

# Media Data



THE POWER OF PRINT

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## General Terms and Conditions of Delivery for tip-on inserts, bound-in inserts, product samples and free-standing inserts

### Delivery:

- The goods must be secured against damage / deformation.
- Free-standing inserts, tip-on inserts and product samples must not stick together.
- Envelopes, small leaflets and product samples must be palletised with a grip height of min. 100 mm. They must be stacked flat with no turns, without slackness, and be secured against slipping with inter-layer sheets and vertical separations.
- Tip-on and free-standing inserts may not be bound/tied together, and may have a maximum of one turn.
- Special products, such as productsamplers or gadgets, will require consultation with us about the proper packaging.
- The different inserts must be distinctly separated by sort and visibly labelled so as to prevent mistakes and confusions.
- Any cost arising from a defective delivery will be charged.
- At least 5 samples have to be sent to the attention of Mr Notwotny 14 days prior to the insertion.

### Delivery dockets:

- The information given on the delivery note must match that of the pallet identification.
- Versions/sorts, as well as the quantity and the pallets' number must be stated.
- Customs clearance fees are at the expense of the importer.

### Palletisation:

- Euro-pallets are to be used.
- The pallet's packaging must prevent sliding, gliding or damage to the content.
- The pallet's packaging must provide sufficient protection against ingress of moisture from outside.
- The pallets must show labels on at least two sides (frontal).

### The pallet's labels must show the following information:

- a) Precise identification of the support product
- b) Dispatch date
- c) Type of insertion (free-standing inserts, bound-in inserts or tip-on inserts)
- d) Language / Version identification
- e) Individual pallet quantity
- f) Total supplied quantity and total number of pallets
- g) Sender and consignee
- h) Internally order number of Stark - please ask for it.

## Delivery conditions and specifications for bound-in inserts

### Delivery:

- Clean delivery without damage / deformation of the pallets or the sheet.
- Cardboard inter-layer sheet between each layer.
- Bound-in inserts must not be packed in cardboard boxes or in sleeves.
- Bound-in inserts may be turned max. once and must not be bound/tied with plastic straps as gliding protection.
- The height of the tiers should be between 80 and 100 mm.
- 5 samples have to be sent to the attention of Mr Notwozny 8 days prior to the delivery.
- The different inserts must be distinctly separated by sort and visibly labelled so as to prevent mistakes and confusions.
- The goods must have been received by Stark Druck at least 5 days prior to the insertion.
- Any cost arising from a defective delivery or deficient processibility will be charged according to expenditure.

### Specific instructions for bound-in inserts:

- Bound-in inserts must be closed at the lay-on side (head or foot), or must show a gripper fold of 10 mm +/-2.
- The bound-in inserts must have no format or die-cut variations.
- If the angles of the bound-in inserts are not equal, the length ratio must not be less than 3:2.
- The following must be observed when delivering in cardboard sleeves:
  - The gripper margin must lie at the bottom and must not exceed 5 mm.
  - The gripper margin must not be damaged or crumpled.
  - The height should not be less than 95 mm and not exceed the format of the support product.
- The min. width is 110 mm and can be full size.
- Consultation with us is required prior to approval for overlapping inserts.

### Specific instructions for bound-in inserts with double gate fold:

- Flaps smaller than 148 mm or with a distance to the spine larger than 5 mm must be glued at head or foot.
- The width must be min. 3 mm less than the one of the support product.
- The displacement due to the compression of the product thickness must be considered.
- If placed in the middle of the supported product, the gate fold pages have to be 5 mm shorter in width.

