



**Guidelines for**  
inserts | supplements | adhesive inserts

**Requirements for**  
packaging | shipping | delivery notes

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# Guidelines for third-party inserts

## Third-party products in magazines

To guarantee a trouble-free production and to avoid additional costs, please note the following guidelines for third-party inserts and pass on the information to your suppliers, where required:

### Product details

<b>format</b>	Format minimum: DIN A6 105 mm x 148 mm (width x height) Format maximum: In width and height each 20 mm smaller than the trimmed format of the carrier product. Oversize format: Solely after prior consultation; The insert can only jut out at the top of the magazine.
<b>single sheets</b>	Single sheets which are larger than format DIN A6 and up to format DIN A4 must have a minimum grammage of 115 g/m <sup>2</sup> . Single sheets in the format DIN A6 are not allowed to fall below the minimum grammage of 150 g/m <sup>2</sup> .
<b>multi-page inserts</b>	Inserts with a low page count (4 or 6 pages) must have a minimum grammage of 80 g/m <sup>2</sup> . The minimum grammage for inserts with the page count of 8 should be 60 g/m <sup>2</sup> , from 8 pages upwards it should be 50 g/m <sup>2</sup> .
<b>weights</b>	The weight of an insert must not exceed 50 g/copy, otherwise it is necessary to confer with the responsible project manager. The total of third-party inserts in a carrier product must not exceed the weight of the carrier product itself (postal regulations).

### Processing details

<b>folds</b>	Multi-page inserts can be processed only as crossfold, wrap fold or as a centre fold. A six-sided gatefold can be processed only in an overlapping. Zig-zag (z-fold) folding cannot be processed by machine.
<b>trimming</b>	Inserts ought to be cut at right angles. Avoid format variations. An easy separation has to be provided. The inserts must not stick together when cut with blunt knives or by moisture and electrostatics.
<b>inserts with adhesive inserts</b>	Adhesive inserts are always adhered to the inside of the insert; third-party inserts with adhesive inserts on the outside must be coordinated with us. After insertion the glue strip must lie inside parallel to the bunch of the carrier product (applies only to inserts, but not to adhesive inserts); use a stroke gluing instead of a point gluing. Third-party inserts with unusual adhesive inserts, especially with test samples, cannot be processed by machine without consultation. In any case a test run with at least 150 samples and original inserts is necessary to gain measurable results concerning the processability, the derating, the error rate and the type of packaging.
<b>allowance for processing</b>	With a print run of up to 33.000 copies = <u>at least 500 additional copies</u> With a print run of a minimum of 33.000 copies = <u>at least 1,5 % of the planned print run</u>
<b>general</b>	The number of mechanically pluggable third-party inserts in a carrier object must not exceed 4 inserts with saddle stitching or 5 inserts in adhesive binding. Inserts must be closed in direction of the binding margin of the carrier object. The third-party supplements can only be inserted by machine if it is unplaced. Inserts in adhesive folded products can only be inserted manually (price on request). The wire thickness of the staples of inserts with saddle stitching shall in no case be thicker than the insert itself. Thin inserts should preferably be prepared with fold sizing.

# Guidelines for third-party supplements

## Third-party products in magazines

To guarantee a trouble-free production and to avoid additional costs, please note the following guidelines for third-party inserts and pass on the information to your suppliers, where required:

### Product details

<b>format</b>	The maximum size depends on the respective main product, smaller formats must be coordinated with us.
<b>single sheets</b>	Single sheets cannot be processed with saddle stitching. Exception: Insert tipping on the first page of a sheet (only after consultation). The processing of inserts with perfect binding between two sheet sections is possible. The grammage must not fall below 135 g/m <sup>2</sup> . The running direction must run parallel to the binding margin of the carrier product. Single sheets must not be placed as first or last sheet.
<b>multi-page supplements</b>	Supplements with a low page count of 4 or 6 pages must have a minimum grammage of 100 g/m <sup>2</sup> . The minimum grammage for supplements with 8 to 10 pages should not fall below 70 g/m <sup>2</sup> , and with 12 pages or multi-page supplements the minimum grammage should not fall below 50 g/m <sup>2</sup> .

