



AMERICAN SHEETFED, INC.

Packaging Solutions *by Design*

American Sheetfed is a custom designer and manufacturer of film laminated paperboard specialty packaging, as well as a high quality commercial printer. We provide interesting packaging solutions for CD-ROM, software, audio, video and promotional items. American Sheetfed offers this catalog of stock packaging layouts (tooling) that are available in each of the media areas.

Electronic templates are available to assist you with your graphic layout. Modifications to any of our packaging along with the creation of new package designs is easily achieved in our CAD engineering department. Customer ideas are converted into working models and prototypes for client comps and presentations.

Once a package is finished fulfillment can begin in our direct mail department. American Sheetfed is a postal plantload facility and is centrally located near Chicago for a uniform national mail stream.

Web: www.americansheetfed.com

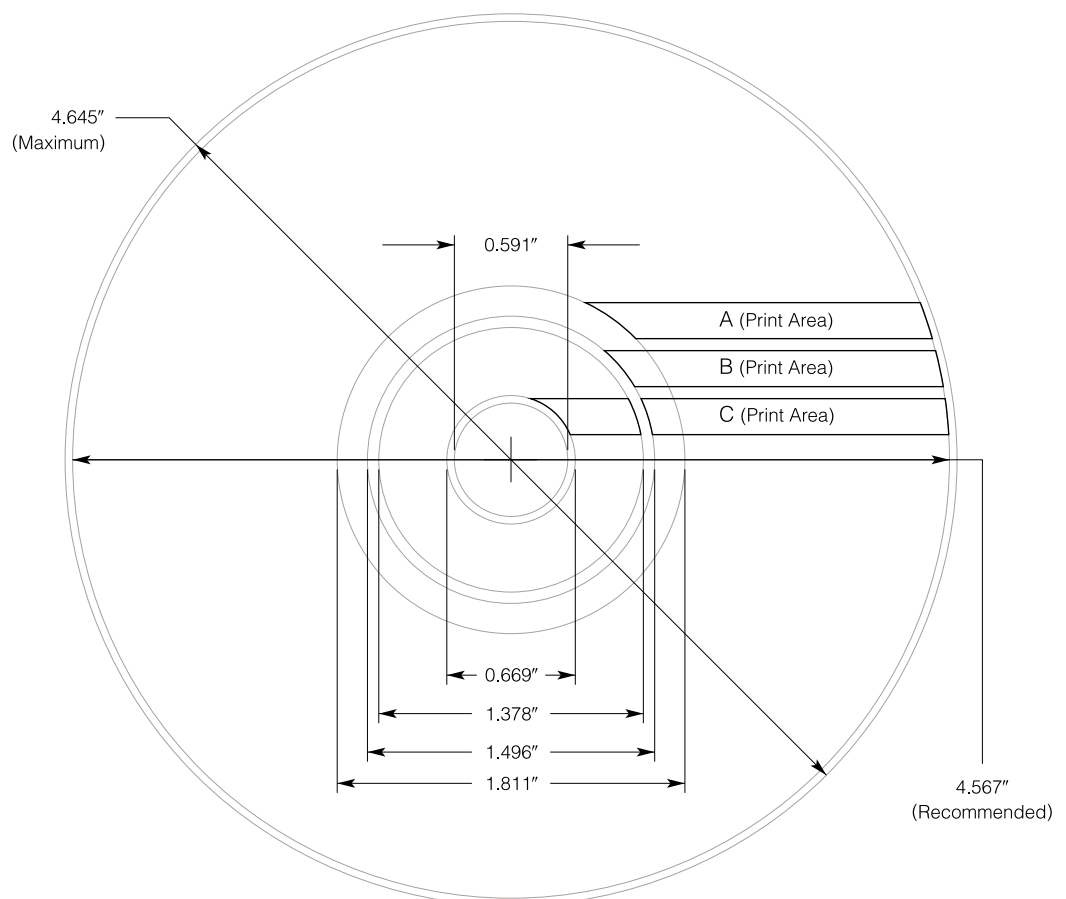
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Free Digital CD Template

Call, fax or e-mail us your e-mail address and we'll send you a free digital CD template (eps vector format). Import it directly into your page layout program, or open it in Adobe Illustrator (6.0 or higher) to view the non-printing layer with notes and dimensional data. Please indicate if you would prefer the MAC or IBM version.





CDs
4-7



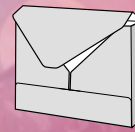
Diskettes
4, 8



**Video
Cassettes**
9-14, 17



**Audio
Cassettes**
15-16



**Literature
Packaging**
18-19

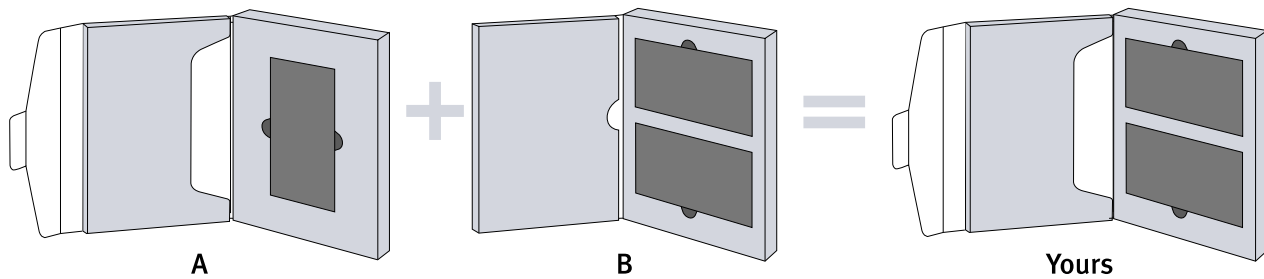


**Promotional
Items**
20



Glossaries
21-23

The choices we show are just the beginning.



See something that looks promising, but doesn't quite fit your needs?
No problem! Our modular system and CAD capabilities make it easy to tailor our products to your exact requirements. Alter the size to fit your literature...increase the depth of a capacity pocket...adapt a format to carry extra media...change closure...add a window, or business card slits, or a clear vinyl business card pocket...and a handle, or a file tab extension. If you can think of it, chances are we can do it!

100's of standard tools

Custom solutions, prototypes and models

Electronic templates for graphic design

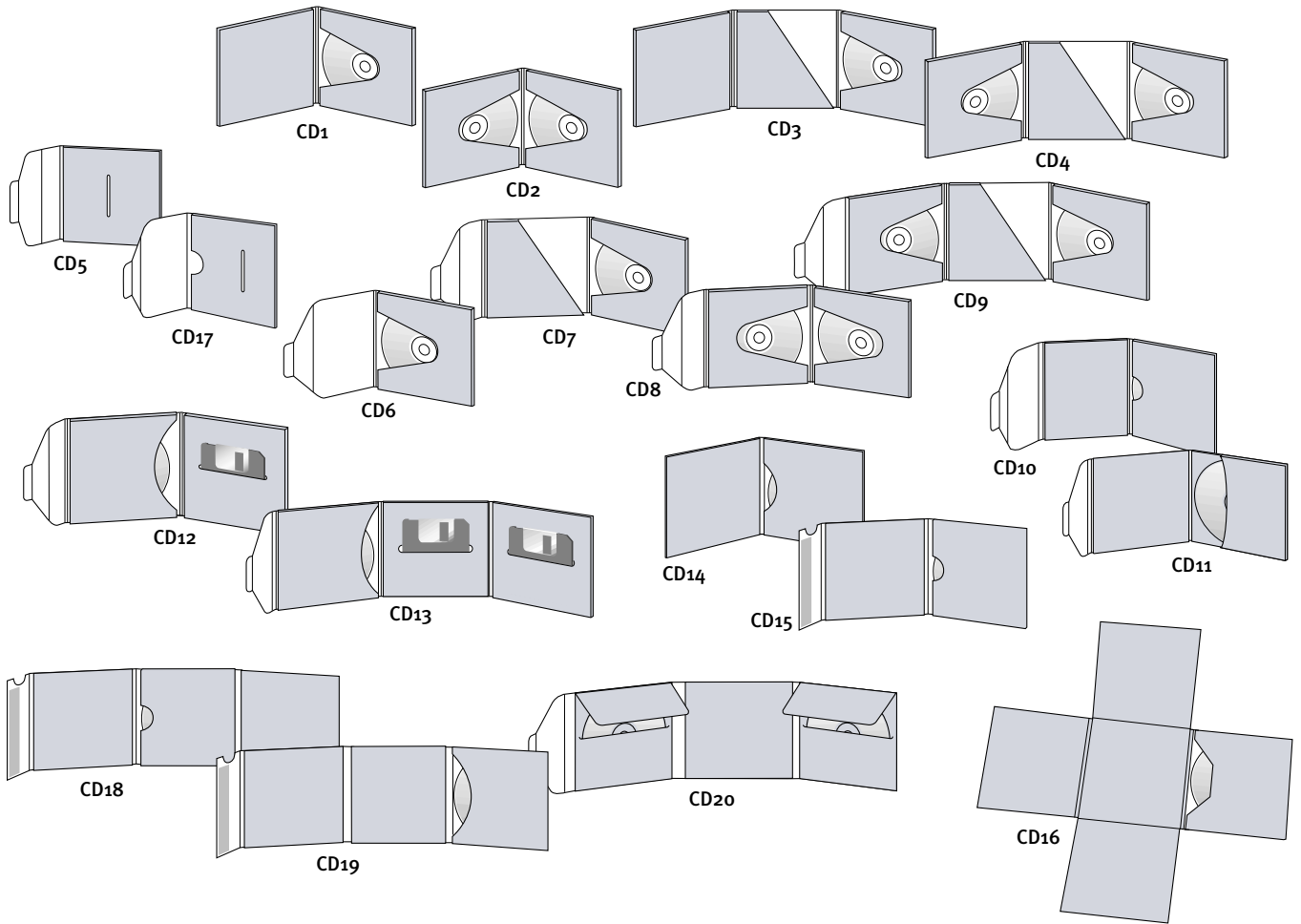
High quality graphics and finishing

Fulfillment and mailing services on premises

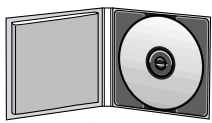




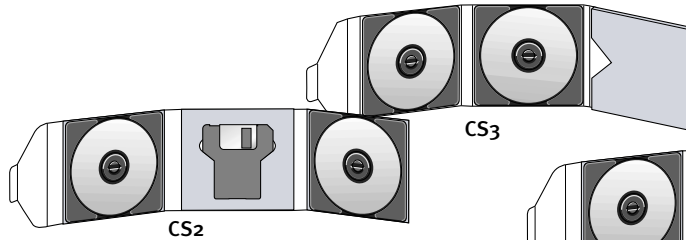
CD AND DISKETTE MAILERS



		Literature	Dimensions	Film Size	
CD1	1 CD or Disk	—	5 x 5 x .12	19.75 x 6.62	■ Single pocket for CD or 3.5" disk with super panel
CD2	2 CDs or Disks	4.75 x 4.75	5 x 5 x .12	19.75 x 6.75	■ 2 pockets for CD, 3.5" disk or literature
CD3	1 CD or Disk	4.75 x 4.75	5 x 5 x .25	24.87 x 10.75	■ Single pocket for CD or 3.5" disk, plus literature pocket with super panel
CD4	2 CDs or Disks	4.75 x 4.75	5 x 5 x .25	25 x 9.87	■ 2 pockets for CDs or 3.5" disks, + literature
CD5	1 CD or Disk	—	5.09 x 5 x .06	13 x 6.25	■ Wraparound CD Mailer/Easel
CD6	1 CD or Disk	—	5 x 5 x .12	14.87 x 6.5	■ Wraparound CD Mailer
CD7	1 CD or Disk	4.75 x 4.75	5 x 5 x .25	14.25 x 10.87	■ Single pocket for CD or 3.5" disk, plus literature pocket
CD8	2 CDs or Disks	4.75 x 4.75	5 x 5 x .25	14.25 x 10.87	■ 2 pockets for CDs or 3.5" disks, + literature
CD9	2 CDs or Disks	4.75 x 4.75	5 x 5 x .32	19.25 x 10.62	■ 2 pockets for CDs or 3.5" disks, + literature
CD10	1 CD or Disk	5.75 x 5.75	6 x 5.87 x .18	14.87 x 6.5	■ Single pocket for CD or 3.5" disk with super panel
CD11	1 CD or Disk	—	6 x 6 x .12	21.25 x 13.5	■ Single half-pocket for CD or 3.5" disk with super panel
CD12	1 CD, 1 Disk	5.75 x 5.75	5.87 x 5.87 x .18	14.5 x 13.25	■ Pocket for CD or literature; slot for disk
CD13	1 CD, 2 Disks	5.87 x 5.87	6 x 6 x .25	18.25 x 13.32	■ Pocket for CD or literature; slots for 2 disks
CD14	1 CD or Disk	—	5 x 5 x .25	20.06 x 6.56	■ Pocket for CD or disk with super panel
CD15	1 CD or Disk	—	5.06 x 5 x .12	16.32 x 11.12	■ With tear-tab closure with super panel
CD16	1 CD or Disk	—	6.06 x 6 x .18	24.25 x 18	■ All panels fold over; pocket for CD or disk
CD17	1 CD or Disk	—	5.5 x 5	12.5 x 9.62	■ Wraparound CD Mailer
CD18	1 CD or Disk	—	5 x 5 x .12	18.2 x 11	■ CD Mailer with tear-tab closure with super panel
CD19	1 CD or Disk	4.75 x 4.75	5 x 5 x .12	18.2 x 11	■ CD Mailer with tear-tab closure with super panel
CD20	2 CDs or Disks	—	5.5 x 5 x .12	12.5 x 19.62	■ Wraparound CD Mailer with flaps over pockets with super panel



CS1



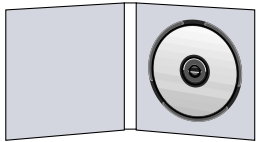
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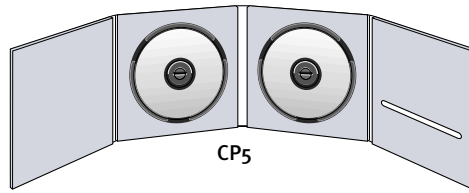
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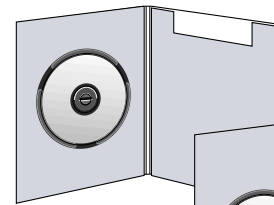
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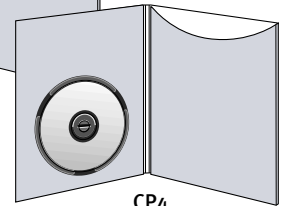
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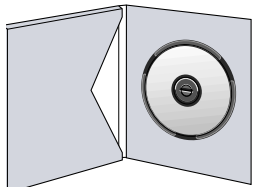
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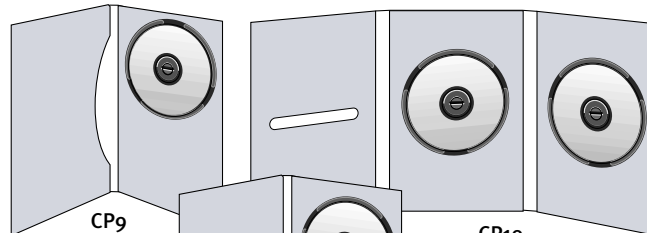
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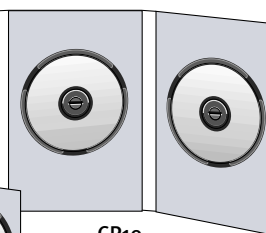
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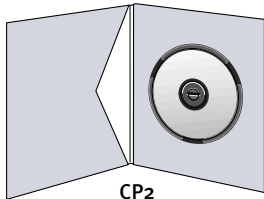
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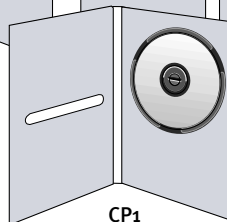
CP9



