



Magyar Posta Zrt.'s
Instructions on the correct addressing of letter-mail items,
their preparation for dispatch, and conditions of suitability
for automated processing as well as the production of
barcode identifiers and postal forms

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***The details of the company names, departments, organisations, and individuals appearing in the sample addresses herein are fictitious.**

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INTRODUCTION

Magyar Posta Zrt. processes letter mail at the National Logistics Centre (hereinafter referred to as the “OLK”) using an automated mail processing system. This automated process works most efficiently when our customers take account of the requirements described below regarding the format of letter-mail items when preparing them for posting. The purpose of this publication is to provide support and assistance in preparing mail for posting.

1. Preparing letters for mailing

When dispatching letter-mail items, it is extremely important to choose the appropriate packaging materials and to address the mail items in accordance with postal regulations.

1.1 Appropriate packaging

The primary objective of the packaging is to protect the internal content. Good packaging always adapts to the nature, characteristics, shape and weight of the content, and provides suitable protection for and prevents access to the content without being obviously damaged, thereby ensuring the discretion and confidentiality of business and private correspondence.

1.1.1 Good packaging material

- a) is strong and flexible,
- b) is clean and light in colour,
- c) does not interfere with the legibility of the front of the mail item or impede postal handling,
- d) is suitable for affixing stamps, various postal markings and labels easily and permanently,
- e) has a homogeneous surface, and
- f) surrounds the item as tightly as possible without bending the content.

1.1.2 Packaging

- a) should not be shiny, fluorescent or translucent, and
- b) should not have a surface printed with shiny ink or bearing a watermark.

1.1.3 Expected properties of the paper cover

Envelope or paper cover		
<i>Paper properties</i>	<i>Unit</i>	<i>Required value</i>
minimum weight per square metre	g/m ²	for envelopes min. 80
writability	mm	0.4–1.0
smoothness	(Bekk) sec	20–60
contamination	pcs/m ²	max. 400 pcs 0.1–0.5 mm ² in size
whiteness (degree)	%	at least 80
opacity	%	at least 85
luminescence	-	none or only traces
surface absorption (Cobb60)	g/m ²	for envelopes max. 40

FIGURE 1: PAPER COVER

1.2 Addressing

After choosing the appropriate packaging material, special attention must also be paid to addressing the letter-mail items, as addressing of the appropriate quality using accurate information makes a major contribution to the delivery of the mail on time. Thus, the envelope must be addressed on the front side with the flaps on the back, and the address must always comply with the requirements specified in these Instructions. Point 1.2.4.4 provides detailed information on mail items wrapped in plastic film and how to address them.

1.2.1 Postal labels and barcode item identifiers

Postal labels and the barcode identifying the mail item must be placed on the front of the letter-mail item as described in these Instructions.

1.2.2 Domestic mail items

When addressing domestic mail items, the data of the addressee must be given in compliance with the law, the General Terms and Conditions for Postal Services, and the Hungarian rules of addressing, in the following order:

- a) The name of the addressee(s) (in the case of a housing cooperative, the name may also include the address of the property in question), or, for mail items addressed to a post office box, based on a separate written agreement with the addressee, an alias or a fancy name in lieu of the addressee's name. When providing a company name, the full name or official abbreviation must be used.
- b) Destination town (name of city/town), and after this the district number of the city may be indicated if applicable.
- c) Precise address (street name and type (út, utca, körút, tér, etc.) followed by the house number, building number, stairway number, floor number, door number, land registry number (hrsz)¹, or indicating the post room where applicable). For mail items addressed to a post office box, the post office box number.
- d) Postcode. The postcode for the administrative address, or, for mail items addressed to a post office box, the postcode of the post office operating the post office box, or the special postcode.

1.2.2.1 Addressed to a postal address

Feladó (és konszolidátor) címadatok	Bérmentesítés területe
Egyéb, elsősorban postai jelzések számára fenntartott terület	Hortenzia Bt. Budapest Árpád fejedelem útja 82. 1036
Feldolgozógép vonalkódja számára fenntartott terület	

FIGURE 2: ADDRESSED TO A POSTAL ADDRESS

¹ Please note that, when a letter-mail item posted under the universal postal service is addressed to a land registry reference number instead of a street name and house number, delivery will be attempted but no liability will be accepted if the attempt fails.

1.2.2.2 Addressed to a post office box

Feladó (és konszolidátor) címadatok	Bérmentesítés területe
Egyéb, elsősorban postai jelzések számára fenntartott terület	Hortenzia Bt. Budapest PF. 123 1376
Feldolgozógép vonalkódja számára fenntartott terület	

FIGURE 3: ADDRESSED TO A POST OFFICE BOX

1.2.2.3 Addressed to a land registry number

Feladó (és konszolidátor) címadatok	Bérmentesítés területe
Egyéb, elsősorban postai jelzések számára fenntartott terület	Hortenzia Bt. Kaskantyú HRSZ.: 3455/12. 6211
Feldolgozógép vonalkódja számára fenntartott terület	

FIGURE 4: ADDRESSED TO A LAND REGISTRY NUMBER

1.2.2.4 Addressed to a special postcode

Feladó (és konszolidátor) címadatok	Bérmentesítés területe
Egyéb, elsősorban postai jelzések számára fenntartott terület	Magyar Posta Zrt. Tervezési Osztály Budapest 1540
Feldolgozógép vonalkódja számára fenntartott terület	

FIGURE 5: ADDRESSED TO A SPECIAL POSTCODE

1.2.2.5 Addressed as “Poste restante”

In the address of “Poste restante” (Postán maradó) mail items, in addition to the name of the addressee and the inscription “Poste restante”, the name and postcode of the postal service outlet where the item is to be collected must be given. A list of postal service outlets designated for the delivery of “Poste restante” mail items is published in Magyar Posta’s General Terms and Conditions for Postal Services, and assistance may be obtained from our customer service and on our website (www.posta.hu).

Feladó (és konszolidátor) címadatok	Bérmentesítés területe
<i>Postán maradó</i>	
Egyéb, elsősorban postai jelzések számára fenntartott terület	Minta Példa Szentés 1 Posta 6601
Feldolgozógép vonalkódja számára fenntartott terület	

FIGURE 6: ADDRESSED AS “POSTE RESTANTE”

1.2.2.6 Hand-addressed domestic envelope

- a) The mail item must be clearly, precisely and legibly addressed using Latin script and Arabic numerals to mark the address data on the item cover.
- b) Please give the sender’s data in the top left corner of the front of the envelope so that the mail item may be returned if it cannot be delivered.
- c) For handwritten addressing, we recommend the use of BLOCK CAPITALS of a uniform size ensuring that the characters do not touch each other.
- d) On the front of the envelope, the address data should be written in parallel with the length of the envelope leaving a blank margin of at least 15 mm from the bottom edge of the envelope.
- e) The address data should be given using regular line spacing and without omitting lines.
- f) Guide lines should not be used when writing the address.

1.2.2.7 Addressing by a consolidator

If a postal service contract is made with a postal consolidator, the following must be done:

- a) The consolidator and the identity of the client must be both indicated as the sender on the mail item in all cases.
- b) The address of either the consolidator or the client must be marked as the return address on the mail item in all cases. The client’s address may be marked on the item as the address for return delivery if the written contract between the consolidator and Magyar Posta includes this, and, on this basis, the consolidator authorises the client in writing to receive mail items.

- c) In order to exactly identify the sender and the client, Magyar Posta expects the mail item to be marked with the names of the respective parties next to their titles, or the clear abbreviation of the titles, “Feladó” (Sender) or “Konzolidátor” (Consolidator) and “Megbízó” (Client) (Figure Figure 7).

If the requirements for identifying the person of the sender and the client are not fulfilled by marking these titles, Magyar Posta will regard the person clearly marked in the first line in the area containing the sender’s address details and other notes as the sender (Figure Figure 8).

Sender’s address based on titles:

- a) Writing the word “Feladó” or the abbreviation “Fa.” (sender) or “Konzolidátor” or “Konzs.” (consolidator) before the name of the consolidator company;
- b) Writing the word “Megbízó” or the abbreviation “Megb.” before the name of the client;
- c) Return address, which is the address of the consolidator or the client.



FIGURE 7: SENDER’S ADDRESS BASED ON TITLES

Sender’s address based on order:

- a) In the first line, the name of the consolidator
- b) In the second line, the name of the client
- c) Return address, which is the address of the consolidator or the client



FIGURE 8: SENDER'S ADDRESS BASED ON ORDER

Sender's address when using a franking machine used by a consolidator



FIGURE 9: ADDRESSING WHEN USING A FRANKING MACHINE USED BY A CONSOLIDATOR

1.2.3 International letter-mail items

- a) When addressing mail items going abroad, the data of the addressee should be given in the following order:
 - aa) the name of the addressee

- ab) precise address (street name, house and building number and, if applicable, the stairway number, floor and door number)
 - ac) the postcode for the address and the destination town of the mail item in one line
 - ad) the name of the destination country (written in Hungarian but it is advisable to write it in English as well in order to ensure smooth international processing and successful delivery).
- b) Only one postal address for both the sender and the addressee may appear on international mail items.
 - c) The address data must be written without underlining and without leaving empty lines between the destination town and the other lines of the address.
 - d) The address must be written in Latin script and Arabic numerals. If other script or numerals are used in the destination country, the address must be written both in the script and numerals used in that country and in Latin script and Arabic numerals. The name of the destination town and the destination country must be written in block capitals together with the correct postcode.
 - e) When addressing "Poste restante" mail items, after the name of the addressee, the postal service outlet where the item is to be collected (name, postcode and destination country) should be given as the address. "Poste restante" should be written in bold letters on the front of the mail item.
 - f) If the addressee is a post office box holder, the destination town, the postcode of the postal service outlet providing the PO box and the post office box number must be given. On mail items addressed to a PO box, an alias or a fancy name may be used instead of the name of the addressee based on a separate written contract entered into with the addressee.

