

Sticker Position References

Europe	DVD, Blu-ray	EDS011	Issue 7	July 2010
--------	--------------	--------	---------	-----------

Sticker Position References - DVD Soft Boxes and Sleeves

For complete spine reference guide for DVD Soft Boxes please refer to page 2

When specifying the position for stickers (before over wrap & after over wrap) please use the following system: -

1. State the code number

CODE I : Sticker applied to printed inlay wrap.

CODE A : Sticker applied to DVD Soft Box before wrapping.

CODE O : Sticker applied overwrapped/shrinkwrapped DVD Soft Box

2. State the sticker position reference.

Using the grid as below please give a sticker reference

NOTE: The above sticker position codes A and O apply to any PRIMARY packed item . This is inclusive of but not limited to DVD soft boxes : Digi packs: DVD slimline cases and Super Jewel Cases

Example : A sticker to be placed on the front right hand corner of a digipack before wrapping would be AF3

B1	B2 *	B3 *	S1	F1 *	F2 *	F3 *
B4	B5	B6	S2	F4	F5	F6
B7	B8	B9	S3	F7	F8	F9
B10 *	B11 *	B12 *	S4	F10	F11	F12
B13 *	B14 *	B15 *	S5	F13 *	F14	F15

BACK OUTSIDE SPINE OUTSIDE FRONT OUTSIDE

* These positions are not available for Xbox product

FRONT INSIDE SPINE INSIDE BACK INSIDE

IF1	IF2	IF3	IS1	IB1	IB2	IB3
IF4	IF5	IF6	IS2	IB4	IB5	IB6
IF7	IF8	IF9	IS3	IB7	IB8	IB9
IF10	IF11	IF12	IS4	IB10	IB11	IB12
IF13	IF14	IF15	IS5	IB13	IB14	IB15

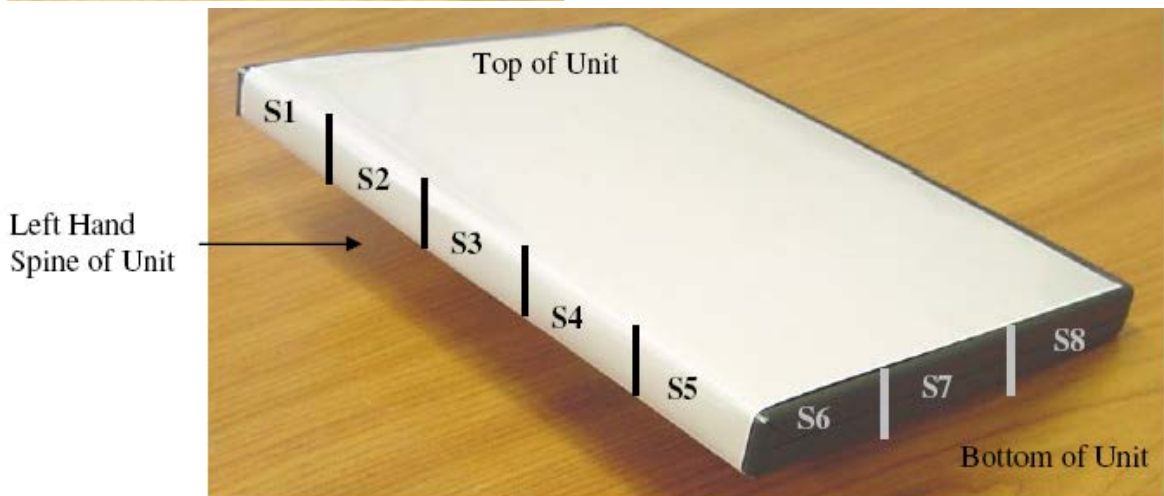
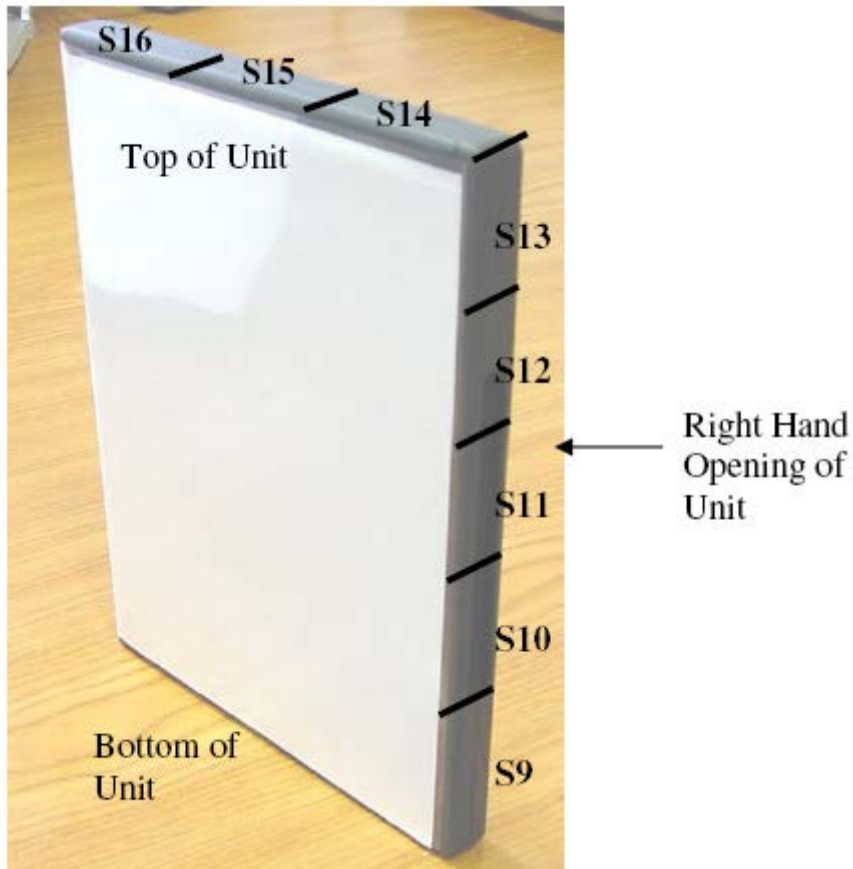
Sticker Position References - Spines of DVD Soft Boxes