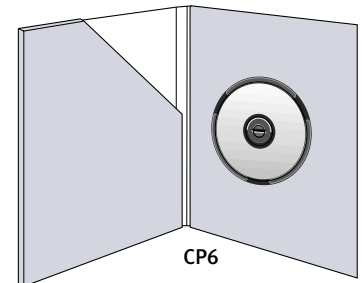
CP10



CP2



CP1

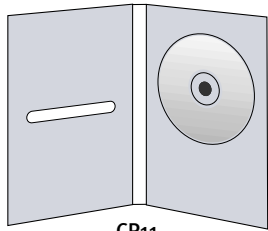


CP6

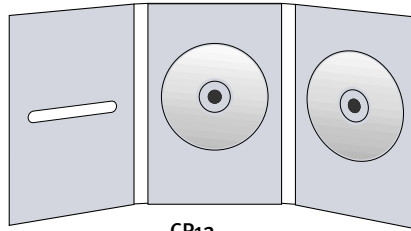
		Literature	Dimensions	Film Size	
CS1	1 CD	4.75 x 4.75	5.5 x 5 x .2	11.25 x 10	■ CD Mailer with square hub & brochure glued in
CS2	2 CDs and 1 Disk	—	5.5 x 5 x .62	21.12 x 11.3	■ CD Mailer with square hubs and disk slot
CS3	2 CDs and 1 Disk	4.5 x 4.5	5.5 x 5 x .62	26.25 x 11	■ 2 square hubs + pocket for disk or literature
CS4	4 CDs	—	5 x 5.66 x .56	9.98 x 27.78	■ CD Mailer with 4 square hubs
CP1	1 CD	4 x 9	9 x 5.87 x .25	24.5 x 11.5	■ CD Folder with circular hub & brochure pocket
CP2	1 CD	6 x 8.75	9 x 7 x .25	22.18 x 18	■ CD Folder with circular hub & pocket
CP3	1 CD	6 x 8.75	9 x 7 x .25	22.18 x 18	■ CD Folder with circular hub & pocket
CP4	1 CD	5.5 x 6	6.87 x 6.5 x .625	26.93 x 13.75	■ CD Folder with circular hub & pocket
CP5	2 CDs	5 x 6.5	6.87 x 6.5 x .5	27 x 13.37	■ Dual CD Folder with pocket & super panel
CP6	1 CD	8.5 x 11 x .25	11.5 x 8.75 x .56	35.87 x 14.12	■ CD Folder with 1/4" box pocket
CP7	1 CD	—	6 x 6 x .25	12.25 x 12	■ CD Folder with circular hub and super panel
CP8	1 CD	6.6 x 8.4 x .25	8.5 x 6.75 x .5	10.5 x 27.69	■ Folder with circular hub & 1/4" capacity brochure pocket
CP9	1 CD	5.5 x 9.5	5.88 x 10.03	13.03 x 23.72	■ CD Folder with circular hub & brochure pocket
CP10	2 CDs	5.5 x 9	6 x 9 x .75	26.38 x 18	■ CD Folder with circular hubs & brochure slot



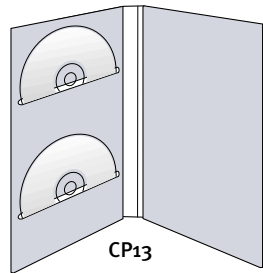
CD PORTFOLIOS



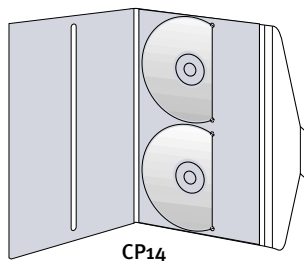
CP11



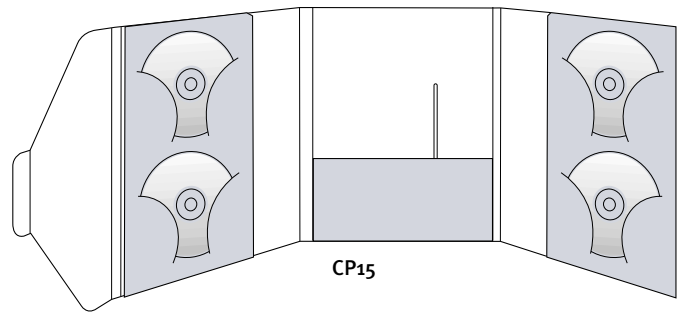
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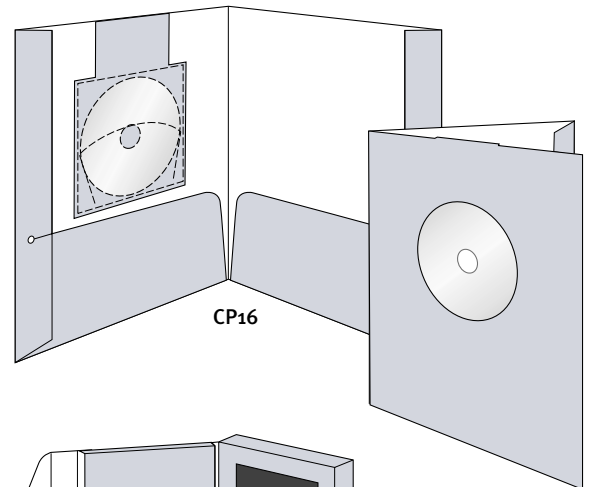
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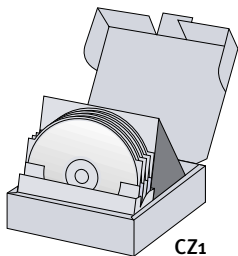
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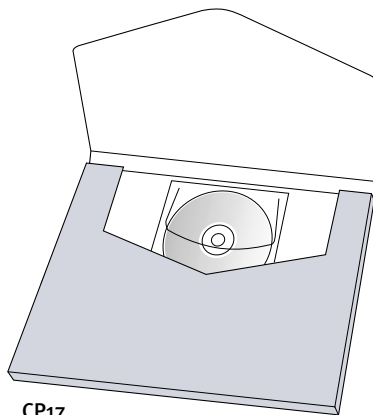
CP15



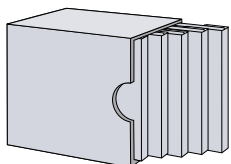
CP16



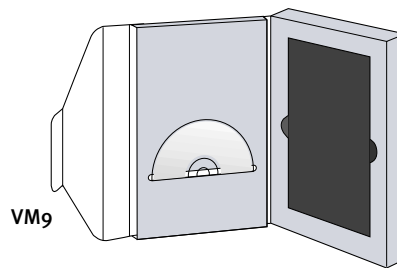
CZ1



CP17

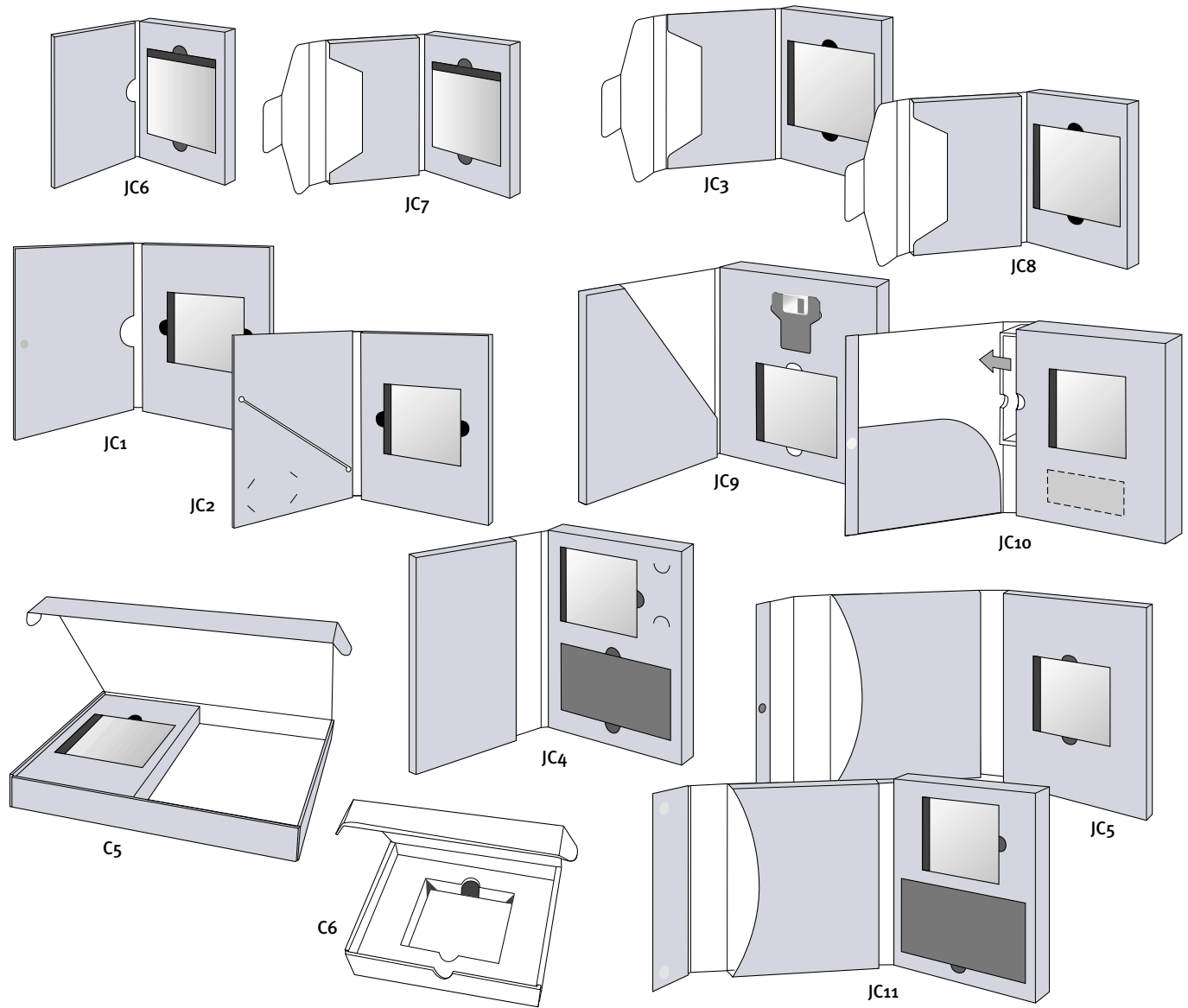


CZ2



VM9

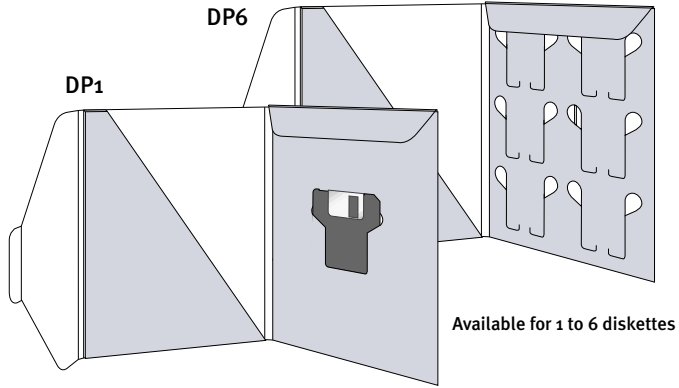
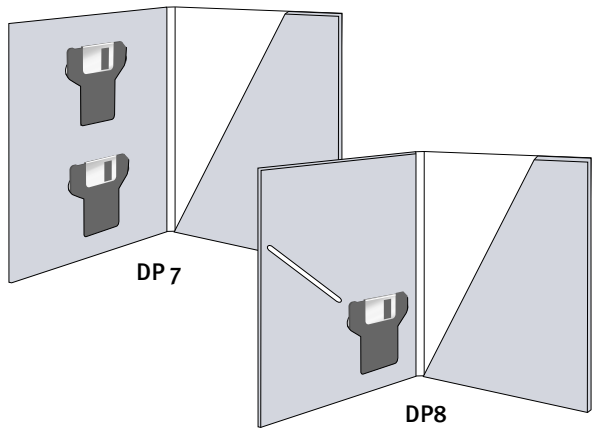
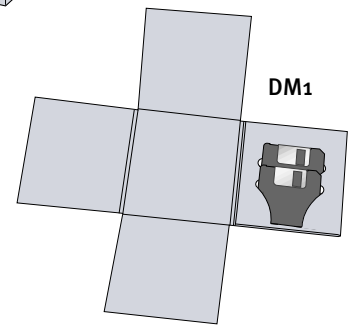
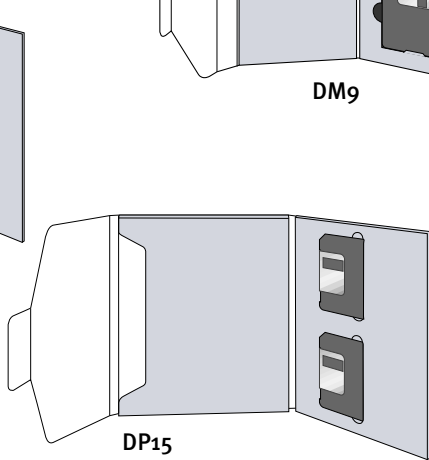
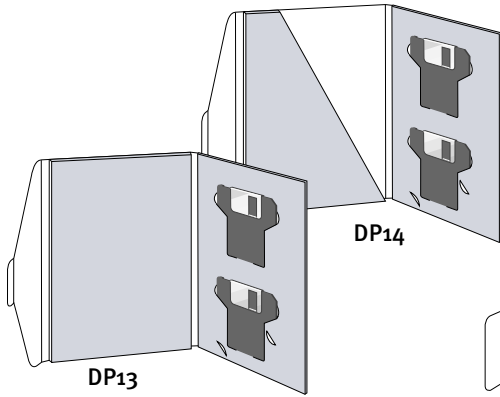
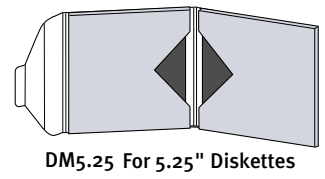
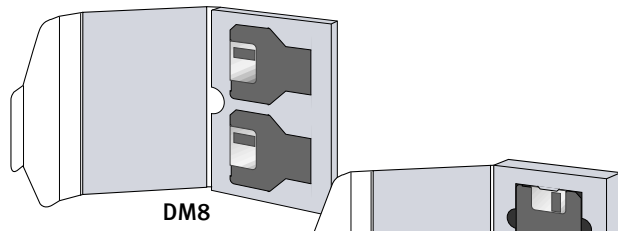
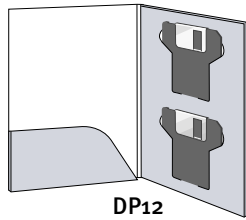
		Literature	Dimensions	Film Size	
CP11	1 CD	4 x 8.75	9 x 5.87 x .25	24.5 x 11.5	■ CD Mailer with Soft Grip CD holder & brochure pocket
CP12	2 CDs	4 x 8.75	9 x 6 x .75	26.38 x 18	■ CD Mailer with Soft Grip CD holder & brochure pocket
CP13	2 CDs	5.5 x 10	5.62 x 10.38 x .63	23.75 x 12.4	■ CD Folder with CD slots & brochure pocket
CP14	2 CDs	5.5 x 8.5	6 x 9.75	19.47 x 14.06	■ Wraparound CD Folder with CD slit & brochure slot
CP15	4 CDs	8.5 x 11	8.62 x 11.25 x .38	38.9 x 24.5	■ Wraparound CD Folder with CD slits & brochure pocket
CP16	1 CD	8.5 x 11	9.5 x 11.75	23.44 x 21.06	■ Portfolio with front panel window and plastic CD pouch
CP17	1 CD	9.5 x 11.5 x .25	9.75 x 11.62 x .38	26.1 x 14.38	■ Portfolio with plastic CD pouch
CZ1	10 CDs	—	5.75 x 5.75 x 1.62	16 x 11	■ 10-CD easel pack
CZ2	5 CDs	—	5.62 x 4.97 x 2.12	11.12 x 15.66	■ Slipcase for 5 CD jewel cases
VM9	1 VHS and 1 CD	6 x 9	6.12 x 9 x 1.25	23.25 x 18.25	■ Wraparound Video Mailer Pack with CD slot



