Business Reply Mail™ (BRM)

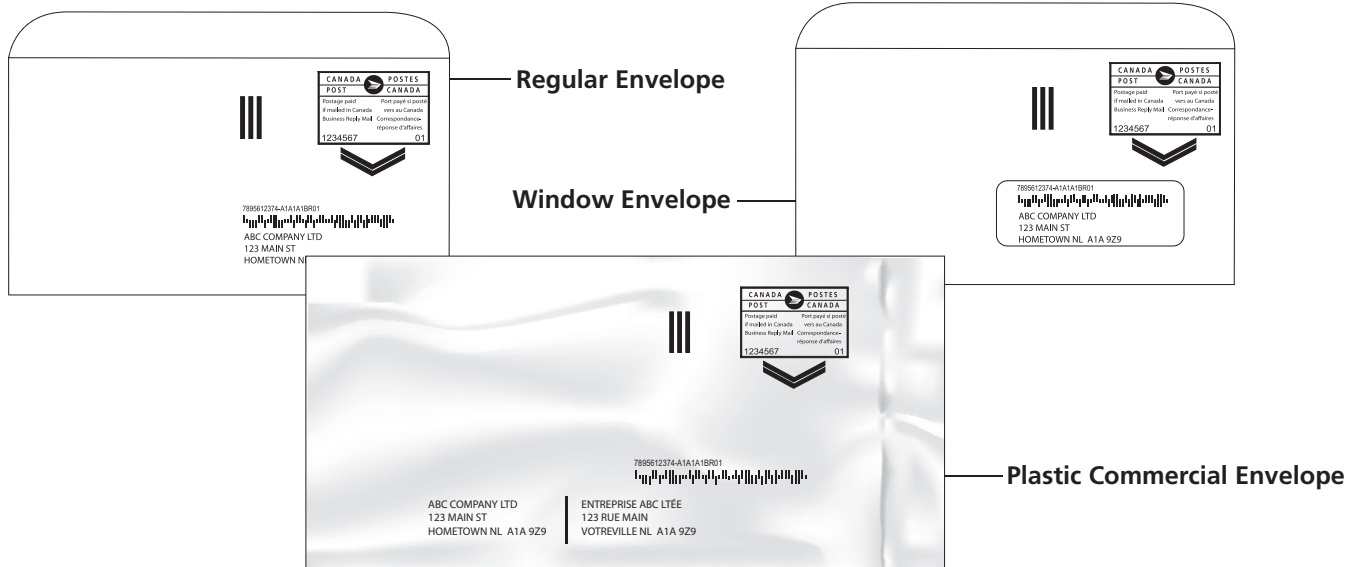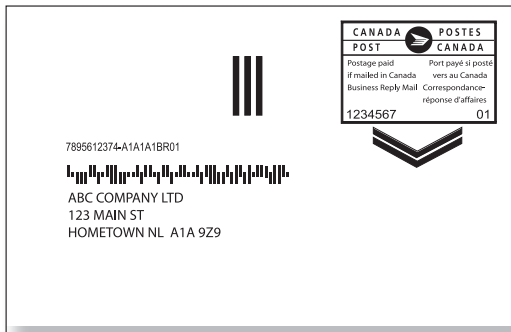Canada Post / Postes Canada

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1 Domestic BRM Envelope

1.1 Envelopes and Cards for Domestic Business Reply Mail

The Business Reply Mail™ (BRM) envelope provides a secure way for your clients to send orders, information or payments – to you.

Regular Envelope

Window Envelope

Plastic Commercial Envelope

1.2 Domestic BRM Card

The Business Reply Mail (BRM) card provides an economical way to obtain new subscriptions, requests for information, or sales leads.
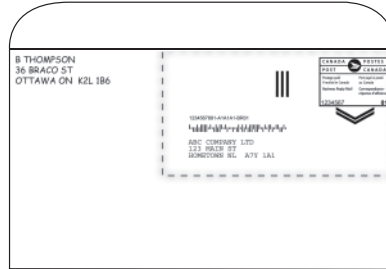
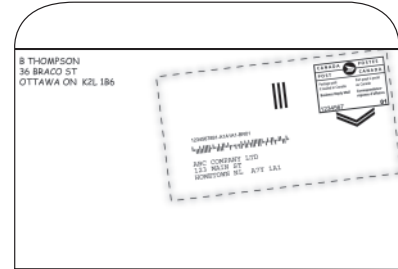Access the Business Reply Mail Artwork Online tool at canadapost.ca/obc.

2 BRM eLabel

Add the convenient Business Reply Mail™ (BRM) eLabel response vehicle to your website for your clients who need to mail you back documents, orders, voided cheques.

Your client simply prints the BRM elabel on regular paper stock, cuts and carefully glues the outer edges of the elabel onto an envelope, encloses their response, drops the envelope into the mail – effectively creating a pre-addressed, postage-paid envelope.

Sample of BRM elabel

Sample of the BRM elabel correctly affixed to an envelope

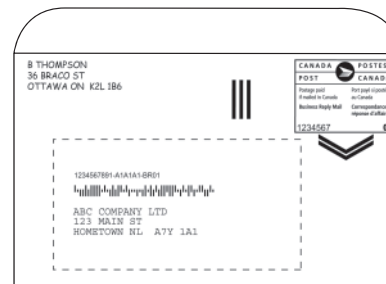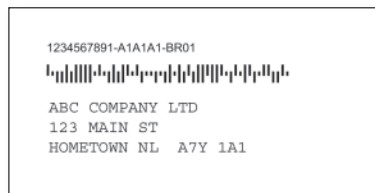Sample of an incorrectly applied BRM elabel

3 BRM Overlay Label

To avoid non-compliance surcharges, BRM cards or envelopes depicting the outdated 93-symbology barcode can be recycled by using the BRM overlay label.
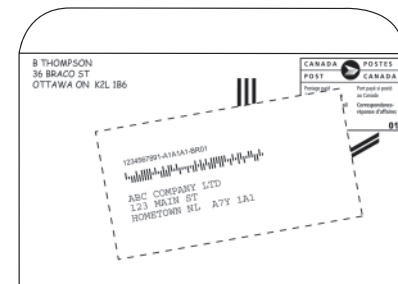
Simply contact the Customer Account Services group at cdmpublic@canadapost.ca to have a BRM overlay label created and electronically mailed to you.

You can then download and print the BRM overlay label to fit on a standard 50 mm x 100 mm (2 in. x 4 in.) Avery label, and stick the label over the 93-symbology barcode and BRM address. Ensure the BRM indicia, three bars and chevrons are not covered.

Sample of a BRM overlay label

Sample of correctly applied BRM overlay label on old stock

Sample of an incorrectly applied BRM overlay label on old stock

Artwork is not to scale.

For illustrations of all BRM artwork elements, refer to "Designing" module at canadapost.ca/brmguides. Access the Business Reply Mail Artwork Online tool at canadapost.ca/obc.