### Number of pages and grammage

4 pages bound-in insert:	min. 100 gsm	
8 pages bound-in insert:	min. 70 gsm	
12 pages bound-in insert:	min. 65 gsm	(can be processed only in the real centre of support product)
16 ... 72 pages bound insert:	< 56 gsm	

## Delivery conditions and specifications for tip-on inserts

### Delivery:

- Clean delivery without damage / deformation of the pallets or the sheet.
- Cardboard inter-layer sheet between each layer.
- Tip-on inserts must not be packed in cardboard boxes or in sleeves.
- Tip-on inserts may be turned max. once and must not be bound/tied with plastic straps as gliding protection.
- The height of the tiers should be between 80 and 100 mm.
- Delivery at least 5 days prior to the insertion
- 5 samples have to be sent to the attention of Mr Notwojny 14 days prior to delivery.
- The different inserts must be distinctly separated by sort and visibly labelled so as to prevent mistakes and confusions.
- Any cost arising from a defective delivery or deficient processibility will be charged according to expenditure.

### Specific instructions for tip-on inserts:

- The format of tip-on inserts must not be less than 85 x 55 mm / 55 x 85 mm.
- The format of tip-on inserts must not exceed the maximum size of 150 x 200 mm.
- Minimal grammage for single sheets is 150 gsm.
- The maximal thickness of the tip-on insert is 4 mm, so as not to exceed a weight of 52 gr.  
Consultation with us is required prior to approval for tip-on inserts outside of these specifications.
- The closed edge of the tip-on insert (spine) will be glued parallel to the spine of the support product.
- The maximal distance from tip-on insert to spine is 80 mm.
- The minimal distance from tip-on insert to spine is 15 mm.
- Tip-on inserts must be shorter than the support product 15 mm on each side.

Important note! With a placement head first, tip-on inserts and booklets can be glued in-line only on the right side in the front half of the support product. With a placement foot first, tip-on inserts and booklets can be glued in-line only on the left side in the back half of the support product. In this case, the cover page will be upside down.

### Product samples:

- prior inspection is required and a feasibility assessment must be issued.

### Nature and quality of the tip-on inserts:

- The tip-on insert must not be composed of stacked single sheets. It can be glued or stapled.
- Product samples / tip-on inserts must not stick together, neither because of the printing ink or the electrostatic charge, nor because of the die-cut and the perforations.
- CDs can only be processed if non-gliding and individually packed so as to prevent slip-out.
- Tip-on inserts must not show rumpled corners or edges, wrinkles or misplaced spine.
- Envelopes can only be processed if delivered in special cardboard boxes.
- Perforations of tip-on inserts parallel to the spine must be 30 mm from the spine.

### Glueing tolerances:

Parallelism: Tip-on inserts: +/- 3°    Product samples: +/- 5°  
Edges: Tip-on inserts: +/- 5 mm    Product samples: +/- 10 mm

## Delivery conditions and specifications for free-standing inserts

### Delivery:

- Clean delivery without damage / deformation of the pallets or the sheet.
- Cardboard inter-layer sheet between each layer.
- Tip-on inserts must not be packed in cardboard boxes or in sleeves.
- Tip-on inserts may be turned max. once and must not be bound/tied with plastic straps as gliding protection.
- The height of the tiers should be between 80 and 100 mm.
- 5 samples have to be sent to the attention of Mr Notwotny 8 days prior to the delivery.
- The different inserts must be distinctly separated by sort and visibly labelled so as to prevent mistakes and confusions.
- The goods must have been received by Stark Druck at least 5 days prior to the insert delivery date.
- Any cost arising from a defective delivery or deficient processibility will be charged according to expenditure.

### Specific instructions for free-standing inserts:

- Free-standing inserts can be folded, stapled, glued or single sheet.
- However, they must show a closed edge.
- The format of the free-standing insert must not be less than the minimal format 90 x 90 mm.
- The maximal format is 265 x 350 mm, being though at most 30 mm bigger than the format of the main support product.
- The maximal thickness of the free-standing insert is 72 pages.
- Free-standing inserts can only be deposited on the closed side (spine ahead).
- The sides of the free-standing insert must be 15 mm shorter than the support product.
- At most 4 free-standing inserts can be inserted.

### Number of pages and grammage

Postcards / single sheet	min. 135 gsm
4 pages:	min. 70 gsm
12 pages:	min. 56 gsm
16 ... 72 pages:	min. < 56 gsm

For a main product > 260 pages, the free-standing insert must have min. 32 pages.