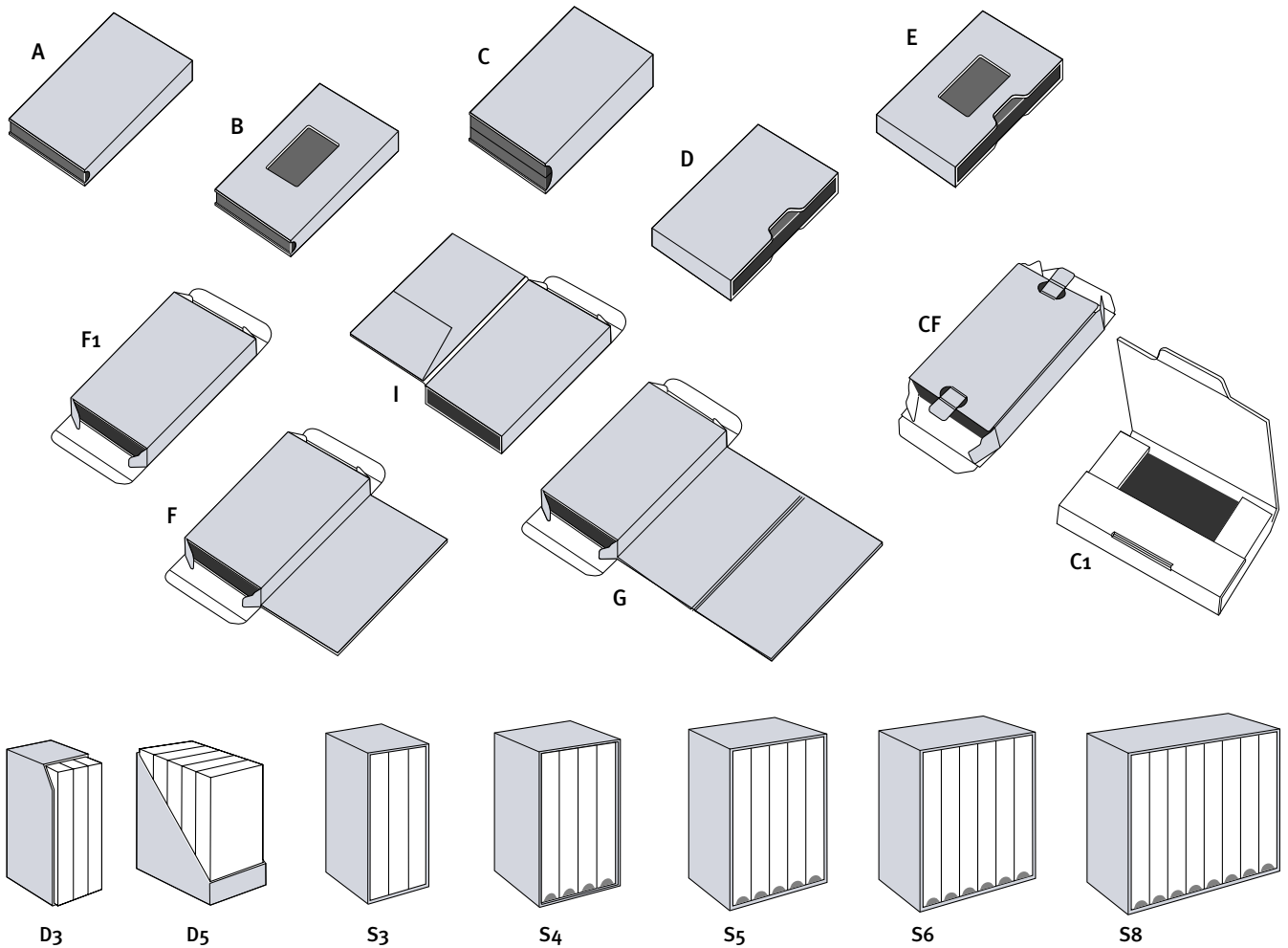
		Literature	Dimensions	Film Size	
JC1	1 Jewel Case	9.25 x 11.75 x .25	12 x 9.5 x .87	32 x 25.5	■ Jewel Case Folder with 1/4" box pocket
JC2	1 Jewel Case	8.5 x 11	12 x 9.5 x .87	32.62 x 26.37	■ Jewel Case Folder with flap pocket slot
JC3	1 Jewel Case	5.5 x 8.5	9 x 7 x .75	25 x 19.5	■ Jewel Case self-mailer with pocket
JC4	1 Jewel Case + Video	9 x 12 x .25	12.25 x 9.5 x 1.5	38.37 x 24.5	■ Jewel Case/Video Folder with 1/4" pocket
JC5	1 Jewel Case	8.5 x 11 x .25	11.5 x 9.06 x 1.06	34.62 x 25.37	■ 1/4" pocket for literature
JC6	1 Jewel Case	5.5 x 8.5 x .125	9 x 6 x .91	26.3 x 16.7	■ Jewel Case self-mailer with 1/8" pocket
JC7	1 Jewel Case, 5 Disks	5.75 x 8.75	9 x 6 x 1	20.10 x 24.78	■ Cavity holds 5 disks behind CD jewel case
JC8	1 Jewel Case	5.5 x 8.5 x .25	9 x 7 x 1	26.25 x 19.34	■ Jewel Case self-mailer with 1/4" pocket
JC9	1 Jewel Case + Disk	8.5 x 11 x .5	11.25 x 8.87 x 1.37	16.14 x 39	■ 1/2" pocket for literature
JC10	1 Jewel Case	8.5 x 11	9.6 x 11.52 x 2.69	38.03 x 26.1	■ With 7.2" x 9.12" x 2.5" slide-out drawer; with flat half pocket. Additional cavity optional.
JC11	1 Jewel Case + Video	8.5 x 11 x .25	11.5 x 9.06 x 1.06	34.62 x 25.37	■ 1/4" pocket for literature
C5 + Insert	1 Jewel Case	8.5 x 11	16.25 x 11.75 x 2.12 11.5 x 7.25 x 1.87	29.5 x 25.25 27 x 17.25	■ Oversize front-tab carton; insert can be adapted for other product
C6	1 Jewel Case	9 x 11.25 x .75	9.12 x 11.75 x 2.25	20.25 x 24.25	■ Literature lays atop jewel case. White over kraft corrugate. Flexographic printing or litho label available. Also available in 2", 3" or 4" depth



DISKETTE MAILERS AND PORTFOLIOS



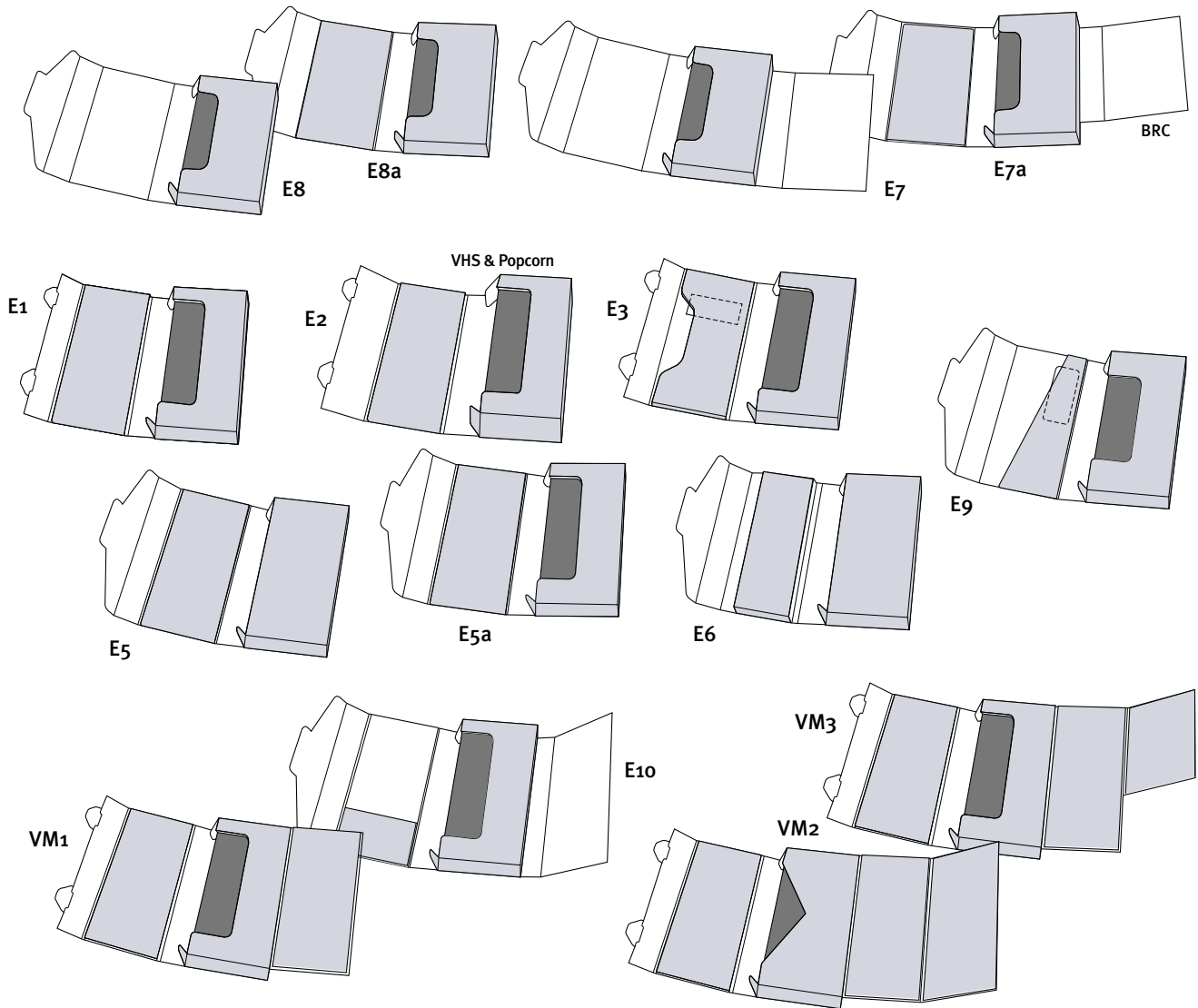
		Literature	Dimensions	Film Size	
DM1	2 Disks	—	6.06 x 6 x .18	24.25 x 18	■ All panels fold over; 2 slots for 3.5" disks
DM5.25	2 5.25" Disks	5.25 x 5.25	6 x 5.82 x .18	16 x 13	■ For two 5.25" disks, or one disk + literature
DM8	2 Disks	5.5 x 8.5 x .25	5.56 x 8.56 x .44	18.64 x 14.69	■ Wraparound portfolio with super panel
DM9	6 Disks	5.5 x 8.5	9 x 7 x .75	25 x 19.5	■ Wraparound portfolio with super panel
DP1-6	1-6 Disks	8.5 x 11	11.25 x 8.75 x .32	32.62 x 25.43	■ Portfolio with full and diagonal-cut literature available with 1 to 6 slots for disks
DP7	2 Disks	8.5 x 11	11.25 x 8.75 x .32	36.56 x 13.5	■ Portfolio with diagonal-cut literature pocket
DP8	1 Disk	8.5 x 11	11.25 x 8.75 x .32	36.56 x 13.5	■ Portfolio with diagonal-cut literature pocket + slot
DP12	2 Disks	5.5 x 8.5	8.62 x 6 x .12	24.25 x 18	■ Portfolio with literature pocket, 2 slots for 3.5" disks
DP13	2 Disks	6 x 9	9.56 x 6.5 x .25	24.37 x 20.12	■ Portfolio with literature pocket, 2 slots for 3.5" disks
DP14	2 Disks	6 x 9	9.56 x 6.5 x .25	24.37 x 20.12	■ Same as DP13, with diagonal-cut literature pocket
DP15	4 Disks	8 x 9 x .25	9.62 x 8.12 x .5	32.87 x 21.32	■ Deep literature pocket; slots hold 4 disks



	Literature	Dimensions	Film Size		
A	1 VHS	4.06 x 7.5 x 1.06	10.87 x 9.25	■ Bottom load	
B	1 VHS	4.06 x 7.5 x 1.06	10.87 x 9.25	■ Bottom load with label window	
C	2 VHS	4.06 x 7.5 x 2	10.87 x 9.25	■ Bottom load, for 2 VHS cassettes	
D	1 VHS	4.06 x 7.5 x 1.06	5.87 x 17.5	■ Side load	
E	1 VHS	4.06 x 7.5 x 1.06	5.87 x 17.5	■ Side load with label window	
F	1 VHS	4.12 x 7.5 x 1.06	11.375 x 19.656	■ Double tuck with super panel	
F1	1 VHS	4.06 x 7.5 x 1.06	11.375 x 11.063	■ Double tuck sleeve	
G	1 VHS	4.12 x 7.5 x 1.06	19.62 x 17	■ Six-panel double tuck	
I	1 VHS	4 x 7.25	4.12 x 7.5 x 1.06	19.75 x 10.25	■ Bottom load with pocket
CF	1 VHS		7.65 x 4.25 x 1.18	11.75 x 11.75	■ Corrugated double-tuck self-mailer
C1	1 VHS		4.06 x 7.5 x 1.37	13 x 14.75	■ Single Corrugated Shipper; ships VHS cassette in Kraft over white; flexographic printing or label available.
D3	3 VHS		7.68 x 4.12 x 3.12	22.87 x 11.5	■ Side-panel display of 3 VHS cassettes in sleeves
D5	5 VHS	4 x 7.25	7.62 x 5.62 x 4.25	19.12 x 15.62	■ Front-panel display of 5 VHS cassettes in sleeves
S3	3 VHS		7.5 x 4.2 x 3.37	23.75 x 9.5	■ Side-panel display of 3 VHS set in sleeves
S4	4 VHS		7.5 x 4.2 x 4.5	25 x 10.87	■ Side-panel display of 4 VHS set in sleeves
S5	5 VHS		7.5 x 4.2 x 5.7	27.53 x 12.3	■ Side-panel display of 5 VHS set in sleeves
S6	6 VHS		7.5 x 4.2 x 6.88	29.78 x 13.44	■ Side-panel display of 6 VHS set in sleeves
S8	8 VHS		7.5 x 4.2 x 8.88	33.88 x 14.5	■ Side-panel display of 8 VHS set in sleeves capacities are available.

