

Standards for *Inserts* **Saddle Stitching**

This standard specification describes the general production requirements for inserts within the framework of the magazine's production schedule. In some cases it may be necessary to adjust these requirements due to schedule and technical constraints.

Furthermore, there are included production options for a whole host of different designs. It is a requirement that for each and every insert a check takes place to ensure that the technical and schedule requirements are met and that customer and printer are in agreement as to the conditions for production.

For tipped-on envelopes, Flyers (folded or otherwise) and product samples dummies are a necessity. For all other standard inserts the checking of dummies is recommended.

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Loose Inserts

Minimum size (WxH): 105 x 148 mm (Postcard)

Maximum size:(WxH):247 x 314 mm

Height: trimmed height of magazine –20 mm

Width: trimmed width of magazine –20 mm

Thickness of a loose insert: max. 1 mm

The total thickness of all inserts should not exceed 30% of main product thickness.

Size

Paper Grammage:	2 pages	minimum	115 gsm
	4 pages	minimum	80 gsm
	6 pages	minimum	70 gsm
	8 pages	minimum	60 gsm
	over 8 pages	minimum	55 gsm

Grammage

Weight of a loose insert : maximum of 35 g

The weight of all inserts should not exceed 70 g

Binders Overs

Binders Overs per insert version:	up to 500,000 copies:	2 %
	over 500,000 copies:	1 %

The quantity per insert version must be at least 50,000 copies.

Coverage

Loose inserts should be rectangular and flat. They are inserted with the closed edge parallel to the spine of the magazine.

Technical Spec.

Loose inserts with more than 4 pages should be held together by either being stitched, folded or glued. Inserts open on all sides cannot be processed e.g. concertina folds.

Postcards should be glued on to the inner-side of the insert. Postcards glued onto the outside of the insert should be well glued on the closed side of the insert along the full height. The distance between the edge of the postcard and the glue-line should not exceed 10 mm. Outer stapled on inserts which are not lying in the binding edge, cannot be processed

Loose Inserts with die-cutouts, irregular geometry, plastic-wrapping or any product samples are outside of the standard specification and samples must be sent to Prinovis for confirmation and test.

Special Cases

Bound-in Inserts

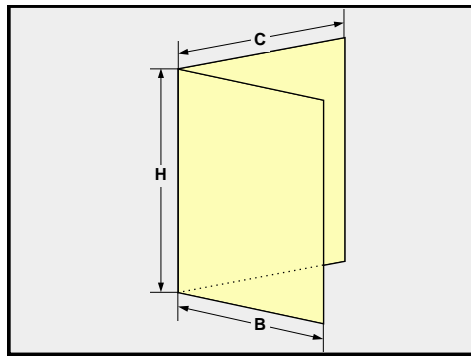
Bound-in Inserts are stitched into the magazine and are trimmed together with it. In essence all bound-in Inserts should be supplied with a trim edge of 3 mm and a binders lap in the back half of the magazine of 10 mm (after fold). Formats larger than the untrimmed size of the magazine cannot be processed. The sizes shown below apply to magazines running on the head.

General

Sizes and Grammages

In Magazine Format

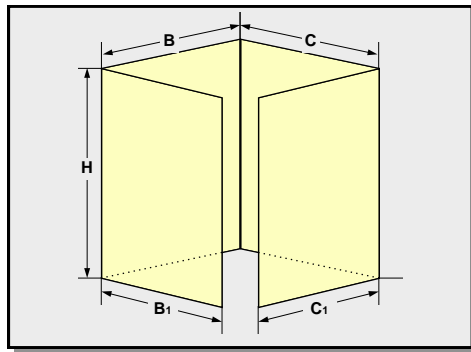
H:	untrimmed height of magazine
B:	untrimmed width of magazine
C:	$B + 10$ mm binders lap in the back half of the magazine



Min. paper grammages:

