



# PRODUCTION GUIDE 2026

## Lettershops and print shops

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# Welcome and thank you for your cooperation

Dear Customers, dear Partners in print shops and lettershops

We are delighted that you are using Quickmail for mailing

Thank you very much for your confidence in our services. Your professional work is an important contribution to successful delivery, and we greatly appreciate the cooperation with you as a partner.

The mailing process with Quickmail is simple and efficient. However, there are some important differences between (partially) addressed and unaddressed mailings. These differences are to do with individual details in production and delivery. The relevant processes are therefore described separately in this guide.

This brochure provides you with all the information you require for straightforward processing:

- Checklists for the production and delivery of addressed and unaddressed items
- glossary with explanations of all important terms
- Addressing and design requirements
- Specifications for sorting, bundling and palletising
- Tips on the use of bundle and pallet labels
- Information on delivery times and locations

Your personal account manager will be pleased to answer any questions you may have about processing by phone or email at [sales@quickmail-ag.ch](mailto:sales@quickmail-ag.ch).

Kind regards,



Astrid Frommeyer

Member of the Executive Board  
Head of Marketing and Product Management

# Checklist for addressed and partially addressed mailings

→ **Important: be sure to inform us proactively about any delays to your delivery.**

→ Please contact us if one of the points listed below is not fulfilled for your order  
We will be pleased to help you by phone or email at [sales@quickmail-ag.ch](mailto:sales@quickmail-ag.ch).

## Addressing and design of mailings

1. Is the **Quickcode** (QLZ from "Quickleitzahl") displayed above the address on all mailings?
2. Is there **at least one space between** the QLZ and other digits?
3. Is the **QLZ easy to read**? The QLZ is considered easy to read if it is at least 7 pt for laser printing and at least 11 pt for inkjet addressing on film.
4. When using a window envelope: is the QLZ positioned so that it is still visible in the window of the envelope even **if the address label slips**?

## Sorting and bundling of mailings

5. Are the mailings within a bundle arranged **in ascending** order according to the delivery list number? The delivery list number consists of the last three digits of the QLZ. The mailing with the lowest delivery list number must be at the top of the bundle.
6. Do all bundles have a **bundle label** at the top or is the bundle information printed directly on the mailings?
7. Is the **maximum weight of 5 kg per bundle** adhered to?
8. Does the **bundle label actually belong to the mailings in the bundle**? You can recognise this by checking whether the digits marked below in the Quickcode correspond with the "delivery area no." indicated on the bundle label: Q E-5-602-8-0900-01-029
9. Are the bundles tied well so that they cannot come apart?
10. Are the **bundles correctly assigned on the pallets**? Each pallet may only contain bundles that are intended for the respective pallet. Compare the pallet numbers on the bundle labels and on the pallet label.
11. Is each pallet labelled on all four sides with an A4 pallet label?
12. Is the **maximum weight of 600 kg per pallet** adhered to?

## Delivery of mailings

13. Does the **delivery location** match the delivery location printed on the delivery note?
14. Is the delivery of your mailings guaranteed at the **delivery time** agreed upon in the order entry?
15. Have you **enclosed the delivery notes with the mailings** and given them to the carrier in triplicate?

## Final print approval?

Please obtain a "print approval" from Quickmail. If you have any design changes or only place orders via Quickmail occasionally, we will of course also be happy to assist you personally.

We are pleased to assist you by phone or email at [sales@quickmail-ag.ch](mailto:sales@quickmail-ag.ch).

# Checklist for unaddressed mailings

→ **Important: Be sure to inform us proactively about any delays to your delivery.**

→ Please contact us if one of the points listed below is not fulfilled for your order  
We will be pleased to help you by phone or email at [sales@quickmail-ag.ch](mailto:sales@quickmail-ag.ch).