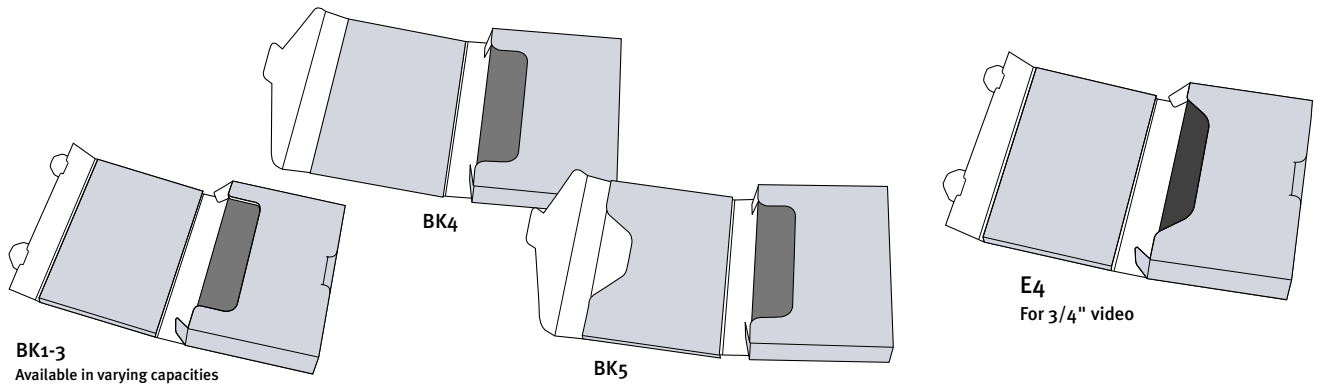


VIDEO MAILERS



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		Literature	Dimensions	Film Size	
E1	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21.5 x 15.25	■ Window optional
E2	1 VHS + popcorn	—	4.25 x 9.12 x 1.75	21.75 x 17.5	■ Video Popcorn Mailer, includes packet of popcorn
E3	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21.5 x 14	■ Pocket Econo Mailer, window is optional
E5	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21.5 x 15.25	■ Wraparound Econo Mailer, window is optional
E5a	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21.5 x 15.25	■ Wraparound Econo Mailer, window is optional
E6	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21.5 x 15.75	■ Wraparound Econo Mailer with additional pocket
E7	1 VHS	—	4.37 x 7.62 x 1.12	17.87 x 19	■ Mini-wrap Econo Mailer; optional BRC
E7a	1 VHS	—	4.37 x 7.62 x 1.12	17.87 x 19	■ Mini-wrap Econo Mailer with super panel; optional BRC
E8	1 VHS	—	4.37 x 7.62 x 1.12	17.75 x 15.37	■ Mini-wrap Econo Mailer
E8a	1 VHS	—	4.37 x 7.62 x 1.12	17.75 x 15.37	■ Mini-wrap Econo Mailer with super panel
E9	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21.5 x 15.25	■ Wraparound Econo Mailer with pocket, optional window
E10	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21.5 x 19.5	■ Wraparound Video Mailer with pocket
VM1	1 VHS	4 x 9	4.25 x 9.12 x 1.37	17.25 x 21.62	■ Video Mailer with 4 panels for copy
VM2	1 VHS	4 x 9	4.25 x 9.12 x 1.37	17.25 x 21.62	■ Video Mailer II with 6 panels for copy
VM3	1 VHS	4 x 9	4.25 x 9.12 x 1.37	21 x 21.62	■ Video Mailer II with 4 panels for copy + BRC

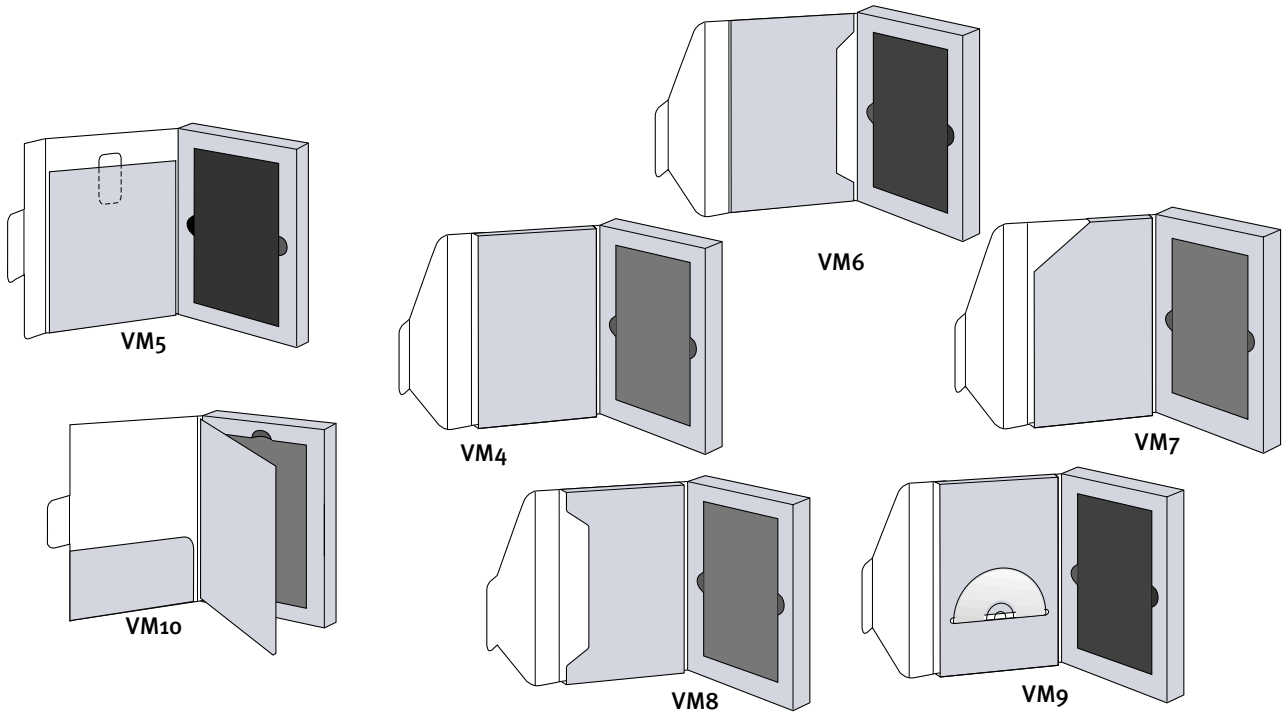


BK1-3
Available in varying capacities

BK4

BK5

E4
For 3/4" video



VM5

VM6

VM4

VM7

VM10

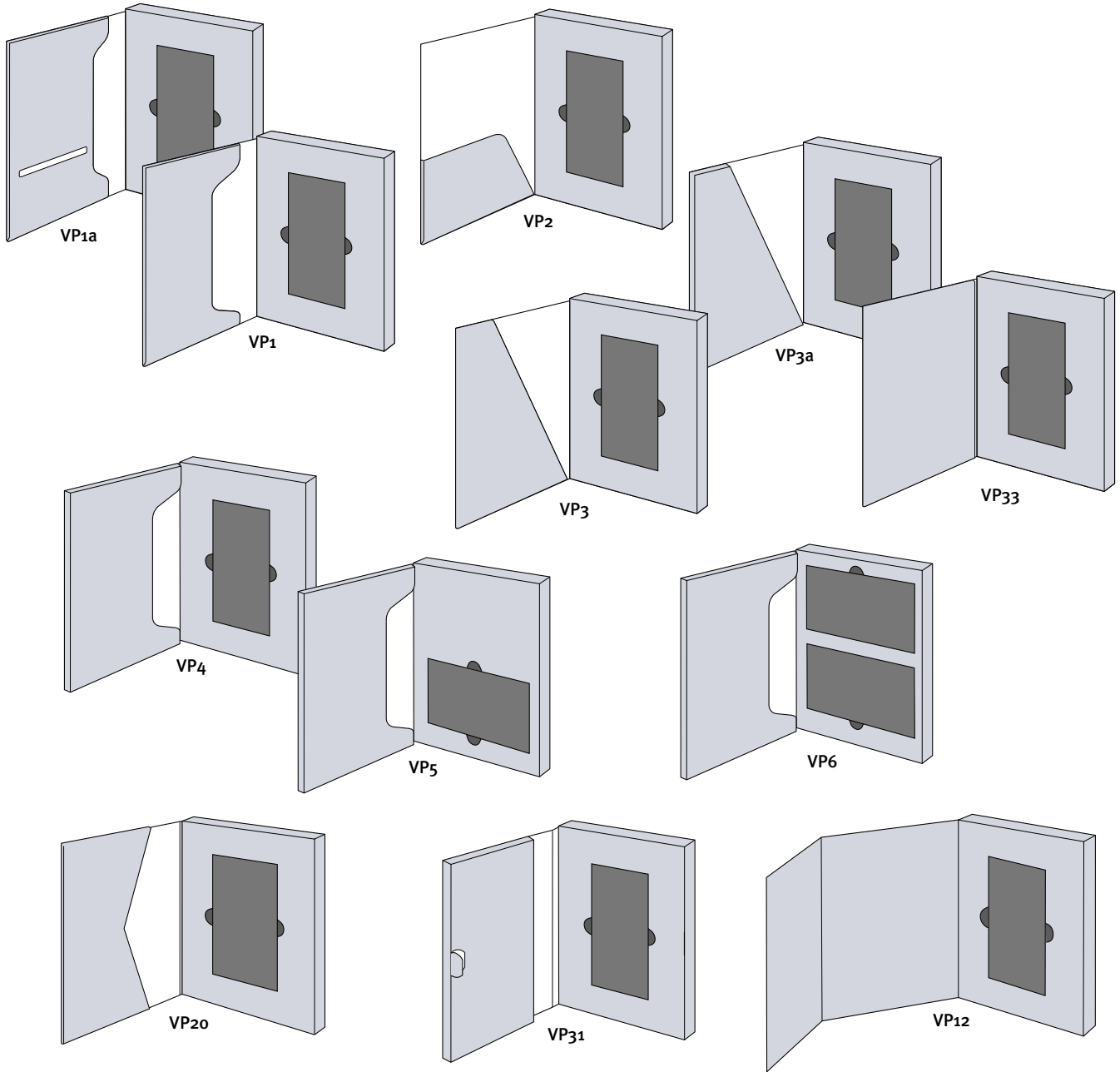
VM8

VM9

		Literature	Dimensions	Film Size	
BK1	1 VHS	5.5 x 8	6 x 9.25 x 1.5	18 x 21.87	■ Booklet Mailer, 120-page capacity
BK2	1 VHS	5.5 x 8	6 x 9.25 x 1.43	18 x 21.87	■ Booklet Mailer, 40-page capacity
BK3	1 VHS	5.5 x 8	6 x 9.25 x 1.37	17.87 x 22	■ Booklet Mailer, 8-page capacity
BK4	1 VHS	—	9.18 x 6.06 x 1.18	21.5 x 20.12	■ Booklet Mailer
BK5	1 VHS	5.5 x 8	9.18 x 6.06 x 1.25	21.5 x 19	■ Booklet Mailer with pocket
E4	3/4" video tape	—	5.75 x 9.25 x 1.62	21.75 x 17.5	■ For 3/4" U-matic video tape
VM4	1 VHS	6 x 9	6.12 x 9 x 1.25	26 x 19.75	■ Wraparound Video Mailer Pack
VM5	1 VHS	6 x 9	6.12 x 9 x 1.25	23.25 x 18.25	■ Video Mailer Pack with open pocket, optional front window
VM6	1 VHS	6 x 9	6.12 x 9 x 1.25	23.25 x 18.25	■ Wraparound Video Mailer Pack with pocket
VM7	1 VHS	6 x 9	6.12 x 9 x 1.25	23.25 x 18.25	■ Wraparound Video Mailer Pack with capacity pocket
VM8	1 VHS	6 x 9	6.12 x 9 x 1.25	23.25 x 18.25	■ Wraparound Video Mailer Pack with capacity pocket
VM9	1 VHS and 1 CD	6 x 9	6.12 x 9 x 1.25	23.25 x 18.25	■ Wraparound Video Mailer Pack with CD slot
VM10	1 VHS	5.25 x 8.5	8.75 x 5.5 x 1.38	25.25 x 19.25	■ Video Mailer Pack with open pocket and extra panel



