

Supplying inserts and promotional materials

Requirements concerning the packing and delivery of inserts distributed with a publication

1. INSERTS – BASIC RECOMMENDATIONS

1.1. Information concerning inserts and delivery dates

1.1.1. Complete information on the inserting process and inserts should be delivered to a Customer Service Representative not later than 7 working days (Monday through Friday) before the agreed date on which the files are to be uploaded.

The Customer Service Representative should be informed about the planned insert, at the latest, 2 weeks before the start of production (the date of delivery of printing materials is considered the production start date). By that time it is also necessary to:

- provide technical parameters of the insert: its type (brochure, flyer, CD, cosmetic, etc.), the material it is made of, its dimensions and weight, the preferred method of attaching the insert to the publication (gluing it in, attaching it with a self-adhesive tape, adding it as a loose insert, etc.);
- deliver to the Printing House the number of samples that has been agreed upon with the Customer Service Representative in order to assess production possibilities, establish how the finished product is going to be packed (packages, cardboard boxes) and perform strength tests. This pertains in particular to non-typical and large dimension products or to those that are made of materials that may be damaged during the transportation of the finished product. If the Printing House does not receive insert samples in the agreed time and thus is not able to establish a safe way to pack the finished product, it will not assume any responsibility for damages done to the insert during the transportation of the finished product.
- We recommend the use of the standard form which will be provided by the Customer Service Representative and which serves to give information on additional bookbinding operations.

1.1.2. The full set of inserts intended for the issue should be delivered to the Printing House 3 days before the start of production. Earlier and later deliveries must be agreed with the Customer Service Representative. It is not possible to deliver the inserts to the Printing House several weeks before the planned production, unless this has been specifically agreed by the Publisher and the Printing House.

1.1.3. Delivering to the Printing House inserts with technical parameters different from those previously agreed upon entails additional costs at the Client's expense.

1.1.4. There should be a surplus in each delivery because of possible damage that may arise during production. The amount of the surplus depends on the type of technological process and on the type of the insert and should be agreed with the Customer Service Representative.

1.1.5. Goods must be packed on EUR pallets of 800 x 1,200 mm or 1,000 x 1,200 mm and a height not exceeding 1,500 mm (including the pallet itself)



and of a gross weight not greater than 900 kg. It is allowed to deliver the insert in a container or in master packs arranged loosely on a vehicle. The Publisher is obliged to provide the Customer Service Representative with the following information, at the latest 3 days before the planned delivery:

- the number and dimensions of master packs
- the precise term of delivery (in order to prepare proper technical means of unloading).

1.1.6. If the insert is not delivered to the Printing House in the agreed time, the Printing House has the right to impose charges on the Publisher due to costs of postponing the production (machinery down-time, extra staff to manage postponed production).

1.1.7. If the terms of production execution are not met because the insert has not been delivered on time or the parameters of the delivered insert differ significantly from those previously agreed upon, the Printing House reserves the right not to accept any financial claims.

1.1.8. The Printing House shall not be responsible for defects caused by inserts supplied by the Customer that have out-of-specification technical parameters (e.g. minimal formats of glue inserts, etc.)

1.1.9. As the shipment is to be prepared the distribution lists must be sent to the Customer Service Representative at the latest at the date of delivery of materials for printing. Only the final distribution list is to be delivered to the Printing House.

1.2. Description of the delivery and the Printing House acceptance criteria for the insert.

1.2.1. The insert delivered to the Printing House must be prepared and described according to the guidelines presented below:

- It must be prepared on identical packaging standard pallets with a precisely described final pallet. The way the product is arranged must allow for checking the number of master packs on a pallet. Different packaging standards must be clearly separated and described.
- Pallets and master packs must be packed in an impenetrable way so as to make it possible to check whether the integrity of goods has been impaired. For that purpose stamps on sellotapes, sealing or other agreed protections should be used.
- Each pallet should be provided with a description on pallet tags; one tag on each narrow side of the pallet is required. The following information must be included on the tag:
 - name of the insert (identical with the name specified in the relevant order),
 - title and issue number to which the inserts are to be attached,
 - total stock of the insert delivered on the pallets,
 - weight of the master pack,
 - number of master packs,



- standard of the master pack,
- consecutive number of each pallet (e.g. 1 of 5, 2 of 5 ... 5 of 5),
- the way the surplus of inserts is to be dealt with (e.g. discarded or returned with the issue at the Client's expense),
- if different language variants or insert versions exist, each version is to be packed on a separate pallet; each pallet should be described on the Insert Descriptive Document as mentioned before; the language version should be specified in the „Supplementary Information“ field.
- Each master pack should be provided with the same information as that given on the tags of individual pallets. This pertains in particular to inserts delivered in containers or in master packs arranged loosely on the vehicle.
- The delivery must be accompanied by a document including all data mentioned above and stating the total number of pallets. In a letter of delivery called the Insert Descriptive Document the following information is to be included: delivery date, vehicle registration number, driver's name and (optionally) the supervising technologist's name. The Insert Descriptive Document should be sent to the Printing House in advance for the purpose of delivery notification.
- In case of deliveries carried out by courier companies the delivery should be accompanied by a detailed description and the Insert Descriptive Document, and if more than 1 master packs (boxes, pallets) are being delivered, the description and the Insert Descriptive Document should be attached to the pack described as No 1, and every other pack should be provided with a consecutive number and information on the total number of master packs.

