

PACKAGING STYLE GUIDE



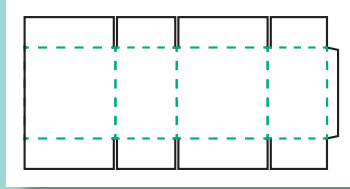
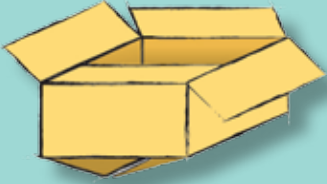
Create It
Packaging

Solutions For Packaging Design And Prototypes

CREATE IT PACKAGING
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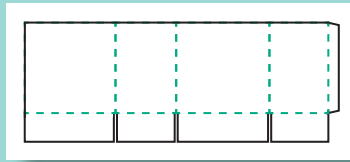
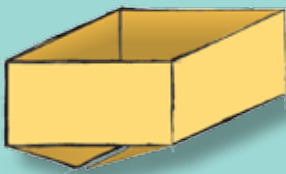
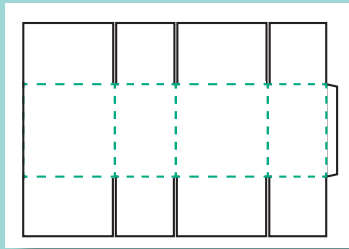
A GUIDE TO MODERN PACKAGING

CORRUGATED BOXES



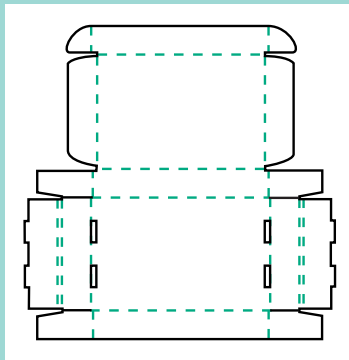
REGULAR
SLOTTED
CONTAINER

FULL
OVERLAP
SLOTTED
CONTAINER



HALF
SLOTTED
CONTAINER

ROLL END
LOCK TRAY

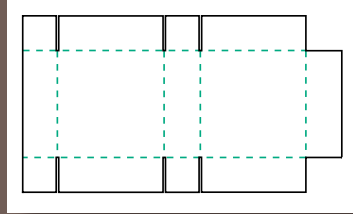


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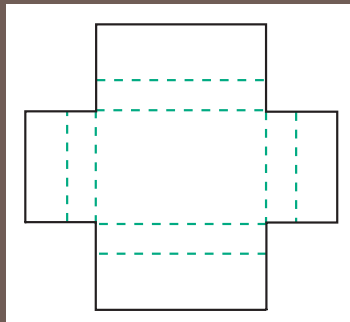
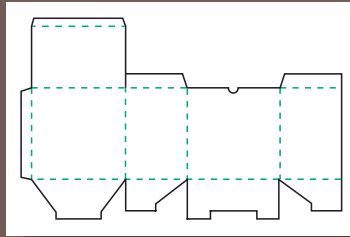
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CORRUGATED BOXES



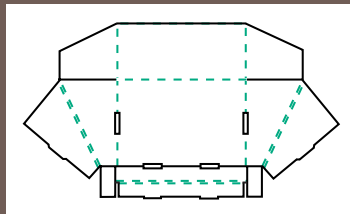
FIVE
PANEL
FOLDER

TUCK TOP
SNAP
LOCK
BOTTOM



ONE
PIECE
FOLDER

STADIUM
STYLE
TRAY

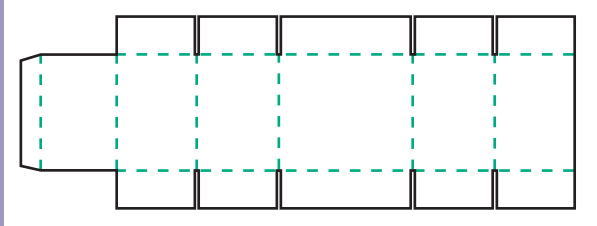
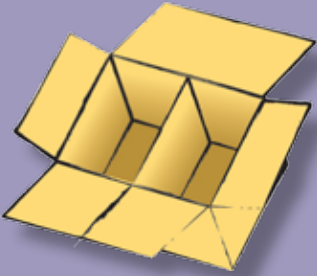