## Product specific instructions

### Free-standing inserts:

- **Free-standing insert sizes:**  
min. 105 x 148 mm; max. 195 x 260 mm.
- **Bound-in insert sizes:**  
min. 190 x 250 mm; max. 290 x 380 mm.
- The height of each page of the free-standing insert must be min. 15 mm shorter than the main product and 15 mm shorter on each side.
- **Paper grammage:**  
2 pages min. 150 gsm  
4 - 6 pages min. 90 gsm  
8 - 24 pages min. 60 gsm
- The maximal thickness of the free-standing insert must not exceed 2 mm. Prior approval required for thicker free-standing inserts.
- Free-standing inserts must not be turned; the grip height shall be between 80 and 100 mm.
- Processing of free-standing inserts in landscape format only after prior examination.

### Tip-on inserts:

- The tip-on insert must not be composed of stacked single sheets. It can be glued or stapled.
- Envelopes can only be processed if delivered in special cardboard boxes.
- The closed edge of the tip-on insert (spine) will be glued parallel to the spine of the support product.
- The maximal distance from tip-on insert to spine is 100 mm.
- Tip-on inserts must be shorter than the support product 15 mm on each side.

The format of tip-on inserts must not be less than 85 x 55 mm / 55 x 85 mm.

The maximum size is 150 x 200 mm.

- **Cards / booklets:**
  - Single sheets / postcards: min. 150 gsm
    - up to 15 g → min. 16 pages / min. 56 gsm (closed at the head)
    - from 16 g to 29 g → min. 24 pages / min. 56 gsm (closed at the head)
    - from 30 g to 49 g → min. 32 pages / min. 56 gsm (closed at the head)
    - as from 50 g → upon request with sample and test (risk of sliding from the saddle)
- Max. thickness 2.5 mm (or upon request)

## Product specific instructions

### - Sachets / Product samples:

- up to 10 g → min. 16 pages / min. 56 gsm (closed at the head)
- from 11 g to 16 g → min. 24 pages / min. 56 gsm (closed at the head)
- from 17 g to 29 g → min. 32 pages / min. 56 gsm (closed at the head)
- as from 30 g → upon request with sample and test

Max. thickness 2.5 mm (or upon request)

(whereby the biggest thickness must cover 75% of the surface)

### - CDs / Double CDs

- Upon request with sample and test
- (paper or cardboard packaging feasible)

### Glueing tolerances:

#### Cardboard / Booklet:

Edges +/- 5 mm  
Parallelism: +/- 3°

#### Product sample / Sachet:

Edges +/- 10 mm  
Parallelism: +/- 5°

#### MemoStick:

Edges +/- 5 mm  
Parallelism: +/- 3°

### Bound-in inserts:

#### - Position:

In the centre of the support product, at head or foot, other positioning on request.

#### - Format:

min. 105 x 148 mm + head trim edge

max. size is the support product's format + head, foot, and sides trim edges

#### - Requirements:

Head or foot closed, 10 mm gripper margin at the rear.

min. 80 - 120 mm per stack, not banded nor bundled;

No turn, if smaller than support product's format, 2 pages trimmed to final format.

#### - Grammage:

4 pages, min. 100 gsm, greater number of pages min. 56 gsm or upon request.

- Bound-in inserts with double gate fold only upon request. (at least 5 samples to the attention of Mr Nowotny).

## General Terms and Conditions of Delivery for tip-on inserts, bound-in inserts, product samples and free-standing inserts

### Delivery address:

Stark Druck GmbH + Co. KG  
Wareneingang / Incoming goods  
Im Altgefäll 9  
75181 Pforzheim  
Germany  
Telephone notification: +49 (0) 72 31 / 963 230

### Delivery times:

Monday - Friday 7:00 to 12:00 and 13:00 to 16:00  
14 days before dispatching at the earliest and 7 days at the latest.  
We will have to charge storage costs for delivery ahead of schedule.

### Delivery on pallets:



### Defective delivery:

