

FORMATS AND INSERTS

All of the instructions in this guide are general instructions; we always discuss every printing job individually, giving consideration to the customer's needs, and we look for the most economical and best alternative for the product.

FORMATS

Formats vary almost limitlessly between A5 and A3.

INSERTS

These are general instructions. If the customer needs inserts that differ from these instructions, our sales representative will clarify different alternatives.

Printed matter can be inserted in four different ways:

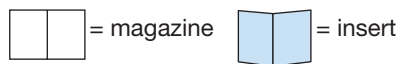
1. Glue drop inserting is suitable for thin and small inserts, such as subscription cards and light-weight sample bags.
2. Loose inserts work on larger, thick brochures with many pages.
3. If the insert is to be affixed as part of the printed product, it can be bound between the paper sheets or as a center spread.
4. 1. The most versatile way to add inserts is individual packaging, which allows different inserts to be added in the same package with the main product, either loose, inserted or glued into the magazine cover. At the same time, the magazines can be labeled with the Inkjet addresses and wrapped in bundles for mailing. Regional inserts are done by postal code regions. All of this can be done on one binding-inserting line.

PAPER RECOMMENDATIONS FOR INSERTS

Size	No. of pages	Area density
A6	2	170
A5	2	150
A4	4	130
A4	2	150
A4	4	115-130
A4	8-16	80
A4	32	60

The machine manufacturers guarantee 95% certainty in all possible insertions. In practice, it is almost 100%.

Diagram of brochures:

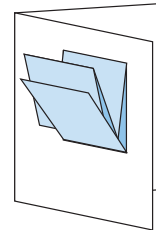


GLUE DROP INSERT (glue point insert)

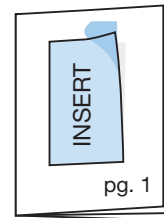
A glue drop insert is used when affixing a card or other light-weight insert on a certain page. The insert is glued with a light strip of adhesive and it can be removed with normal handling without damaging the print.

Certain kinds of inserts can be affixed to a specified place (on the first side of a sheet) on glue-bound products.

1. The minimum size of the insert is 60 x 80 mm and maximum size (with borders) 225 x 300 mm. The insert pages must be vertically 40 mm smaller than the pages of the main product.
2. The insert always goes on the first page of the printed sheet. Technically, a glue drop insert is affixed most securely to the first side of the second sheet.
3. The back of multi-page, glued inserts is either facing downwards or (with limitations) in the same direction as the back of the main product.
4. The maximum weight of the insert is 20 grams.
5. Usually, one magazine has one glue drop strip insert, but a separate agreement can be made to use two inserts.
6. The insert must be rectangular and flexible.
7. The glue drop insert is aligned with a precision of about 10 mm, which has to be taken into consideration when planning the product.
8. Faulty perforation, embossing or creasing slows down binding and even prevents adhesion.



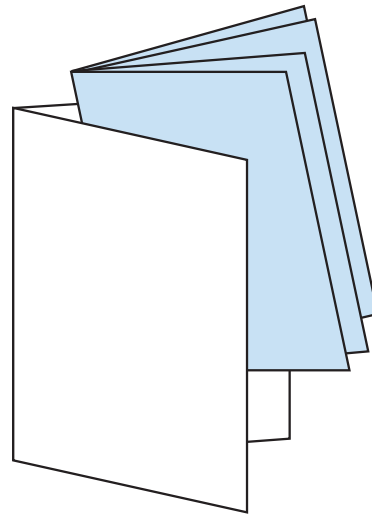
There can be 1-2 glue drop inserts in a magazine and they are glued on the first page of a printed sheet.



LOOSE INSERT

A loose insert is inserted into a finished magazine in a random space. It is also possible to put the insert between the front or back cover and the inside. Insertion is done directly on an insertion line. Loose inserts can be larger, heavier and thicker than glue bound inserts.