### Processing details

<b>folds</b>	Multi-page supplements can be processed only as crossfold, wrap fold or centre fold. Supplements with a zig-zag folding or leporello (z-fold) cannot be processed by machine. For the easy processing on saddle stitchers the folded sheets must be closed at the head. For the gripper gap is a gripper fold of 8 mm - 10 mm at the rear sheet section necessary (head-to-head-imposition/please ask if it is a production in head-to-tail-imposition).
<b>trimming</b>	The trimming of the supplements depends on the untrimmed format of the main product. The trimming and the postfold or prefold must be agreed in advance with the technical department. Standard for A4 products: 4 mm head trim, 3 mm - 4 mm minimal side trim, 8 mm - 10 mm gripper fold (gripper fold only in case of stitching). For perfect binding objects an additional milling margin of 2,5 mm is necessary. For perfect binding the minimal distance of the folded inside pages of a supplement to the milling margin should be 8 mm. For a saddle stitching a binding margin reduction for multi-page supplements must be considered to avoid first cuts.
<b>supplements with adhesive inserts</b>	The distance of the adhesive insert to the binding margin should be 30 mm, the distance to the trim line should be 20 mm. The adhesive insert must be connected firmly with a continuous adhesive strip with the supplement. For third-party supplements with unusual adhesive inserts, especially with test samples, no processing by machine is possible without prior consultation. A test run with at least 150 samples and original supplements is necessary in any case to gain measurable results concerning the processability, the derating, the error rate and the type of packaging.

**general**

For an object with saddle stitching the supplement can only be positioned in the centerfold of the object or between two print sheets.

The possible assignment with further supplements in the production process with a „wrong center“ must be coordinated with us.

For perfect bound objects the assignment with supplements/adhesive inserts is only possible between two sheet sections. The number depends on the sheet structure and should be coordinated with us if in doubt.

For the stapling of a six-sided sheet (in the center of the magazine) the flap must not be smaller than 14 cm.

# Guidelines for adhesive inserts (postcard, CD, booklet)

## Third-party products in magazines

To guarantee a trouble-free production and to avoid additional costs, please note the following guidelines for third-party inserts and pass on the information to your suppliers, where required:

### Product details

<b>format</b>	The minimum format is 70 mm x 90 mm. The maximum format is 195 mm x 195 mm. The format of promotional postcards is 105 mm x 148 mm for the simple postcard.
<b>single sheets</b>	The minimum grammage for promotional postcards is at least 150 g/m <sup>2</sup> . The remaining single sheets must not fall below the grammage of 135 g/m <sup>2</sup> .
<b>multi-page</b>	The grammage for double postcards, multi-page brochures, gutter-to-gutter booklets etc. should be at least 52 g/m <sup>2</sup> . The side of a multi-page supplement which is positioned parallel to the binding margin of the carrier product must be closed.
<b>weights</b>	The weight of the adhesive insert or the test sample must not exceed 25 g per single specimen. The individual weight of adhesive inserts depends on the quality of the carrier product.

### Processing details

<b>distances</b>	The minimum distance between an adhesive insert or a test sample and the binding margin of the carrier product should be 25 mm. At the trimming edges a distance of at least 20 mm must be considered. Based on technical reasons in head-to-head-imposition a minimum space of 148 mm between the upper trimming edge of the carrier product and the lower edge of the adhesive insert or the test sample must be maintained. For the head-to-tail-imposition this informative is analogous.
<b>layout information</b>	Adhesive tolerances and a parallel deviation up to ± 10 mm must be considered.
<b>adhesive zones</b>	Perfect Binder: A glue line in the range of 50 mm - 80 mm to the binding margin is technically possible.
<b>general</b>	The processing by machine is possible on the first page of the print sheet.* Further inquiry is essential. Adhesive inserts, which deviate from square or rectangular shapes, filled envelopes and all types of test samples, always require a test run to gain measurable results concerning the processability, the derating, the error rate and the type of packaging.

