

Beefree Text Wrap Block

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Applies To: ☒ PoliteMail Online ☒ PMUA ☐ PoliteMail Desktop

Version: ☐ 4.9x ☐ 5.0 - 5.45 ☒ 5.50+



TEXT WRAP

Previously, to have text wrap around an image you needed to create a two-column row, one for the image and one for the text, with a one-column row of text under it.

The **Text Wrap** add-on for Beefree lets you place text alongside an image in PoliteMail email content. It provides a flexible layout option for templates that require image alignment and wrapped text!

Common uses include:

- Newsletter articles with an image aligned to the left or right of the introductory paragraph
- Executive communications with a headshot beside a message
- Product, service, or event highlights
- Branded template layouts that previously relied on image alignment and text wrapping in the COM add-in
- Multi-column email sections that combine images, text, and buttons

The block supports the same general editing actions available in the native image and paragraph components. You can add it to a layout, position it in a row, edit its content, and configure its image and text properties.

Add a Text Wrap Block

The Text Wrap block must be toggle that must be turned on in the Settings for it to display.

To add text that wraps around an image:

1. Open the email or template in the Beefree editor.
2. Add the **Text Wrap** block to the desired row or column.
3. Select or add an image.
4. Enter or edit the accompanying text.
5. Set the image position and layout options as needed.
6. Preview and test the message before sending.

You can add more than one Text Wrap block to the same row. You can also position other supported content blocks, such as buttons, alongside Text Wrap blocks to create more flexible layouts.

What to Know

- The Text Wrap block supports **PoliteMail images only**. This restriction exists because Beefree does not currently expose its image picker inside the Text Wrap content dialog. If an image exists only in Beefree, it may need to be manually transferred to the PoliteMail image library before it can be selected for a Text Wrap block.
- The Text Wrap feature supports both embedded and referenced images, depending on the applicable image settings. **Embedded images** are included directly in the email content (larger file size), while **Referenced images** are loaded from an image location when the recipient opens the email (smaller file size).
- You can edit the Text Wrap block directly in the editor or use its content dialog to modify the text displayed, change or reposition the image, apply basic formatting, add a caption, and more.
- Text Wrap blocks support image captions. Captions are included as standard HTML, which means they are compatible with PoliteMail multi-language translation workflows, but caption alignment and font-size controls are not currently available.

Rendering in Email Clients

The Text Wrap add-on is designed to render in both modern email clients and classic Outlook.

Email client type	Rendering approach
Modern email clients	CSS-based text wrapping and image layout
Classic Outlook (desktop)	VML-based rendering support

PoliteMail serializes the Text Wrap content server-side to create the appropriate output for each client type. The VML implementation is especially important for classic Outlook, where standard CSS support is limited.

Image with wrapping text

The wrapping text is edited directly in the editor, like any paragraph. This dialog only sets the image.

Image source

Image URL PoliteMail images

Search images

test.png Play.png 462-4621439_sn... 462-4621439_sn... download(1).png gaston-abascal... gaston-abascal... Screenshot_202... mehdi-el-marou... 200.gif 1738069707385...

Show all 24

Upload an image

Selected image

Select an image to preview it here.

Layout

Image alignment

Left Right Auto width

Image width (px)

240

Image rounded corners (px)

0

Image details

Alternative text

Image title

Caption

Sits below the image in small italics. Leave it empty for no caption. You can edit the text in the editor afterwards.

Image padding (px)

20

More options

Action

Image link

https://

PoliteMail Content

Cancel Insert

Because Outlook desktop has unique rendering behavior, test messages in the Outlook versions used by your audience before relying on advanced layouts in a large send.

Image Widths

Outlook desktop has historically presented challenges with auto-width image behavior. The VML-based implementation may improve rendering in these cases, but auto-width and fixed-width configurations should be reviewed carefully!

Best Practices

- Use clear, appropriately sized images that remain recognizable when displayed beside text.
- Avoid relying on complex wrapping behavior for critical compliance or action-oriented content unless it has been thoroughly tested in the target email clients.
- Use fixed image widths when predictable Outlook desktop rendering is more important than responsive sizing.
- Test rounded corners and auto-width images in Outlook desktop before reusing a layout in a production template.
- Keep captions brief and use the available formatting controls consistently.
- Confirm that required images are available in the PoliteMail image library before building a Text Wrap layout.
- Preview desktop and mobile rendering before sending.