Pages	Paper-grammage
4	100 gsm
8	70 gsm
12	65 gsm
From 16	56 gsm

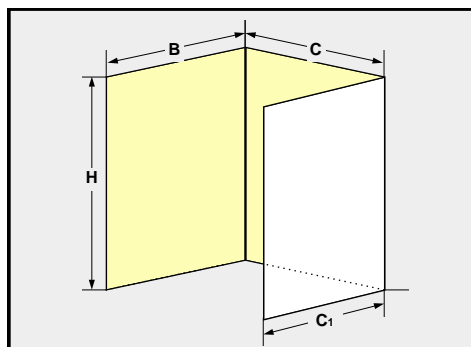
H:	untrimmed height of magazine
B:	trimmed width of magazine – 18 mm
B1:	$B - 2$ mm
C:	trimmed width of magazine – 8 mm
C1:	$C - 2$ mm



Min. paper grammages:

Pages	Paper-grammage
8	100 gsm

H:	untrimmed height of magazine
B:	$C - 10$ mm
C:	trimmed width of magazine – 3 mm
C1:	$C - 2$ mm



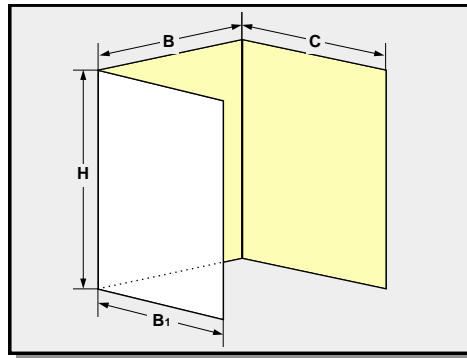
Min. paper grammages:

Pages	Paper-grammage
6	100 gsm

Gatefold

6 page stitch-in with flap at the rear

H : untrimmed height of magazine
 B : trimmed width of magazine – 3 mm
 C : untrimmed width of magazine without a binders lap
 B1: B – 2 mm

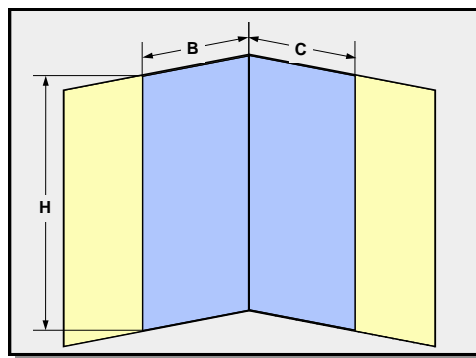


6 page stitch-in with flap at the front

Min. paper-grammage:

Pages	Paper-grammage
6	100 gsm

H : Untrimmed height of magazine
 B : at least 100 mm.
 C : B + 10 mm

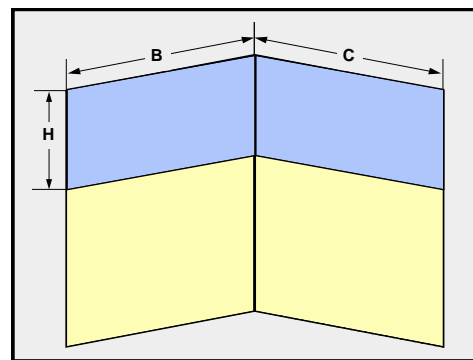


Stitch-in with reduced depth

Min. paper-grammage:

Pages	Paper-grammage
4	120 gsm
8	100 gsm

H at least 115 mm
 B : Untrimmed width of magazine
 C : B + 10 mm



Stitch-in with reduced height

Min. paper-grammage:

Pages	Paper-grammage
4	115 gsm
8	80 gsm
12	65 gsm
16 - 32	56 gsm

Cover flags lie within the head trim:

Minimum size for 4 pagecover flags

H: at least 115 mm
 B : 100/ 110 mm

Paper-grammage: 150 - 180 gsm

Cover flag

Bound-in inserts with a reduced height result in copies with different thickness at the spine.

