

# Unaddressed Direct Mail – UDM

**UDM is sent without a personal address, which makes it an excellent choice of media when, for example, you don't have your own list of customers or you want to reach a new target group. With UDM, you can choose between reaching out to all households and businesses in the country or targeting your mailing at a specific target group.**

## UDM Standard and UDM Exclusive

### UDM Standard

Contains commercial message, and can be sent to households and houses. UDM Standard can also be sent specifically to holiday homes from June to August on Mondays\*.

### UDM Exclusive

Contains commercial advertising, and can be sent to households, houses, businesses and farms. UDM Standard and UDM Exclusive are not sent to those households and houses which have requested not to receive unaddressed mail.

## UDM Community Information Standard and UDM Community Information Exclusive

UDM Community Information Standard and UDM Community Information Exclusive contain non-commercial information, such as:

- Municipal/government information sheets.
- Information pamphlets from political parties, non-profit organization or religious communities.

These mailings are also delivered to those who have requested not to receive unaddressed mail.

## UDM Climate efficient

UDM Climate efficient is an environmentally adapted service that you can select at no extra cost. The following conditions apply for customers wishing to send items using our climate-efficient label:

- Suppliers at every stage must be certified in accordance with ISO 14 001 or equivalent.
- Paper and envelopes should meet Nordic Ecolabel criteria or equivalent.

- Printing should meet Nordic Ecolabel criteria or equivalent.
- The item and its contents should be recyclable as paper, cardboard or non-rigid plastic.

By investing in quality-assured carbon offset projects of the highest standard under the UN's CDM system, which are controlled by the Kyoto Protocol, PostNord compensates for the greenhouse gas emissions generated by your mailing.

## Recipient groups

### Households

People living in houses or apartments.

### Holiday homes during the summer

Temporary residence from June to August (weeks 25-33). Only applicable for UDM Standard.

### Houses

Detached, semi-detached or terraced houses. In detached houses with two or three apartments, each apartment is counted as a house recipient.

### Businesses

Business and offices with one or more people in the business. Agricultural businesses count as a separate recipient group – see Farms below.

### Farms

Farms where agriculture, forestry, animal husbandry, fruit-growing or horticulture is carried out commercially.

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\* In areas where PostNord has implemented a new delivery model, the mailing is distributed over two days: Monday / Tuesday. See [postnord.se/lev-eransmodell](https://postnord.se/lev-eransmodell) for more information.

## Booking

A mailing must always be booked in advance. Mailings must be booked no later than 15:00, seven working days before the delivery start day by telephoning PostNord's customer service. While booking, we go through the format, packaging and labelling in detail. You will also receive all the necessary documentation when booking. If a booking is received in other ways than above it shall be in an excel format.

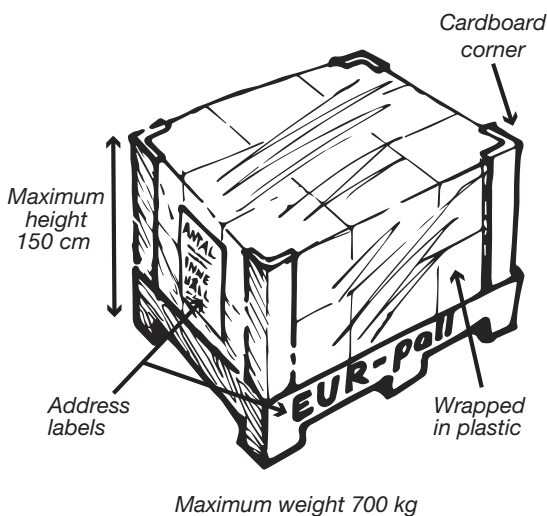
## Block booking

This means that delivery takes place to one or more blocks of postcodes.

## Labelling

State the name and postal address of the sender on the item or the wrapper. If the items are sent unwrapped then it's enough if the information about sender can be found in content. UDM Climate efficient should be marked with cliché that could be found at [postnord.se](http://postnord.se). Shipments with several editions must have the sender/store details clearly marked on the front or back page.

## Packaging



The documents you receive while booking, will inform you how to do the packaging correctly. If the total weight of the mailing exceeds 200 kg, you should deliver the items on EUR pallets. If your booking has a lower weight than 200 kg, please deliver the colli according to the packaging information or according to the instructions how to deliver several bookings.

The maximum weight for a EUR pallet is 700 kg, and the maximum height is 150 cm. Pallets must be properly wrapped with either plastic shrink film and paper corners or a pallet lid and "bands" in cross. Pallets should be labelled with PostNord's

address labels from ODR Online.

If the pallet contains more than one booking they should be differentiated with batches and spacers. The batchers should be marked with the different bookings address labels from ODR Online. On the pallet it should be clearly visible that it contains several bookings also by marking the pallet with copies of the different bookings address labels from ODR Online. When packing several bookings on one pallet items have to be bundled by using bands or similar. UDM Standard and UDM Exclusive may not be delivered on the same pallet.

