may also invite others to post such items to any such address.
2. This licence is granted on and subject to the following conditions:
 - a. The licence shall continue in force for one year subject to (f) & (g) below.
 - b. Every advertisement, notice, letter or other communication, published, displayed, broadcast, issued, given or sent by or on behalf of the Customer, which includes an invitation to post items using IRS, shall state the address to which such items are to be sent in the precise terms agreed in writing with Royal Mail and in accordance with the provisions of the IRS User Guide as amended from time to time. The Customer shall seek Royal Mail's prior approval of each design and layout which the Customer intends to use for pre-printed reply cards and envelopes to ensure that these items meet the operational standards of both Royal Mail and the foreign postal administrations concerned. The Customer is advised to seek such approval before incurring printing costs, and also not to order over-large stocks as operational requirements of the foreign postal administrations may change on short notice.
 - c. Subject to any credit agreement that exists between Royal Mail and the Customer, Royal Mail may require the Customer to pay in advance a sum of money equal to the postage estimated by Royal Mail to be payable on six weeks' worth of items likely to be posted under this licence, and to ensure that this sum remains deposited with Royal Mail and is topped up from time to time as necessary. This licence may be renewed annually by payment of the appropriate fee.
 - d. The conditions of this licence and / or the details contained in the User Guide may be varied or added to by Royal Mail at any time with notice. Royal Mail shall endeavour to give one month's notice of changes unless these have been necessitated by the operational or other requirements of any foreign postal administration, in which case Royal Mail shall give as much notice as possible.
 - e. Should any enquiry or complaint be received by Royal Mail from any source concerning the Customer and IRS, Royal Mail reserves the right to disclose the full address of the Customer (as indicated on the licence) and / or the name and address for delivery.
 - f. Either party may end this Licence on one month's notice in writing provided that the Customer will remain liable for any postage charges occurring after the termination of this Licence.
 - g. This Licence may be terminated forthwith by Royal Mail by notice in writing to the Customer in any of the following events:
 - i. Any breach by the Customer of any of the conditions contained herein.
 - ii. If the Customer shall in the opinion of Royal Mail misuse or permit or suffer the misuse of or in any way impair the goodwill associated with the IRS provided by Royal Mail.
 - iii. If the Customer shall in the opinion of Royal Mail in any way impair the reputation of Royal Mail.
 - iv. If the account used by the Customer to pay for postage should not contain the sum notified to it by Royal Mail set out in Section 2(c).

Terms & Conditions

- h. If this licence is terminated by the Customer or by Royal Mail.
 - i. IRS items received by Royal Mail after such surrender or revocation will be treated for all purposes as mail on which the postage is unpaid and Royal Mail may dispose of the mail as it thinks fit and surcharge the Customer in the same way as with other unpaid mail.
 - ii. Royal Mail (if it thinks fit) shall refund any unexhausted balance of any sum paid under Condition 2 (b) above, less any sum due to Royal Mail.
 - iii. Any notice under this licence from Royal Mail to the Customer shall be sufficiently given if left at or sent by post addressed to him at the normal postal address set out on the Licence or the Customer's last known or usual address.
- 3. In the event that an IRS item is received by Royal Mail that is not in accordance with these terms and conditions, Royal Mail reserves the right to:
 - a. Open the items to ascertain any details necessary to correct the presentation and / or to surcharge the items.
 - b. Make the necessary corrections to the items in accordance with the User Guide and surcharge the Customer for the work carried out.
- 4. The agreed address referred to in Condition 1(a) shall be used only in connection with IRS items which will be handled under this licence, and only one geographical address may be used for each licence granted (although the Customer may have up to 6 Admail numbers for each geographical address).
- 5. This licence is granted in accordance with the relevant Post Office Scheme, and all expressions used herein have the same meanings as those set out in the Scheme.
- 6. In this licence, 'the relevant Post Office Scheme' means the Scheme or Schemes made under section 28 of the Post Office Act 1969 or section 89 of the Postal Services Act 2000 containing provisions with respect to overseas postal services, and in operation the day this licence was granted, and any scheme or schemes amending, supplementing or replacing the same which may be made from time to time.
- 7. This licence is not transferable.

From time to time services may be added to or withdrawn.

Up-to-date information is available at www.royalmail.com/responseinternational

Although correct at the date this booklet went to print, from time to time services may be added to, or withdrawn.

Up-to-date information is available at

www.royalmail.com/internationalcontractservices

