

Guidelines for loose inserts

In order to avoid deadline problems and extra costs, we ask that you observe the following guidelines for the production of inserts.

Guidelines for the product

Format

- The minimum format is DIN A6 (105 x 148 mm).
- The maximum format is as defined in the applicable specifications. The format of third-party inserts must be significantly smaller than the product format. The insert can be folded if necessary.

Single sheets

- The paper weight of single DIN A6 sheets must not be less than 170 g/m².
- Single sheets with formats larger than DIN A6 to DIN A4 must have a paper weight not less than 120 g/m².

Multiple-page supplements

- Inserts in the maximum format in each case must have a minimum of 8 pages. If there are fewer pages (4 or 6 pages), a paper weight not less than 120 g/m² is required, or these inserts must be folded again.

Weight

- The weight of an insert should not exceed 50 g/copy. Higher weights will require further consultation.

Samples

- To ensure that the insertion process proceeds smoothly, the submission of samples in advance (three if possible) is advisable.

Processing guidelines

Types of folding

- Folded inserts must be prepared with cross break, wrap-around or middle folding. Concertina or double/inside gate folds may cause serious problems and are therefore to be avoided.
- Inserts with multiple pages must have a lengthwise fold (along the gutter).

Trimming

- All inserts must be cut at right angles and to the same size.
- Inserts or supplements must be devoid of incomplete cuts or unseparated pages caused by the use of a dull blade.



Products to be affixed
(e. g., postcards)

- Postcards to be included with inserts must always be affixed inside the inserts. They must be affixed flush with the fold and aligned with the top or bottom of the insert.
- Only strip gluing – never spot gluing – is to be applied.
- Inserts with products affixed on the outside by prior agreement.
- Inserts with special formats or merchandise samples cannot be processed by machine without prior technical review by us.

Spine wire stitching

- Spine wire stitching should be avoided whenever possible. If it is used, the wire gauge must not exceed the thickness of the spine of the insert.
- Thin inserts should always be produced with spine or fold gluing.

Guidelines for packaging and transport

Condition on delivery

- The type and form of inserts delivered to us must be such as to allow immediate and flawless machine processing without the need for additional, manual preparation.
- Inserts in which insufficiently dried ink has caused pages to stick together, which have a strong electrostatic charge, or which have become damp cannot be processed.
- Inserts with bent-over corners (dog ears) or edges, crease folds or displaced spines also cannot be processed.
- Tip-ins and inserts of minimal size must not be interleaved within a layer. Each layer (grip height: 15 – 20 cm) must be provided with an intermediate base 2 mm thick.

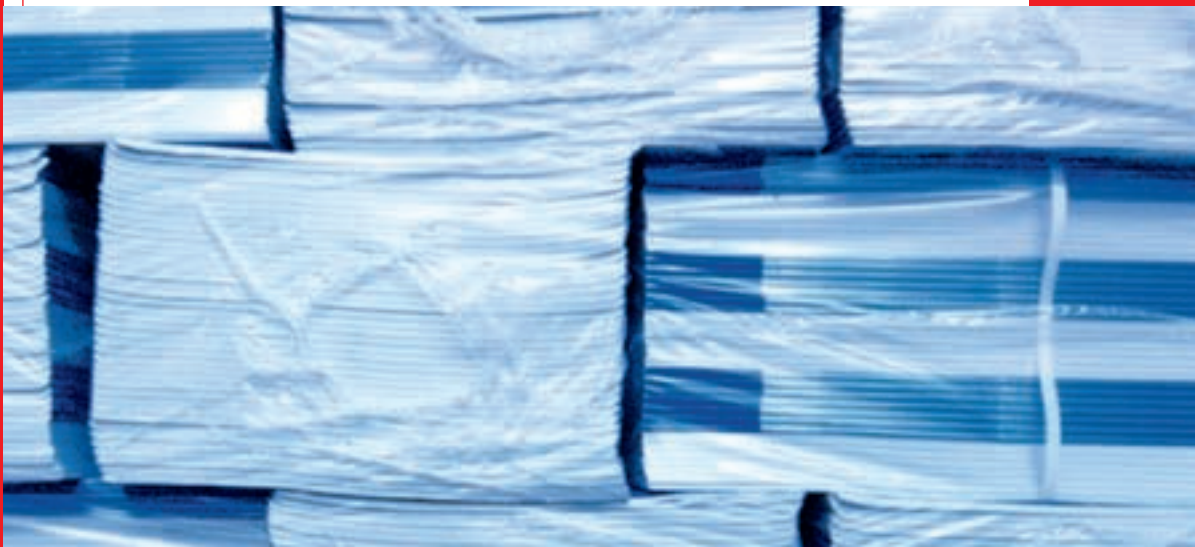


Layers

- The non-interleaved, straight-edged layers should be from 80 to 100 mm high so that they can be grasped by hand.
- The layers must not be so thin as to make pre-sorting necessary.
- Tying up or wrapping individual layers is neither desired nor useful.

Palletization

- The inserts must be stacked cleanly on stable reusable pallets.
- The inserts should be protected against possible transport damage (mechanical stress) and, if necessary, against moisture.
- To prevent the absorption of moisture and protect the layers from dirt, the pallet base must be covered with a sturdy sheet of cardboard.
- If necessary, the layers can be prevented from sagging or bending with a sturdy sheet of cardboard between the layers. This will give the stack greater firmness and stability at the same time.
- If the pallet stack is strapped or enclosed in protective wrapping, care must be taken to ensure that the edges of the inserts are not damaged or bent.
- Each pallet must be clearly and visibly marked with a pallet card that corresponds to the delivery note and lists the contents and quantities.