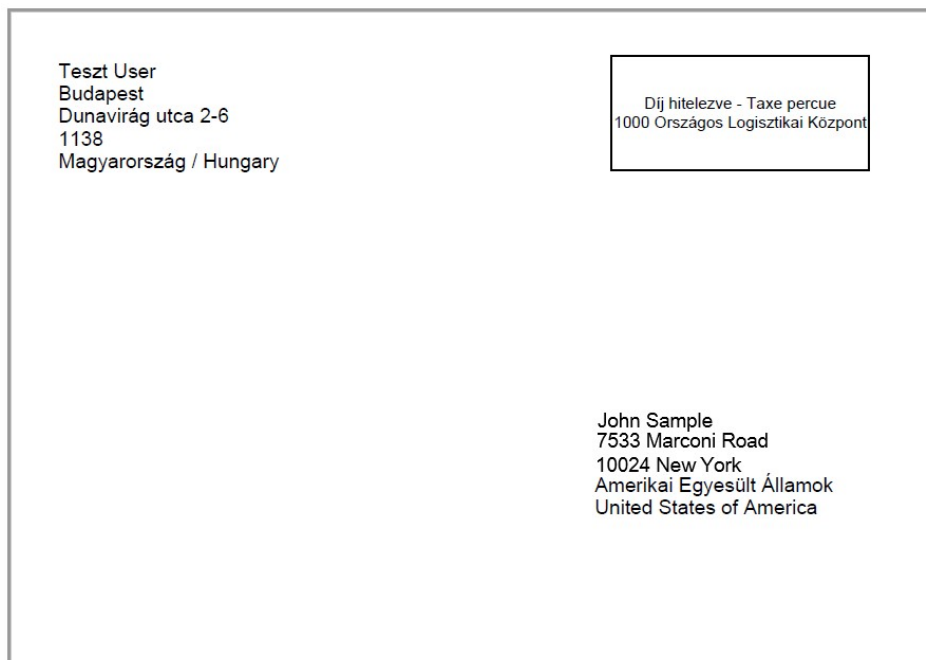


FIGURE 10: ADDRESSING INTERNATIONAL MAIL ITEMS

1.2.4 Front of large items suitable for bulk mailing (larger than LC/5 or TC/5)

1.2.4.1 Front of large items (landscape) suitable for bulk mailing

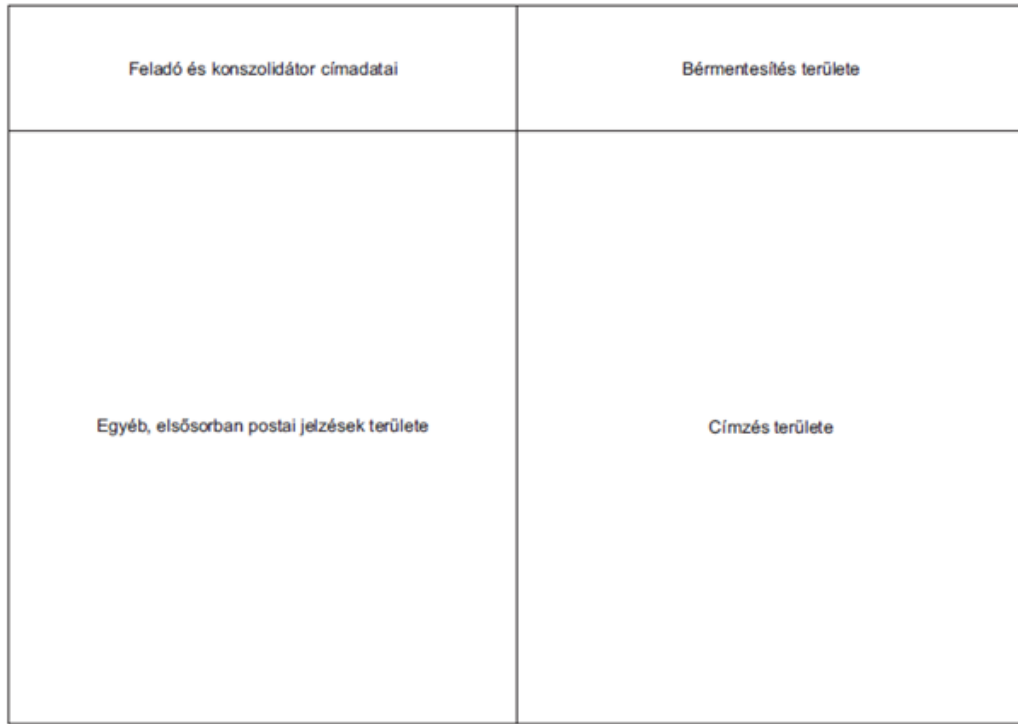


FIGURE 11: FRONT OF LARGE ITEMS (LANDSCAPE) SUITABLE FOR BULK MAILING

- a) Size limit (largest size deliverable to a letter box): 324 x 229 x 24 mm
- b) Identical address block (i.e. letter type, font size) positioned in the address area
- c) Printed address
- d) Left justified address block
- e) Identical, at least 10 point font
- f) Uniform single or 1.5 line spacing
- g) Clear zone of at least 5 mm around the address block
- h) If using address labels, positioning with less than 6° skew

1.2.4.2 Front of large items (portrait) suitable for bulk mailing

Feladó és konszolidátor címadatai	Bérmentesítés területe
Egyéb, elsősorban postai jelzések területe	Címzés területe

FIGURE 12: FRONT OF LARGE ITEMS (PORTRAIT) SUITABLE FOR BULK MAILING

- Size limit (largest size deliverable to a letter box): 324 x 229 x 24 mm
- Identical address block (i.e. letter type, font size) positioned in the address area
- Printed address
- Left justified address block
- Identical, at least 10 point font
- Uniform single or 1.5 line spacing
- Clear zone of at least 5 mm around the address block
- If using address labels, positioning with less than 6° skew

1.2.4.3 Features supporting automated mail processing for large items (larger than LC/5 or TC/5)

- the font size of the sender's address details is smaller than that of the addressee's address details,
- there is no text on the front page with a font size that is larger than the one used in the address,
- the cover of the mail item is non-reflective.

1.2.4.4 Addressing the front of a mail item with a plastic film cover

Expected properties of the plastic film cover:

Low and high density polyethylene (LDPE and HDPE)		
<i>Material properties</i>	<i>Unit</i>	<i>Required value</i>
thickness	µm	LDPE min. 30 HDPE min. 25
longitudinal tensile strength	N/mm ²	LDPE min. 20 HDPE min. 40
lateral tensile strength	N/mm ²	LDPE min. 15 HDPE min. 30
longitudinal stretch		LDPE 150 % HDPE 200 %
lateral stretch		LDPE 300 % HDPE 400 %
friction coefficient for a clean layer		LDPE ≤ 0.3 HDPE ≤ 0.3

FIGURE 13: PROPERTIES OF PLASTIC FILM SUITABLE FOR ITEM PACKAGING

Specifications for the plastic film cover of medium-sized and large mail items:

- The cover should be resistant to external physical effects and internal effects exerted by the content (e.g. the contents should not pierce the weld or the covering).
- The cover should surround the item as tightly as possible without bending the contents (the cover should not be more than 20 mm larger than the contents of the mail item).
- The plastic film cover should be such that it ensures that the postmarks and postal markings printed directly on the surface are applied without smudging.
- The cover should be sealed by welding; sealing the plastic film with a stapler or adhesive material is not permitted.
- The mail item's addressing must not be inside the film. In this case, the plastic film cover itself counts as the cover of the mail item. The address must be placed on the plastic film cover itself, either by direct printing on a white band spanning the full width of the item and containing the address block, or by using a label (the label does not need to be the same size as the entire front, but it may only be placed on the front).

Specifications for the format of the address block:

- Identical address block (i.e. letter type, font size) positioned in the address area
- Printed address
- Left justified address block
- Identical, at least 10 point font
- Uniform single or 1.5 line spacing
- Clear zone of at least 5 mm around the address block
- If using address labels, positioning with less than 6° skew
- Only the addressee's data should appear on the label, and other information (sender's data, franking mark) must be indicated separately
- If the addressee's and sender's data, and notes for any potential additional and supplementary service(s) are also given on the label, a rectangular label of at least 70 mm x 100 mm is required to ensure that the address of the sender and the address of the addressee are clearly separated.

