

LABELLING: GETTING IT RIGHT



post.at/businessparcel

Along with the right packaging, you will need a correctly designed and placed label for your parcel. This will speed up delivery to the recipient. Any information about the content or important additional services (e.g., fragile goods, hazardous goods, or cash-on-delivery) has to go next to the label and must not be covered.

Overview

If you opt for used but intact packaging, please remove all old information, labelling, and stickers that do not apply to your item.

What do you need to bear in mind?

If you are using separate stickers for the code and the recipient information, please place the address label below the code label.

The label must always go on the largest area and must be crease-free.

- Please do not cover the label with tape or strings.
- Please do not affix the label over any edges.



What needs to be considered?



In case of separate labels for code and recipient information, please attach the address label below the code label.



Always apply the label to the largest surface without wrinkles.



Please do not cover the label with tapes or strings.



Please do not stick the label over an edge.

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Correct address label design

The address on the label also needs to comply with certain guidelines so that it can be clearly identified by our address scanners. Please find the most relevant information below:

Font

- Please try to use the same font and the same features for the entire label.
- For the font, we recommend using ARIAL. If you prefer another font, please make sure it is sans-serif.
- The font should have a strong contrast to the background. Ideally, use black font on a white background.
- Please avoid fonts with special effects (negative, italics, bold, shaded, 3-D, narrow, etc.)

Lines

- The distance between individual words may not be greater than 10 mm (2 to 8 characters).
- A consistent distance of 1 to 5 mm is required between individual lines.
- Please avoid empty spaces.

Characters

- The font size for the address fields should be between 10 and 12 pt. The height of capital letters should be between 2.5 and 3mm.
- The ideal distance between two letters in a word is between 0.35 and 2mm. Ideally, the letters spacing will be between 0.5mm and 1pt.
- Letters may not touch each other.

Additional information

- Align left
- Use a space between postcode and city/town of destination (no hyphen, no comma)
- Do not use a country abbreviation before the postcode

Labelling examples

Domestic – private clients

Ms.
Michaela Sommer
Grünwaldweg 16/13
1200 Vienna

1. Prefix (optional)
2. Name
3. Street, street number/staircase/door number
4. Postcode, city/town

Domestic – business clients

Correct Company
Attention Max Müller
Industriestraße 12/7
1200 Vienna

1. Company name
2. Department/contact person (optional)
3. Street, street number/staircase/door number
4. Postcode, city/town

International – private clients

Ms.
Michaela Sommer
Grünwaldweg 16/25
81671 MUNICH
GERMANY

1. Prefix (optional)
2. Name
3. Street, street number/staircase/door number
4. Postcode, city/town
5. Country of destination

International – business clients

Correct company
Accounting
Industriestraße 12/7
81671 MUNICH
GERMANY

1. Company name
2. Department/contact person (optional)
3. Street, street number/ staircase/door number
4. Postcode, city/town
5. Country of destination

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