Use of packing materials

Guidelines for the use of materials

- Packaging should be limited to the minimum necessary for the purpose.
- Pallets and load boards should be reusable.

Use of recyclable packaging materials

- Pallet straps should be made of steel.
- Plastic materials must be made of polyethylene.
- Cardboard packaging materials must be recyclable.
- Composite materials may not be used for packaging.

Accompanying documents

Guidelines for handling

The delivery note and pallet labeling (pallet cards) must include the following information:

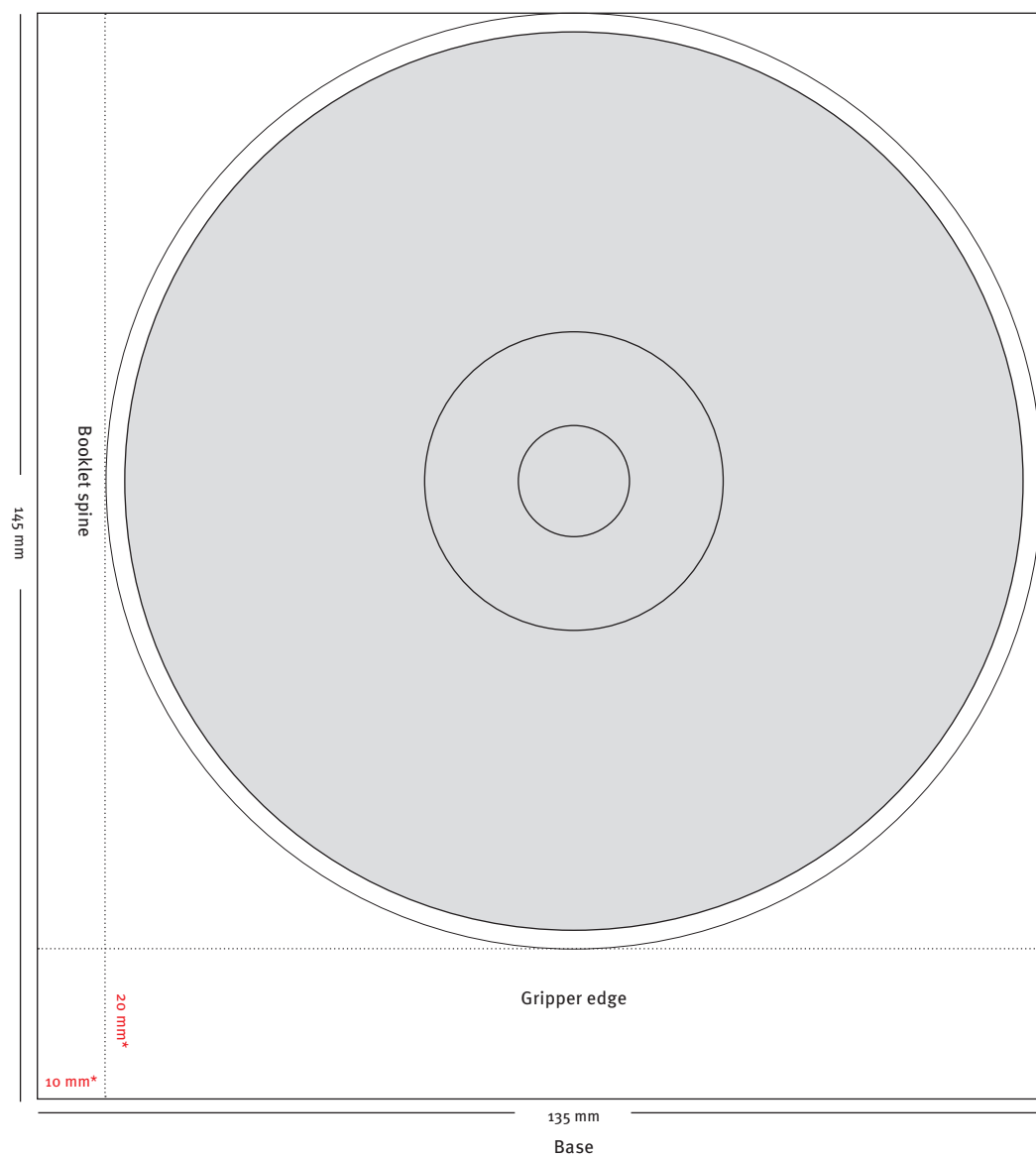
- The publisher's job number.
- The object to be inserted and the issue in which it is to be inserted.
- The insertion or publication date.
- The customer ordering the insert
- Insert title or the item number or subject thereof
- Sender and recipient
- The number of pallets
- The total number of inserts delivered
- The number of inserts per pallet
- Type: loose insert | bound inserts | tip-ins

Also required:

- The same text on the delivery note as on the pallet card.
- Space for notes.



CD processing



20 mm* = gripper edge for the card gluer/saddle stitcher and perfect binder.

A 20 mm gripper edge is essential for reliable production. The risk of damage to the CD cannot be avoided if there is no gripper edge.

Further problems may arise due to card gluer malfunctions when the CD is pulled off.

10 mm** = additional edge for the perfect binding.

As the spine is being processed, a stopper could cause the CD to slide into the booklet spine and destroy the perfect binder's milling apparatus.