## Sorting and bundling of mailings

1. Has the agreed **bundle size** been adhered to? You can produce unaddressed mailings in bundles of 50, 100 or 150 items. For official mailings, bundles of 200 items are also permitted.
2. Are the bundles tied well so that they cannot come apart?
3. Is each pallet labelled **on all four sides** with an A4 pallet label?
4. Is the **maximum weight of 600 kg per pallet** adhered to?

## Delivery of mailings

5. Does the **delivery location** match the delivery location printed on the delivery note?
6. Is the delivery of your mailings guaranteed at the **delivery time** agreed upon in the order entry?
7. Have you **enclosed** the **delivery notes with the mailings** and given them to the carrier in triplicate?

## Official or commercial?

Would you like to know whether your mailing qualifies as an official mailing? If so, please contact your personal contact at Quickmail for clarification or email us at [sales@quickmail-ag.ch](mailto:sales@quickmail-ag.ch).

# Important Quickmail terms

## **Addressed, partially addressed and unaddressed mailings**

In addition to addressed items, Quickmail also delivers partially addressed and unaddressed items.

An addressed mailing is a mailing with a complete address (first name, surname and address).

Partially addressed items are items without first names and surnames. These are addressed impersonally to the householder at an address.

### Example:

To the residents  
Tulpenweg 3  
3004 Bern

Unaddressed items are flyers, mailings and brochures without an address. Neither name nor street, postcode or town/city are printed on them.

## **Bundle**

A bundle is a number of identical mailings in an→ order that are bundled or tied in a suitable form. The number of mailings per bundle must be selected so that a bundle weighs no more than 5 kg.

## **Bundle label**

The bundle label is at the top of a bundle and includes information about the sender→ *delivery list number*→ *delivery area no.*

It is also permissible to print the bundle information directly on the mailings.

## **Delivery area**

A delivery area comprises several hundred households and may cover one or more postcode areas.

## **Delivery list number**

The delivery list number is the last three digits of the→ *Quickcode*. It shows the Quickmail deliverers the order in which they must attend the buildings within a→ *delivery area*. It is therefore very important to organise all mailings within a→ *bundle* in

ascending order so that the lowest delivery list number is at the top.

## **Delivery note**

All required delivery notes are provided in the→ *production package*. The delivery note must be provided to the carrier in triplicate.

## **Order**

An order refers to the items in a mailing that a customer sends with Quickmail. A mailing may be distributed over one or more order numbers.

## **Pallet label**

Quickmail provides pallet labels in the→ *production package*. These are to be attached to all four sides of all pallets in A4 format.

## **Postal share**

This refers to the mailings in an order that cannot be delivered by Quickmail. They are handed over to Swiss Post for delivery.

## **Production package**

At the end of the order entry process in the Quickmail Extranet, Quickmail provides you with a production package containing all the documents required to process an order. In addition to address files, the production package includes PDF files with→ *bundle labels*,→ *delivery notes*,→ *pallet labels*, *pallet lists*, *delivery notes* and checklists.

## **Quickcode (QLZ from “Quickleitzahl”)**

The Quickcode must be printed above the address on every mailing. To ensure that Quickmail can ensure transport, it is essential that the specifications regarding placement, print quality and font size are adhered to

## **Residual bundle**

If the prescribed minimum number of mailings per bundle cannot be met, a so-called residual bundle must be created. The proportion of residual bundles decreases the more mailings are delivered in total and the lower the minimum number set per bundle

# The production package

In the production package, Quickmail provides you with all the files required for the production and delivery of your order:

- Pre-sorted address data for the Quickmail portion using a sequence number as a CSV file in two versions:
  - Descending by delivery list
  - Ascending by delivery list
- Address data for the postal share as a CSV file
- Bundle label as PDF file
- Pallet label as a PDF file
- Pallet list as a PDF file
- Pallet list as an Excel file
- Delivery note(s) as a PDF file
- Checklist for lettershops and print shops

After successful address routing, you will automatically receive a download link for your production package.

You can also find the production package in the



Quickmail Extranet under Download (green arrow):

## Address data

Arrange the mailings within the bundles so that the lowest delivery list number (= last digit of the Quickcode) is at the top.

