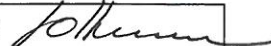



## Technical standards No. TP/07

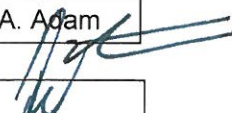
### CARD GLUING

Changes in the technical standards

1 Dec 2014      Update of drawings.      J. Lottmann

Compiled by:      1 Dec 2014      Technologist      J. Lottmann 

Checked by:      1 Dec 2014      Technical manager, Business manager      Ing. D. Mjřka, Ing. A. Adam 

Approved by:      1 Dec 2014      Printing plant manager      Ing. M. Tamchyna 

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**I. TECHNICAL CONDITIONS**

1. Properties and specification of advertising cards
2. Delivery quality of advertising cards
3. Transport and packaging of advertising cards
4. Accompanying documents of advertising cards
5. Annex – drawing documentation

**Main product (newspaper)**

Berliner format, minimum number of pages: 8

Tabloid format, minimum number of pages: 16

Gluing position: in the front.

**1. Properties and specification of advertising cards****Paper type, format and grammage (paper density)****Woodfree offset paper**

Sample No. 1	Format A 7	(74 × 105 mm)	min. 150 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>
Sample No. 2	Format A 6	(105 × 148 mm)	min. 170 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>

**Mat paper**

Sample No. 3	Format A 7	(74 × 105 mm)	min. 170 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>
Sample No. 4	Format A 6	(105 × 148 mm)	min. 200 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>

**Glossy paper**

Sample No. 5	Format A 7	(74 × 105 mm)	min. 180 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>
Sample No. 6	Format A 6	(105 × 148 mm)	min. 230 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>

**Sticker – no perforation**

Sample No. 6	Format A 7	(74 × 105 mm)	min. 200 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>
Sample No. 7	Format A 6	(105 × 148 mm)	min. 230 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>

**Sticker – perforation of the top layer (the underlay mustn't have a perforation)**

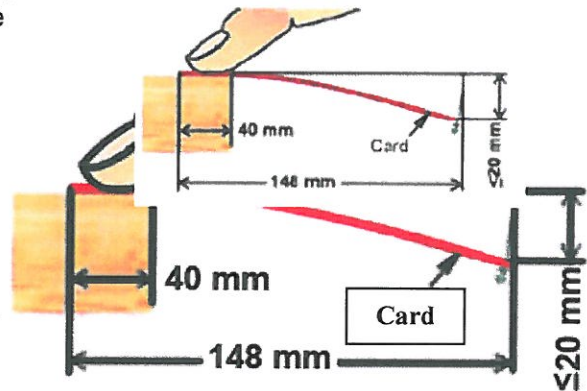
Sample No. 8	Format A 7	(74 × 105 mm)	min. 230 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>
Sample No. 9	Format A 6	(105 × 148 mm)	min. 260 g/m <sup>2</sup> , max. 300 g/m <sup>2</sup>

**Note:**

The advertising card must be a single sheet, not folded, the paper grammage (see above) must comply with the chosen format.

## 2. Delivery quality of advertising cards

- The delivered advertising cards must be workable immediately. No additional manual treatment or handling is necessary.
- The advertising cards that are stuck because of a too fresh ink, electrostatically charged or wet cannot be used.
- The advertising cards with bent corners (or edges), creases or wrinkles cannot be used.
- The cards must be trimmed at right angles, in the format size, it has no unevennesses or damaged edges through a dull knife.
- No special formats of the advertising cards can be processed.
- Acceptable card bending: max. format see picture  
max. 20 mm bending



## 3. Transport and packaging of advertising cards

### 3.1. Packaging in boxes

- The advertising cards must be transported in boxes / cartons. The cards can be standing in the box – face side & underside and header & footer of the card always in the same direction. The card side that is not to be glued is considered to be the face side. The cards can also be laying in the box, face side & underside and header & footer of the card always in the same direction.
- The advertising cards must be protected against (mechanical) transport damage and against moisture.