When items are delivered bundled every bundle that is turned should be done so with as few turns as possible.

Every turn should, if possible, contain at least 25 items, and with a maximum weight of 7 kg each. Do not use top- or bundling paper.

UDM Exclusive and UDM Community Information must always be delivered in bundles by using bands or similar.

Pallets will not be returned, if nothing else is agreed.

## Handling examples for UDM Standard

The mailing should include one surplus (+) per edition, as follows:

- +50 for fewer than 1,000 copies
- +70 for 1,001-5,000 copies
- +150 for 5,001-10,000 copies
- 1,5% of the edition's volume for 10,001-500,000 copies
- 500,001+ by special arrangement

The handling examples should be spread according to the address labels you will receive while booking the UDM.

## Drop-off

When you drop off the items, leave an unwrapped sample copy and one booking confirmation for each booking and per UDM terminal.

## UDM-Standard:

You can choose between the following consignment offices:

1. At UDM terminals within whose postcode areas delivery will take place, no later than 12:00, four working days before the delivery start date.
2. At Letter terminals, no later than 18:00\*, six working days before the delivery start date.
3. At Business Center, no later than 18:00\*, six working days before the delivery start date. Local deviations might occur, see [postnord.se](http://postnord.se).

\* Consignments at Business Centres within areas 62, 82-98 must be made no later than 15:00. See [postnord.se](http://postnord.se) for a list of UDM terminals, Letter terminals and Business Centres.

### UDM-Exclusive:

1. At UDM terminals within whose postcode areas delivery will take place, no later than 12:00, three working days before the delivery start date.
2. At Letter terminals, no later than 18:00\*, five working days before the delivery start date.
3. At Business Center, no later than 18:00\*, five working days before the delivery start date. Local deviations might occur, see [postnord.se](http://postnord.se).

### Drop-off locations and letter areas

A list of our UDM terminals, Letter terminals, Drop-off locations and letter areas, you will find at [postnord.se](http://postnord.se).

### Delivery

For information regarding current booking-, consigning- and delivery dates see [postnord.se](http://postnord.se).

### UDM Standard and UDM Community Information Standard

Delivery takes place normally on holiday free Mondays\* or Wednesdays\*. Delivery to holiday homes takes place during week 25-33 on Mondays\*.

### UDM Exclusive and UDM Community Information Exclusive

Delivery takes place normally on holiday free Tuesdays\*\* or Thursdays\*\*.

### Surcharges

If a booked shipment is not to be delivered, it must be cancelled no later than 15:00, seven working days before the specified delivery start day, otherwise a surcharge will be applied.

### Dimensions and weight

All items in a shipment must have the same weight, format and appearance, and may not contain supplements.

### UDM Standard and UDM Community Information Standard

These will be handled mechanically, and must have a flat, rectangular surface, and must not be wrapped in plastic or foil. If the item is fastened, glued or folded, this must be on the longest side.

Format: height/back 180 - 325 mm  
width 148 - 235 mm

Maximum thickness: 5 mm

Maximum weight: 150 g

The weight per unit area for individual sheets must be at least 80 gsm.

### UDM Exclusive and UDM Community Information Exclusive

Minimum dimensions: 90 x 140 mm

Maximum dimensions: 235 x 325 x 20 mm

Maximum weight: 2 kg

In consignments with more than 100,000 consignments and weight exceeds 150 grams per piece, a separate agreement should be made and a Customer Assignment.

### Prices and high traffic weeks

See UDM price list at [postnord.se](http://postnord.se).

### Kantar Sifo

As part of Kantar Sifo's monitoring of investments in advertising in Sweden, PostNord, along with other distributors of UDM, submits regular information on its distribution of UDM to Kantar Sifo. This information contains data on postage costs based on gross prices.

At the customer's request, PostNord will provide more detailed information about the details submitted to Kantar Sifo. It is the customer's responsibility to ensure that the contents of the mailing do not contravene laws and statutes. For more information, see the specific terms and conditions.

### Climate efficient distribution

PostNord Sverige AB is certified in accordance with ISO14001 and our drivers are trained in fuel-efficient driving.

PostNord Uppslaget satisfies requirements for climate efficient UDM and our distribution is carbon neutral. We can report service-specific environmental data to customers who would like this information.

### Terms and conditions

You can find specific terms and conditions for this service at [postnord.se](http://postnord.se).

### General terms and conditions

For customers paying on invoice or customers with agreements, PostNord's General Terms and Conditions for Commercial Clients and Other Organisations (PAKN) apply. These terms and conditions can be obtained from [postnord.se](http://postnord.se) or via customer service.

\* In areas where PostNord has implemented a new delivery model, the mailing is distributed over two days: Monday/Tuesday or Wednesday/Thursday.

\*\* In areas where PostNord has implemented a new delivery model, the mailing is distributed over two days: Tuesday/Wednesday or Thursday/Friday.

See [postnord.se/leveransmodell](http://postnord.se/leveransmodell) for more information.

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**PostNord Sverige AB**  
Customer service

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[postnord.se](https://www.postnord.se)