Depending on the production process, the following address file must be selected:

- QuickRouting\_Addresses\_Descending.CSV: Typically used for inkjet addressing, where the mailings are placed on top of each other by the machine.
- QuickRouting\_Addresses\_Ascending.CSV: Typically used for addressing using cut sheet lasers, where the mailings are placed one below the other by the machine.

## Bundle label

- Use white bundle labels for all addressed and partially addressed items.
- Use light blue bundle labels for unaddressed items.

The bundle labels are provided in A4 format, with two bundle labels in A5 format placed on top of each other. To arrange the bundle labels in the correct "ascending" or "descending" order, they can be divided into two stacks after printing. The bundle labels are arranged in such a way that the stacks can be placed on top of each other in the correct sequence.

The bundle labels are arranged so that the first bundle label required is on top when printed. This is the highest bundle label number.

## Pallet label

The pallet labels are provided as a PDF file in A4 format. Print these out in A4 format and label all four sides of all pallets with these pallet labels.

The pallet labels are arranged so that the pallet label required is on top when printed. This is also the highest pallet label number.

## Pallet list

The pallet list shows you how many pallets you need to produce. The overview also gives you the target weights of your pallets and a list of which bundles belong on the pallet.

## Delivery note

Give the delivery note to your carrier in triplicate.

# The Quickcode and the “Quickmail” annotation

Quickmail uses the Quick code, or QLZ for short, to efficiently sort and identify mailings. It includes all the information required for sorting and transporting a mailing.

- Addressed and partially addressed items are labelled with a Quickcode.
- Unaddressed items do not have a Quickcode



The three-digit **delivery area number** indicates the delivery area for which a mailing is intended.

The **delivery list number** specifies the sequence of mailings within a bundle. Mailings must be sorted in ascending order according to the delivery list number.

## Correct placement of the QLZ

- Wherever possible, place the QLZ above the address.
- For window envelopes, the QLZ must always be completely visible and legible. Even if the contents or the address label slips inside the envelope.
- The QLZ must be at least 15 mm from the right-hand edge of film-wrapped mailings.

## Print quality, font sizes and spacing

Element	Print quality	Ideal	Minimum
Height of QLZ	High	4.2 mm 12 pt	3.2 mm 9 pt
	Low	5.6 mm 16 pt	4.2 mm 12 pt
Distance to right of QLZ		min. 10 mm	

- High: laser or high-resolution inkjet in black and on a light-coloured background.
- Low: low-resolution inkjet or laser in grey or on a dark background or under highly reflective film.
- The QLZ must not be printed **in bold**, as this reduces legibility.
- Regardless of the font size and weight, the contrast between the font and the background must be sufficiently strong.

## Contrast examples

Example	Evaluation
9000 St. Gallen	Ideal
9000 St. Gallen	OK
9000 St. Gallen	OK
9000 St. Gallen	WRONG
9000 St. Gallen	WRONG

## “Quickmail” annotation

- Every (partially) addressed mailing posted with Quickmail must be labelled “Quickmail”.
- Recommendation: place the annotation above the address and delimit it with a horizontal line (see examples 1 and 2). Alternatively, we recommend placement as in example 3

### Example 1) «Ideal»: 4.2 mm high = 12 pt

Quickmail Q E-11-123-4-12052-02-078  
 Frau  
 Ursula Guggisberg  
 Vadianstrasse 13  
 9000 St. Gallen

10 mm

### Example 2) «Minimal»: 3.2 mm high = 9 pt

Quickmail Q E-11-123-4-12052-02-078  
 Frau  
 Ursula Guggisberg  
 Vadianstrasse 13  
 9000 St. Gallen

### Example 3)

Quickmail  
 Q E-11-123-4-12052-02-078

# Bundle labels and directly printed bundle information

## Overview

If possible, deliver all items to Quickmail with separate bundle labels. In this case, the bundle label is at the top of a bundle. You will find your bundle labels as a PDF file in the production package.