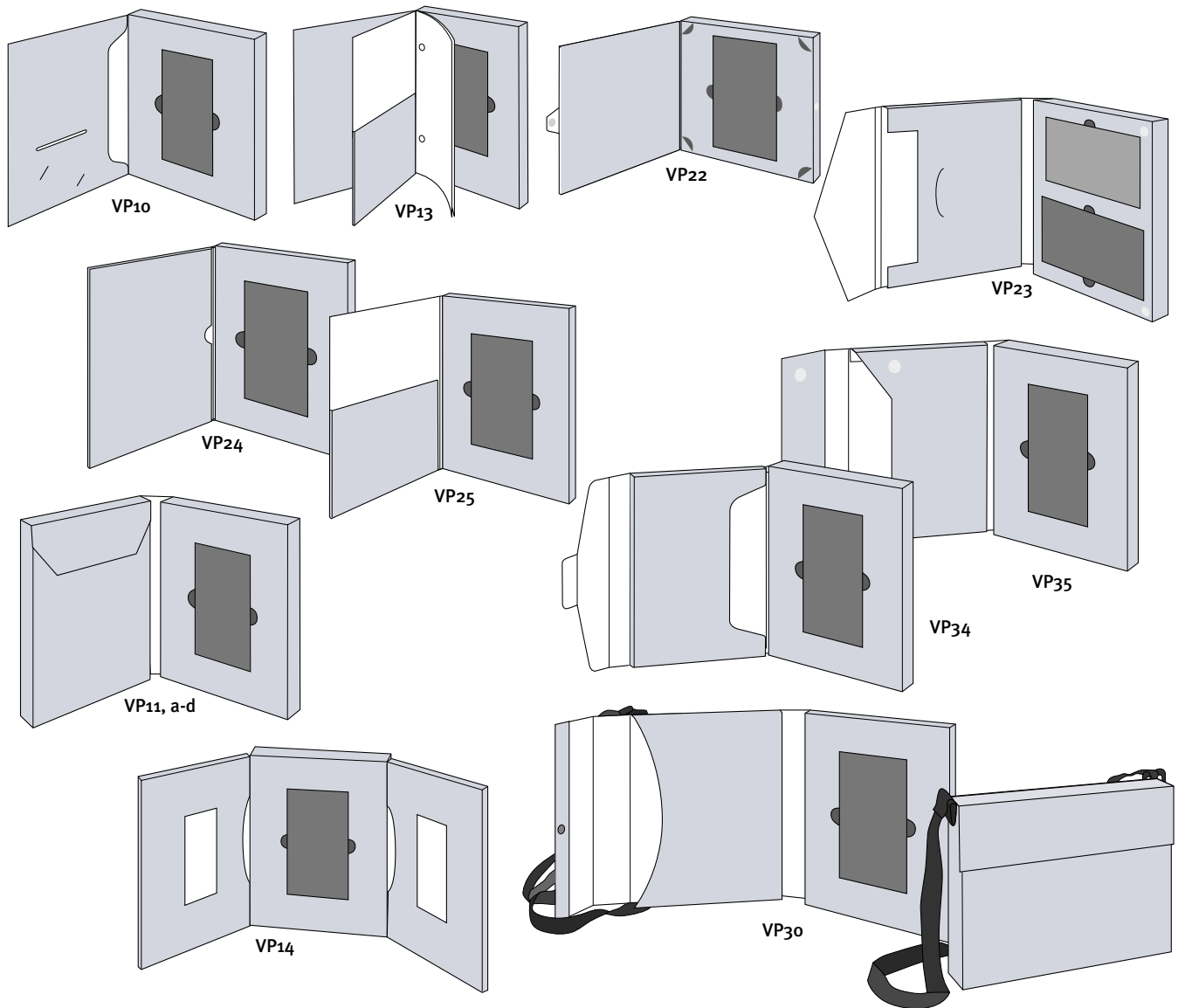
VIDEO PRESENTATION KITS



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	Literature	Dimensions	Film Size		
VP1	1 VHS	8.5 x 11	8.75 x 11.25 x 1.12	36 x 15.25	■ 1/8" capacity literature pocket
VP1a	1 VHS	8.5 x 11 x .125	8.75 x 11.25 x 1.12	36 x 15.25	■ Same as VP1, with optional literature slot in pocket
VP2	1 VHS	8.5 x 11	8.75 x 11.25 x 1.37	30.5 x 18.87	■ Flat half-pocket for literature
VP3	1 VHS	8.5 x 11	8.75 x 11.25 x 1.37	31.37 x 25.5	■ Diagonal cut pocket for literature
VP3a	1 VHS	8.5 x 11 x .25	8.75 x 11.25 x 1.37	31.87 x 26	■ Capacity diagonal cut pocket for literature
VP4	1 VHS	8.5 x 11 x .25	8.75 x 11.25 x 1.62	39.37 x 15.25	■ Also available in 9" x 12" (VP4 oversize)
VP5	1 VHS	8.5 x 11 x .25	8.75 x 11.25 x 1.62	39.37 x 15.25	■ Low horizontal tape allows more room for copy
VP6	2 VHS	8.5 x 11 x .25	8.75 x 11.25 x 1.62	39.37 x 15.25	■ Holds two VHS cassettes
VP12	1 VHS	8.5 x 11	8.75 x 11.25 x 1.37	39.37 x 24.25	■ Two additional panels (4 total) for copy
VP20	1 VHS	8.5 x 11	8.75 x 11.25 x 1.18	35.5 x 20	■ Alternate pocket cut
VP31	1 VHS	8.5 x 11 x .5	8.75 x 11.12 x 1.87	37.25 x 15.12	■ 1/2" capacity literature pocket; tab closure
VP33	1 VHS	—	8.75 x 11.25 x 1.18	38 x 15	■ With super panel

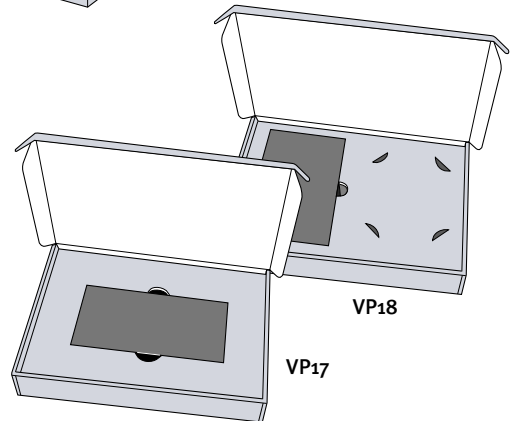
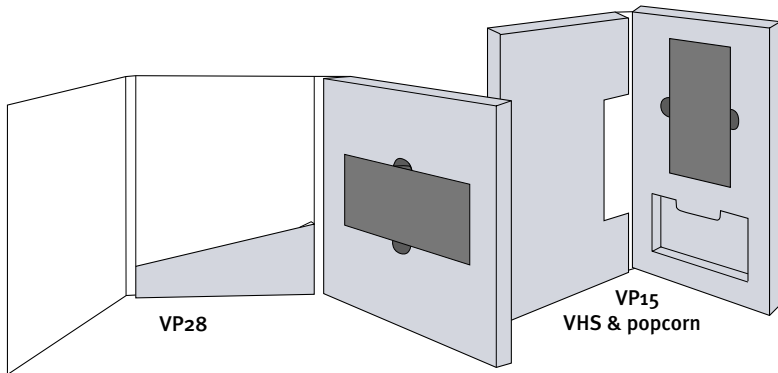
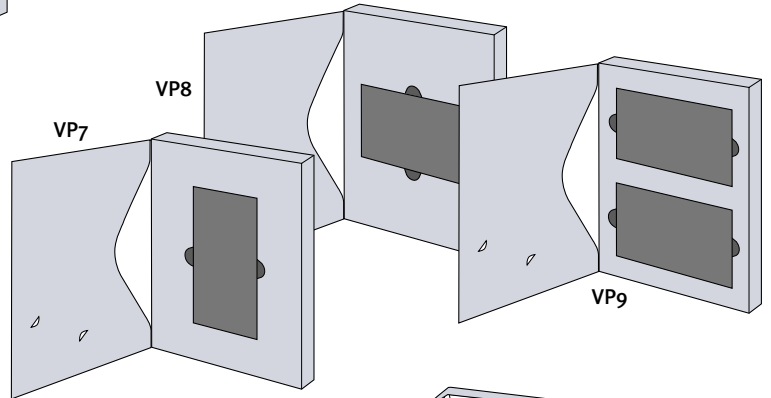
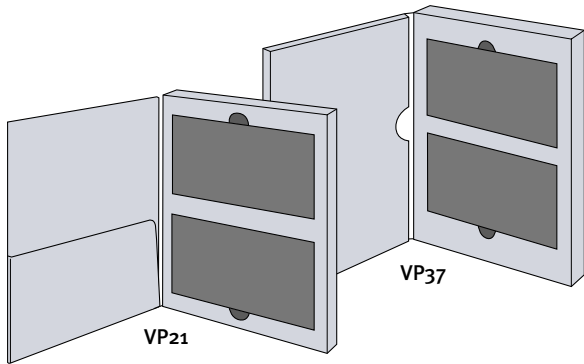
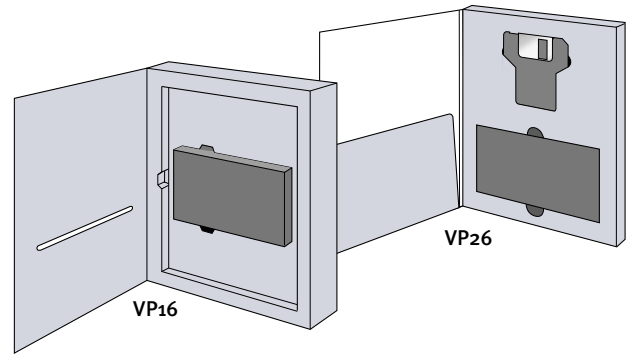
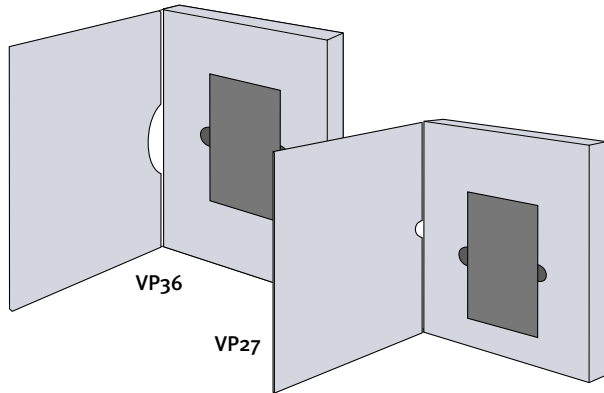
VIDEO PRESENTATION KITS



	Literature	Dimensions	Film Size	
VP10	1 VHS 10 x 10.75	10.25 x 11.12 x 1.5	34.25 x 25.75	■ For 10" x 10 3/4" literature
VP11	1 VHS 9.5 x 11.87 x .75	9.75 x 12.25 x 2.25	36 x 28.25	■ Pocket with flap, literature up to 3/4" thick
VP11a	1 VHS 8.5 x 11 x .25	8.87 x 11.94 x 1.25	36 x 27	■ Pocket with flap, literature up to 1/4" thick
VP11b	1 VHS 8.5 x 11 x .5	9.4 x 11.38 x 1.87	36 x 28	■ Pocket with flap, literature up to 1/2" thick
VP11c	1 VHS 8.5 x 11 x .75	9.4 x 11.38 x 2.12	36 x 28	■ Pocket with flap, literature up to 3/4" thick
VP11d	1 VHS 8.5 x 11 x .92	9.62 x 12.12 x 2.3	36 x 28	■ Pocket with flap, literature up to 5/16" thick
VP13	1 VHS 8.62 x 11.75	9 x 12 x 1.37	39.87 x 27	■ Additional 8 1/2" x 11" literature riveted in
VP14	1 VHS 8.62 x 11.75 x .25	9.25 x 12 x 1.75	33.37 x 24.87 + 31.75 x 16	■ VHS presentation kit with (2) 1/4" capacity pockets
VP22	1 VHS 8 x 8	9 x 9 x 1.25	31.37 x 20	■ Holds 8" x 8" literature in notches over videotape
VP23	1 VHS 8.5 x 11 x .25	8.87 x 11.5 x 2	37.12 x 27	■ Double VHS with 1/4" capacity pocket
VP24	1 VHS 8.5 x 11	9 x 11.5 x 1.12	39.5 x 15.5	■ Flat pocket for literature
VP25	1 VHS 8.5 x 11.5	8.93 x 12 x 1.18	38.75 x 15.87	■ Alternate pocket cut
VP30	1 VHS 9 x 12 x .25	9.12 x 12 x 2.25	39 x 27	■ Video Mailer Plus with strap. 1/4"-capacity pocket holds literature, folders, etc.
VP34	1 VHS 8.5 x 11 x .25	8.75 x 11.25 x 1.38	37 x 27.5	■ Wraparound; 1/4"-capacity pocket
VP35	1 VHS 8.5 x 11 x .25	8.62 x 11.25 x 1.44	38 x 26.5	■ Turned-over flap (velcro optional); 1/4"-capacity pocket

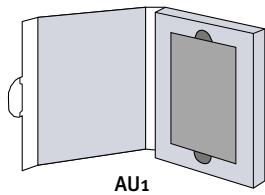


VIDEO PRESENTATION KITS

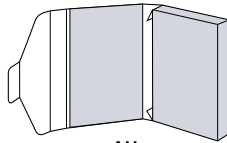


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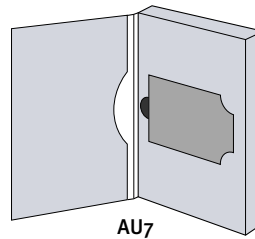
		Literature	Dimensions	Film Size	
VP7	1 VHS	9.25 x 12	10 x 12.75 x 1.37	34.5 x 27.25	■ For 9" x 12" literature
VP8	1 VHS	9.25 x 12	10 x 12.75 x 1.37	34.5 x 27.25	■ Horizontal tape recess
VP9	2 VHS	9.25 x 12	10 x 12.75 x 1.37	34.5 x 27.25	■ Holds two VHS cassettes
VP15	1 VHS + Popcorn	8.5 x 14 x .75	9.37 x 15.37 x 2	42.5 x 19.5	■ For legal-size literature + popcorn
VP16	1 VHS + 1 Disk	8.75 x 11.12 & 7.75 x 11	10.5 x 12.75 x 2	46.25 x 30	■ Slot holds 7 3/4" x 11" product sheet; literature up to 8 3/4" x 11 1/8" fits over videotape
VP17	1 VHS	9.25 x 11.25	11.75 x 9.87 x 1.87	35 x 27.75	■ Hinged lid presentation package
VP18	1 VHS	8.75 x 11.25 x .25	11.5 x 9.12 x 1.37	32 x 24.75	■ Offset tape frees room for more copy or inserts
VP21	2 VHS	8.5 x 11	8.75 x 11.37 x 1.25	30 x 27	■ Flat half-pocket; holds two VHS cassettes
VP26	1 VHS	9.25 x 11.5	9.62 x 12 x 1.25	33 x 21	■ Flat half-pocket ; holds VHS & 3.5" disk
VP27	1 VHS	9.5 x 12.5	12.75 x 10 x 1.37	34 x 27.37	■ Offset VHS cavity with flat pocket
VP28	1 VHS	10 x 13 x .5	13.37 x 10.37 x 1.62	36 x 32.87	■ 1/2" capacity pocket
VP36	1 VHS	8.5 x 11	9 x 11.38 x 1.37	38.5 x 15	■ Centered VHS cavity; flat pocket
VP37	2 VHS	9 x 12 x .38	9.12 x 12.12 x 1.5	34 x 27	■ 3/8" capacity pocket



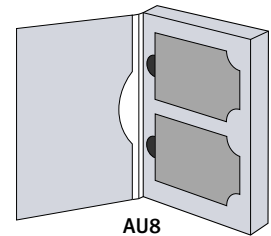
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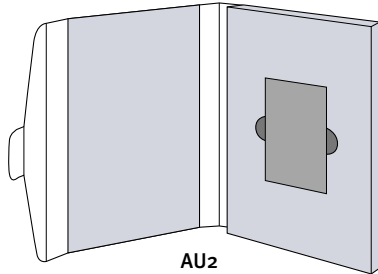
AU3



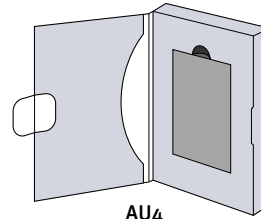
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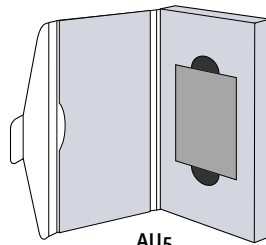
AU8