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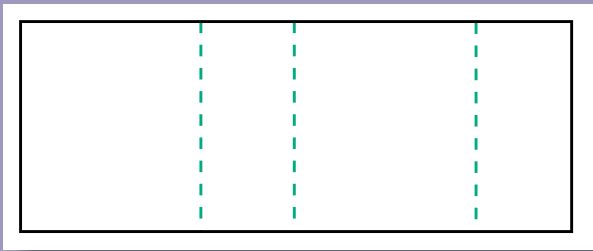
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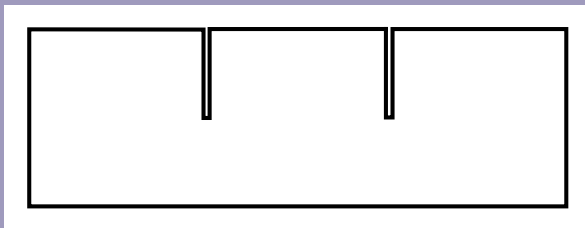
CORRUGATED BOXES



INTEGRAL DIVIDER CONTAINER



TUBE



PARTITION (4X)

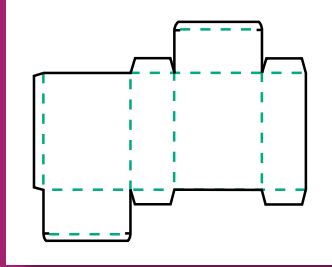


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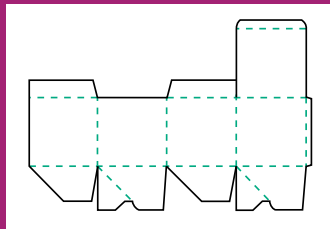
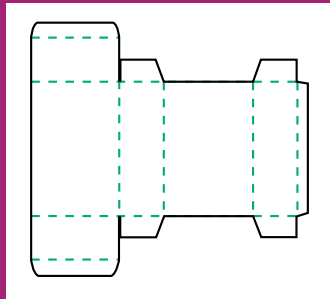
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FOLDING CARTONS



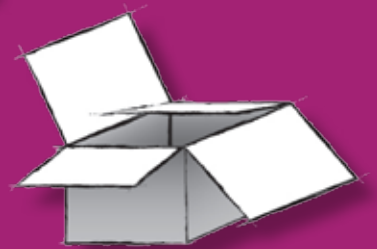
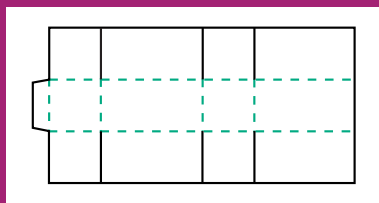
REVERSE
TUCK
END
CARTON

STRAIGHT
TUCK
END
CARTON



TUCK
TAB
AUTOMATIC
BOTTOM

FULL
OVERLAP
SEAL END

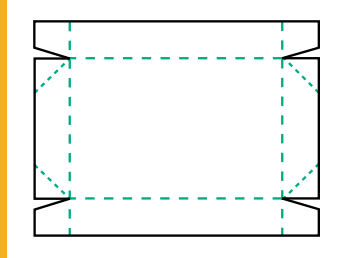


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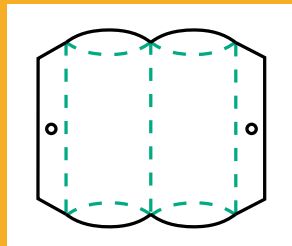
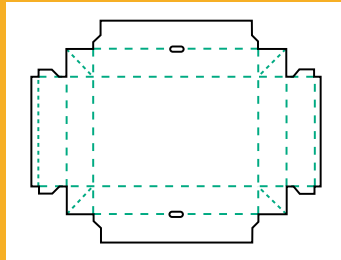
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FOLDING CARTONS