### 3.2. Box labeling

Every box / carton must be labeled with the following information:

- Newspaper name (what newspaper is the card to be glued on).
- Part edition, region (which part edition of the newspaper is the card to be glued on).
- Number of the cards in the box.
- Sequence number of the box.

### 3.3. Box packaging on the pallets

- The boxes / cartons with the advertising cards can be transported on stable plastic (wooden) reusable Euro pallets of the following dimensions: 80 x 120 cm.
- The boxes on the pallets must be accurately piled, their outer edges are to be flat and they must not overlap the pallet profile.
- Maximum height of the pallet with products – 110 cm.
- Maximum weight of the pallet with products – 700 kg.
- The pallets must allow 4-way entry for forklift trucks or pallet trucks.
- Every pallet must be clearly labeled, analogically to the delivery note (see pallet label).

### 3.4. Pallet packaging

- A pallet label must be on two pile sides (see below).
- The pile must be in shrink wrapped foil.

## 4. Accompanying documents of advertising cards

- The information on the pallet label must confirm with the information on the delivery note.

### 4.1. Pallet label

The pallet labels are on two pile sides of the pallet and they have to contain the following information:

- Newspaper name – part edition, region (what newspaper is the card to be glued on)
- Designation / name of the advertising cards (which are to be glued)
- Processing (gluing) date
- Number of boxes / cartons on the pallet
- Total number of the advertising cards in the delivery
- Total number of the pallets in the delivery
- Sequence number of the pallet
- Pallet weight
- Supplier address, name, telephone

### 4.2. Delivery note

The delivery note must contain the following information:

- Newspaper name (what newspaper is the card to be glued on)
- Designation / name of the advertising cards (which are to be glued)
- Processing (gluing) date
- Orderer (client) of the advertising cards
- Total number of the pallets in the delivery
- Total number of the advertising cards in the delivery
- Delivery date of the cards from the producer
- Sender
- Receiver

## **II. BUSINESS CONDITIONS**

The orderer / client informs the printing plant about his request for advertising card processing in the **Order form** (order form sample see annex). The attachment to the order form is a sample of the card that is to be glued.

The order has to be delivered at least 14 days before processing to the following addresses:

Tiskárny MAFRAPRINT (MAFRAPRINT printing plants)