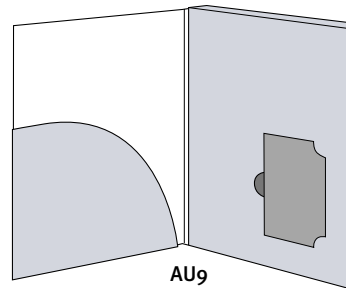
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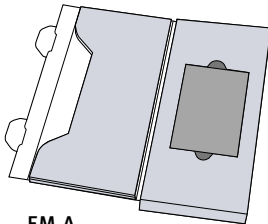
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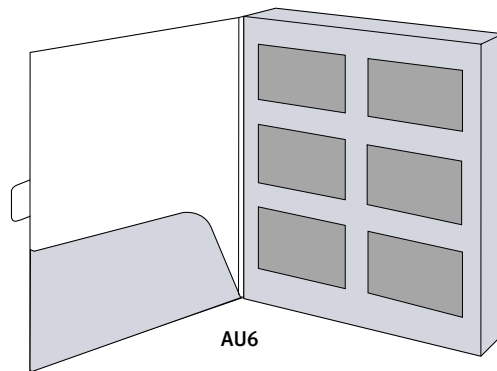
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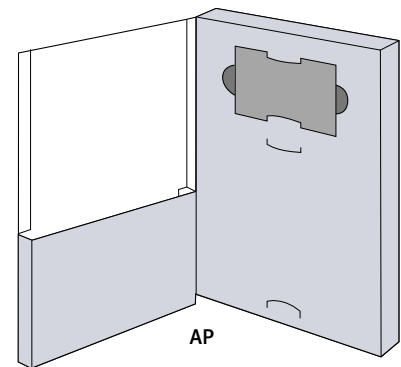
AU9



EM-A

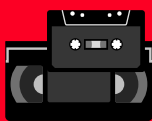


AU6

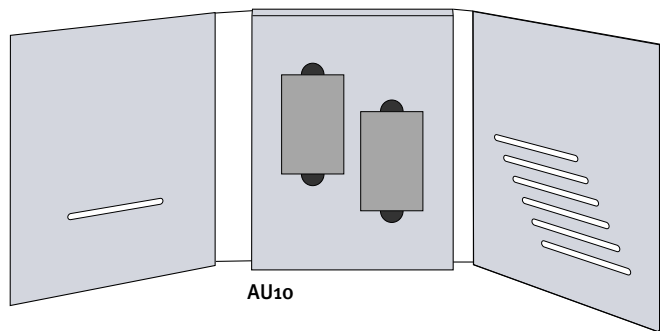


AP

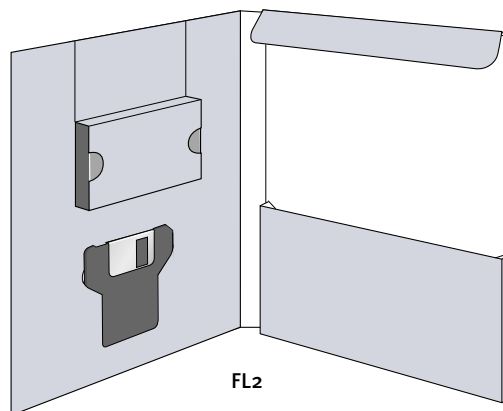
		Literature	Dimensions	Film Size	
EM-A	1 Audio Cassette	3.75 x 8.75	4.25 x 9.12 x .87	21.75 x 12	■ Self-mailing Audio Econo Mailer with pocket
AU1	1 Audio Cassette	—	5.75 x 4.25 x .75	16.25 x 14.62	■ Self-mailing Audio Econo Mailer with super panel
AU2	1 Audio Cassette	6 x 9	10 x 6.75 x .93	22.5 x 19.12	■ Wraparound Audio Mailer with pocket
AU3	1 Audio Cassette	—	2.56 x 4.06 x .58	9.91 x 9.39	■ Wraparound Audio Mailer with double wall super panel
AU4	1 Audio Cassette	4.5 x 6.75	5 x 7 x 1.12	26.12 x 10.44	■ Audio Mailer with pocket
AU5	1 Audio Cassette	4 x 8.5	4.25 x 9.06 x .85	19.48 x 18.28	■ Wraparound Audio Mailer with pocket
AU6	6 Audio Cassettes	8.5 x 11	11.25 x 8.87 x 1.37	31 x 18.37	■ 6-cavity Audio Mailer with flat pocket
AU7	1 Audio Cassette	5 x 7.25	5.44 x 7.62 x .97	27 x 10.12	■ Audio Mailer with pocket
AU8	2 Audio Cassettes	5 x 7.25	5.44 x 7.62 x .97	27 x 10.12	■ Audio Mailer with pocket
AU9	1 Audio Cassette	8.5 x 11	7.5 x 10.5 x .97	32.47 x 27	■ Audio Mailer with pocket
AP	1 Audio Cassette	8.5 x 11 x .5	12 x 10.75 x 1.12	36.37 x 18.12	■ Audio Mailer with 1/2" pocket



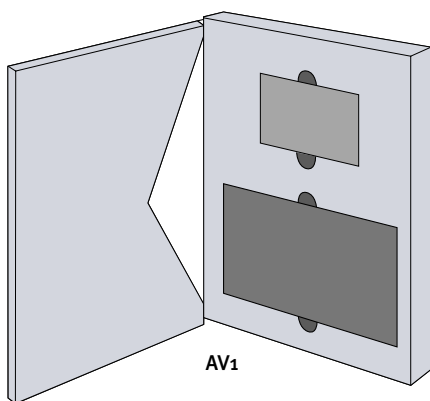
AUDIO/VIDEO PRESENTATION KITS



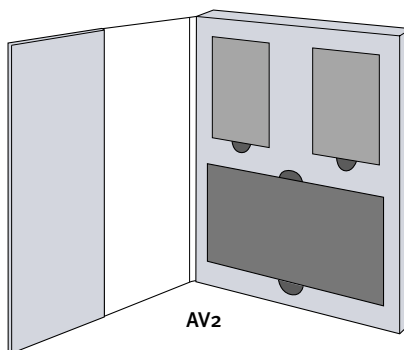
AU10



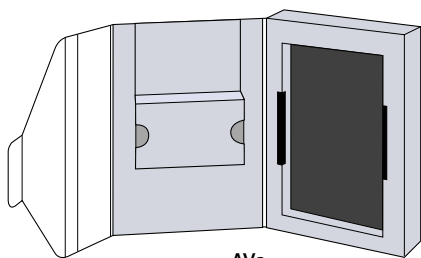
FL2



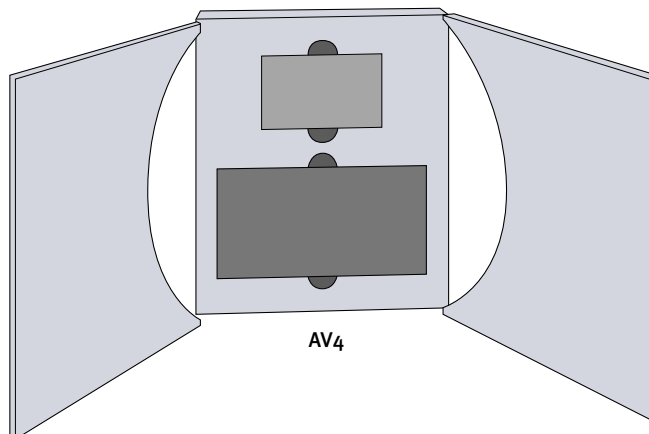
AV1



AV2

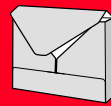


AV3

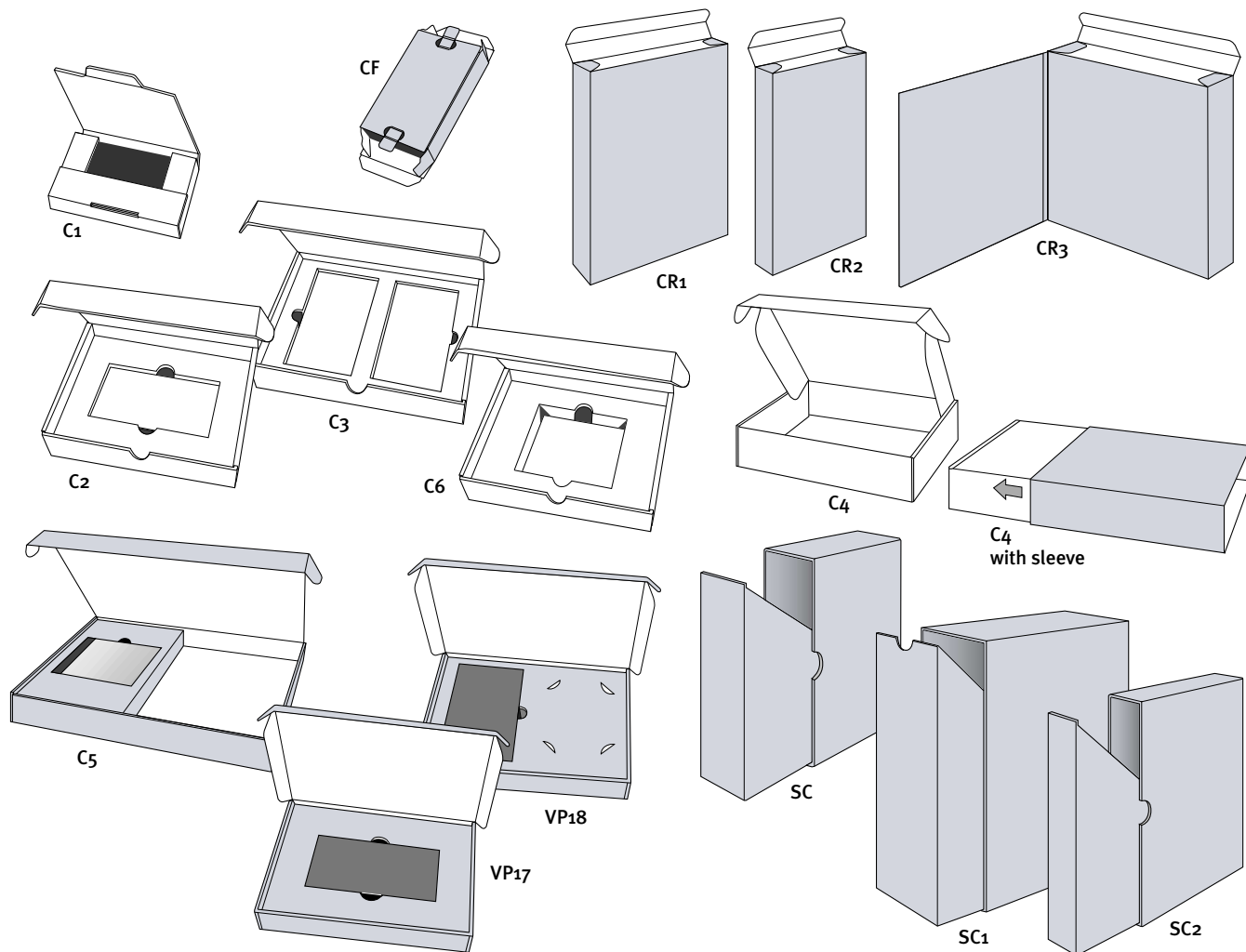


AV4

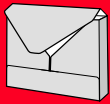
		Literature	Dimensions	Film Size	
AU10	2 Audio Cassettes	4 x 9	9 x 11 x 1.47	33.03 x 24.38	■ Slots for literature
FL2	1 Audio + 1 Disk	8.5 x 11 x .25	11.5 x 8.93 x .68	30.12 x 14.5	■ Folder with 1/4" pocket
AV1	1 Audio, 1 VHS	8.5 x 11 x .125	11.5 x 9 x 1.25	39.37 x 15.37	■ Audio/Video Mailer with 1/8" pocket
AV2	2 Audio, 1 VHS	8.5 x 11	11.5 x 9 x 1.62	35.75 x 15.87	■ Dual Audio + Video Mailer
AV3	1 Audio, 1 VHS	—	9 x 6 x 2	29.37 x 21.75	■ Audio/Video Econo Mailer
AV4	1 Audio, 1 VHS	8.5 x 11 x .625	11.75 x 9.25 x 1.75	33.75 x 25 + 22 x 16	■ Two-Pocket Audio and Video Mailer with 1/4" & 3/8" capacity pockets



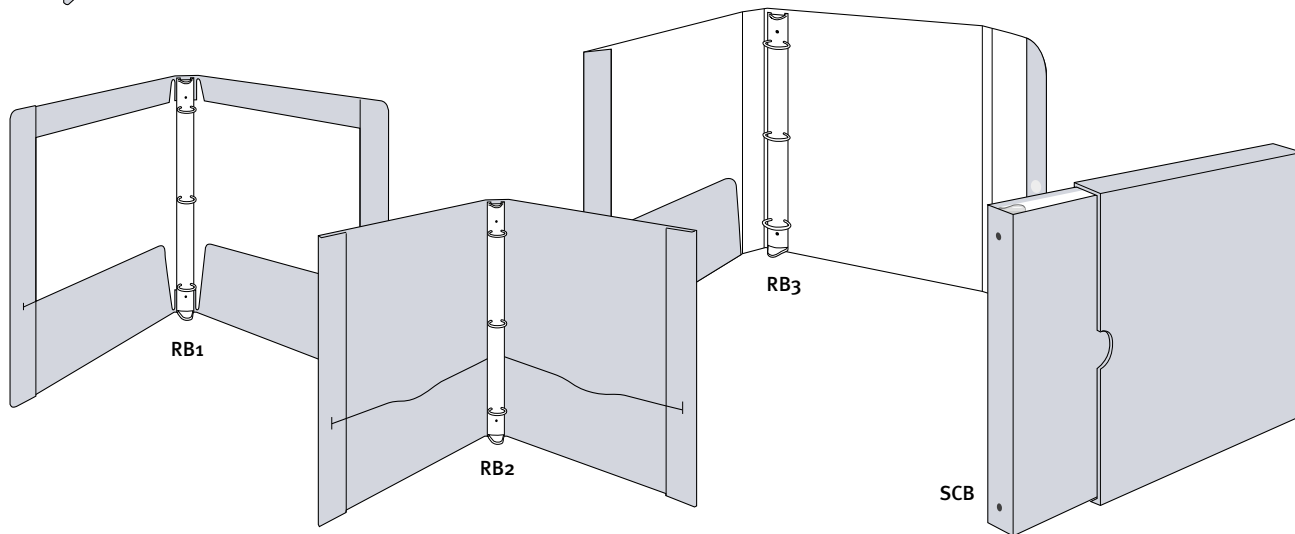
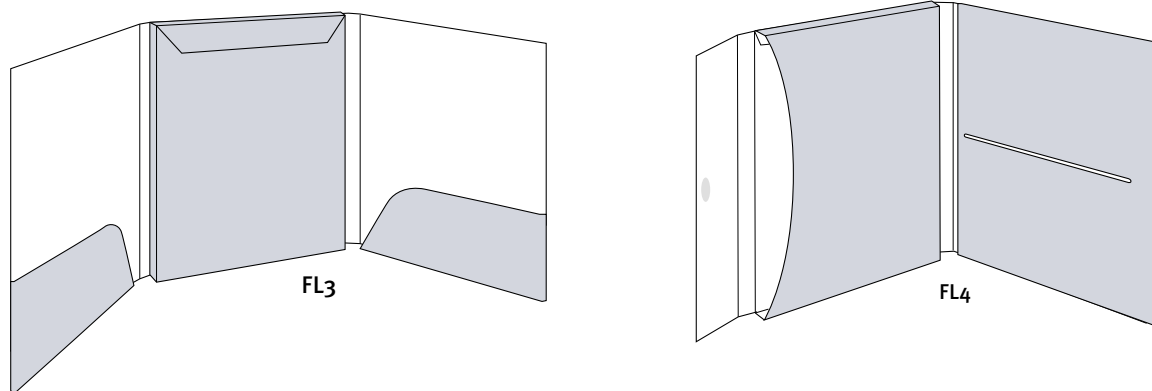
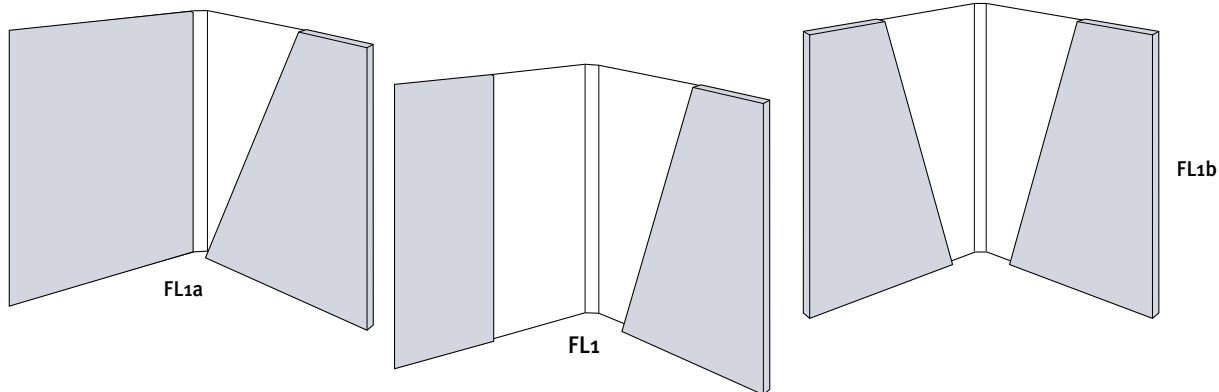
MEDIA & SOFTWARE CARTONS AND SLIPCASES