When ordering stickers for application to the spine base, spine top and/or spine sides of a DVD Soft Box please use the following system: -

- 1 . State the code number
 CODE A : Sticker applied to DVD Soft Box before wrapping
 CODE O : Sticker applied to overwrapped / shrinkwrapped DVD Soft Box sticker
2. State the sticker position reference.
 Using the grid as below please give a sticker reference

NOTE: The above sticker position codes A and O apply to any PRIMARY packed item .This is inclusive of but not limited to DVD soft boxes : Digi packs: DVD slimline cases and Super Jewel Cases

Example: A sticker to be placed on the middle of the left hand spine before wrapping would be AS3



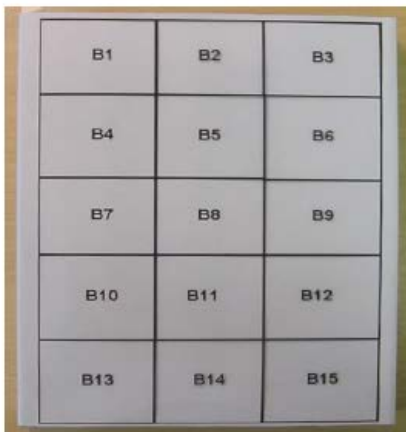
Sticker Position References - Slipcasses and O-rings

For complete spine reference guide please refer to page 4

When ordering stickers for Slipcasses or O-Rings (before overwrap & after overwrap), please use the following system: -

1. State the code number
 2. State the sticker position reference.
- CODE A : Sticker applied to slipcase/o-ring before wrapping. Using the grid as below please give a sticker reference
 CODE O : Sticker applied to shrinkwrapped slipcase or o-ring. sticker reference

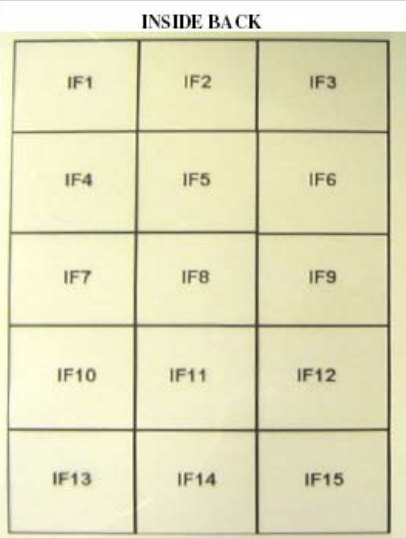
NOTE: The above sticker position codes A and O apply to any PRIMARY packed item .This is inclusive of but not limited to DVD soft boxes : Digi packs: DVD slimline cases and Super Jewel Cases



