



ADHESIVE STICKER SPECIFICATIONS				
Europe	DVD, Blu-ray	EDS010	Issue 6	May 2009

General Requirements

General

Adhesive: May be peelable or permanent

Supply: Reel format -- Sheet or other format is not acceptable

Cutting: Excess material is to be stripped from backing web. The punching or die cutting MUST not cut into the backing web.

Backing Web: To be continuous with no breaks or joins.

Identification: Each reel supplied must carry a clearly readable label on the inner core, stating the quantity of stickers on reel and the unique catalogue/part/reference number by which the sticker is identified.

Each sticker on the reel must contain the unique catalogue/part/reference number by which the sticker is identified.

Materials:

Label: Material White Label paper. Glossy Coated on one side
 Grammage: 90gsm Test method ISO 536
 Thickness: 77 microns Test method ISO534
 Tensile strength: (Machine Direction of grain) approx.66 N/15mm Test method DIN53112

Release Liner: Honey Super calendared glassine
 (Backing Web) Grammage: 60gsm Test method ISO 536
 Thickness: 51 microns Test method ISO534
 Tensile strength: (Machine Direction of grain) approx .80 N/15 mm Test method DIN53112

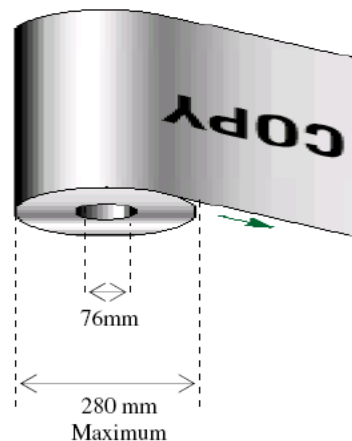
Standard Shapes: Simple geometric shapes like those shown below can be automatically applied onto a soft box.

Custom shaped labels will require manual application at an additional charge.



Reel Size: To machine apply stickers they must be supplied on reels
 Core size 76mm, Reel diameter 280mm maximum

NOTE: For machine application, rolls of adhesive stickers can be up to 280mm diameter on a standard 76 mm core. Wherever possible, please supply full rolls of maximum 280 mm diameter and not multiple smaller roll sizes. This avoids time-consuming roll changes on the machine pack lines.



Adhesive Sticker Specifications - Applied to DVD, HD and Blu-ray Inlay Wrap

The inlay wrap may have up to:

2 stickers applied to the printed outside face (see options A B and C below)

1 sticker applied to the underside of the inlay wrap before being assembled. (see option D)

On the printed outside face of the inlay wrap there are 3 different size options that may be applied:

OPTION A: - ONE sticker size 30mm x 22mm can be applied to FRONT of Inlay wrap only.

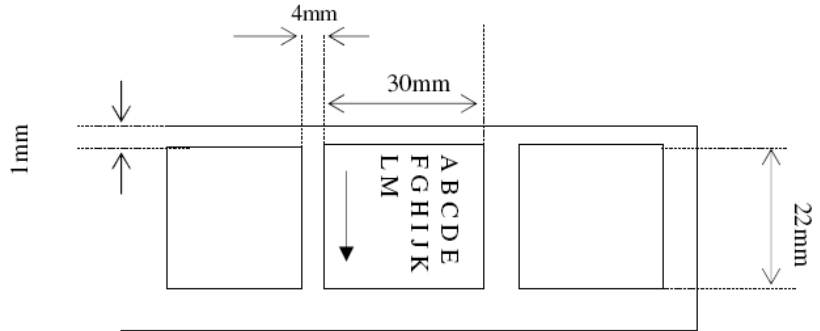
Copy winding required:

Copy 1

Grid Positions:

F1 to F15 inclusive

as EDS 011 Specification



OPTION B: - ONE sticker size 11mm x 15mm can be applied to BACK or SPINE of Inlay wrap

Copy winding required:

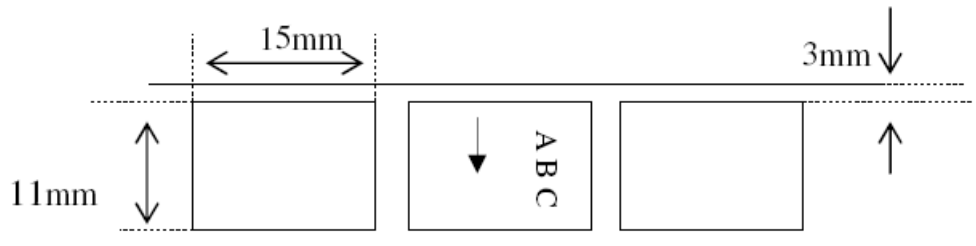
Copy 1

Grid Positions:

Back: B1 to B15 inclusive

Spine: S1 to S5 inclusive

as EDS 011 Specification



OPTION C: - ONE sticker size 15mm x 11mm can be applied to BACK or SPINE of Inlay wrap only.

Copy winding required:

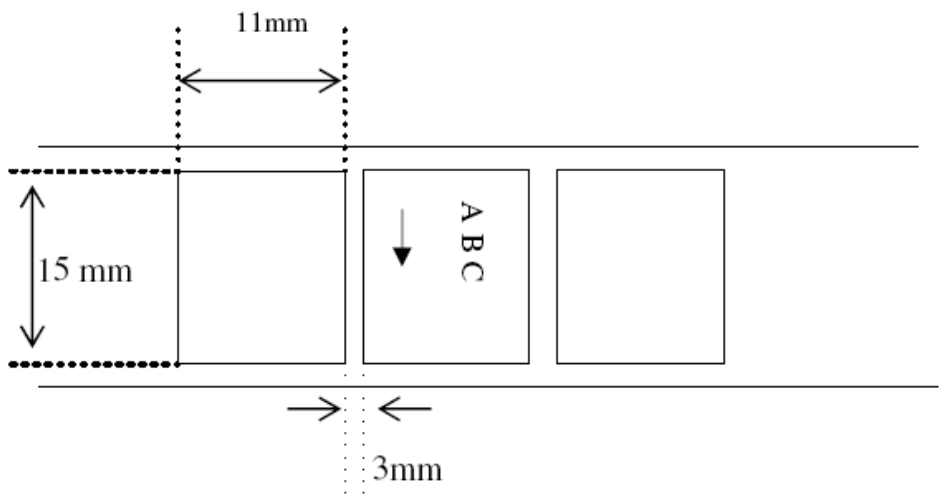
Copy 1

Grid Positions:

Back: B1 to B15 inclusive

Spine: S1 to S5 inclusive

as EDS 011 Specification

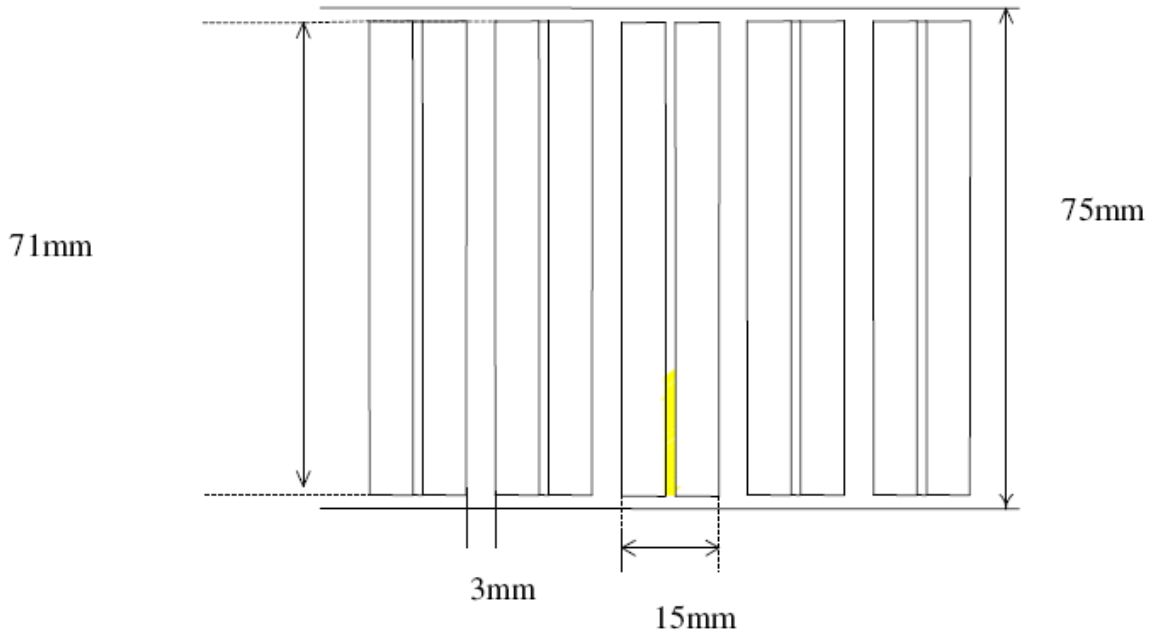




OPTION D: - ONE sticker size 15mm x 71mm can be applied on the undecorated inside face of the inlay wrap (only one option): -

Copy winding required: Copy 1