		Literature	Dimensions	Film Size	
CR1		7.25 x 9	9.25 x 7.5 x 1.18	18.25 x 13.37	■ Tab-locking carton; opens at top and bottom
CR2		5.5 x 8.5	9 x 6 x 1	15 x 13	■ Tab-locking carton; opens at top and bottom
CR3		8.75 x 8.75	9 x 9 x 2	40.87 x 14.5	■ Tab-locking carton with super panel
CF	1 VHS		7.65 x 4.25 x 1.18	11.75 x 11.75	■ Corrugated double-tuck self-mailer
C1	1 VHS		4.06 x 7.5 x 1.37	13 x 14.75	■ Single Corrugated Shipper; ships VHS cassette in sleeve. Flexographic printing or litho label available.
C2	1 VHS	9 x 11.25 x .75	9.12 x 11.75 x 2.25	20.25 x 24.25	■ Ships VHS cassette in sleeve; literature lays atop video. White over kraft; flexographic printing or litho label available. Also available in 2", 3" or 4" depth
C3	2 VHS	9 x 11.25 x .75	9.5 x 13 x 2.25	21.5 x 25.25	■ Same as C2, but for 2 VHS cassettes
C4		7.5 x 9.5	9.75 x 8.06 x 2.25 9.75 x 8.12 x 2.37	22.65 x 18.87 21.87 x 9.75	■ White over kraft, front-tab carton
C5	1 CD Jewel Case	8.5 x 11	16.25 x 11.75 x 2.12 11.5 x 7.25 x 1.87	29.5 x 25.25 27 x 17.25	■ Oversize front-tab carton; insert can be adapted for other product
C6	1 CD Jewel Case	9 x 11.25 x .75	9.12 x 11.75 x 2.25	20.25 x 24.25	■ Same as C2, but for CD jewel case
SC		7.25 x 9	9.87 x 7.87 x 2.87	33.25 x 24.75	■ Slipcase and tray; other sizes available
SC1		8.5 x 11	11.18 x 8.75 x 4.18	31.62 x 18 & 27.25 x 16.5	■ Slipcase and tray
SC2		7.25 x 9	9.25 x 7.37 x 1.6	31 x 22.5	■ Slipcase and tray
VP17	1 VHS	9.25 x 11.25	11.75 x 9.87 x 1.87	35 x 27.75	■ Hinged lid presentation package
VP18	1 VHS	8.75 x 11.25 x .25	11.5 x 9.12 x 1.37	32 x 24.75	■ Offset tape frees room for more copy or inserts

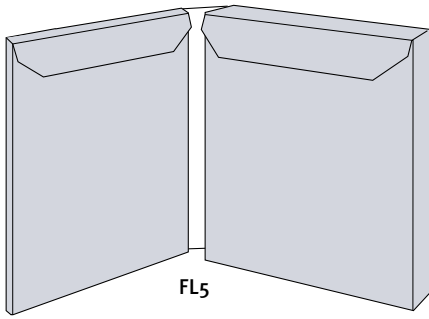
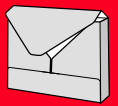


LITERATURE PACKAGING

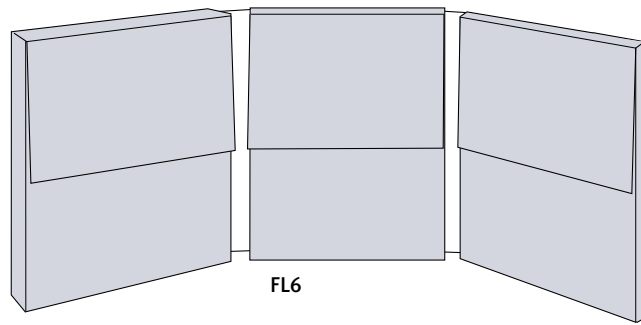


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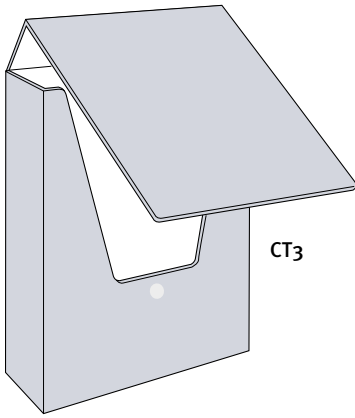
	Literature	Dimensions	Film Size	
FL1	8.5 x 11 x .50	11.5 x 8.93 x .68	30.12 x 14.5	■ Folder with 1/2" pocket and flat pocket
FL1a	8.5 x 11 x .38	11.25 x 8.75 x .5	37 x 13	■ Super panel; 3/8" pocket
FL1b	8.5 x 11 x .75	9 x 12 x .81	37.44 x 14.75	■ 1/4" and 1/2" pockets
FL3	9 x 11 x .625	11.5 x 9.5 x 1.06	32.5 x 26.87	■ Folder with 5/8" pocket and 2 flat pockets
FL4	9 x 11.25 x .5	11.62 x 9.94 x .75	34.66 x 26.31	■ Folder with 1/2" pocket and literature slot; Velcro closure
RB1	8.5 x 11	11.5 x 10.12 x 1.25	23.75 x 16.75	■ Two pocket, fully reinforced Ring Binder
RB2	8.5 x 11	11.5 x 9.75 x 1	24.12 x 23	■ Double wall construction Ring Binder
RB3	8.5 x 11	11.5 x 10 x 1.25	27 x 16	■ Ring Binder with flap, Velcro closure
SCB	8.5 x 11	11.56 x 10.25 x 1.43	39 x 27.37	■ Slipcase for Ring Binder



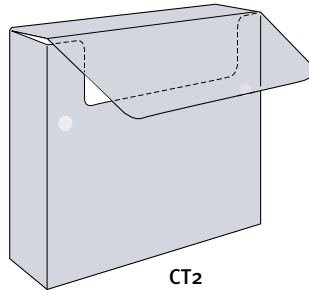
FL5



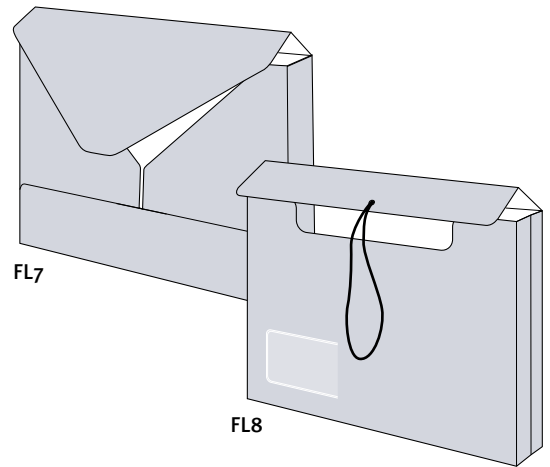
FL6



CT3

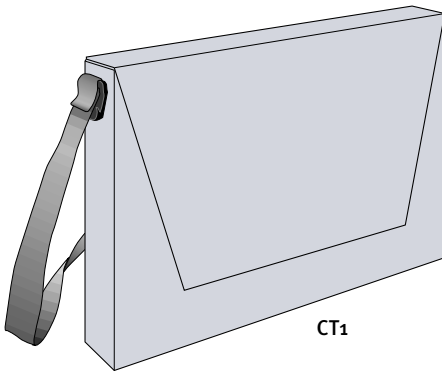


CT2

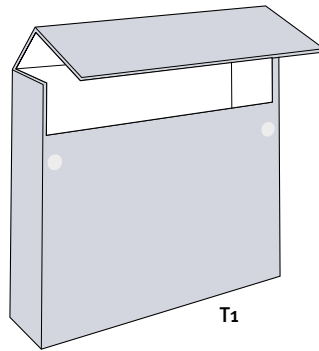


FL7

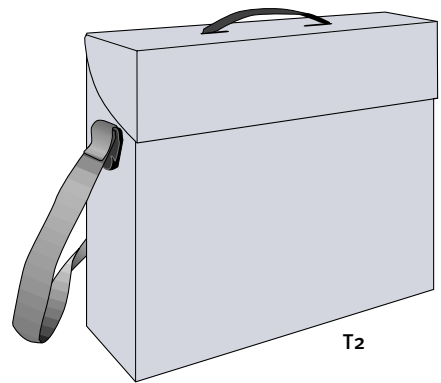
FL8



CT1



T1

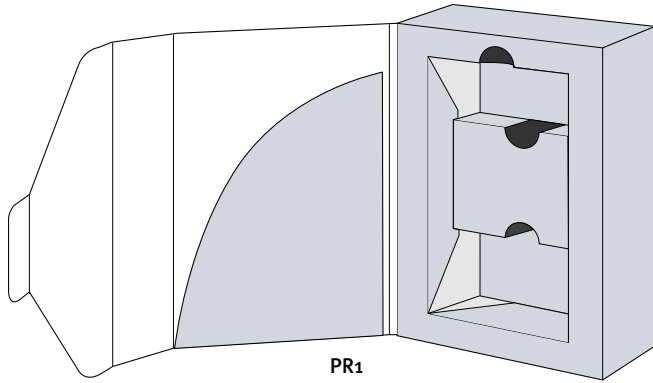


T2

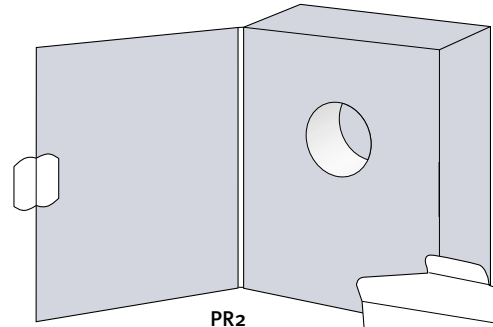
	Literature	Dimensions	Film Size	
FL5	8.5 x 11 x 1.50	8.75 x 11.25 x 1.5	34 x 26.75	■ ¼" and 1¼" capacity pockets
FL6	8.5 x 11 x 1.125	8.75 x 11.5 x 1.25	39.5 x 27.62	■ (2) ½" and (1) ⅛" capacity pockets
FL7	9.5 x 11.5 x 1	9.75 x 11.75 x 1	23 x 23	■ Fixed capacity tote
FL8	9.25 x 11.5 x 2.5	9.5 x 12 x 2.5	26.75 x 18.5	■ Gusseted tote; shown with optional cord and card holder
CT1	10 x 15	15.12 x 10.12 x 2.12	32.25 x 19	■ Corrugated tote. Strap, Velcro closure, other depths optional
CT2	9.87 x 12	12 x 9.75 x 2.75	34.75 x 17.37	■ Corrugated tote. Strap, Velcro closure, other depths optional
CT3	9 x 12 x 2.5	12.12 x 9.25 x 2.75	38.5 x 24.5	■ Corrugated tote. Strap, Velcro closure, other depths optional
T1	10 x 11	12 x 10 x 2	30 x 16	■ Extra-strength Tote with Velcro closure
T2	11 x 12	12.62 x 11.37 x 4.25	39 x 21.5	■ Extra-strength Tote; handle & strap optional



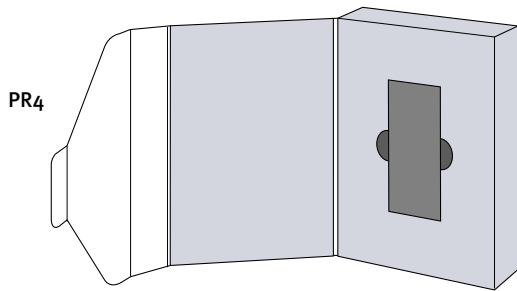
PROMOTIONAL PACKAGING



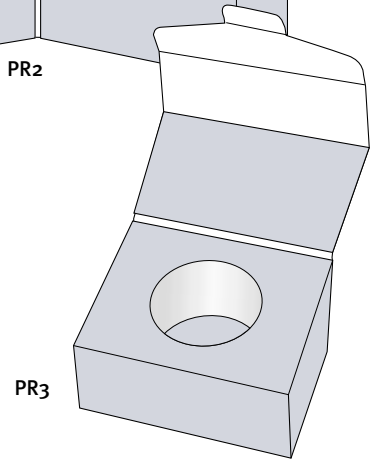
PR1



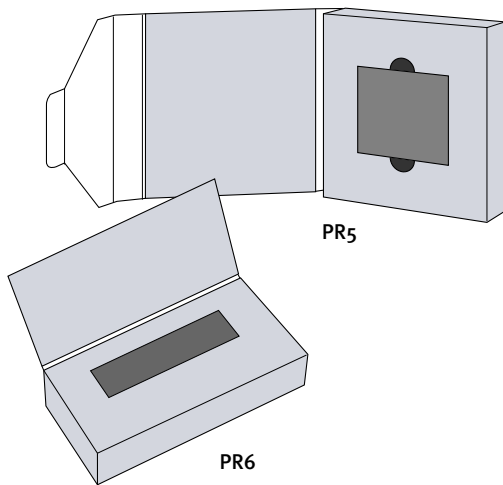
PR2



PR4

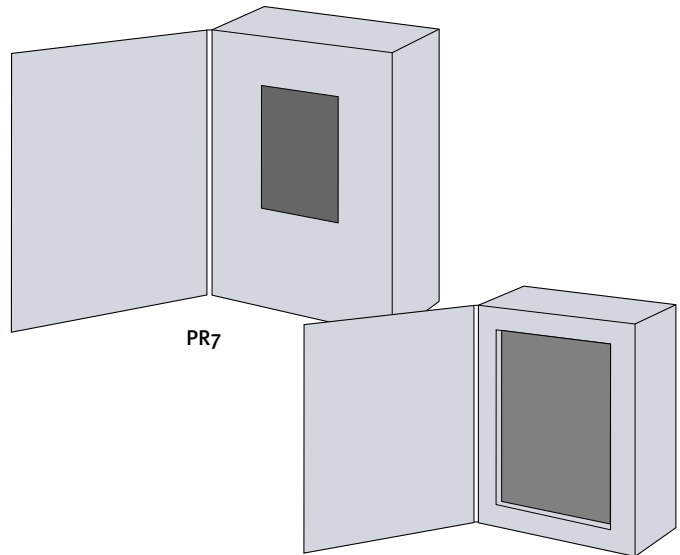


PR3



PR5

PR6



PR7

PR8

	Literature	Dimensions	Film Size	
PR1	5.5 x 8.5	6 x 9 x 2.2	36.62 x 25	■ 1 VHS cassette + promotional items
PR2		7.4 x 9 x 2	35.5 x 26.6 (2-up)	
PR3		6.88 x 6.88 x 2.2	36.38 x 16.77	
PR4		6 x 9 x 1.5	27.94 x 20.35	
PR5	4.88 x 6.75	5 x 7 x 1.1	22.78 x 15.7	
PR6		9 x 4.5 x 1.62	21 x 13	
PR7		11 x 7 x 3	35 x 24	
PR8		6 x 7.5 x 3.12	27.87 x 15.25	

All cavities can be sized to fit your promotional item. Multiple cavities, unusual shapes and insert boxes are also possible.