\* Alternatively on the last page of the print sheet, after consultation with us.

# Guidelines for delivery

## Third-party products in magazines

To guarantee a trouble-free production and to avoid additional costs, please note the following guidelines for third-party inserts and pass on the information to your suppliers, where required:

### As-delivered condition of third-party inserts and supplements

- Third-party inserts and supplements need to have a quality in type and form that an additional manual processing is not necessary.
- Products that stick together due to fresh print ink or electrostatic charge as well as by punching or perforation cannot be processed; the same applies to third-party inserts and supplements which got damp.
- Third-party inserts and supplements creased corners or edges, with crimps or displaced (round) spines will be rejected which leads to a reduction in circulation for the accompanying products and causes extra costs.
- No compensated stacking within the quire with small brochures (e. g. booklets, test samples) Avoid banding with paper strips or an elastic band.

### As-delivered condition of adhesive inserts and test samples

- Adhesive inserts and samples must not stick together.
- Do not use elastic bands or banderoles for stacking or packing.
- Envelopes and small brochures have to point in the same direction and have to be protected from slipping by partition walls and bases. The minimum grip height should be 100 mm, packed in cartons.
- The packing of test samples has to be inquired.

### Layer formation of inserts and supplements

- None of the non-interleaved layers must fall below the grip height of 100 mm.
- Each two layers must be deposited criss-crossed.
- Every second layer must be provided with an inside sheet.

### Layer formation of adhesive inserts

- Adhesive inserts, simple postcards and four-sided folded postcards must not exceed the stacking height of 200 mm per layer.
- Within the layer they must not be stacked criss-crossed.
- Every layer must be provided with an inside sheet.

## Palletising

- Use only europallets.
- The pallet packaging must preclude shifting and slipping of the content.
- The packaging must be waterproof; to protect the layers against dirt or moisture the pallet base must be covered with a sturdy sheet of cardboard.
- Stretched pallets must be provided with an protection for edges and corners.
- The palletising of by-products has to be done unmixed on euro-pallets;  
If a re-arrangement is needed, additional costs must be invoiced.
- At least at two sides (fronts), preferably at all four sides, a pallet tag has to be fixed.
- The pallet tag should include following information:
  - a) object to be inserted
  - b) issue number
  - c) title of the delivered insert/supplement/adhesive insert
  - d) number of copies on the pallet
  - e) total number and number of the pallets
  - f) weight of the pallet
  - g) sender and recipient
  - h) space for notes



# Request for delivery

## Third-party products in magazines

To guarantee a trouble-free production and to avoid additional costs, please note the following guidelines for third-party inserts and pass on the information to your suppliers, where required:

## Accompanying documents

The information on the delivery note must correspond with the information of the pallet note. Each delivery must include a delivery note with the following information:

- a) sender (with telephone number) and recipient
- b) the customer ordering the insert/supplement
- c) the objects to be inserted and issues in which it is to be inserted
- d) title of the delivered insert/supplement/adhesive insert
- e) code number or coding, if available
- f) total number of inserts/supplements/adhesive inserts delivered
- g) number and weight of the pallets
- h) the number of inserts/supplements/adhesive inserts per pallet

If any of this information is missing, a considerable amount of extra effort and expense is necessary to unambiguously assign the products. Please note: always include a detailed delivery note with your delivery to save expenses. Otherwise we have to charge 50,- € netto as a lump sum for the extra effort.

We gladly provide you with a sample delivery note.

## Delivery

- Delivery should take place at the earliest one week before the scheduled begin of processing and at the latest two working days (or upon consultation).
- For inserts which are delivered one week before the scheduled begin of processing, have to be put in storage which results in additional costs.
- For delivery, please note our delivery instructions regarding the information which needs to be on the delivery note, the time and place of delivery. Please forward this information to your suppliers, if required.

## Goods receiving times

Monday - Friday from 7.00 a.m. to 6.00 p.m.



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