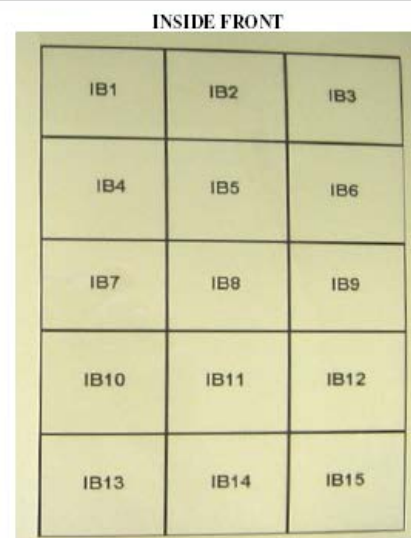
OUTSIDE BACK FACE



OUTSIDE FRONTFACE



INSIDE BACK



INSIDE FRONT

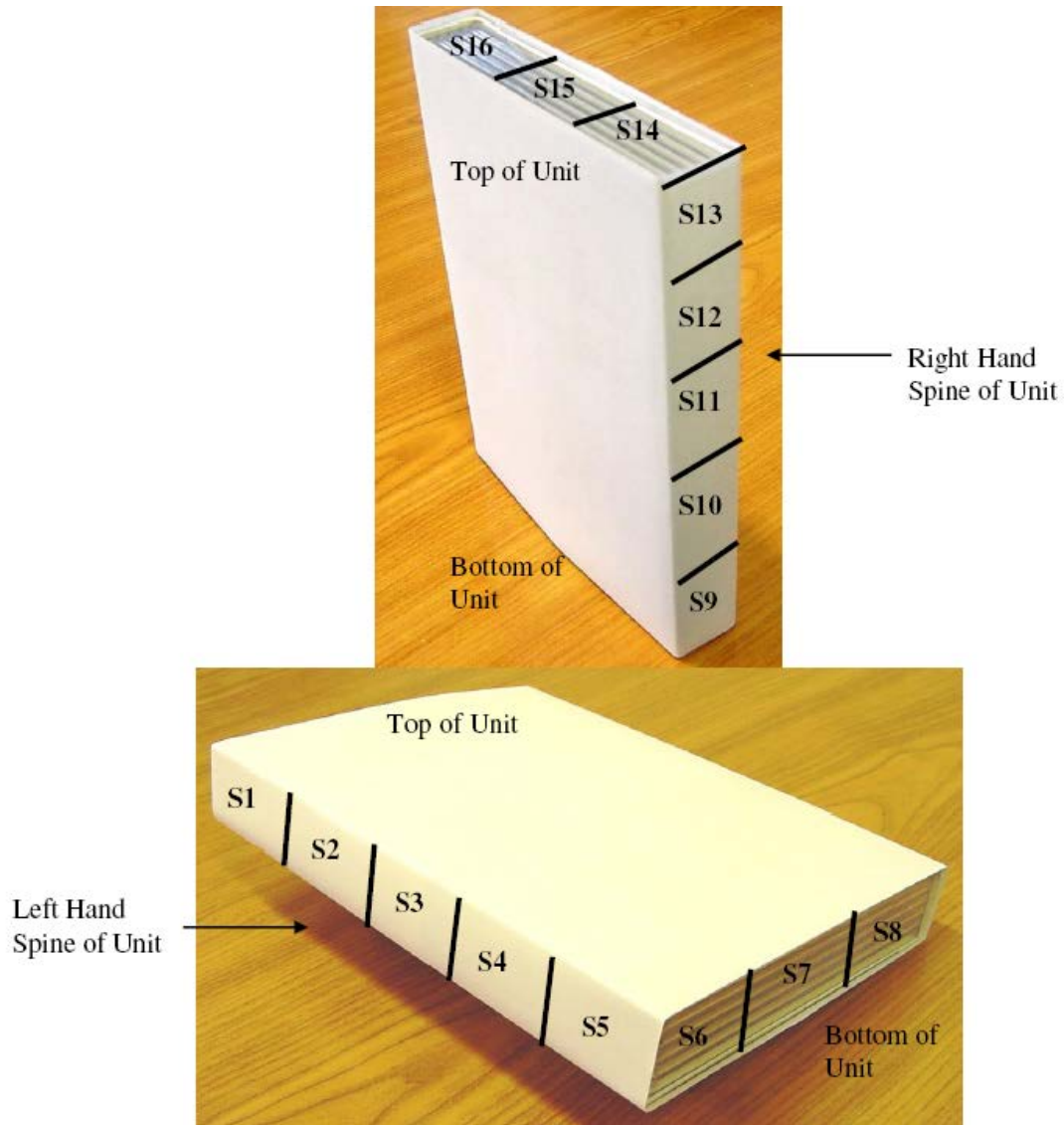
Sticker Position References - Spines of Slipcases and O-rings

When ordering stickers for application to the spine base, spine top and/or spine sides of a slipcase or O-ring please use the following system: -

1. State the code number
CODE A : Sticker applied to slip case/o-ring before wrapping
CODE O : Sticker applied to shrink wrapped unit
2. State the sticker position reference.
Using the grid as below please give a sticker reference

NOTE: The above sticker position codes A and O apply to any PRIMARY packed item .This is inclusive of but not limited to DVD soft boxes : Digi packs: DVD slimline cases and Super Jewel Cases

Example: A sticker to be placed on the middle of the right spine after wrapping would be OS11



Sticker Position References - Standard Jewel Box and CD DigiPack

When ordering stickers for Standard Jewel boxes (before foil wrap & after foil wrap), please use the following system:

1. State the code number

CODE A : Sticker applied to Jewel Box/CD digi pack before wrapping.

CODE O : Sticker applied to wrapped Jewel Box or digi pack.

2. State the sticker position reference.

Using the grid as below please give a sticker reference

Example: A sticker to be placed on the right bottom front corner after wrapping would be position OF9

B1	B2	B3	Spine not available for labeling	F1	F2	F3
B4	B5	B6		F4	F5	F6
B7	B8	B9		F7	F8	F9

Back side of Jewel Box

Front side of Jewel Box