1.2.5 Front of item complying with invoice image defined in Act CLXXXVIII of 2013

The front of the window envelope of mail items with a design complying with the invoice image defined in Act CLXXXVIII of 2013 on the standard invoice image of utility providers must have the format described in the Act, and particular care must be taken to position the address so that the address details are legible in the window of the envelope. In respect of such mail items, Magyar Posta applies the guidelines given in these Instructions in accordance with the relevant provisions of Act CLXXXVIII of 2013.

2. Defining mail items suitable for automated processing

Letter-mail items processed by the automated mail processing system reach the addressee most quickly when their format meets the requirements for automated processing.

Only mail items that comply with the specifications set out in these Instructions in all respects are suitable for automated processing.

An inspection of suitability for automated processing may only be requested by the sender of the mail item, or the sender's agent or the producer of the item.

For an inspection of suitability for automated processing, **a minimum of 50 sample items** with different address details (which may be fictitious) must be submitted for both **registered and ordinary, unregistered, mail items** to Magyar Posta Zrt.'s National Logistics Centre, Automated Mail Processing Unit (hereinafter referred to as the "Test Lab" (postal address: OLK Bevizsgáló Labor, Budaörs 1000). **The minimum amount is to be interpreted separately for each weight category for registered and non-registered items.**

The sample items sent for inspection must have the same format (weight, sealing, addressing, envelope profile, material, franking mark, etc.) as the mail items intended for posting.

The Test Lab inspects the sample items within 3 working days following the receipt of the order and the samples at the latest.

The sender/producer may initiate the inspection of the samples by completing the form entitled "Order for the inspection of the suitability of barcode postal identifiers and the suitability of mail items for automated processing". The form can be obtained from postal contact persons or the Test Lab, or [downloaded from Magyar Posta's website](#) under "Forms related to letter-mail/Order for the inspection of barcode postal identifiers".

The contact details for the Test Lab are provided in point 4 of these Instructions.

A report will be made of the inspection, which confirms the suitability or non-compliance of the mail items for automated processing. The report records the type (registered or unregistered), dimensions, and weight of the inspected mail items.

If the inspected item is not the same as the mail item to be posted, the discount on suitability for automated processing will not be applicable.

For registered items with advice of delivery, the format and contents of the mail item must be suitable for automated processing.

Magyar Posta considers inspection permits

- a) that are issued for a specified period of time to be valid for at most 5 years from the date of inspection indicated on the permit (the validity period indicated on the permit);
 - b) that were issued prior to 1 January 2019 to be valid until 31 December 2025.
- After the expiry date, letter-mail items must be re-inspected.

2.1 **Size and weight limits of envelopes and postcards suitable for automated processing**

<i>Length</i>	<i>Height</i>	<i>Thickness</i>	<i>Weight</i>
125-324 mm	85-229 mm	0.15-24 mm	2-500 grams

2.2 Standard formats for envelopes and postcards suitable for automated processing

	<i>Type</i>	<i>Size (mm)</i>	<i>Tolerance (mm)</i>
Standard and medium-sized envelopes	LC/6	114 x 162	± 1.5
	LA/4 (DL)	110 x 220	± 1.5
	C6/C5	114 x 229	± 1.5
	LC/5 and TC/5	162 x 229	± 1.5
Recommended size of aperture for window envelope		45 x 90 (but at least 35 x 90)	
Postcard, picture postcard	A/6	105 x 148	± 1.5

FIGURE 14: **PROPERTIES OF ENVELOPES AND POSTCARDS SUITABLE FOR AUTOMATED PROCESSING**

2.3 Sealing items

2.3.1 Correct sealing of items

- Letters must be sealed by adhering the full length of the sealing flap of the envelope.
- It is essential to ensure that over-wetting or excess adhesive on the sealing flap does not cause envelopes next to each other to stick together.
- The edges of the flap which form the seal should be covered evenly with adhesive to a width of at least 5 mm along the full length of the flap with the exception of at most the last 10 mm from the fold line at each end of the flap.
- If adhesive tape is used, it should be positioned along the full length of the flap without coming into contact with the front.
- Adhesive spread using hot-melt technology may not be used. This is in order to protect Magyar Posta's processing machinery.

2.3.2 Incorrect sealing of mail items

- If the mail item is sealed not with the envelope's own sealing flaps (i.e. using staples, binder clips, paper clips, brass fasteners, etc.),
- If the sealing flap is not sealed along its full length using its own adhesive,
- If, due to the inappropriate quality of the adhesive material, it is not possible to seal the item along its full length.

2.4 Front of domestic mail items

2.4.1 Front of standard and medium-sized items

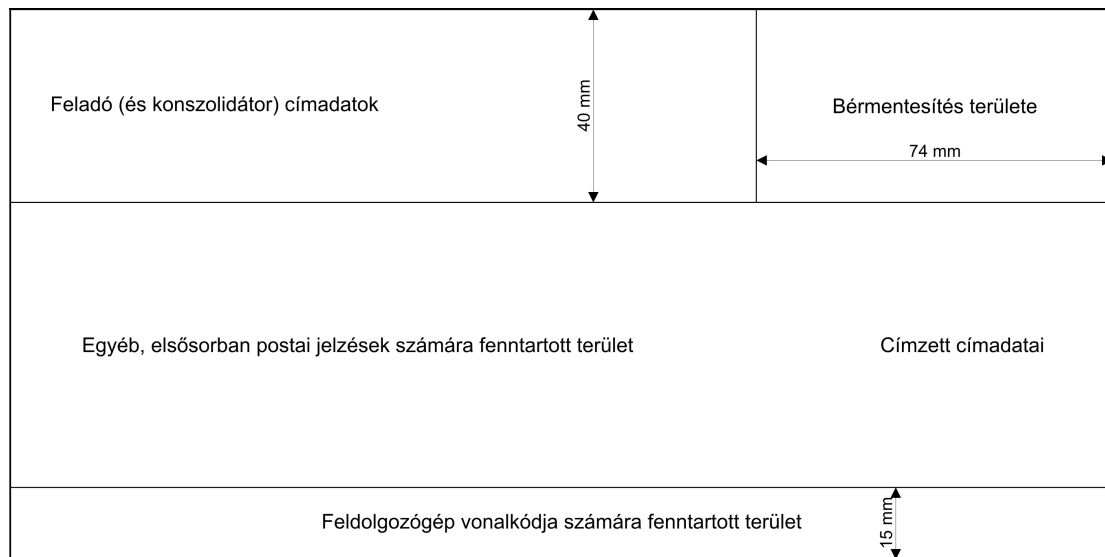


FIGURE 15: FRONT OF STANDARD AND MEDIUM-SIZED ITEMS

2.5 The five main sections of the front of a mail item

- Sender (and consolidator) address data.
- Indicia area for franking marks or affixing postage stamps.
- Area for other, primarily postal, markings.
- Area for the addressee's address data (address area).
- Space reserved for the postal processing barcode (used in the automated processing system).

2.5.1 Sender (and consolidator) address data

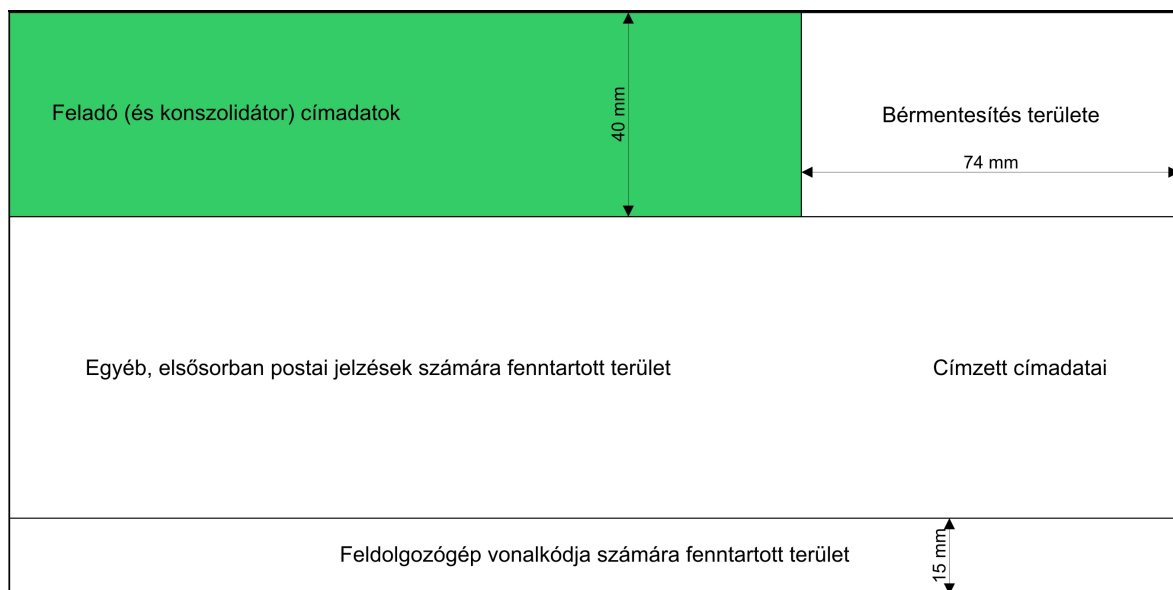


FIGURE 16: AREA FOR THE SENDER'S ADDRESS DATA ON STANDARD AND MEDIUM-SIZED ITEMS

- a) The sender's data may only be positioned in a 40 mm wide area from the upper edge of the mail item in the top left corner of the front of the envelope.
- b) When posting under a postage on credit or franking machine contract, the name and postal address of the sender must be indicated in every case.
- c) If the size of the front permits, the sender may note here the reference number of the document sent or its internal case number ensuring that this does not interfere with the legibility of the address.
- d) Except for mail items containing a tender proposal, the sender's data must include:
 - o the sender's name (natural person's name or company name),
 - o the sender's postal address, which may be a business premises or a post office box
- e) A logo or company sign may also be placed in the sender's address data area provided this does not extend into other areas of the front.
- f) It is important that among the sender's data the correct address for correspondence is given as your partners will use this address when replying.
- g) The sender's data may also appear in an aperture of a window envelope. In this case, the window may only be positioned in the top left corner on the front of the envelope ensuring that there is a clear zone around it (a space free of characters, lines and any other printed elements).