Technical Details

The total thickness of bound-in inserts with a reduced height is a maximum of 2.5 mm. In any case the positioning and the composition of the tipped-on inserts has also to be considered. The addition of the thickness of a tipped-on insert and a bound-in insert lying above each other has to be maximum 2.5 mm.

Bound-in inserts – especially those placed in the centre of the magazine, and cover flags - with the paper grain parallel to the spine may split along this spine. For Inserts showing this problem the printer reserves the right, following consultation with the publisher, to withdraw this insert from production. To avoid this problem we recommend a “softening“ after printing.

Spine gluing or pre-stitching of inserts must be carried out to still enable stitching of the insert into the magazine to take place.

Other bound-in insert designs such as pre-stitched products, posters, pop-ups or inserts without a binder’s lap are outside of the standard. Part of these standards are also bound-in inserts, which are glued in the back or stapled and artificial centre of magazine in form of pre-binding and endsheet gluing. A test with at least 500 copies is necessary to check if they can be processed. If the processing is possible the expected reduction of the machine performance and the possible additional costs will be given.

Special cases

Tipped-on products

- A Postcards, individual sheets, envelopes with flap closed.
- B Double postcards and flyers up to 8 pages (spine to spine), credit cards, filled envelopes containing one sheet with flap closed or glued down.
- C Folded postcards, spine-glued flyers with up to 16 pages, filled envelopes containing numerous sheets with flap closed or glued down.
- D Flyers over 16 pages (spine to spine) with printer's approval, maximum one flyer per magazine.
- E Product samples with upto 5 ml. liquid filling, in aluminium sachet; (samples with over 5 ml. of contents following consultation).

Types of tip-on

Minimum size: (WxH) 55 x 85 mm (vertical credit card)
 (WxH) 85 x 55 mm (horizontal credit card)

Maximum size: (WxH) 150 x 200 mm for Flyers
 (WxH) 80 x 120 mm for product samples

max. bulk: 1 mm per tip-on

Weight: max. 10 g per tip-on

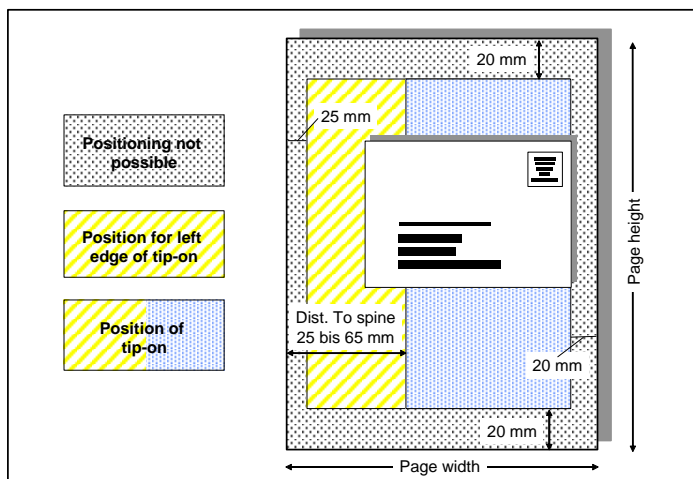
Paper-grammage: Postcards at least 135 gsm
 Single sheets at least 150 gsm
 Credit cards at least 170 gsm

Sizes & Weights

Tip-ons can be placed on a right hand page according to the diagram below. A positional guide is required by the printer prior to production start. The left hand edge of the tip-on is always parallel to the spine of the magazine.

Position

(The glue-line is only possible in the yellow marked field.)



