

# International Business Reply Mail, IBRS

**Paying the return postage makes it easy for your customers in other countries to reply to offers featured in adverts and direct mail as part of your international campaigns. International Business Reply Mail works from all countries, and you only pay for the replies you receive.**

## Business Reply Mail subscription

To use IBRS, you need to subscribe to Business Reply Mail via customer service.

## Packaging

Always use an envelope or other packaging which protects the contents well. Rectangular cards with a paper weight of at least 150 g per square meter do not need packaging.

## Labelling

International Business Reply Mail should be marked as follows:



You can download templates from [postnord.se](https://postnord.se).

- A franking box containing the wording “Kan sändas ofrankerat. Mottagaren betalar portot” in the top right-hand corner.
- A border around the franking box containing the wording: “Ne pas affranchir” and “No stamp required”.

- Two thick horizontal lines, between which the following wording should appear: “REPLY PAID/ REPONSE PAYÉE SVERIGE/SWEDEN/SUÈDE”.
- The name of the recipient and the postcode for the collection location should appear beneath the lower line.
- Mark “Prioritaire” in the top left-hand corner.
- Below “Prioritaire”, state the designation IBRS/ CCRI followed by your customer number.

Contact your sales representative or customer service for additional information about the design of the envelope.

## Dimensions and weight

For minimum and maximum weight and dimensions, see below.

### All countries

Maximum weight: 50 g

### Letters

Maximum dimensions: 162 x 235 mm

Minimum dimensions: 90 x 140 mm (flat surface)

### Cards

Maximum dimensions: 120 x 235 mm

Minimum dimensions: 90 x 140 mm

### **Delivery and collection**

Business Reply Mail items can be posted in letter boxes in all countries, and are delivered as First Class Mail.

Business Reply Mail items received can be collected from your chosen collection location.

### **Contents**

Business Reply Mail items may contain messages and printed matter.

### **Dangerous goods**

International Business Reply Mail letters may not contain dangerous goods.

For information about dangerous goods, see PostNord's General Terms and Conditions for Commercial Clients and Other Organizations (PAKN).

### **Payment**

The postage price is paid afterwards for Business Reply Mail items received as per the relevant price list. For details of prices, please see [postnord.se](http://postnord.se). Subscription charges are paid per subscription and calendar year. Where a subscription is held for Domestic Business Reply Mail, no additional charge is payable.

You can apply at [postnord.se](http://postnord.se) or via customer service.

### **Environmentally-certified distribution**

PostNord is, since 1999, certified in accordance to ISO 14001, and we are constantly strive to reduce environmental impact.

### **General terms and conditions**

For customers paying on invoice or customers with agreements, PostNord's General Terms and Conditions for Commercial Clients and Other Organizations (PAKN) apply.

These terms and conditions can be obtained from [postnord.se](http://postnord.se) or via customer service.

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**PostNord Sverige AB**  
Customer service

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[postnord.se](http://postnord.se)