1. The minimum size of the insert is 105 x 148 mm. The maximum size is 5 mm smaller in height and width than the main product.
2. The insert is inserted inside the main product in a random space. The precision is usually 4-6 pages. By separate agreement, the cover of the product can be opened and the insert placed under it. If the magazine is put through the production line backwards, the insert can be put under the back cover.
3. A normal loose insert is a 2-page card or multi-paged, either folded or saddle-stitched printed product. If the insert has more than two pages, it must have a solid spine which is inserted first. The spine on an insert will be parallel to the spine of the main product.
4. 3-4 loose inserts in the online run of an offset press can be put into one magazine. It is possible to place 3 inserts if they are done in separate runs.
5. Inserts are normally placed in the same space. By a separate agreement, it is possible to place inserts in two different spaces.
6. The insert must be rectangular and flexible.
7. Faulty perforation, embossing or creasing slows down binding and even prevents the insertion process.



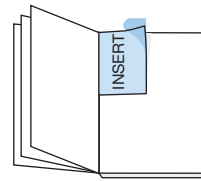
There can be 1-4 loose inserts per one magazine or newspaper.

BOUND INSERT (flap inserts, inserts as big as the product, inserts smaller than the product)

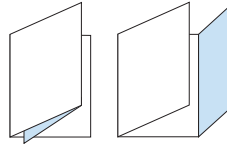
A bound insert is incorporated within a printed product when the product is stitched or glue bound.

1. The minimum size for the insert is 105 + mm gripper margin x 148 mm for saddle-stitched and 140 x 140 mm for glue-bound products and the maximum size is the size of the product. For A5, the height of the bound insert is the same as the height of the product.
2. In a saddle-stitched product, the insert can be placed on the cover, between the cover and the inside, between the pages or in a centerfold.
3. In a glued binding, a bound insert goes between the printed pages. In certain cases, the insert is placed between the front or back cover and the inside. Possible insert placements in glued binding are thus:
 - between pages 16-17, 32-33, 48-49, 64-65, and so on (16-page sheets)
 - between pages 24-25, 48-49, 72-73, 96-97, and so on (24-page sheets)
 - between pages 48-49, 96-97, 144-145, 192-193, and so on (48-page sheets)
4. Saddle-stitched and glue bound inserts must have as much cutting margin at the upper end as the main product has. Please check the right margin from your contact person. In a glue-bound product, the back of the insert requires another 5 mm for grinding.
5. If an insert is not to be cut at the leading or bottom edge, it must be 5 mm smaller vertically and horizontally than the clean-cut main product.
6. A bound insert is aligned before binding to the corner formed by the back and upper edge of an untrimmed magazine.
7. The untrimmed size of a glue-bound insert may not exceed the untrimmed size of the main product.
8. The insert must be rectangular and flexible.
9. Faulty perforation, embossing or creasing slows down binding and even prevents the insertion process.

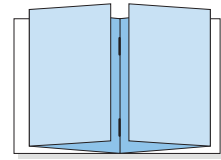
- Insert's
- minimum size 140 x 140 mm
 - maximum size untrimmed size of the main product



Bordered inserts



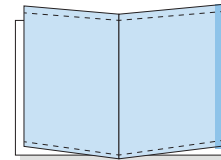
6-page insert



8-page insert

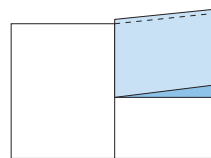
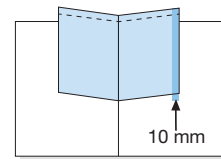
Insert size equal to product

Insert's maximum size is size of the magazine.

