ZAP POST®

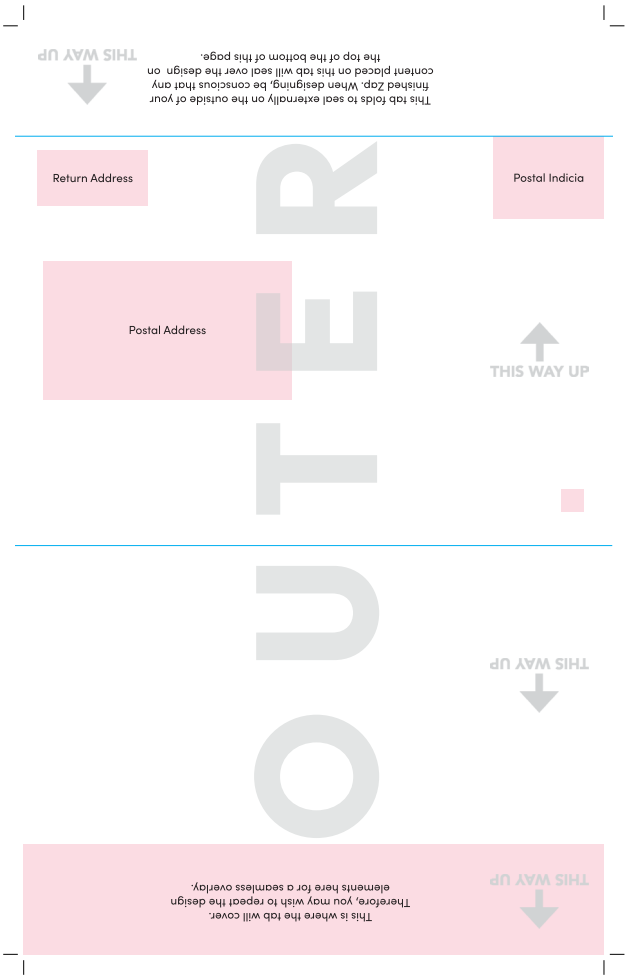
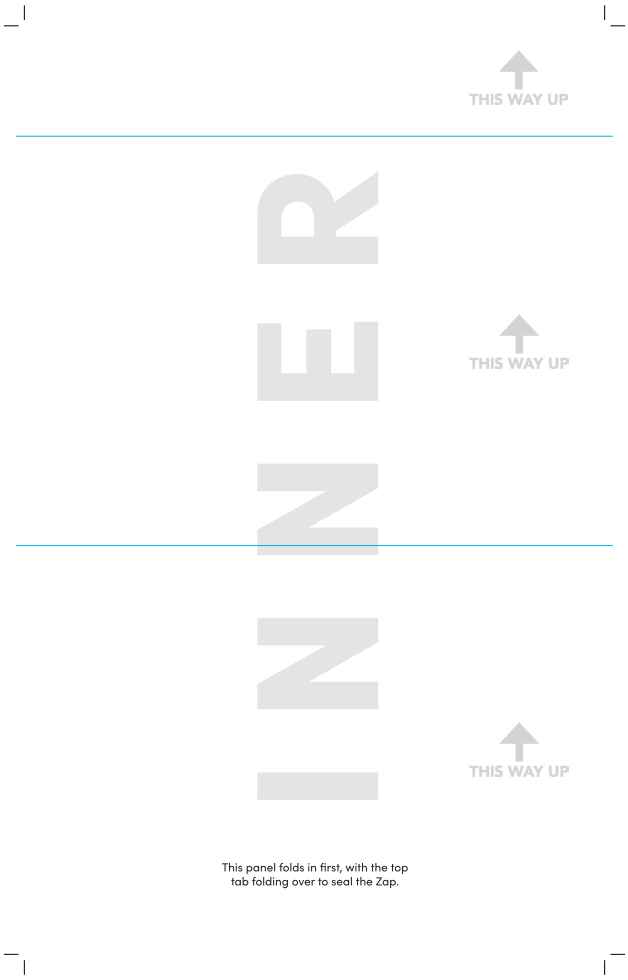
Design Guide

One Piece Mailer (OPM)

Best Practices When Designing Your ZAP

Observe the differences in how the panels fold and place your content in the respective orientation as detailed below. Note the flap folds over to seal the mailer, so it sits on the outside of your finished piece of mail.

The trim lines below indicate where your design will be cut. The bleed area extends out an extra 3mm from the edge of the canvas.

All images or colour that print to the edge of your design should be fully extended into the bleed area to ensure a seamless finished piece of mail. Extending your design into the bleed area is essential as, when your mailer is trimmed, your design is printed edge to edge.

Make sure not to place any important content or artwork elements in this area, as it will get trimmed off.