Adobe Illustrator: a popular software program used in the manipulation of electronic files and images, toward the creation of the final artwork.

Aqueous Coating: a clear liquid topcoat applied to a printed sheet.

Bleed: printing that extends beyond the edge of a panel or page.

Blueline/Dylux: photosensitive paper that images in varying degrees of the color blue. This proof is used as to check copy and position.

Buttfit/Kissfit: the meeting of 2 or more colors where there is no overlap or trap. The result is often a visible thin white line.

Caliper: the thickness of board measured in thousandths of an inch called "points".

Choke and Spread: (Fatty/Skinny) to slightly decrease (choke) or increase (spread) the size of a graphic element to create a trap or fit.

Color Correct: to retouch or enhance color in specific areas.

Color Key®: 3M trade name for an overlay color proof.

Color Separation: the separation of a continuous tone image into the four process colors: black, cyan, yellow and magenta.

Composite Film: or final film, a single piece of film that contains all the characteristics of several pieces of working films. Also known as plate ready film.

Cromalin® Proof: DuPont trade name for a color contract proof, used as color guide on press.

Crossover: an image that continues from one page or panel to another.

DPI: Dots Per Inch; used loosely to describe the resolution of an element.

Die template: the finished outline of a package or shape.

Directory: a list of the files, fonts and software programs used to create an electronic file.

Direct to Plate: also known as CTP (computer to plate); the process of transferring electronic files directly to print plates, eliminating the intermediate step of imaging films.

Dry Trap: refers to the overlapping of inks done in two press passes while one of the inks is dry and one wet.

Duotone: the graphic representation of an image using only two colors.

Dylux: Dupont trade name for a blueline proof showing type and position of images. (blueline)

EPS: Encapsulated Post Script, a commonly used format for moving files from one application to another electronically. The element is locked to prevent inadvertent changes.

EPS Template: an electronic drawing of the actual die layout. It is used to prepare and layout artwork in its proper orientation. It is also used to create the die tool and should not be altered without notice.

Four color process: the representation of all colors through an arrangement of dots of the four process printing ink colors: cyan, magenta, yellow and black.

Halftone: a one-color photographic image, with tones reproduced by varying-size dots of ink.

Hickie: an imperfection in a printed sheet caused by a contaminant in the print process. Any paper dust, spray powder or other contaminant will adhere to a blanket or plate on press and prevent ink from being used in that area. The result is a small white spot.

Hot spot: increased density of a color in a small area that can occur in film or plate making.

Keylines: rules that are placed in a document to mark specific areas to place graphic images. A keyline can also represent the shape of a three dimensional product while in a flat two dimensional drawing.

Knockout: the removal of all other colors behind a specific element. (with a black background you would remove the black behind any colored type)

Lines per inch: number of rows of dots per inch in a screen tint, half tone, or separation.

MAC: an Apple-based computing software or hardware system.

Make ready: activities required to set up a manufacturing process or piece of equipment.

Matchprint: 3M trade name for a color proof of final films.

Moiré: undesirable pattern in halftones and screen tints caused by conflicted screen patterns.

Page count: total number of pages including blanks and printed pages.

PC: an IBM-based software or hardware system.

PMS: (Pantone Matching System); a check standard for color reproduction.

Preflight/Flightcheck: the verification of an electronic document for potential problems prior to outputting film or plates.

Proof: a test sheet produced to check color, type, layout, and design.

Prototype: a machine or handmade sample of a pre-production package.

Prototype Dylux: a prototype made from a dylux proof that illustrates the printing, folding and scoring in a 3-dimensional form.

Quark File: a document or part of an art file that was created with Quark Xpress.

Quark XPress: a software program written for the graphic arts industry. A tool for page construction and type manipulation.

Random/scatter: proof of a scanned image. Used to check the color or quality on an image prior to final films/plating.

Reverse: image showing out of a printed background area.

Screen: piece of film with dots of uniform density.

Screen ruling: the number of rows of dots per inch in a screen for tints or halftones.

Screen tint: area printed with dots where ink coverage is less than 100% to simulate shading.

Trap: The overlapping of adjacent colors, so as to avoid the potential of a white gap between images.

Trim size: size of the printed sheet after last trim is made.

UCR: Under Color Removal; done during scanning to reduce the total amount of ink coverage in shadow areas by replacing some of the cyan, magenta and yellow with black. Reductions of ink usage can improve ink drying and dot gain control while on press.

Wet Trap: refers to the overlapping of inks done in one press pass while the inks are all still wet.

Window: an area cut out of masking material on a mechanical to position a graphic element.

Working film: preliminary or intermediate films, which are then combined to produce the final (composite) film.

A-Time: Absolute time, elapsed time, measured in minutes, seconds, and frames. (00:00:00) Ref start of the program.

Authoring: creation of a database for CD-ROM. The end product is usually a search and retrieval type document with the addition of a user interface. Specific authoring functions include tagging and indexing.

Block Error Rate: (BLER) the number of error correction blocks which contain errors, usually expressed in counts per second. Most errors can be corrected by the error correction system; a high BLER can lead to uncorrectable errors or poor performance.

CD: Compact Disc.

CD-DA: Compact Disc Digital Audio.

CD-I: Compact Disc Interactive. An interactive multi-media system which connects to a television. The CD-1 standard is known as the Green Book.

CD-ROM: a read-only Compact Disc.

CD-ROM XA: Extended Architecture. A standard that allows interleaving of compressed audio and video data for synchronization purposes.

Disc At Once: during recording of the CDR disc, all data is recorded continuously in one session.

DLT Tape: Digital Linear Tape. This is a standard input media form of DVD.

DVD: Digital Versatile Disc: A high density format for data, video and audio approximately 4X the density of a normal CD.

ECC/EDC: Error Correction Code/ Error Detection Code. Codes specified in the color book standards and embedded in CD data which facilitate the reconstruction of data if read errors occur.

Glass Master: a master made from a CD and used for the replication of additional CDs.

HFS, HFS+: Hierarchical File System, the Apple/MAC file structure standard. HFS+ was introduced in 1998 to allow greater file density on larger storage media.

Hybrid Disc: a CD-ROM which can function on both PC or MAC platforms. The disc contains separate ISO 9660 and HFS partitions.

Indexing: creation of a data index to speed up search and retrieval.

Inlay Card: a printed insert that fits inside a jewel case for identification, advertising or instruction.

ISO 9660: an international standard for defining the file and directory structures for CD-ROM.

Jewel Case: a hinged plastic case for the storage of a CD.

Kodak Photo CD: digital photographs encoded onto a CD.

Media Conversion: the process of converting data from one type of media to another for premastering and mastering. Premastering software typically requires input data on hard disk. 8MM tape and compact disc are preferred as input media for the mastering process.

Mixed Mode Disc: a CD-ROM that contains both computer data and audio tracks.

Mode 1: the most common CD-ROM format. Contains 3 layers of error correction and computer data.

Mode 2: CD-ROM data format with 2 layers of data correction for audio and compressed video.

PQ Information: disc or tape information that determines track start points, control bits, timing information etc.

Premastering: formatting data into the exact image that will appear on the CD-ROM so it is ready to be mastered and replicated. Includes file structure and location.

SID Code: Source Information Code: this code identifies the origin of the disc to help prevent piracy.

SMPTE Time: time code adopted for use in the video industry used in CD production.

Soft Grip CD Holder: foam dot to hold CD ROM.

Tagging: placing hidden markers in text that indicate where to start specific images.

Track at Once: during recording of CDR disc, each track is written individually. The recorder starts and stops recording between tracks. This puts link transitions between each track which can cause problems for some mastering facilities.

Transfer Rate: the amount of data transferred from a CD-ROM to a computer. This rate is limited by the rotating speed of a disc drive.

Video CD: provides full motion video and audio in a CD format.

Yellow Book: international standard which defines the physical properties of a CD-ROM disc.

Aircell: a space created by forming a substrate into a shape to provide protection in a package.

Acetate Window: clear film covering a die-cut opening.

Angle Ring: binder ring metal that appears like a backwards "D".

Applique: an secondary layer of material joined over an existing substrate that creates a multi-level finish.

Assemble: to set up and finish into a fully completed format.

Bleach: a process used in paper making to whiten paper. Also a reference as to the whiteness of the paper.

Bleach/Oyster: corrugate term referring to the color of a sheet: bright white one side, egg shell white the other.

Bleach/Kraft: corrugate term referring to the color of a sheet that's bright white one side, brown kraft the other.

Blind Emboss: a raised area of the sheet created using an engraved tool and a die-press. (see emboss)

Board: a generic term referring to the substrate.

Boosters: triggers at the ends of the ring metal that assist the opening of the ring.

C1S: paper coated one side.

C2S: paper coated 2 sides.

Caliper: the thickness of material measured in thousandths of an inch often referred to as "points".

Capacity Pocket: a pocket formed with a double score along each side, to create a spine that gives the pocket a greater thickness, and capacity, than a flat pocket.

Cast Coated: paper with a high-gloss coating that can rival the gloss of a photograph.

Cavity: recessed area of a package used to house an item (CD, VHS, promotional item, etc.).

Chipboard: a paperboard substrate, normally recycled and used primarily in consumer packaging.

Combo Form: a print form that combines more than one item for print and finishing.

Consignee: the party that is receiving goods.

Corrugate: flat paper joined together with a fluted medium or middle using starch and steam. (double face board). Can be flexo-printed, silk screened or litho labeled.

Corrugation Direction: the running direction of the flute or center of the material.

Corrugate Medium: the fluted or wave portion in the middle of a corrugate sheet.

Crease: a score or impression in a substrate that facilitates folding and bending.

Deboss: an area on a sheet that has a depression created using an engraved tool and a die-press.

Deckle Edge: feathered edge of a specialty paper.

Die-Cut: the process of cutting a material into its finished shape using a steel rule cutting die and a die press.

E-Flute: corrugate material $\frac{1}{16}$ " thick.

Emboss: the registration of an embossed area to a printed area. (see blind emboss)

EPS: Expanded Poly Styrene. Styrene foam blocks are hotwire-cut to create inserts used to support the structure of a dimensional package.

Expandable Pocket: a flat pocket that can become a capacity pocket using a z-fold design technique.

F.O.B.: Freight On Board. The payment point on a freight shipment. "F.O.B. Destination" indicates the shipper is paying the transportation costs through to the final destination. "F.O.B. shipping point" means freight costs are not being paid by the shipper. "F.O.B." can be followed by a zip code, which is the point to which the shipper is paying the freight.

Film Lamination: a layer of polypropylene or polyester that is applied to a printed sheet. It is available in gloss, matte, satin or a metallic finish.

Finishing: the process of converting a sheet into its final form.

Flaps: material extending off the ends of various panels on a package.

Flute: the wave or center section of a corrugate sheet. Available in several thicknesses: E is $\frac{1}{16}$ ", B is $\frac{1}{8}$ ", C is $\frac{3}{16}$ ",

Foil Stamp: the flat application and transfer of foil to a substrate using heat and pressure. This graphic technique can be used in conjunction with debossing or embossing.

Fulfillment: collating, inserting and loading materials into a package for bulk shipment or mailing.

Gloss Lamination: see *Lamination*.

Grain: the fiber direction in a sheet of paper.

Gusset: a flat panel with a center score that expands to a given width. Gussets can be pushed in or out in manufacturing and should be specified at the time of order.

Hidden Hinge: a 3rd piece of vinyl that is sealed to the outside of a binder without the hinge bars.

Hinge: a score or crease that is used to open and close a panel.

Hook and Loop: generic term for Velcro.

Hot Melt: an extremely durable and reliable adhesive used in the construction of a package.

Hotwire: a technique for cutting and shaping EPS foam.

Inner Packing: materials used to position, support and protect an object inside its package.

KD: knocked down flat.

Kraft: paper color; natural kraft has a characteristic light brown appearance.

Lamination: (see also *Film Lamination*) the application of litho label to a corrugate sheet using a cold adhesive and pressure.

Laminator: a machine that applies film lamination to paperboard.

Litho-Label: usually an 80# or 100# C1S stock that is printed and applied with adhesive to an E-flute corrugated sheet. Film lamination is required to prevent cracking on folding scores.

Locking Tabs: tabs used in packaging for closure. They may be **passive** for re-opening a package, or **positive** for mailing or more permanent applications.

Machinable: the ability to automatically glue, die-cut or finish a package.

Pallet/Palletize: a wooden deck-like structure for loading boxes onto for storage or shipping. A "GMA - Grocery Manufacturers Association" pallet is a hardwood, 48"x40" 4-way entry design.

Panel: the face or side of a package.

Paperboard: solid fiber board used for making packaging.

Plant Load: US Postal term: certification that allows manufacturing companies to mail packages or flats directly from their facilities into a US Postal vehicle, bypassing the local post office.

Score: an impression or crease in a substrate that is used for folding or bending.

Slipsheet: to insert a material between two packages to prevent abrasion and scratching in shipping. Un-printed newsprint is often used.

Slit: a cut made in a substrate without removing any material.

Slot: a cut made in a substrate that does remove material.

Substrate: the core material (*i.e.*: corrugate or paperboard) used in a printing, finishing or packaging process.

Super Panel: a panel or page of a package that is printed on one side, but folded onto itself, presenting graphics on both sides.

Tuck Tabs: tabs that extend off a panel and are tucked into a mated slit; often used to close a package.

Turned Edge: litho-label wrapped over a fiber or chipboard edge, for instance on a slipcase, to provide a more finished appearance.

Window: an area cut out of a panel. Can be covered in cello.



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