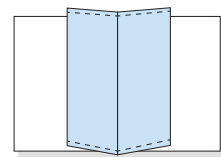


Insert smaller than product

Minimum size 115 x 148 mm



Horizontal insert

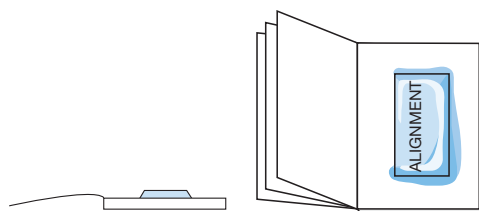


Vertical insert

INDIVIDUAL PACKAGING

In individual packaging, or plastic wrapping, a transparent, plastic film is folded around the printed product and sealed into a bag at the longitudinal seam and the ends. The plastic film can be printed beforehand. The main product can be affixed before the plastic wrapping and addressed (Ink-jet) after the wrapping.

1. Three different inserts are placed on the basic product.
The inserts can also be under the basic product, if it is placed underneath the other way around.
2. Alternatively, inserts which are normally put into one space are loose inserts. By a separate agreement, it is possible to place inserts in two different spaces.
3. Our plastic wrapping line is additionally equipped with a product sample station and a feed station for rigid inserts. The product sample and rigid insert (i.e. a CD) will be on top of/underneath the product and, by separate agreement, one of them can be affixed to the product with light adhesive.
4. The wrapping film can be clear, crisp polypropylene or a little cloudier, soft and durable polyethylene. A polyethylene film can also have holes so that air can better escape from the package.
The longitudinal seam is either on the product or under it, depending upon the production line or in which direction the product is fed.
5. A usual insert must be rectangular and flexible.
6. Faulty perforation, embossing or creasing slows down binding and even prevents the insertion process.
7. Contact us when planning your insertion/film-wrapping alternatives. Together we will evaluate successful production and we will do a test run if necessary.



SAMPLE BAGS AND PRODUCT INSERTS

Sample bags and product inserts can be incorporated as glue strip and loose inserts as well as individual wrapped. Mechanical insert feeding, however, has many limitations and factors which slow down production. In order to ensure mechanical production, it is always necessary to check in good time with the bindery about the insert's suitability to the machinery being used. It is of course possible to hand-feed, but this type of production is in a different class from mechanical production in terms of speed and cost.

1. Typical sample bags are shampoo, conditioner and lotion bags. There must only be a little filling in the bag (max 25% of the theoretical volume) and the maximum thickness 2 mm.
2. 1. The minimum bag size is 60 x 80 mm, the maximum size is 40 mm smaller than the magazine's height and width.
The maximum weight is 20 grams.
3. The sample bag must be upright, with seams about 5 mm wide and able to withstand the pressure from stacking.
4. If possible, the sample bag should be placed closer to the magazine's leading edge than to its spine. By separate agreement, it is possible to insert two samples, which cannot be placed at the same point in the magazine pages.
5. The sample bags must be delivered to the bindery bundled all in the same direction or arranged in boxes.
6. The combined total thickness of the final product in its entirety (= magazine, inserts, covering letters, samples) may be 20 mm at the most.
7. The bindery is not responsible for damages to the product or to the environment caused by breakage of the sample bags or product inserts.
8. Contact us when planning your sample bag or product insert. Together we will evaluate successful production and we will do a test run if necessary.

MAILING

Mailing is carried out after binding and affixation of inserts, either online or as a separate step. The mailing process comprises organizing the addresses, address labeling (Ink-jet) and bundling by postal code, preparation of bundles (= shrink-wrapping and/or cross-wrapping), pre-categorization by postal code and transport to the post office distribution center.

- 1.** A white or light printed area at least 20 mm high and the full width of the magazine must be left at the top of the magazine's back page for printing out the address. The address area can also be made differently by a separate agreement.
- 2.** The address material is edited in advance to suit the printing house's mailing equipment and is organized by postal code areas, according to the instructions provided by the post office. Determine the form specifications of the address file with the printer and deliver your address file for processing in good time.
- 3.** It is possible to deliver regional inserts by postal code areas.
- 4.** Inkjet ink sticks and dries in the printing house on the materials used, as well as on plastic film.
- 5.** The printer consults about the post office's different distribution times and alternatives. You can obtain more detailed information from Posti.