2.5.2 Indicia area



FIGURE 17: INDICIA AREA OF STANDARD AND MEDIUM-SIZED MAIL ITEMS

- a) Always position postage stamps and other marks indicating the method of paying postage in the top right corner on the front of the envelope in the manner described in the General Terms and Conditions for Postal Services.
- b) The stamps and franking marks may not extend beyond the indicated area.
- c) An advertising text may not be positioned in the indicia area.
- d) Other marks may not be positioned in the indicia area, except when using an own franking machine and an advertising slogan, as well as in the address area, in the space reserved for the barcode and in the space to the right of the address area.

2.5.3 Area for other, primarily postal, markings

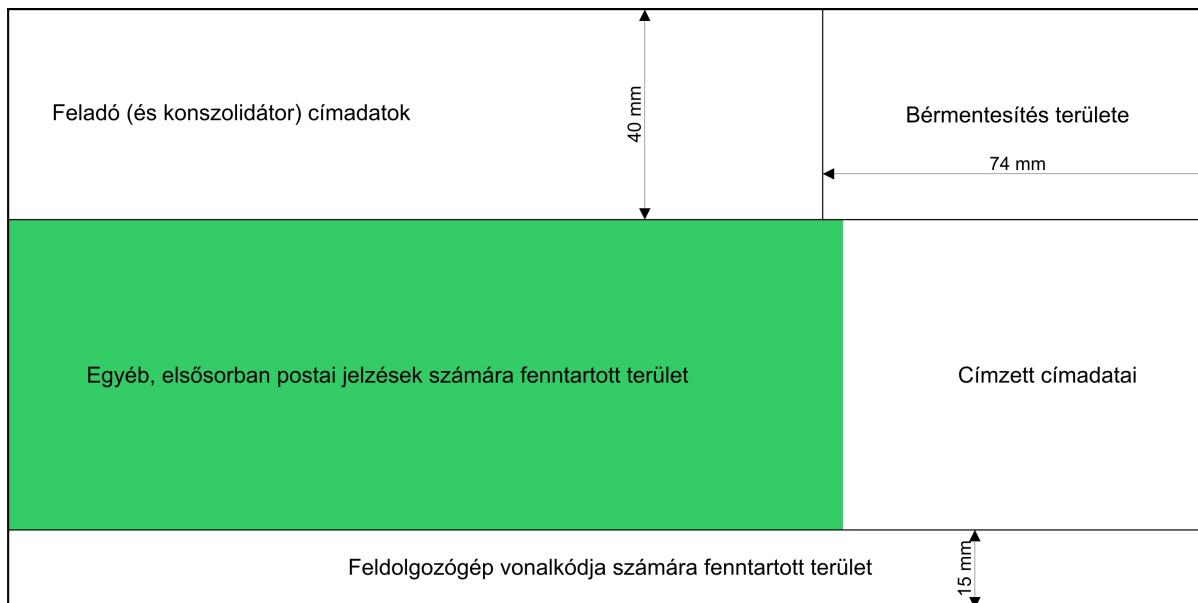


FIGURE 18: AREA FOR POSTAL MARKINGS ON STANDARD AND MEDIUM-SIZED MAIL ITEMS

- The lower left area on the front of items (or the lower right area for envelopes with a window on the left) is for positioning markings of additional and/or supplementary services required for the mail item as well as postal item identifiers.
- Any such markings should be positioned at least 15 mm from the bottom edge of the mail item and must not hang into the space reserved for the postal processing barcode.
- There must be a clear zone at least 5 mm wide between the area for other markings and the address area.
- The indicated area at the bottom of the back of the mail item is reserved for printing by the processing machine (see Figure 19), while the rest of the area may be used in its entirety for advertising text.

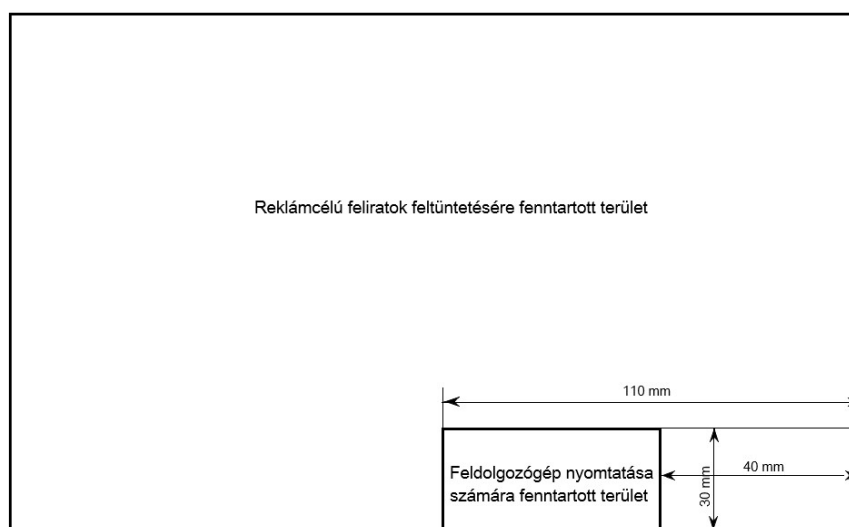


FIGURE 19: AREA OF THE BACK OF STANDARD AND MEDIUM-SIZED MAIL ITEMS (NOT TO SCALE)

2.5.4 Address area

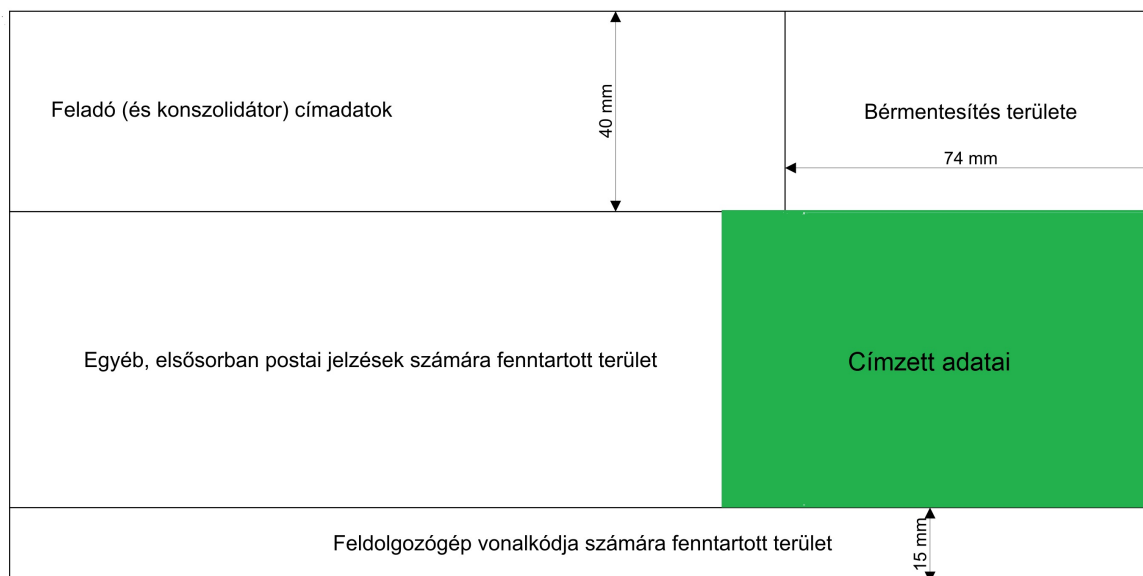


FIGURE 20: ADDRESS AREA OF STANDARD AND MEDIUM-SIZED MAIL ITEMS

- a) The addressee's details are entered in the address area.
- b) The address area should be positioned in the lower right on the front of the mail item if possible. The addressee's address block must be positioned in the address area on the lower right of the mail item. No text or graphics may appear below the addressee's address area or in the space to the right of it.
- c) When the address area is positioned in the lower left, the area on the right of the envelope will be for other markings. The requirements for placement on the left are the same as those for right-side placement, only reversed.
- d) The elements of the address data must be positioned beneath one another. Only the addressee's name may, if need be, appear in more than one line.
- e) The skew of the address or label bearing the address data may not exceed 6°.
- f) The address may appear directly on the envelope, on a label adhered to the envelope by its full surface or, in the case of a window envelope, on the contents of the mail item through the aperture in a legible manner.
- g) The address area may not contain an advertisement, stamp impression or postage stamp.
- h) The front of the envelope should not contain guide lines printed to aid marking the address or blank boxes for marking the postcode.

2.5.5 Space reserved for the postal processing barcode



FIGURE 21: SPACE FOR THE PROCESSING BARCODE ON STANDARD AND MEDIUM-SIZED MAIL ITEMS

In every case a 15 mm high coding margin must be left clear for marking the barcode. The automated processing system prints the code required to direct the mail item in this space. **The space reserved for the processing machine's barcode must be white or a homogeneous light colour across the entire length of the mail item.**

2.5.6 Specifications for positioning advertisements on the front of a mail item

The space on the back of letter-mail items indicated in Figure **Figure 19** may be used for advertising text and graphics whose contents comply with the provisions of Act XLVIII of 2008 on the basic requirements of and certain restrictions on commercial advertising activity (the Advertising Act).

The specifications of positioning advertisements on the front of a letter-mail item are as follows:

- a) Advertising text and graphics may be positioned in the sender (and consolidator) address data area provided there is sufficient free space for them next to the sender's data.
- b) Advertising text may not be positioned in the indicia area.
- c) Advertising text and graphics may only be positioned in the area for other, primarily postal, markings if they do not interfere with the postal markings and item identifiers and leave sufficient free space for such markings and identifiers to be positioned.
- d) Advertisements may not be positioned in the address area.
- e) The space reserved for the processing machine's barcode must be left free in all cases.
- f) Advertisements placed on the front of a mail item must not contain address data.
- g) Nevertheless, if an address is an indispensable part of an advertisement, please use a font size of 8 and position it so that it does not appear on the same line as the addressee's address data.
- h) On mail items do not use advertising text and graphics whose content is of a political, inflammatory or obscene nature, or that are outside accepted social norms, or harm Magyar Posta's business interests, or which may be confused with postage stamps, postal franking indicia, other postal markings and/or postal item identifiers, or do not

comply with the provisions of Act XLVIII of 2008 on the basic requirements of and certain restrictions on commercial advertising activity (the Advertising Act).

2.6 Window envelope

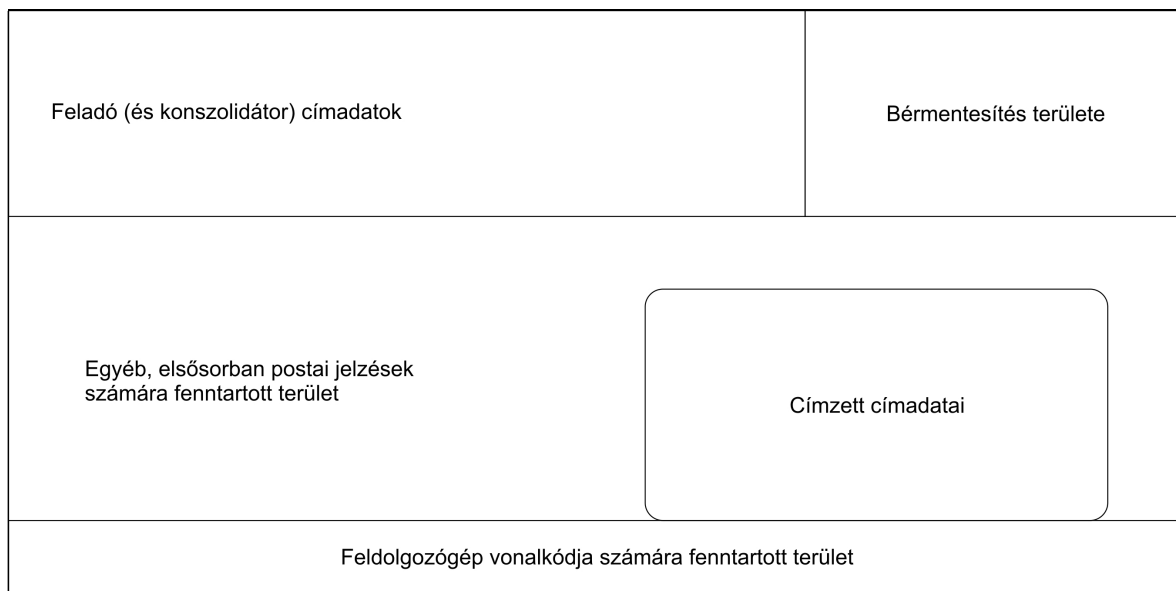


FIGURE 22: FRONT OF A WINDOW ENVELOPE

- a) The aperture must be positioned over the address area. The window must be positioned on the side of the envelope with an unbroken surface, i.e. which has no sealing flap.
- b) The aperture may not be surrounded by a coloured border or frame. If the envelope is coloured, a white border at least 5 mm wide must completely surround the aperture. (Figure Figure 23)
- c) There must be a zone at least 5 mm wide between the aperture and the graphics on all sides of the window.
- d) The window should form a closed surface with the envelope and the transparent material should be affixed to the base paper of the envelope so that there is no gap at the edge of the window.
- e) The material of the window should have a minimum transparency of 80% to ensure that the address details beneath it are legible.
- f) The corners of the aperture must be right angles. For landscape orientation, the longest side of the window must be parallel with the length of the envelope. For large mail items with portrait orientation, the window may also be positioned crosswise so that the longest side of the window is parallel with the width of the envelope.
- g) The size of the window should be large enough to ensure that the address data and the barcode item identifier, if it is printed on the inner contents, remain fully legible even in the event of the movement of the content, and, for official documents, the type of the notice of arrival to be left behind in the event of a failed delivery attempt must also be legible.
- h) As an address block with a coloured background may impair the legibility of the address data, the area of the insert bearing the address data should be white.
- i) For non-registered letter-mail items, the barcode customer identifier used by the sender should be positioned 5 mm from the address block.

- j) For registered items, a barcode customer identifier may only appear in the aperture of the window alongside the postal barcode item identifier provided there is a 5 mm distance between the two.
- k) For registered mail items, there must be a 5 mm wide clear zone between the barcode item identifier and the address block. (Figure Figure 24
- l) For registered items, a window size should be chosen which is large enough to ensure that the address data and the barcode item identifier appearing in the aperture remain fully legible even in the event of the movement of the content. (The use of a 45 x 90 mm window aperture is recommended.)

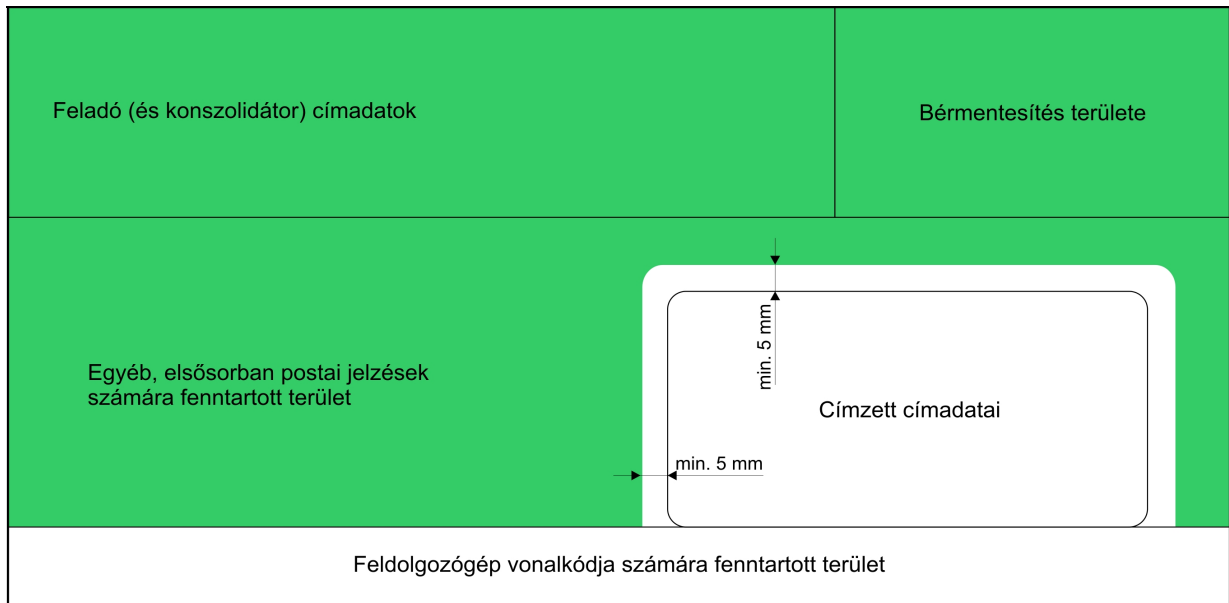


FIGURE 23: FRONT OF A COLOURED WINDOW ENVELOPE

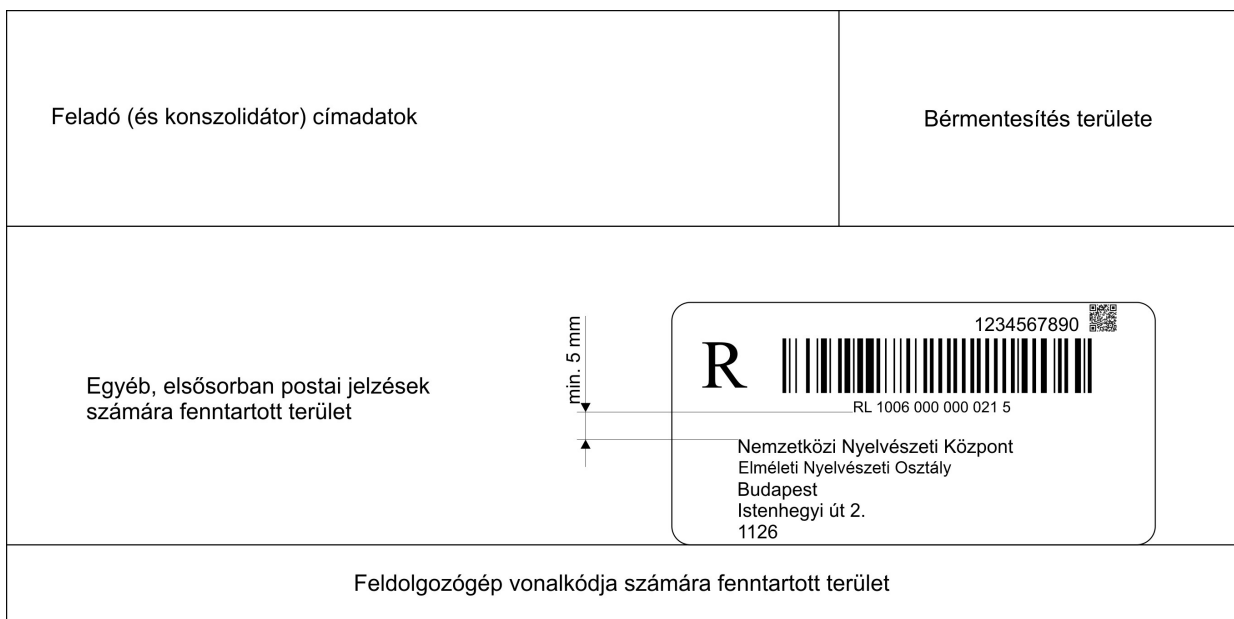


FIGURE 24: FRONT OF A REGISTERED WINDOW ENVELOPE

2.7 Postcard, picture postcard

Postcard, picture postcard		
<i>Paper properties</i>	<i>Unit</i>	<i>Required value</i>
minimum weight per square metre	g/m ²	for postcards min. 160
surface absorption (Cobb60)	g/m ²	max. 30

FIGURE 25: TECHNICAL SPECIFICATIONS FOR THE MATERIAL OF POSTCARDS

- The technical properties for the writability, smoothness, contamination, whiteness, opacity and luminescence of postcards are the same as the data indicated for paper covers.
- The material of postcards should be so-called postcard card, and picture postcards should not be made of photographic paper.

2.7.1 Front of postcards and picture postcards

Feladó (és konszolidátor) címadatok	Bérmentesítés területe
Feladó közleményei számára fenntartott terület	Címzett címadatai
Feldolgozógép vonalkódja számára fenntartott terület	

FIGURE 26: FORMAT OF THE FRONT OF A POSTCARD

To the right of the vertical dividing line on the front of the postcard are the areas reserved for the address data and for indicia.

- A white space 15 mm high from the bottom edge of the postcard must be left blank along the full length of the front of the postcard for the postal processing barcode.
- The address data should be written or adhered on a label in the space above the area reserved for the postal processing barcode. The label may not hang into the area reserved for the postal processing barcode.
- A 5 mm wide clear zone must be left between the address and the other markings (graphics) indicated on the postcard.
- A 5 mm free band must be left around all sides of the address area.
- The sender's data may be positioned in a 40 mm high area measured from the top edge of the postcard.

- f) Postcards and picture postcards of other shapes (such as circular, triangular) or made of a different material may only be posted in an envelope.

2.8 Addressing techniques

- a) The name of the destination town should be marked in its official form according to the Hungarian place name gazetteer (Helységnévtár) (<https://www.ksh.hu/apps/hntr.main>) without any suffixes.
- b) The name or number of an area of a town (e.g. “tanya” or “puszta”) or a district may be shown after the place name using Roman or Arabic numerals where applicable.
- c) When addressing mail items, a space must separate each part of the address, i.e. there must be a clear break between the elements of the address, such as the street name, house number, land registry number, and other distinguishing features, such as building, stairway, floor, door, post office box name and number, and their Hungarian abbreviation must be used as follows: land registry number: hrsz., building: ép., stairway: lph., floor: em., door: ajtó, PO box: Pf. Exceptions to this are between the house number and other details such as floor number when a full point “.” may also be used as a divider.
- d) Abbreviations: the word “utca” may be abbreviated as “u.” and “körút” as “krt.” The words “útja”, “út”, “sétány”, “tér” and “tere” may not be abbreviated.
- e) For mail items addressed to a post office box, the post office box number and the postcode of the postal service outlet providing the post office box should be given as the address in this order. In this case, please do not give the address of a business premises. On mail items addressed to a post office box, instead of the name of the addressee – based on a written agreement between the addressee and Magyar Posta – an alias or fancy name may also be used. If the addressee has a special postcode, besides the name of the addressee and the destination town, only the special postcode needs to be marked.
- f) For mail items addressed to a postal service outlet that are to be delivered there (“poste restante”), see point [1.2.2.6C:Users\SimonneEGyK\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\O10Y8TTY\Postán maradó -](#).
- g) In the address of mail items addressed to places in an inhabited area outside urban areas and mail items to be delivered through a rural drop point, in addition to the name of the addressee, the destination town, the postcode, the number of the rural drop point and, if known by the sender, the number of the letter box must be given.
- h) For registered items and mail items posted free of charge, except if they contain a tender proposal, the sender’s address data as the return address must appear in the top left corner of the front of the mail item in all cases. When marking the sender’s address data, the delivery address must be indicated as the postal address, which may be the sender’s own post office box address or the postal address of a business premises. As far as possible, please use a post office box address if you are a post office box holder.

2.9 Domestic envelopes with printed addresses

2.9.1 Main parameters of address data

Parameter	Value, property	
Address characters	lines	continuous
	line thickness	normal
	character density	normal or 10% expanded
Address lines	line spacing	single or 1.5 line spacing

	skew	max. 6°
Fonts recommended for addresses	types	Arial, Univers
	size	minimum 10 point font but using a 12 point font is recommended (without bold, strike through or italics)

FIGURE 27: MAIN PARAMETERS OF THE ADDRESS DATA

2.9.2 Format of the front of envelopes suitable for automated addressing

- a) The address data should be given using at least 10 point letters, with normal or expanded letter spacing, in black (recommended font: Arial, Univers). **Unless the law provides otherwise, font types with serifs or touching characters should not be used for addresses (e.g. Times New Roman). Only use one font at a time.**
- b) If the characters touch each other (e.g. krt, ft, KA), we recommend that the character spacing be expanded.
- c) Guide lines, underlining, highlighting, bold or italic fonts, graphic fonts or pseudo-writing or handwriting imitation fonts may not be used for addressing.
- d) Wide, condensed, over-elaborate and inverted font types may not be used for addressing.
- e) The entire address should be printed using single or at most 1.5 line spacing.
- f) The address data should be given using identical line spacing and without omitting lines.
- g) Guide lines may not be used when writing the address.
- h) On the front of the mail item, the "internal identifier" (customer identifier, date of sending, barcode customer identifier) must be positioned at least 5 mm from the address block of the mail item (Figure Figure 28).
- i) The address details (addressee's name, destination town, street name together with the house number, postcode) must appear in separate lines below one another. Only the addressee's name may, if need be, appear in more than one line.
- j) The printed address should be good quality and clearly legible to the naked eye. The printing of the characters must be full, sharp and even. The printed characters may not be smudged, incomplete (lacking ink) or blurred.
- k) Black printing ink must be used for the address data.
- l) The address may not be corrected, crossed through or overwritten.
- m) The address block of the mail item must be left justified.
- n) The letter characters must form continuous lines. (With matrix printers the characters are formed of dots which do not touch each other.)
- o) The background of the address may not be gloss.
- p) A company logo may not be used instead of the name of a company.
- q) It is practical to choose an envelope into which the contents fit as snugly as possible.
- r) Except for window envelopes, a mail item whose cover (envelope) is at most 20 mm longer or wider than its content may also be suitable for automated processing. The contents of window envelopes should be of sufficient size to ensure that the whole of the address block remains legible in the aperture even in the event of the maximum movement of the contents.
- s) Only rectangular envelopes and postcards with four right angles and flat surfaces are suitable for automated processing.

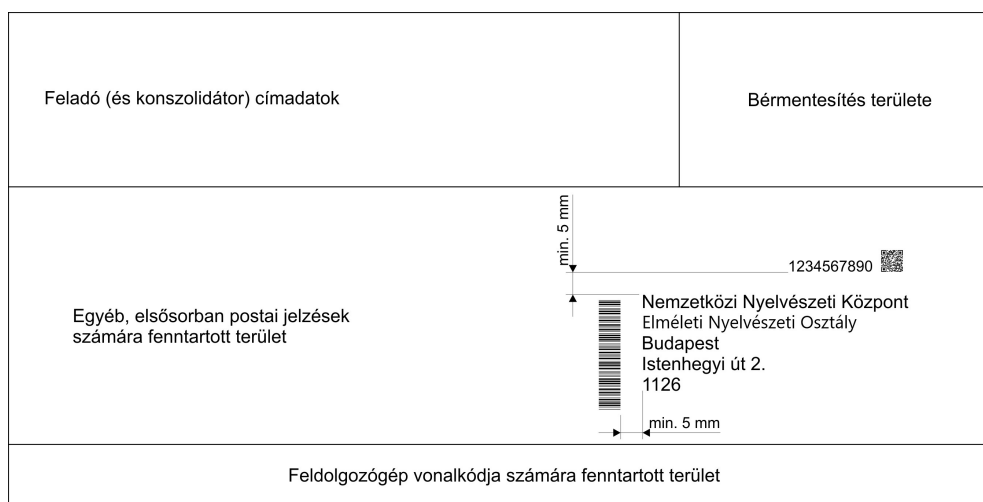


FIGURE 28: POSITIONING OTHER CUSTOMER IDENTIFIERS AROUND THE ADDRESS BLOCK

2.9.3 Mail items not suitable for automated processing

- a) Address data with bold, serif, underlined or italic letters, or varying line spacing.
- b) Touching characters in the address block (e.g. krt, ft, KA).
- c) The address details of a window envelope are covered.
- d) The address details are written without accents.
- e) A “0” appears in front of a building number in the address block (e.g. Kossuth u. 07).
- f) The address details are not given in accordance with the Hungarian place name gazetteer “Magyarország Helységnévtára” published by the Central Statistical Office.
- g) The type of street (út, utca, tér, etc.) is omitted from the precise address.
- h) The space required for the processing machine’s barcode is not provided.
- i) A clear zone of at least 5 mm above and on the left of the address block is not provided. Any graphics, markers, or identifiers are placed below or to the right of the address block.
- j) Folded items posted without an envelope or not sealed on all sides.
- k) Items tied with string.
- l) Damaged, creased or stuck together items.
- m) First day or special cancellation items.
- n) Previously processed items.
- o) Items containing stiff objects.
- p) Items that are not rectangular.
- q) International letter-mail items.
- r) Letter-mail items addressed by hand because the identical features of the characters and thus the identical format of the address cannot be guaranteed for all mail items.
- s) The material which the cover is made of is not sufficiently strong or is badly sealed.
- t) The cover is more than 20 mm larger than the contents.
- u) A glossy, non-absorbent covering material.

2.9.4 Specifications for address labels

Only the addressee's data should appear on the label, and other information (sender's data, franking mark) must be indicated separately. If this is not possible and a single label is used,

- a) it is highly recommended that the sender's details be printed in 8- to 9-point font, but by all means they must be smaller than the addressee's details.
- b) All other data on the label must be positioned at least 5 mm from the address data.
- c) Please mark the internal identifier (date of posting, barcode customer identifier, customer identification number) above the addressee's data or next to the address data on the left or right leaving a space of at least 5 mm from the address.
- d) The skew of the label must not exceed 6°.
- e) The specifications of the format of the address are the same as those for domestic envelopes with printed addresses.
- f) The whole of the label should be firmly affixed to the surface and it should not interfere with other postal information.
- g) The whole of the label bearing the address data must be affixed to the front of the mail item.
- h) The label may not extend into the area reserved for the processing machine's barcode.

Feladó és konszolidátor címadatai	Bérmentesítési terület
Postai jelzések területe (szolgáltatás jelzése, postai küldeményazonosító) és elegendő hely esetén címzetti egyéb jelzés (ügyfélszám, ügyfél vonalkód)	Címzett címadatai

FIGURE 29: POSITIONING THE ADDRESS DATA ON A SINGLE LABEL

2.10 Specifications for the address printed on bill payment or postal bill payment orders serving as the address in the aperture of window envelopes

For mail items that contain a bill payment order (yellow cheque) or a postal bill payment order (white cheque), an address section on the bill payment order that features red guide lines, or lines or squares for separating the digits of the postcode may not be used as the address visible in the window of the envelope.

If the address on the bill payment order is to be used as the address for a window envelope, this will only be suitable for automated processing if the address area of the bill payment order does not contain guide lines or red squares for stating the postcode. The box "Befizető

neve, címe” (Payer’s name, address) on the bill payment order is used as the actual address (address area) of the mail item. The specifications for completing this are as follows:

- a) The specifications for the format of the address are the same as those for envelopes with printed addresses.
- b) The address block must be positioned at least 5 mm from the left edge of the red frame of the box “Befizető neve, címe” (Payer’s name, address) and there must be at least 1/6” (~4 mm) between the postcode and the bottom of the frame.
- c) Please mark the internal identifier (date of posting, barcode customer identifier, customer identifier number) above the addressee’s data, next to the inscription “Befizető neve, címe” (Payer’s name, address), 4 mm from the address block.

2.11 Specifications for the production of official document and domestic advice-of-delivery envelopes

2.11.1 Mail items prepared for posting by the sender

The format of the envelope must comply with the requirements set out in point [2.9](#), with the addition that the type of notice of arrival² to be left for the addressee regarding an unsuccessful attempt at personal delivery must be indicated on the envelope of the official document (e.g. “Ért: A/1”, while the Hungarian abbreviation “SK” indicates that the notice is for an official document for delivery to the “addressee in person”: “Ért.: A/1/SK”).

- a) **For window envelopes**, if the address block, the barcode item identifier and the type of notice of arrival are placed **within the aperture**, please ensure that the notice type is placed at least 1 mm above the barcode item identifier in order to guarantee that, if the contents shift, neither the item identifier nor the type of notice of arrival is obscured and they remain fully legible at all times. A window size of at least 45 x 90 mm is required for the placement of the address block, the barcode item identifier, and the code for the type of notice of arrival.
- b) If the type of notice of arrival is indicated **outside the aperture**, please place it in the area reserved for postal markings, ensuring that there is a minimum of 5 mm around the aperture, and a minimum 15 mm coding margin from the bottom edge of the envelope is maintained for the processing machine’s barcode. For window envelopes, if the barcode item identifier is placed outside the aperture, please ensure that the type of notice of arrival is placed at a minimum distance of 5 mm above the barcode item identifier.
- c) When using **non-window envelopes**, if the barcode item identifier is placed in the area reserved for postal markings, please place the type of notice of arrival at least 1 mm above the barcode item identifier.
- d) The type of notice of arrival must be indicated in a **font size** of at least 10 points but no more than 12 points, in black, and, where possible, in bold typeface (recommended fonts: Arial, Univers).

² The codes for the different types of notice of arrival are listed in the product sheet for [OFFICIAL DOCUMENTS IN THE GENERAL TERMS AND CONDITIONS FOR POSTAL SERVICES](#).