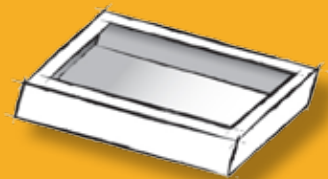
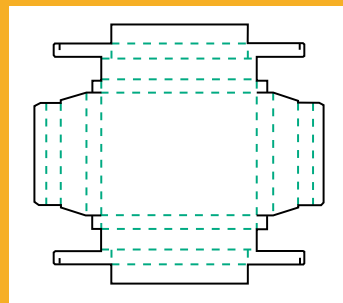
FOUR
POINT
INFOLD

GLUED
SIMPLEX



PILLOW
PACK

FRAMEVIEW

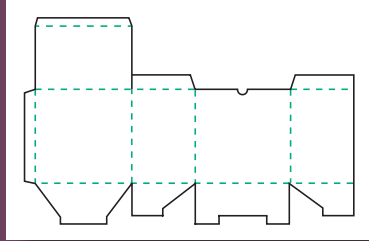


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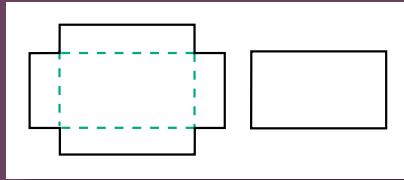
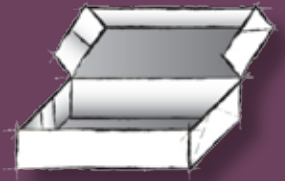
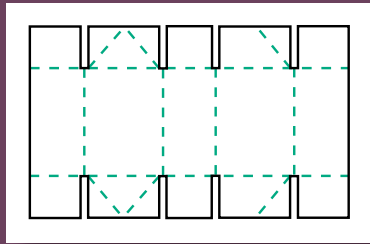
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FOLDING CARTONS



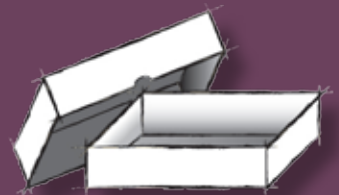
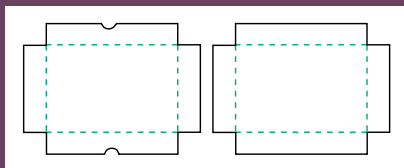
TUCK
TAB
SNAP
LOCK
BOTTOM

SIX
CORNER
TRAY



HINGED
TRAY
WITH
COVER

FULL
TELESCOPE

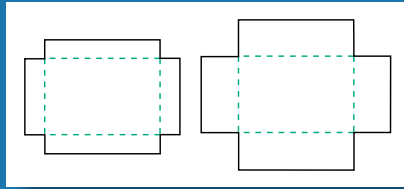


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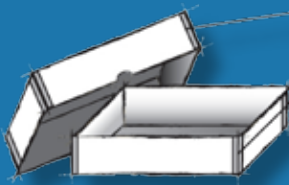
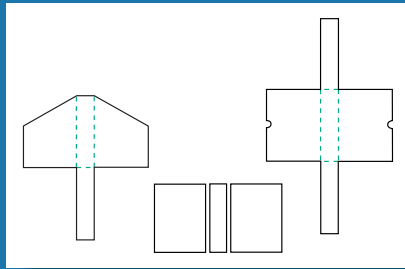
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FOLDING CARTONS

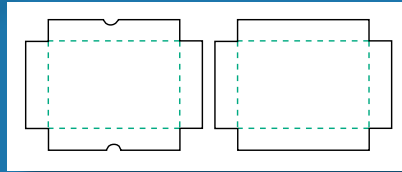


PARTIAL TELESCOPE

SLIP CASE AND TRAY WITH BINDER

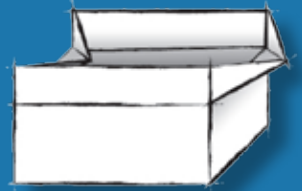
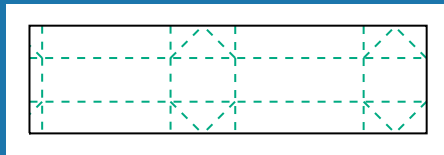


STAYS



SET UP BOX WITH STAYS

BELLOWS STYLE TOP AND BOTTOM CONTAINER



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PRINTING TERMS

Press Proofs

In color reproduction, a proof of a color subject made on a printing press, in advance of the production run.

Digital Proofs

Proofs made by digital means (PDF) in less time and at lower cost than press proofs.

Offset Printing (Lithography)

A printing method in which ink is transferred from a plate to a smooth rubber "blanket" roller that transfers the image to paper (or paperboard).

Flexo Printing

Flexography is a relief printing process which uses rubber plates for direct printing on fabrics and impervious materials such as plastics, as well as on paperboard.

Digital Printing

Printing by plateless imaging systems that are imaged by digital data from pre-press systems.

UV

An ink or gloss/matte liquid coating that is printed and cured by ultraviolet light.

Film Lamination

This coating is the finest coating applied to printed board or fine paper. Although it is not recommended for textured stocks, film lamination adds durability to the printed sheet and allows for constructions that would not be possible with un laminated paper. There are several different degrees and weights of matte and gloss film laminations available.

Aqueous Coating

A water-based coating that is applied to seal the entire sheet, creating a smooth finish that is available from matte & satin to gloss.

Bleed

On a printed sheet, an extra amount of printed image which extends beyond the trim edge of the sheet or page.

White Layer

An opaque white spot color printed beneath an image to create an area where no transparency is desired. The white layer is "knocked out" where necessary to see the substrate below. Most typically used for foil, transparent or colored substrates.

Caliper

The thickness of paper, usually expressed in thousandths of an inch (mils) and written in decimals.

CMYK

Acronym for Cyan, Magenta, Yellow, Black - subtractive primary colors. Printing colors for "4-color process" color reproduction.

PMS Colors

With non-digital printing techniques, PMS colors can be printed using inks that are blended to match a specific color, and offers a wider color palette than CMYK printing which uses the 4 process colors to simulate a PMS match.

Overs

The extra printed products delivered to a customer over and above the net amount ordered.



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PACKAGING TERMS

Kraft

A paper or board containing unbleached wood pulp (brown in color). Corrugated board is made from layers of kraft paper with flutes of varying heights to make a thick box structure for most heavy weight packaging products.

Folding Boxboard

Folding boxboard is made up of multiple layers of pulp. Folding boxboard is lightweight and highly stiff and is the perfect material for use in folding cartons.

SBS

Solid Bleach Sulfate is a folding carton paperboard which is entirely bleached white and offers an excellent print ready surface for most lighter weight packaging cartons.

Grain

In paper making, the direction in which most fibers lie which corresponds with the direction the paper is made on a paper machine.

Chipboard

Made from recycled paper products and virgin Kraft. Material is ground and combined with other materials in a beater to form pulp. The pulp is then spread on a screen to remove excess water.

Vat Board

Chipboard to which a layer of bleached (white) pulp has been added also can be applied to both sides.

Foil

A thin layer of metal applied to paper or board to make metallic papers or to a mylar carrier for hot stamping.

Steel Rule Die Cutting

A die in which a steel rule is used to cut shapes, scores and perforations for boxes and inserts and pouches.

CAD Die Cutting

A computer automated process in which a sharp knife follows a programmed path to cut, score, and perforate packaging. This process requires no dies and is economical in small run packaging.

Cutscore

In die-cutting, a sharp edged knife, usually several thousandths of an inch lower than the cutting rules in a die, made to cut part way into the paper or board for folding purposes.

Stay

Material used for reinforcing corners of a base, lid or tray. This may be made of paper, cloth, a combination of paper and cloth, wire or metal.

Base

The lower portion, or the receptacle portion of a set-up box.

Core

The thick chipboard substrate that printed wrap sheets cover to form a rigid set-up box.

Wrap

The covering material that is glued to the chipboard base and/or lid of a set-up box. Material may be paper, book cloth, bonded leather, plastic, vinyl, etc.