If you cannot produce and enclose separate bundle labels, you must print a summary of the bundle information directly on your mailings. You will find the information required for direct printing in the data fields "Q\_BUNDINFO\_Line ..." in the address files of the production package.

### Print bundle information directly on your mailings

- Directly printed bundle information can be printed anywhere on the mailings.
- Ideally, you should print the information on all copies of a bundle. However, alternatively, you can also print the bundle information on the first copy of a bundle only. In this case, ensure that the correct copy is always at the top of the bundle.
- If necessary, the first line of the bundle information may be cut off after 13 characters.

### Font sizes and spacing

Element	Font size	Ideal	Minimum
Bundle info line 1	Bold <sup>1</sup>	8.4 mm 24 pt	6.4 mm 18 pt
Bundle info line 2	Normal <sup>2</sup>	6.4 mm 18 pt	3.2 mm 9 pt
Horizontal black bars		1.5 mm	0.5 mm

<sup>1</sup> If Bundle info line 1 cannot be printed in **bold**, the font must be at least 20 pt.

<sup>2</sup> Bundle info line 2 must be printed in normal font size. Bold type is not permitted.

Example "ideal": Line 1: 8.4 mm high = 24 pt



Example "minimum": Line 1: 6.4 mm high = 18 pt



### Special case: B5 format with window envelope

For mailings up to B5 format with a window envelope, the "minimum" version described above can be used under the following conditions:

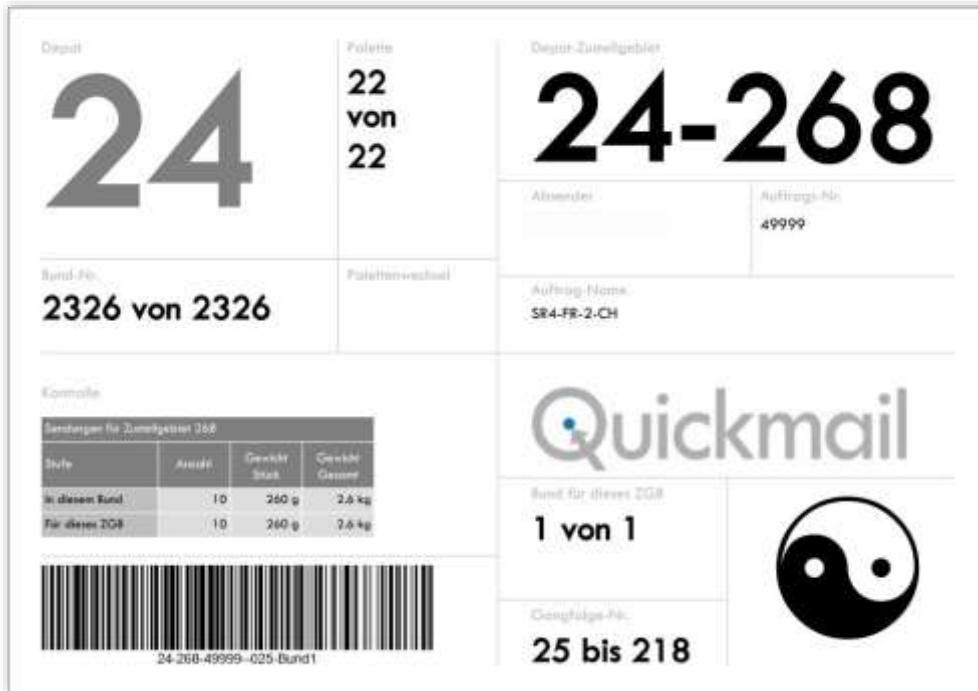
#### B5 format with window envelope (window size 45 x 100 mm)



- The bundle info is arranged in a single line; first the part from "Bundle info line 1", then the part from "Bundle info line 2"
- Bundle info line 1 must be set in **bold** type and at least 12 pt (=6.4 mm) in size.
- Bundle info line 2 must be set in normal font size and be significantly smaller than Bundle info line 1.
- If the black lines cannot be printed, a separate "Final approval for printing" must be obtained from Quickmail in advance.