- Tiskařská 2, 108 00 Praha 10

Chief production dispatcher

**Lenka Koubková**  
**Tel.: +420 225 068 128**  
**E-Mail: [orv-praha@mafra.cz](mailto:orv-praha@mafra.cz)**

- Pavelkova 7, 772 11 Olomouc

Chief production dispatcher

**Tomáš Lošťák**  
**Tel.: +420 583 803 127**  
**E-Mail: [orv-olomouc@mafra.cz](mailto:orv-olomouc@mafra.cz)**

### Terms / dates:

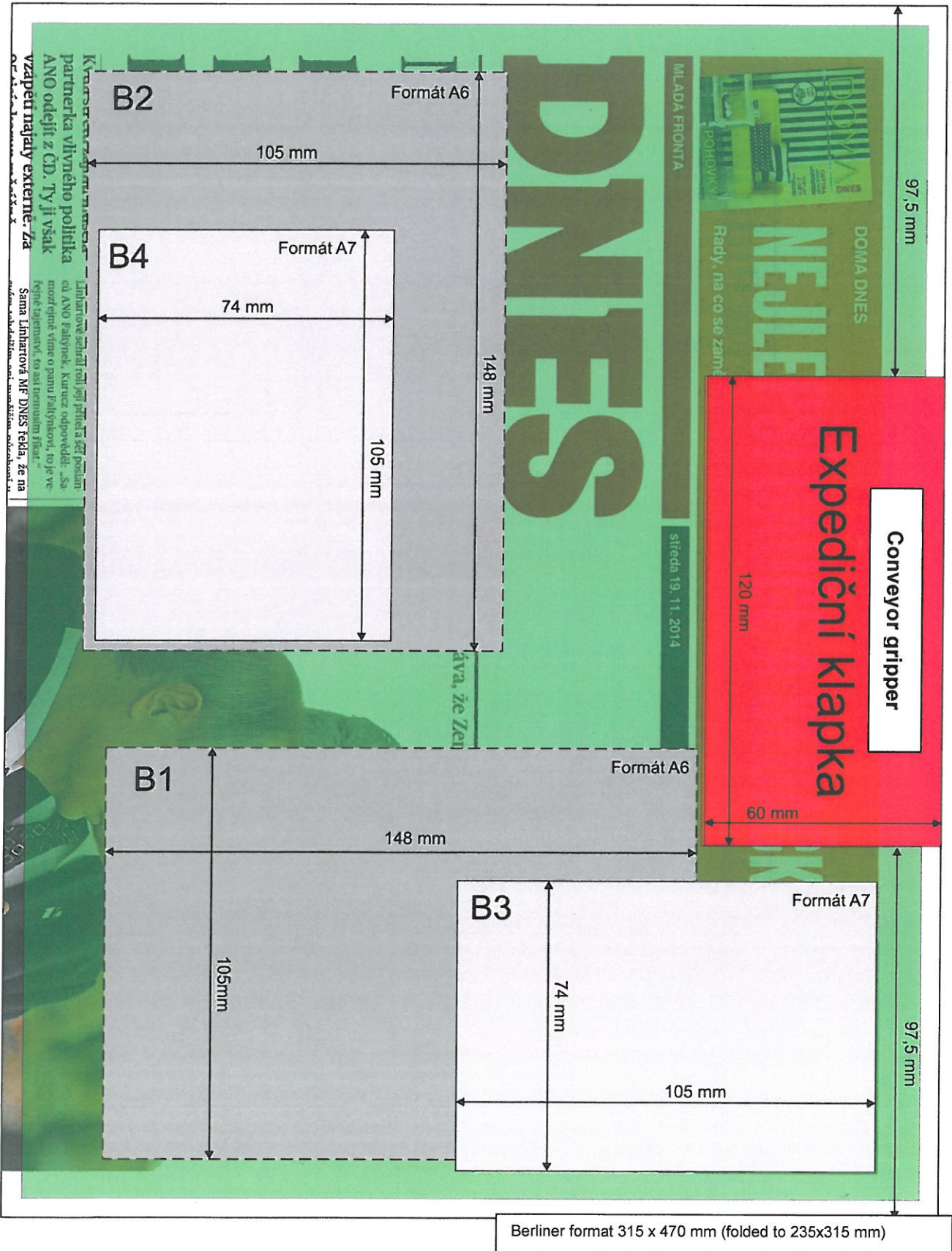
1. The client sends an order form to the electronic address of the printing plant(s) at least 14 days before the required date of card gluing.
2. The printing plant confirms the order via e-mail within 2 working days after delivering the complete order
  - if the advertising card and the main product meet all the specified technical conditions
  - if there is a free technical capacity for the required date of card gluing
3. No party (neither the client nor the printing plant) can cancel a bindingly confirmed order after performing all the terms and technical conditions for gluing. No reservation of card gluing is possible without a complete order.
4. The sample of the card for gluing (1 piece) must be delivered to the printing plant together with the order form.
5. The client (or an authorized third-party) delivers all the cards to the printing plant 2 working days before the gluing production. If there is the gluing production in 2 printing plants, the cards are divided in the correct way for both printing plants (Prague, Olomouc).
6. Processing and delivery of the advertising cards according to these **technical conditions**.

Annex I. BERLINER FORMAT

The card can be here

The card can't be here

B1 to B4 – Possible card positions



Annex II.

TABLOIDFORMAT

The card can be here

The card can't be here

B1 to B4 – Possible card positions



Tabloid format 235 x 315 mm