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PACKAGING TERMS

Flap Lid

A lid that has no sides or ends and is hinged to the box base. Also called a panel lid.

Folder or Panel

A panel is a flat piece of board without folds. A folder is a group of two or more panels hinged together.

Insert

Any construction of chipboard or other material (Vac Form, Foam, etc.) placed or attached into a box to hold product.

Sleeve

A cardboard or plastic band that slides over packaging to secure it closed, and/or to add to the overall package design.

Gsm

Grams per square metre. Standard measure of board weight.

Laminating

A thin plastic film used on the covers of printed board to give protection. This can be gloss or matt.

Flutes

The wavy inner layer of corrugated material. Various flute sizes determine the thickness of the material, and the tightness of the wave. Typical flute sizes are B, C, E, F and even microflute board which is a lightweight yet durable board.

Soft Touch Finish

A water based product that achieves a very flat matte finish that is literally soft to touch.

Embossing

A process in which paper is pressed between metal dies to create an image in relief. Used as overprinting, with foil, or on blank paper (called Blind Embossing).

Caliper

The thickness of a sheet of a substrate measured in points, gsm, thousands of an inch, microns, or gauge.



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PACKAGING SUBSTRATES

Bag Film and Pouch Packaging

- 1mil Clear OPP Polypropylene Film
- 2mil Clear OPP Polypropylene Film
- 2mil White OPP Polypropylene Film
- 1.5mil Clear LDPE Polyethylene Film
- 3mil White HDPE Liqui-Pac OPP/Foil Film
- 2mil "Invisible" OPP PS Label
- 2mil Clear Shrink Wrap PVC Film
- 2mil Metallized OPP Polypropylene/Clear PET Film
- 2mil White Metallized OPP Polypropylene/White OPP Film
- 3mil White OPP Polypropylene/PET Pouch Film
- 2mil White Shrink Wrap Film
- 2mil White LDPE Polyethylene Freezer Bag Film
- 2mil Special Application Shrink Film

Folding Carton Packaging

- SBS** (Solid Bleach Sulfate) - A very common, single ply board made from new paper fiber, bleached white on both sides and throughout the substrate.
- CUK** (Coated Unbleached Kraft) - A strong box board made from mostly new paper fiber, in several ply's with a titanium white coating on one side. It is tear resistant and is less expensive than SBS.
- CCNB / WCCN** (Clay Coated Newsback / White Clay Coated Newsprint) - This board goes by either name and is comprised of 100% recycled paper fiber, with a clay white coating.
- CRB** (Coated Recycled Board) - A multi layer board made from 100% recycled fiber, 35% of which is often post consumer waste. This board has one clay coated white side, and has less tear strength and whiteness than SBS.
- UKB** (Uncoated Kraft Board) - This kraft (brown) substrate is made from new paper fiber in two plys, having a smoother, harder layer on one side. It is an excellent choice for a natural looking substrate when a white surface is not desired.

Corrugated Packaging

- Corrugated box substrates are made from kraft (brown) paper fiber and have three layers; two outer layer and a middle S-wave or fluted layer which adds strength and insulation properties.
- Corrugated boards can have an oyster white layer on one side, both sides, or throughout the board.
- Flute sizes do not refer to the boards thickness, but rather to the tightness of it's fluting. The lower the letter, the tighter the fluting. They are classified by letter (A, B, C, D, and micro flutes like E, F, and N) flute, and by strength measures; ECT (Edge Crush Test) and Burst Test or Mullens Test.
- ECT is measured in numbers like 32 and refers to the boards ability to withstand loads applied to it's edges.
- Burst Test is measured in pounds like 200# and refers to it's ability to resist puncture.
- For added strength manufacturers often combine flutes to make double wall, or even triple wall boards.

Plastics

- Plastic materials vary widely, but some common substrates used in packaging are Vinyl, PVC, PET, Sintra, Styrene, and Coroplast. Most of these substrates can be cut, scored, folded and glued, but sometimes require heat or sonic welding to assemble.



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