# Sample files: bundle and pallet labels

Example of a bundle label (format: A5 or A4, if necessary, also smaller than A5)



Example of a bundle label for an unaddressed order (format: A5 or A4, if necessary, also smaller than A5)



**Example of a pallet label (format: always A4)**



**Example of a pallet label for an unaddressed order (format: always A4)**



# Production of bundles

## Production of bundles for **addressed** and **partially addressed** mailings

- Print the mailings in the order of the addresses according to the address file provided. You will find the correct sequence in the "Sequence number" data field (Q\_SEQUENCE\_NO).
- Then combine the mailings into bundles in the order in which the bundle labels are provided.
- The first bundle to be produced is the highest bundle number, the last bundle to be produced is bundle number 1.
- Please ensure that a bundle weighs no more than 5 kg.
- You control the weight of a bundle when entering orders in the Quickmail Extranet. To do this, enter the exact weight of an individual mailing and specify the minimum and maximum number of mailings per bundle.
- Tie the bundles securely so that they cannot come apart. Ensure that the correct bundle label is at the top of each bundle or that the bundle information is printed on the top mailing.

## Production of bundles for **unaddressed** mailings

- Pack the mailings in bundles of 50, 100 or 150 items.
- For official mailings, bundles of 200 are also permitted as an exception.
- Only use the specified quantities - other bundle sizes should not be used.
- Please tie the bundles so that they cannot come apart.
- Only use light blue bundle labels for labelling your unaddressed items.

# Preparation of pallets

## Types of pallets

- **Depot-specific pallets** are created if the weight of all mailings for a depot is more than 100 kg.
- **Combined pallets** are created for mailings that are destined for batches with different numbers, but which are located at the same site.
- **Mixed pallets** contain mailings for different batches that do not reach a certain minimum weight.

## Preparation of pallets

- Prepare your pallets according to the instructions provided in the production package or the bundle and pallet labels supplied.
- Please adhere to the number of pallets specified in the pallet list for the delivery. You will

find the pallet list in the production package.

- Only use combined or mixed pallets if this is expressly provided for in the documents available.
- Quickmail favours posting on disposable pallets.
- Please do not use pallet frames/SBB exchangeable frames for preparing pallets, but protect and stabilise the pallets with a plastic film.
- Label all four sides of your pallets with the A4 pallet labels provided.
- If you deliver with Euro pallets, these will be exchanged, although the exchange does not always take place at the time of delivery. This also applies if you have agreed the collection of your mailings with Quickmail.
- Ensure that a pallet weighs a maximum of 600 kg.

## Example of the optimum arrangement of mailings and bundles on the pallets:

- Combine mailing nos. 1 to 5 into bundle no. 18 and place this on pallet no. 3.
- Bundle items no. 6 to 10 into bundle no. 17 and place this bundle next to or on top of bundle no. 18.
- You can then place the other bundles anywhere on the pallet: the arrangement of the bundles can follow the example below, but does not have to.

