

Specification for

# Printers' cards and blanks —

(Terms and sizes)

## Co-operating organizations

The Printing, Stationery and Allied Trades Committee, under whose supervision this British Standard was prepared, consists of representatives from the following Government departments and scientific and industrial organizations:

Advertisement Typesetting and Foundry Employer's Federation  
 British Federation of Master Printers\*  
 British Paper and Board Makers' Association\*  
 British Printing Machinery Association  
 British Stationery and Office Equipment Association  
 Business Equipment Trade Association  
 Department of Trade and Industry  
 Envelope Makers' and Manufacturing Stationers' Association\*  
 Graphic Reproduction Federation\*  
 H.M. Stationery Office  
 National Association of Paper Merchants  
 Newspaper Society  
 Society of British Printing Ink Manufacturers  
 Society of Industrial Artists and Designers  
 Technical Section of the British Paper and Board Makers' Association

The industrial organizations marked with an asterisk in the above list, together with the following were directly represented on the committee entrusted with the preparation of this British Standard:

Post Office

This British Standard, having been approved by the Printing Stationery and Allied Trades Standards Committee, was published under the authority of the Executive Board on  
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# Foreword

This standard makes reference to the following British Standards:

BS 3203, *Glossary of paper, stationery and allied terms*.

BS 4000, *Sizes of papers and boards*.

This British Standard is one of a series dealing with stationery and was first published in 1947, some minor amendments were incorporated in 1954 and it has now been revised to take into account current requirements and the use of metric units. The need for wide variations to meet the requirements of the essential fashion demands of printers' cards and blanks was recognized in the preparation of the first edition. Sizes were then established as key sizes so that, apart from that measure of fashion demand, the gradual adoption by the industry of those sizes could provide an increasing volume of trade concentrated within the specified range and thereby achieving the various benefits of variety reduction.

In this edition the number of key sizes has been reduced from 25 to 16, the new range consisting of 11 of those former sizes having wide use together with five "A" sizes from the international range of paper sizes (see BS 4000). Appendix A gives information on sizes accepted within the Post Office Preferred (POP) range.

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## Summary of pages

This document comprises a front cover, an inside front cover, pages i and ii, pages 1 to 4 and a back cover.

This standard has been updated (see copyright date) and may have had amendments incorporated. This will be indicated in the amendment table on the inside front cover.

## 1 Scope

This British Standard specifies terminology and sizes for printers' cards and blanks for use, for example, as visiting cards, invitation cards, menus, postcards, dance tickets, mourning cards etc.

NOTE The titles of the British Standards referred to in this standard are listed on page ii.

## 2 Definitions

For the purposes of this British Standard, the following definitions apply:

### 2.1

#### **cloth-lined paper or board**

reinforced paper or board made by affixing muslin or cloth to one side

### 2.2

#### **cloth-centred paper or board**

reinforced paper or board made up of two sheets on furnish layers with muslin or cloth between them

### 2.3

#### **deckle edged**

with a rough natural edge originally the characteristic of hand-made paper. The term is now also recognized for a similar effect produced artificially

### 2.4

#### **duplex board**

a board so manufactured, by coating, pasting or bringing together at the wet stage two or more layers, as to provide different colours on each side

### 2.5

#### **ivory board**

a high-grade board of one layer or more pasted together or brought together at the wet stage possessing a characteristic look-through and rigidity and consisting of wholly bleached chemical pulp. The pasted board can normally be recognized by its superior rigidity

### 2.6

#### **pulp board**

board manufactured in one thickness or by bringing two or more thicknesses of board or paper into a single structure on a multiple-wire machine — thus distinct from boards prepared by layers of paper pasted together

### 2.7

#### **paste board**

two or more layers of paper pasted together, usually provided with a middle of lower quality and facings of better quality (This should not be confused with definitions of pasted board given in BS 3203.)

### 2.8

#### **surface board**

white or tinted coated board

### 2.9

#### **panel cards**

cards providing one or more blind blocked panels

### 2.10

#### **plate sunk cards**

cards providing one or more blind blocked sunk panels

### 2.11

#### **plate raised cards**

cards providing one or more blind blocked raised panels

**2.12**

**fly cards**

double or folded cards, i.e., folded in half to produce two leaves (or four pages)

**2.13**

**single cards**

unfolded cards providing one leaf (or two pages)

**3 Units for packaging and pricing**

The usual units for packaging and pricing printers' cards are 1 000 and sub-multiples thereof.

**4 Measurement of printers' cards and blanks**

**4.1 Fly.** The first measurement shall be that of the folded line and the second measurement at right angles to the fold line, i.e., the face of the folded card and not the card opened flat (e.g. 178 mm × 114 mm fly).

**4.2 Single.** When processed (e.g. printed, die-stamped or ruled) the vertical measurement shall be given first, but when unprocessed the smaller dimension shall be given first.

**5 Abbreviations**

The following abbreviations are recognized as standard for use in association with printers' cards and blanks.