1.2.2. If the recommendations set forth in 1.2.1 are not met, the Client will have no right to make complaints / raise doubts in connection with the quantity of inserts. The Printing House has the right to charge the Client for rectifying the wrong packaging standard in order to meet the Printing House requirements (see 1.2.1).

1.2.3. Discarding or returning the surplus inserts will be effected without delay (up to 10 days after closing the order) and at the Client's expense.

1.2.4. If there is a need to make use of inserts originating from so-called returns (e.g. inserts that were used at least once), the printing House does not assume any responsibility for the quality thereof (stains, damages, glue and tape residues, etc.). The Client who decides to reuse an insert bears sole responsibility for defects of the delivered product and thus has no right to make complaints if the quality assessment of such inserts proves them to be debatable.

1.2.5. If the inserts are not accompanied by any description or if their description does not meet the foregoing requirements, the Printing House



has the right to refuse to stock them. In such a situation it is considered that the product has not been delivered.

1.2.6. It is recommended to use the Insert Descriptive Document provided by the Customer Service Representative.

2. BASIC INFORMATION

- Single sheets and product samples should not stick together, either because of sticky ink or of electrostatic charge, performed die cutting or perforation.
- Single sheets and product samples are not to have crumpled or corrugated corners or edges nor displaced backs.
- **Sorting and unpacking of inserts or promotional items done by extra staff and the resulting production slowdown will be charged extra by Quad/Graphics.**

3. SUGGESTED WAY OF PACKING INSERTS

3.1. Packing booklets (brochures)

Booklets and other brochures that do not lie flat when stacked should be placed horizontally. Cardboard dividers should be inserted between layers. It is important to arrange booklets in a uniform orientation and not to mix the orientation half-and-half in one pack or to tie the packs. Otherwise extra staff is needed to unpack, rotate and arrange the inserts.



3.2. Packing flat glue inserts / loose inserts / stitch-in inserts

Flat glue, loose and stitch-in inserts should be delivered loose (not in tied packs) on pallets in a brick-like arrangement or in stacks. They should be arranged in a uniform orientation and not turned.

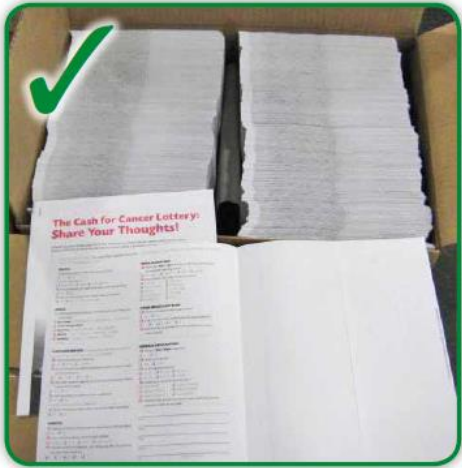


3.3. Packing irregular glue inserts / loose inserts / stitch-in inserts

Non-flat (irregular) glue, loose and stitch-in inserts should be properly packed. The way they are packed should not affect weaker elements of signatures, crumple them, bend corners or corrugate stacks as this results in problems during feed cycles of the binding machine. One way to deliver such materials is to arrange them in a cascade, lying flat on the pallet and with a divider after each layer. The edges of the dividers should be bent upward to avoid slipping of the insert beyond the contour of the pallet.

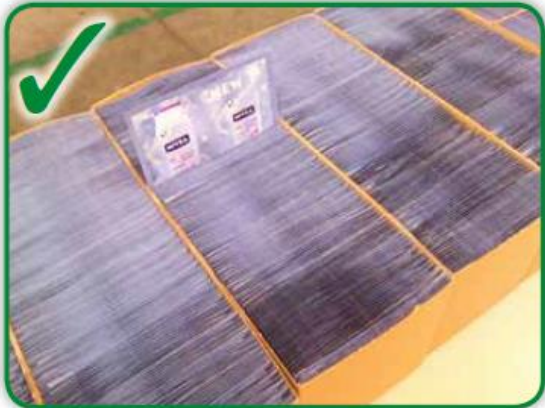


Another possibility is to deliver the materials packed in cardboard boxes and arranged in an upright position with dividers between the rows. In both cases it is important to arrange the inserts in a uniform orientation.



3.4. Packing sachets / small bags

Sachets and other kinds of small bags should be packed in cardboard boxes, the rows should be separated with cardboard dividers. The sachets and bags must be arranged in a uniform orientation. Mixing up of inserts is not acceptable.



3.5. Packing CD / DVD items

CDs / DVDs delivered in cardboard covers should be packed in master boxes and must be arranged in a uniform orientation.



CDs / DVDs delivered in boxes may be delivered loose on a pallet provided they are not mixed up and they are not arranged in varying orientations. Cardboard dividers should be placed between layers.



3.6. Packing promotional items intended for manual inserting

Promotional items and elastic (shape) inserts of all kinds should be delivered loose in master cardboard boxes. Packing them in multipacks is not recommended as it generates the need for extra staff to help with unpacking.



It is very important to properly secure the inserts and promotional items to prevent them from being damaged during transportation. Damaged, bent and leaking inserts require extra staff to sort them.