Bundle no. 1	Bundle no. 2	Bundle no. 3	Bundle no. 7	Bundle no. 8	Bundle no. 9	Bundle no. 13	Bundle no. 14	Bundle no. 15
Mailing no. 86	Mailing no. 81	Mailing no. 76	Mailing no. 56	Mailing no. 51	Mailing no. 46	Mailing no. 26	Mailing no. 21	Mailing no. 16
Mailing no. 87	Mailing no. 82	Mailing no. 77	Mailing no. 57	Mailing no. 52	Mailing no. 47	Mailing no. 27	Mailing no. 22	Mailing no. 17
Mailing no. 88	Mailing no. 83	Mailing no. 78	Mailing no. 58	Mailing no. 53	Mailing no. 48	Mailing no. 28	Mailing no. 23	Mailing no. 18
Mailing no. 89	Mailing no. 84	Mailing no. 79	Mailing no. 59	Mailing no. 54	Mailing no. 49	Mailing no. 29	Mailing no. 24	Mailing no. 19
Mailing no. 90	Mailing no. 85	Mailing no. 90	Mailing no. 60	Mailing no. 55	Mailing no. 50	Mailing no. 30	Mailing no. 25	Mailing no. 20
Bundle no. 4	Bundle no. 5	Bundle no. 6	Bundle no. 10	Bundle no. 11	Bundle no. 12	Bundle no. 16	Bundle no. 17	Bundle no. 18
Mailing no. 71	Mailing no. 66	Mailing no. 61	Mailing no. 41	Mailing no. 36	Mailing no. 31	Mailing no. 11	Mailing no. 6	Mailing no. 1
Mailing no. 72	Mailing no. 67	Mailing no. 62	Mailing no. 42	Mailing no. 37	Mailing no. 32	Mailing no. 12	Mailing no. 7	Mailing no. 2
Mailing no. 73	Mailing no. 68	Mailing no. 63	Mailing no. 43	Mailing no. 38	Mailing no. 33	Mailing no. 13	Mailing no. 8	Mailing no. 3
Mailing no. 74	Mailing no. 69	Mailing no. 64	Mailing no. 44	Mailing no. 39	Mailing no. 34	Mailing no. 14	Mailing no. 9	Mailing no. 4
Mailing no. 75	Mailing no. 70	Mailing no. 65	Mailing no. 45	Mailing no. 40	Mailing no. 35	Mailing no. 15	Mailing no. 10	Mailing no. 5
Pallet no. 1			Pallet no. 2			Pallet no. 3		

# Delivery locations and delivery times

- Always deliver your mailings to the **delivery location and at the delivery time agreed** on the order entry on the Quickmail Extranet. The selected delivery location will automatically appear on the pallet labels and the delivery note.
- Please be sure to inform us proactively **of any delays to your delivery**. We will be happy to help you by phone or email at [sales@quickmail-ag.ch](mailto:sales@quickmail-ag.ch).
- The latest possible acceptance deadline
  - for **addressed mailings** is the Monday of the delivery week required, unless otherwise stated.
  - for **unaddressed items** is generally on the Thursday of the week before the delivery week required.
- However, we recommend that you schedule the delivery in good time and instruct your service providers accordingly. This will give you and your service provider a time buffer should there be any delays in the production of your mailings. And you help us to avoid capacity bottlenecks. Important: the delivery time you select when entering the order is binding.
- You can hand over mailings to Quickmail from the Tuesday of the previous week.

## Collection points

Location	Address	Acceptance times <sup>1</sup>	Acceptance deadline <sup>2</sup>
Egerkingen (near Olten)	<b>Quickmail Planzer AG</b> c/o 7 Days Media Services Riedstrasse 4 4622 Egerkingen	7 am to 5 pm	Monday, 4 pm
Gossau (near St. Gallen) <sup>3</sup>	<b>Quickmail Planzer AG</b> c/o Keepcool Transport & Logistik AG Industriestrasse 135 9200 Gossau	7 am to 5 pm	Monday, 2.30 pm
Schlieren (near Zurich) <sup>3</sup>	<b>Quickmail Planzer AG</b> c/o 7 Days Media Services Brandstrasse 16 8952 Schlieren	7 am to 5 pm	Monday, 3 pm

<sup>1</sup> The acceptance times apply to all working days, but not to weekends and public holidays. Acceptance times may vary before or on public holidays. Current deviations can be found on quickmail-ag.ch under "Dispatch" and "Delivery weeks".

<sup>2</sup> Please note that we can only guarantee punctual delivery if the acceptance deadline is observed. The acceptance deadline on Monday only applies to addressed items. Unless otherwise agreed, the acceptance deadline for unaddressed items is the Thursday of the week before the delivery week required.

<sup>3</sup> Deliveries to Gossau (near St. Gallen) and Schlieren (near Zurich) by prior arrangement with Quickmail only.



