

5.4 BUSINESS REPLY SERVICE

DESCRIPTION

Under this service a person who wishes to obtain a reply from a client without putting him to the expense of paying postage, may enclose in his communication an unstamped reply card, letter card, envelope, folder or gummed label of the special design shown below. He may also incorporate in his advertisements in newspapers and other publications a special design to be used as an address label when affixed to an envelope or card. The client can post the card, etc. in the ordinary way, but without a stamp; and the addressee will pay the charges on all the replies he receives.

CONDITIONS

Licence

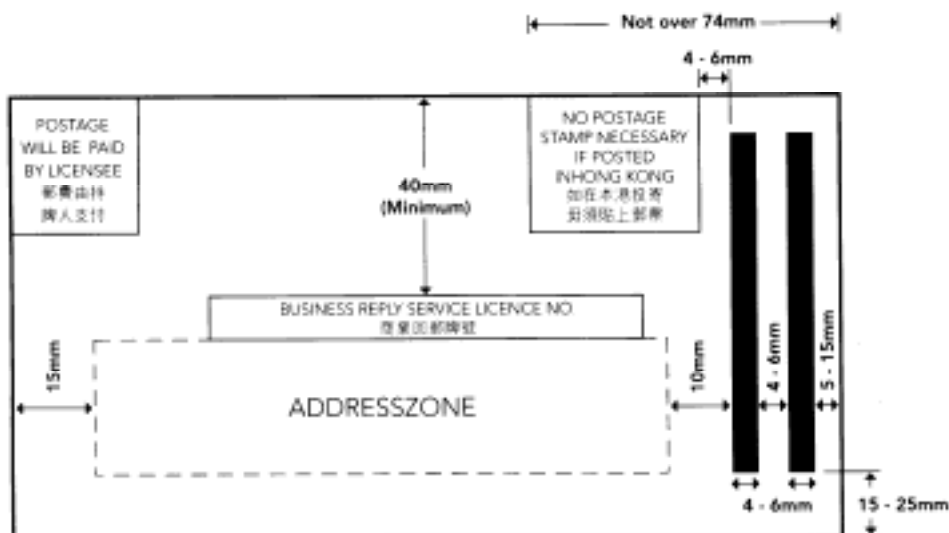
Before any person uses business reply cards, etc., a licence must be obtained from the Postmaster General.

Fee

In addition to the normal postage rate a fee of \$0.5 is charged for each item delivered.

Design of cards and so on

Complete printed proofs of the cards, etc. conforming to the following design and regulations must be forwarded to the Postmaster General for approval. Post Office approval is required not only for initial supply but also for subsequent supplies where the layout differs in any way from the original supply.



1. The design must not be less than 140 mm long and 90 mm wide.
2. The name and full postal address of the licensee must be printed in types of the same size and parallel to the length below the panel containing the licence number.

3. A space of not less than 40 mm must be left between the top edge and the top of the licence number panel; the space of at least 15 mm from the bottom and left-hand edge of the envelope should be left clear.
4. The words *No postage stamp necessary if posted in Hong Kong* must be printed on the top right-hand side near the two vertical lines.
5. The words *Postage will be paid by Licensee* must be printed in the top left-hand corner. The name of the licensee may be used instead of the word *Licensee*.
6. There must be two wide vertical lines conforming to the following conditions near the right-hand edge :

SIZE AND LOCATION OF THE VERTICAL LINES	MINIMUM (mm)	MAXIMUM (mm)
(a) Distance between the first line and the right-hand edge	5	15
(b) Distance between the two vertical lines	4	6
(c) Width of the vertical lines	4	6
(d) Distance between the address and the nearest vertical bar on the right	10	-
(e) Distance between the bottom end of the vertical lines and the bottom edge	15	25
(f) Distance between the top end of the vertical lines and the top edge	5	10
(g) Distance between the top right-hand box with words <i>No Postage Stamp Necessary if posted in Hong Kong</i> and the nearest vertical bar on the right	4	6

7. The design including the vertical lines and address should preferably be printed in black but any deep colour (e.g. dark brown and dark blue), except red, orange, green or yellow, will be accepted; black vertical bars printed on a light-coloured background will also be accepted provided that the printed contrast signal is not less than 80%. See also 'Colour' in *Embarrassing Packets* under PROHIBITION in Section 6.
8. Nothing other than the design, licence number and address may appear on the address side.
9. Cards must not be less than 0.25 mm thick.
10. Paper for a letter, folder or envelope must not be light blue in colour.
11. Labels must be printed on paper which will readily take an adhesive substance and which will allow the label to be securely pasted down.
12. The address must be arranged in correct sequence (see METHOD OF ADDRESSING in Section 6). Reference numbers and extraneous information, such as, "For the attention of" etc. should not be placed below or within the last four lines of the address.

13. The recommended character size and pitch of the address lines are as follows :
- Height : 2.80 mm – 5 mm
 - Width : 2 mm – 3.50 mm
 - Pitch : 4 characters per cm constant pitch.

Miscellaneous conditions

In other respects business reply cards, etc., will be subject to the general regulations relating to the local letter, except that they cannot be redirected after delivery at the business reply address, and, if re-transmitted, must be enclosed in a cover and postage prepaid. Business Reply correspondence may be redirected by the Post Office under special conditions. Business Reply envelopes and cards cannot be registered, insured or marked for express delivery. If they are tendered for registration, insurance or marked for express delivery, they will be treated as ordinary postal items and charged the normal postage plus the appropriate registration fee etc.

The official redirection of Business Reply items will be undertaken for a maximum period of three months.

Where the charges for Business Reply items exceed \$100 per delivery, the licensee will be required to collect the items and pay the charges at the designated post office.