B.B.	Black bordered.
C.B.	Colour bordered.
S.C. or R.C.P.E.	Square corners or round corners plain edges.
S.C. or R.C.G.E.	Square corners or round corners gilt edges.
S.C. or R.C.G.B.E.	Square corners or round corners gilt bevelled edges.
S.C. or R.C.G.B.D.E.	Square corners or round corners gilt bevelled deckle edges.
S.C. or R.C.Gold E.	Square corners or round corners real gold edges.
S.C. or R.C.Gold B.E.	Square corners or round corners real gold bevelled edges.
S.C. or R.C.Gold B.D.E.	Square corners or round corners real gold bevelled deckle edges.
S.C. or R.C.S.E.	Square corners or round corners silver edges.
S.C. or R.C.S.B.E.	Square corners or round corners silver bevelled edges.
S.C. or R.C.S.B.D.E.	Square corners or round corners silver bevelled deckle edges.
P.D.E.	Plain deckle edges.
I.H.M.D.E.	Imitation hand-made deckle edges.
P.S.	Plate sunk.
P.R.	Plate raised.
R.S.	Relief stamped.

NOTE The terms gilt and silver refer to colour whereas real gold denotes usage of real gold leaf.

**6 Widths of borders**

The following nomenclature and measurements shall apply to widths of borders:

Italian	1 mm wide
Narrow	2 mm wide

## 7 Sizes

The British Standard sizes of printers' cards and blanks are given in Table 1.

NOTE For convenience during the transitional period before the metric system is in full use inch equivalents are shown in Appendix B.

**Table 1 — Dimensions of printers' cards and blanks**

Designation	Dimensions	Designation	Dimensions
	mm		mm
Thirds	38 × 76	Court	89 × 114
Extra thirds	45 × 76	Large court	102 × 127
A8	52 × 74	Duke	89 × 140
Reduced small	54 × 89	A6	105 × 148
Small	60 × 92	Double large	114 × 152
A7	74 × 105	Post 8vo.	114 × 178
Large	76 × 114	A5	148 × 210
Double small	92 × 120	A4	210 × 297

NOTE "Duke" size is also known as "official" when used for postcards.

## Appendix A Post office preferred (POP) sizes

**A.1** The Post Office Preferred (POP) range of sizes has been recommended for use by postal administrations all over the world, so that more mail can be handled by the latest electronic sorting machines.

To fall within the POP range, envelopes used to enclose cards should be:

- 1) At least 90 mm × 140 mm and not larger than 120 mm × 235 mm.
- 2) Oblong in shape, with the longer side at least 1.414 ( $\sqrt{2}$ ) times the shorter side.
- 3) Made from paper weighing at least 63 g/m<sup>2</sup>.

Envelopes outside the POP range may be used, although mail weighing up to the maximum of the first weight step in envelopes outside this range will be liable to an additional charge. Mail weighing more than this weight will be unaffected by the choice of envelope.

Window envelopes will be treated as falling within the POP range provided they conform in size, shape and weight of paper.

Irrespective of their size and shape, all open aperture envelopes (i.e., envelopes where cut-out address panels are not covered with a transparent material) will be considered outside the POP range.

Postcards will be treated as letters and as if they had been posted in an envelope of the same dimensions as the card itself. They must not be less than 250 micrometres (0.25 mm) thick with a tolerance to an absolute minimum of 230 micrometres (0.23 mm) thick. All other unenveloped matter within the first weight step, including fold-and-tuck forms and items enclosed in wrappers will be considered as outside the POP range. The official reply paid card service has been discontinued in both the Inland and Overseas post.

### A.2 Overseas mail

The Post Office hopes that envelopes within the POP range will be used wherever possible.

The minimum size for letters and cards in the overseas service is 90 mm × 140 mm.

The maximum size of card qualifying for postcard rate in the overseas service is 105 mm × 148 mm.

## Appendix B Inch equivalents of sizes given in Table 1

The following are the inch equivalents of the sizes (apart from the international "A" sizes which do not have related inch sizes) given in Table 1.

Designation	Dimensions	Designation	Dimensions
	in		in
Thirds	$1\frac{1}{2} \times 3$	Court	$3\frac{1}{2} \times 4\frac{1}{2}$
Extra thirds	$1\frac{3}{4} \times 3$	Large court	$4 \times 5$
A8		Duke	$3\frac{1}{2} \times 5\frac{1}{2}$
Reduced small	$2\frac{1}{8} \times 3\frac{1}{2}$	A6	
Small	$2\frac{3}{8} \times 3\frac{5}{8}$	Double large	$4\frac{1}{2} \times 6$
A7		Post 8vo.	$4\frac{1}{2} \times 7$
Large	$3 \times 4\frac{1}{2}$	A5	
Double small	$3\frac{1}{8} \times 4\frac{3}{4}$	A4	
NOTE "Duke" size is also known as "official" when used for postcards.			





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