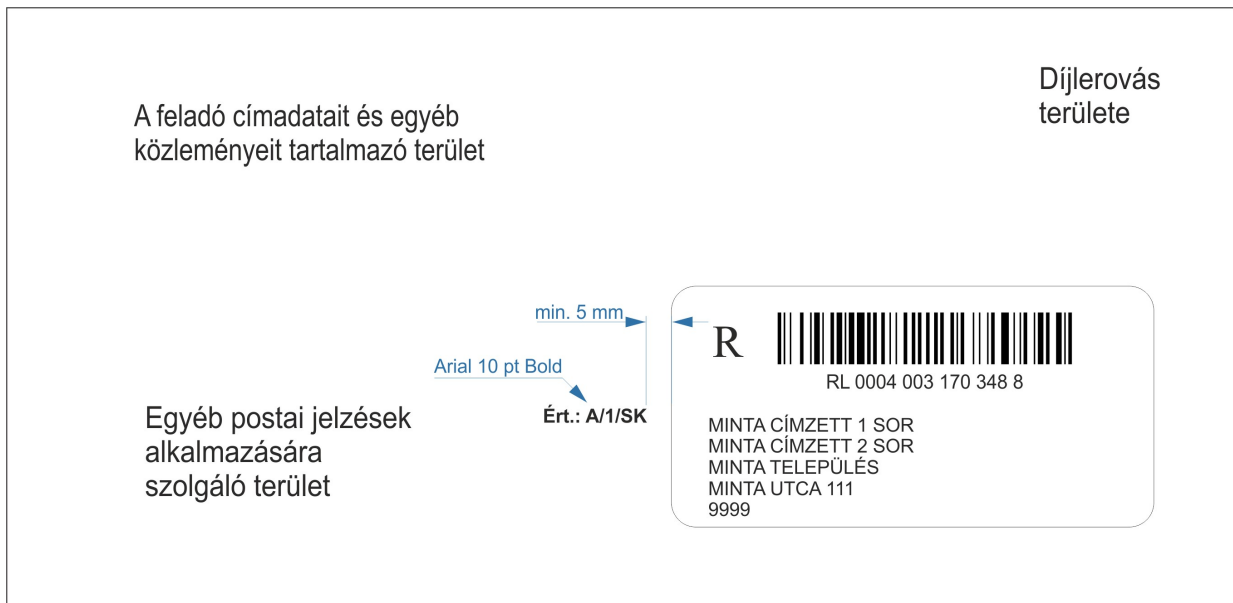


FIGURE 30: TYPE OF NOTICE OF ARRIVAL FOR OFFICIAL DOCUMENTS OUTSIDE THE WINDOW



FIGURE 31: TYPE OF NOTICE OF ARRIVAL FOR OFFICIAL DOCUMENTS INSIDE THE WINDOW

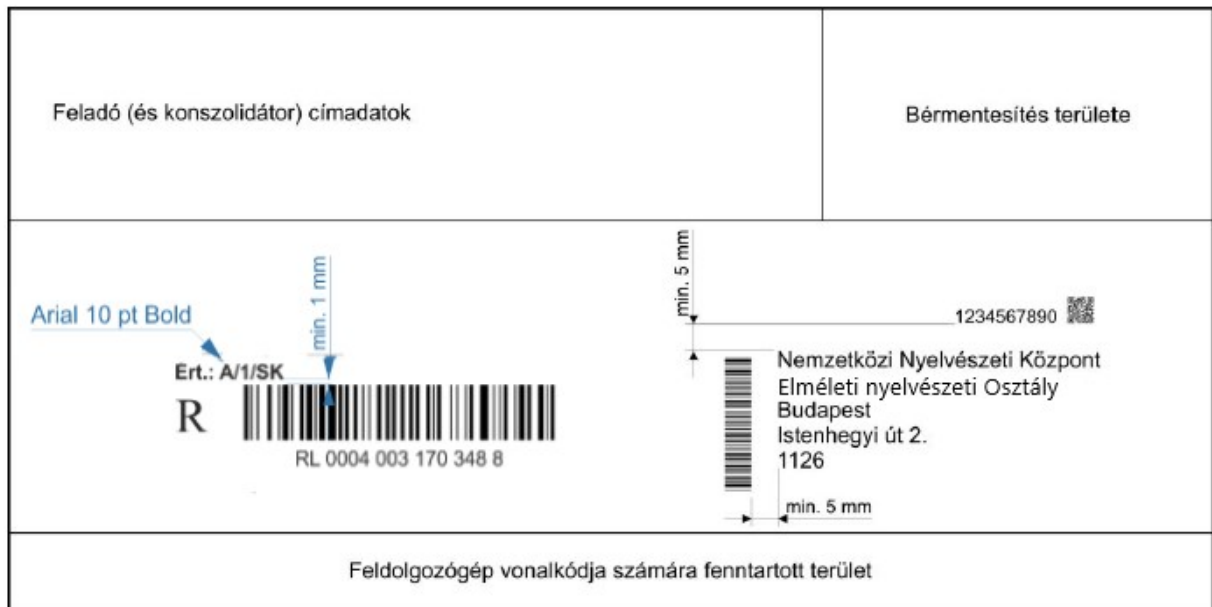


FIGURE 32: TYPE OF NOTICE OF ARRIVAL ON NON-WINDOW ENVELOPES (IF THE BARCODE ITEM IDENTIFIER IS PLACED IN THE AREA RESERVED FOR POSTAL MARKINGS)

2.11.2 Mail items prepared for posting using the comprehensive postal and mailing service

If customers using the comprehensive service are mailing an official document or a domestic letter with advice of delivery, the following information must be included on the front of the mail item in addition to the requirements specified in point 2.11.1:

- The marking "KI", which indicates the use of confirmation of delivery.
- The selected return channel for the confirmation of delivery (marked, for example, "Csat-3", where the customer requests the confirmation of delivery to be sent to the specified email address, which is return channel 3).
- The return address for the confirmation of delivery if different from the sender's address (marked: "KI eltérő címe" ("different address for confirmation of delivery", as shown in Figure 34 **Figure**).
- If the customer wishes to have their own marking indicated on the confirmation of delivery, the "Customer's own mark" (Az ügyfél saját jelzése) section must bear the text to be displayed on the confirmation of delivery (marked: "saját jelzés: T/12345678-12345-5", bearing the text which the customer wishes to have on the delivery confirmation, as shown in Figure 33 **Figure**).
- The above markings should be placed below the sender's address data so that the details provided in this way, which are necessary for processing, do not interfere with or become confused with the markings indicating an unsuccessful personal delivery attempt, as specified in point 2.11.1, during the delivery process.



FIGURE 33: WHEN PREPARING AN OFFICIAL DOCUMENT FOR COMPREHENSIVE POSTING, INDICATING THE USE OF CONFIRMATION OF DELIVERY, THE NUMBER OF THE RETURN CHANNEL, AND THE CUSTOMER'S OWN MARKING ON THE ENVELOPE. THE MARKINGS SHOWN IN THE SAMPLE MUST ALSO BE USED WHEN POSTING DOMESTIC ADVICE-OF-DELIVERY LETTERS.



FIGURE 34: WHEN PREPARING AN OFFICIAL DOCUMENT FOR COMPREHENSIVE POSTING, INDICATING CONFIRMATION OF DELIVERY, THE NUMBER OF THE RETURN CHANNEL, AND THE DIFFERENT RETURN ADDRESS FOR THE CONFIRMATION OF DELIVERY ON THE ENVELOPE. THE MARKINGS SHOWN IN THE SAMPLE MUST ALSO BE USED WHEN POSTING DOMESTIC ADVICE-OF-DELIVERY LETTERS.

2.12. Basic requirements for mail items containing cards to ensure suitability for automated processing

- a) the card must always be attached to the contents,
- b) the card must be attached to the front of the mail item near the right-hand vertical edge.

3. Production of barcode item identifiers and postal forms

3.1. Conditions for the production of barcode item identifiers, postal forms, and accompanying documents

Barcode item identifiers, postal forms, and accompanying documents produced by the customer must in all cases comply with the conditions laid down in the relevant Technical

Guidelines and Specifications (hereinafter referred to as “Specifications”). For barcode item identifiers, postal forms, and accompanying documents produced by the customer, the following considerations must be taken into account:

- a) the customer undertakes to use the Specifications exclusively for the production of accompanying documents for mail items as set out in the General Terms and Conditions of Postal Services,
- b) specifications pertaining to individual services that are not available on the website will be provided to the customer at the same time as the separate written contract is sent to the customer for signature,
- c) for the purpose of inspection, the customer must provide the Test Lab with the number of sample copies specified by Magyar Posta in the Specifications,
- d) the inspection of the samples at the Test Lab must be initiated by completing the form entitled “Order for the inspection of the suitability of barcode postal identifiers and the suitability of mail items for automated processing”. (The form is available from your postal contact person or the Test Lab, or can be downloaded from the website <http://www.posta.hu> under “Forms related to letter-mail/Order for the inspection of barcode postal identifiers”).
- e) mass production may only begin after receipt of the permit issued by the Test Lab (inspection report with a “Compliant” rating),
- f) if there are multiple manufacturers, the customer must submit sample copies for each manufacturer,
- g) the customer undertakes and will ensure that the barcode item identifiers and the postal forms containing the barcode prepared and used by the customer correspond in every respect to the sample copies submitted for inspection.

3.1.1 Use of barcode item identifiers

During the production of the barcode item identifiers by the customer, the following aspects must be taken into consideration:

- a) in the event of an identifier being duplicated, only one may be used; the other must be treated as invalid,
- b) only the identifier range and data content designated by Magyar Posta (e.g. the postcode and name of the acceptance point, or the sender code for parcels) may be used during production,
- c) in the case of reordering (when requesting a new barcode identifier number range), the quality of the identifiers must be inspected again by the Test Lab under the same conditions as for the initial approval,
- d) if Magyar Posta detects a large number of unreadable item identifiers (more than 20 per day) on at least two occasions, the customer must undertake and ensure to provide sample copies to the Test Lab for exceptional inspection,
- e) if, during the production of the barcode item identifiers, postal forms, or accompanying documents, the customer also includes a mark identifying Magyar Posta (e.g. a trademark, logo) on them, its use will be governed by the provisions set out in a separate contract,
- f) for identified letters, prior postal inspection of the barcode item identifiers is required if the mail items are to be posted in accordance with the volume rule for bulk mailings (General Terms and Conditions for Postal Services – Other Fees Related to Postal Services, point 10.3). The customer is liable for the barcode’s compliance in all cases. For identified letters, a report is also prepared regarding the inspection of the compliance of the barcode if suitability for automated processing is also examined during the inspection. The technical specifications used for generating barcode item

identifiers for identified letters are available on Magyar Posta's website (<http://www.posta.hu>). If the barcode is non-compliant, the mail item will be removed from the posting list upon acceptance and will be treated as an additional item, subject to standard, paper-based rates. Upon delivery, an invalid barcode will not be scanned by the delivery person, thus the associated electronic services will not be available for these mail items due to the barcode being invalid.

4. Further information

If you need further information, please visit our website (<http://www.posta.hu>). You can also contact our customer service by phone at 06-1-767-8282 or by email at ugyfelszolgalat@posta.hu.

Contact details for the Test Lab:

**Magyar Posta Zrt. Országos Logisztikai Központ (National Logistics Centre)
Automatizált Levélkezelési Üzem (Automated Mail Processing Unit)**

Address of premises: Budaörs, Gervay Mihály u. 9-11.

Postal address: OLK Bevizsgáló Labor, Budaörs 1000

Tel.:

Tel.: (36-1) 421-7272

Mobile phone: (36-30) 770-7272

Email: bevizsgalo@posta.hu