Glueing tolerances: ± 1 cm to each side
 $\pm 5^\circ$ parallelism tolerance

The overs requirement for processing tip-ons depending on the type is 3%

Binders Overs

- Tip-ons should be rectangular and flat. The volume of the carrier section depends on weight and composition and should be at least 36 pages.
 - The sheet following the tipped-on inserts has to be full format.
 - Tip-ons of more than 1 sheet require a closed edge. This is then glued parallel to the edge of the section. Tip-ons open on all sides cannot be processed, e.g. Leporellos.
 - Tipped-on inserts, which are thicker than 1 mm, should only be placed on the upside or downside of the half of the page. If necessary the stacking and palletising norms has to be brought into line.
 - If several tipped-on inserts are overlapping the publisher and the printhouse have to coordinate the placement. If necessary the stacking norms and the norms of making palettes has to be brought into line.
 - Fluid product samples should be well sealed in aluminium sachets. (Seal weld width: 8 mm). A pressure test lasting 10 minutes under a pressure of 10 Kn must be passed by the sachet.
 - Gluing is carried with a hot melt glue (170 °C). The tip-on must be able to withstand this temperature for approx. 5 seconds.
 - Product samples containing pieces of metal, dangerous or perishable contents cannot be processed.
 - For booklets spine gluing is recommended. Stitching is only acceptable with very thin wire. The distance between the stitches must be at least 60 mm.
 - *It is fundamental that the Product samples and the CDs have to be delivered in a cardboard sleeve and approved in advance.*
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Technical Details

For all tip-ons, type B and C, we require samples in advance. For tip-ons of the types D and E we require a test run of some 500 samples. These samples should be the same as those to actually be processed.

Samples, Test-run

If stitched booklets are to be processed where the gap between the stitches is not at least 60 mm then a test run with 500 samples is necessary. These samples should be the same as those to actually be processed.

Tip-ons with a varnished surface require a test run to ascertain their durability.

Tip-ons with other sizes, weights and geometry's lie outside of these standards. They should be agreed between the publisher and printer on a case for case basis following the results of sample testing

Other Tip-ons

Pre-gluing requires agreement on the technical and schedule implications.

Pre-gluing

Packaging and loading safety

It is fundamental, that the magazine parcels/bundles are put on standard 1200 mm x 1000 mm (GKN) pallets. The use of other sorts of pallets is permissible only after agreement with the printer.

Packaging norms of pallets

The height of the package for the shrink wrap parcels has a minimum of 5 cm and a maximum of 25 cm. The height of packages of magazines, which are not packed, has to be agreed with the printer.

The total maximum weight of a standard pallet is 1200 kg and for a Euro pallet the maximum is 800 kg. These maximum weights cannot be exceeded.

For loading safety the using of stretch film is fundamental. Other sorts of packaging (cardboard, strapping) etc, are only allowed after agreement with the printer.

Loading safety

Note: Metal strapping will not be accepted

Standards for day-to-day working

The feasibility check for inserts is on the basis of an enquiry described by the form "Special insert enquiry". If the criteria for the "standards" are fulfilled then an individual check is not necessary. But if the total thickness of all bound-in inserts and of all tipped-on inserts exceeds 2.5 mm an agreement of publisher and printer is necessary.

Enquiry

The printer responds to each enquiry:

- Verbally within 3 working days
- In writing within 5 working days
- Following a test run within 10 working days

following receipt of the enquiry.

Publisher and printer ensure through punctual enquiries and checks, that the schedule for placing an order is not endangered:

Schedule

- for all special inserts apart from loose inserts up to the date at which the final pagination is decided.
- for all loose inserts 14 calendar days prior to distribution start.

The delivery of special inserts to the printer should, insofar as not otherwise agreed or productions with schedule implications are agreed, take place 2 to 3 calendar days prior to publication date.

Every delivery to the printer should be accompanied by a delivery note containing the following details:

Delivery papers

- | | |
|--|---|
| <ul style="list-style-type: none"> • Consignor • Magazine / Issue • Coverage (TV regions) • Name of insert • Identification;
e.g. Codenumbers | <ul style="list-style-type: none"> • Type: loose / bound-in / tip-ons • Quantity per pallet • Total quantity or quantity in part delivery • Quantity of pallets per identification number |
|--|---|

The use of the form "delivery note" (appendix page 13) speeds the procedure.