Grid Positions: IF1 through to IF15 inclusive as per IF15 as per EDS 011 Specification



Adhesive Sticker Specifications - Applied to DVD Soft box only

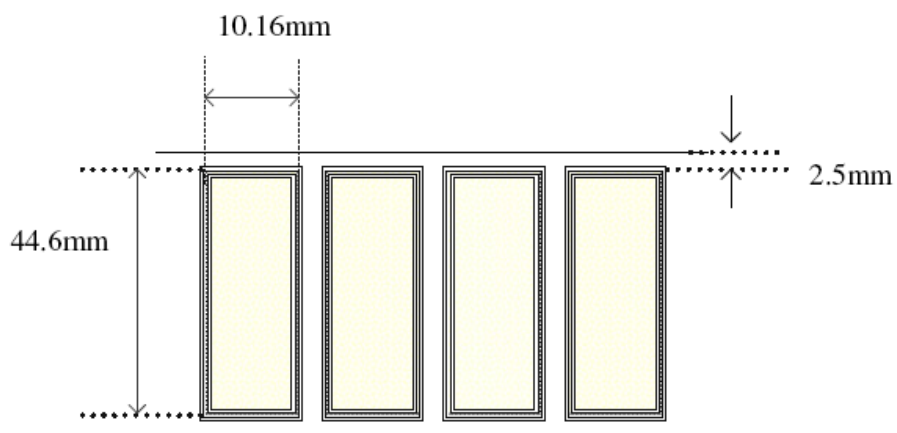
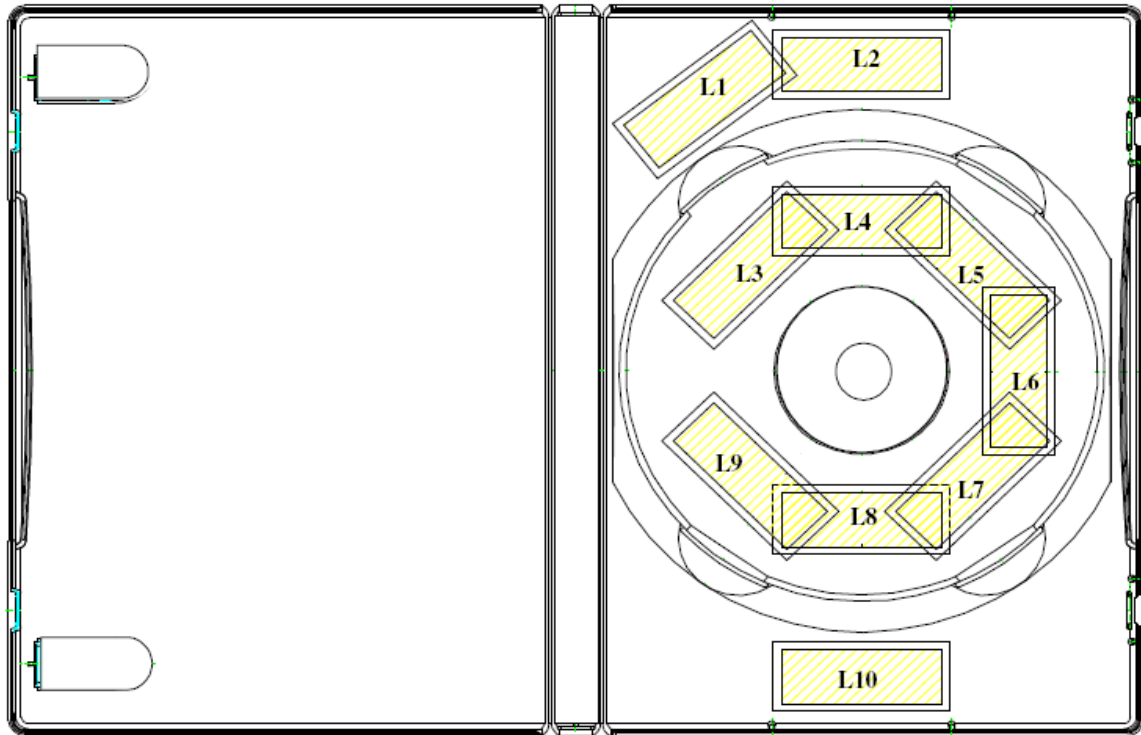
OPTION E: - One Security label may be applied under the disc INSIDE the case.

These positions are NOT available for HD and Blu-ray- Please refer to Specification EDS 011 for security label application inside the case for a HD or Blu ray soft box

Copy winding required: Copy 1

Grid Positions: L1 through to L10 inclusive as below

Please see the diagram below to quote one chosen sticker reference when placing order :



Sticker dimensions: 44.6mm x 10.16 mm



Adhesive Sticker Specifications - Applied to DVD, HD and Blu-ray Soft box

OPTION F: - Up to 2 Stickers may be applied to the case **before** over wrapping the packed unit:

- One on the back and one on the front. (On case prior to Over wrapping)
- **Copy winding required:** Copy 4
- **Maximum sticker size:** 120mm wide x 140 mm height to fit the Soft box.

Please quote sticker position references as outlined in EDS011 - Sticker position references.

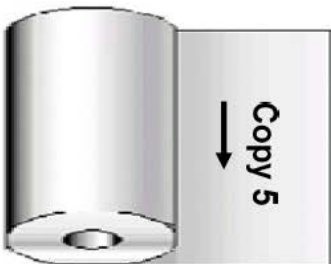
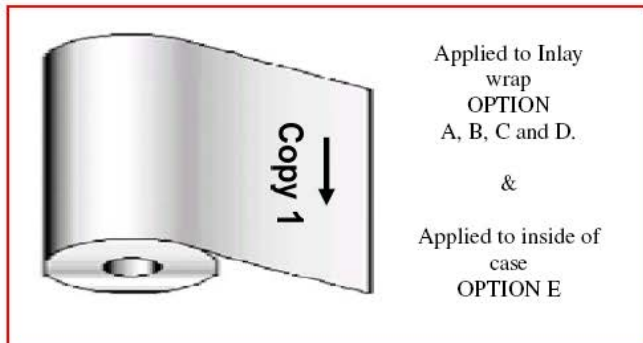
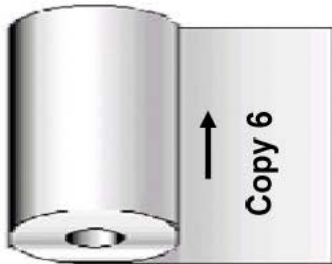
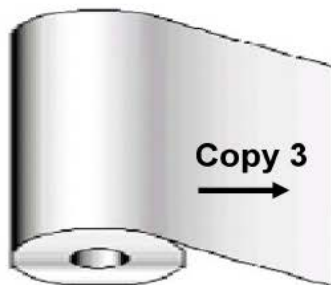
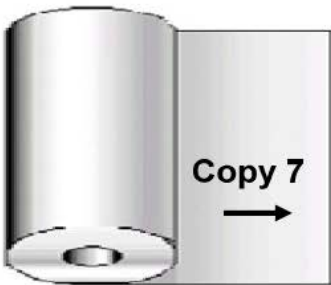
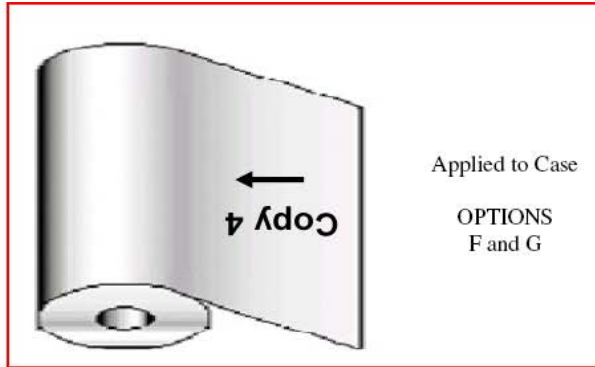
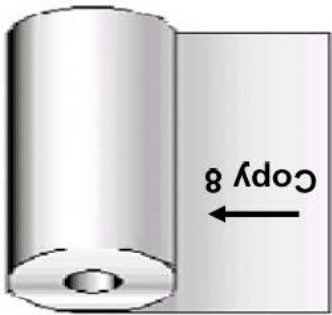
OPTION G: - Up to two stickers may also be applied to the case **after** over rapping the packed unit.

- One on the back and one on the front. (On top of over wrap)
- **Copy winding required:** Copy 4
- **Maximum sticker size:** 120mm wide x 140 mm height to fit the Soft box.

Please quote sticker position references as outlined in EDS011 - Sticker position references.



Adhesive Sticker Specifications - Sticker Windings



- Direction of text on sticker.
- Maximum sticker size: - 120mm x 140mm.
- Please see the sticker summary chart on next page for further clarification.



Adhesive Sticker Specifications - Sticker Windings Summary Ref. Chart

OPTION	Where Applied	Number of stickers of each sticker size and copy which can be machine applied on any single unit	Sticker Size	Winding required for automated application
A	On Outside of printed inlay wrap (Front face)	1	30 mm x 22 mm	Copy 1
B	On Outside of printed inlay wrap (Back or Spine)	1 IF THIS OPTION IS CHOSEN YOU CANNOT ALSO SELECT OPTION C	11mm x 15 mm	Copy 1
C	On Outside of printed inlay wrap (Back or Spine)	1 IF THIS OPTION IS CHOSEN YOU CANNOT ALSO SELECT OPTION B	15 mm x 11mm	Copy 1
D	On Inside of printed inlay wrap (Inside Front)	1	15mm x 71 mm	Copy 1
E	Inside DVD Soft box only underneath disc	1	44.6 mm x 10.16mm	Copy 1
F	On Soft box Before over wrapping packed unit.	2	Maximum Sticker size 120 mm x 140 mm	Copy 4
G	After over wrapping packed case, on actual over wrap	2	Maximum Sticker size 120 mm x 140 mm	Copy 4

Note: On the outside of a single printed inlay wrap you can machine apply 2 stickers, one on the inlay front and one on the back or spine area .Each sticker must be of a different size.