To avoid mix-ups every pallet should be accompanied with a pallet label containing the following information:

Identification

- | | |
|---|---|
| <ul style="list-style-type: none"> • Manufacturer • Magazine / Issue • Name of insert • Coverage (TV regions) • Identification;
e.g. Codenumbers | <ul style="list-style-type: none"> • Type: loose / bound-in / tip-ons • Quantity per pallet • Pallet identification no. • Quantity of pallets |
|---|---|

The packaging should reflect the requirements to enable safe transportation, efficient production and environmental aspects.

Packaging

The following packaging materials should be used

- Standard 1200mm x 1000mm GKN pallets
- Euro- Exchange pallets
- LDPE-Film, stretch film
- Paper

Palletisation

Pallets delivered to the printer must be able to be palletised:
 Length: up to 1200 mm; width: up to 1000 mm; maximum height: 1200 mm; maximum weight: 1000 kg (Standard) 800kg (Euro)
 All pallets should be protected against dampness and the loads should be stable.

The products within the pallet should be of a single version, square on the pallets and with only one turn throughout. It is fundamental that the package piles were put on the pallets with the back on the top. The grip-height for a parcel or a layer containing no turns should be at least 12 cm. If it is difficult to pile inserts up, a special packaging should be agreed with the printer.

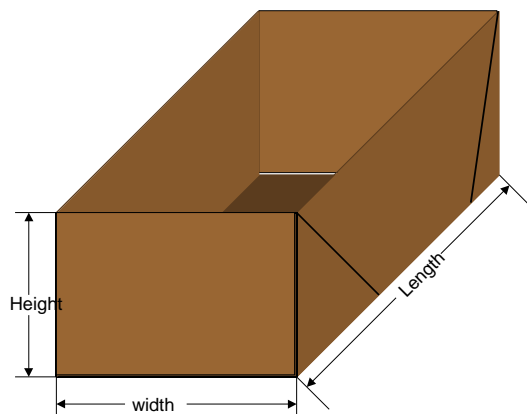
Boxes, banding, rubber bands or other packaging aids add to the difficulty of production and may incur additional cost.

Postcards, individual unfolded sheets as well as product samples should be placed on the pallet with the same orientation. Turns within the pile are not permitted.

For product samples standard magazine packing is required.

Sizes of the magazine cardboard box's inner-side:

- Length: = 380 mm; width = "Size of product" + 1 – 3 mm; Height = "Size of product" + 1- 3 mm.
- The flap is stucked on the outer-side
- All product samples have to have the same alignment.
- The edge of the product sample, which will be placed at the binding edge of the magazine, lies at the open side of the cardboard box.



Deliveries not being magazine packaged result in additional costs.

All inserts must be able to be separated by machine and be processed without repeated stoppages. To effect this they must not stick together e.g. by dampness, static charge, stray glue, die-cut deformation, edge or stray trim.

For technical reasons it is not unavoidable that a magazine may contain no insert, double inserts or the wrong insert. Up to a level of 2% at least 500 copies defective insertion does not constitute grounds for a quality complaint.

Coverage tolerances

If in the course of the production, difficulties are encountered which exceed those levels expected by experience or a test run and which were not obvious prior to production beginning, then possible delays in delivery are not the responsibility of the printer. The publisher has to be informed if any delays are expected. The inserts diminishing the output can be taken out of the production by the publisher or printer.

Problems during production

If there is a remaining stock over 20,000 copies left after the production, they will be stored for two weeks for collection and after that destroyed. A less amount of copies remaining will be destroyed at once.

Disposal of remaining quantities

Costs incurred for the disposal of remaining stocks of paper are to be taken by the printing company.

Costs incurred for the disposal of all other waste materials, especially special waste (product samples and composite materials) are to be taken by the publisher.

Delivery Note

For inserts in magazines

Consignor / Manufacturer:

Magazine / Issue:

Coverage (TV region):

Name of the Insert:

Identification / Codes:

Type of Insert:
(Bound-in), (loose Insert), (Tip-on, Product sample)

Total Quantity:

Delivery Quantity:

Number of pallets in the delivery: