



# Liquid Sachet Specifications and testing criteria

## Introduction

The following guidelines are to assist suppliers and manufacturers of liquid sampling sachets for insertion into magazines published by Are Media.

These guidelines provide general guidance on Are Media's requirements for the manufacture of sachets. As with all insertions into magazines, final acceptance is subject to testing and sighting of samples and ensuring that the final product meets the tested and approved product.

The condition for final acceptance of a sachet is that the sachet passes the stipulated compression test(s) and is within specification for method of insertion.

## Contents

1. Overview of insertion into magazines of liquid sampling sachets.
2. Guidelines on sachet specifications.
  - a. General Guidelines;
  - b. Sachet laminate construction;
  - c. Maximum Fill guidelines;
  - d. Minimum and Maximum Sizes and weights.
3. Samples and Testing.
4. Delivery Requirements.
5. General Restrictions and Indemnity.

Appendix 1 and 2 - Sample Booking and Pallet Tag.

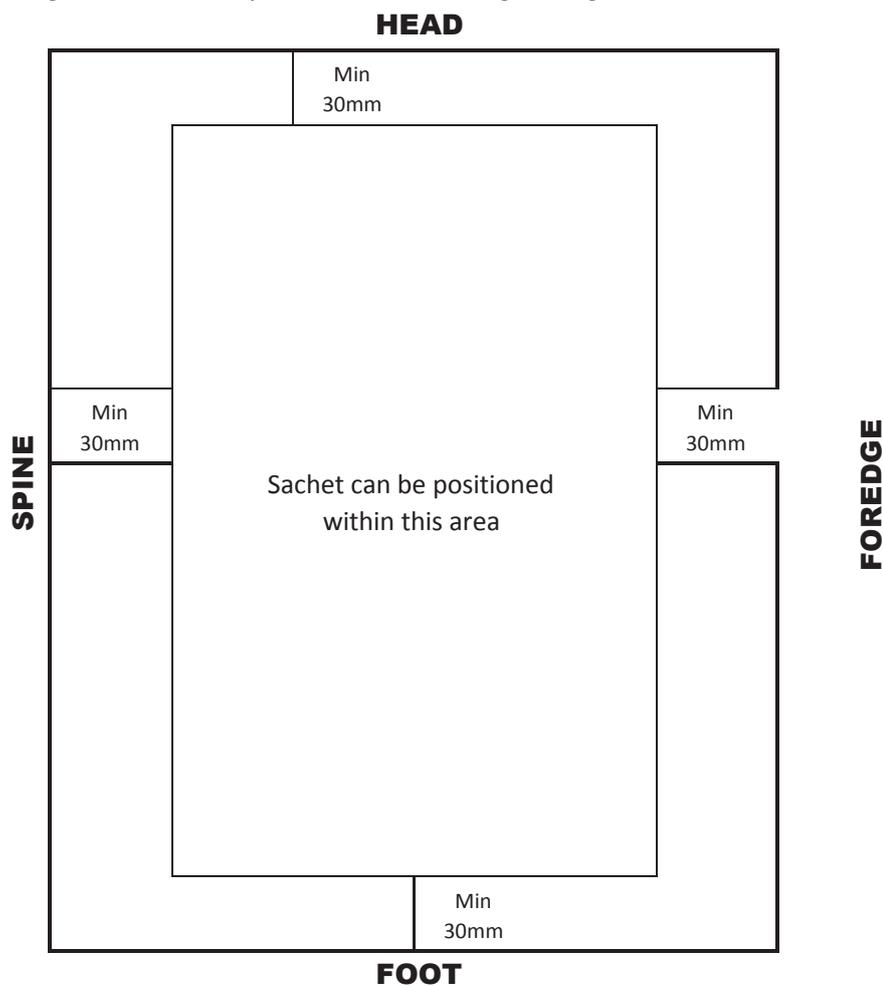
## Overview of insertion into magazines of liquid sampling sachets

Subject to adhering to required specifications and passing the necessary compressions tests, liquid sampling sachets can be inserted into magazines by several means;

- Tipped on mechanically during the binding process provided the sachet meets the required minimum and maximum size and weight specifications for mechanical tip-ons;
- Tipped on by hand application if the sachet does not meet those specifications;
- On a carrier of 4 pages or more bound into the spine of a perfect bound magazine; and
- On a carrier of 4 pages or more loose inserted into a magazine or subscription copy.

Sachets are tipped to pages using glue which may stain or mark the backing page and possibly sachet. This must be taken into account when placing the page and designing creative.

Positioning of tip-ons will be confirmed at time of testing. General guidelines for positioning of mechanical tip-ons are shown below. Note however that bulkier product may be limited to positioning in the corner of product to aid stacking of magazine bulks.



Please refer to item 2. D – Minimum and maximum size and weight for more detail on positioning.

Note that variation of positioning will occur during the production run and movement of 5mm is not uncommon.

## Guidelines on sachet specifications

### a. General Guidelines

The sachet must be free from excessive air. As much air as possible needs to be removed prior to sealing.

For sachets to be mechanically tipped on or bound into a title with a carrier sheet, they must be able to pass a dynamic compression test; sachets must withstand at least 2,200 psi (15,000 kpa) of pressure for 5 seconds. This test represents the clamping pressure applied when trimming during magazine production.

All sachets, regardless of insertion method, must pass a static compression test, which tests the bonding resistance. All sachets must resist 5 hours under 1,500 psi (10,000 kpa). This test represents the loads applied to magazines stacked onto pallets during transportation and storage.

Note that for mechanical tipping on, sachets must have a minimum of 2 straight edges.

### b. Sachet laminate construction

To pass the required compression tests, it is recommended that the laminate complies with the following minimum construction.

For mechanical tip on and insertions the sachet must be a minimum of;

- 12 micron PET (Polyester);
- 12 micron Aluminium (Foil);
- 75 micron PE (Polyethylene; polyethylene must be modified linear low (LLPE) or equivalent.)

Content (liquid fill) of the sachet should be taken into account in the construction of the laminate and the sachet must be constructed of a laminate which will not react to the liquid fill or deteriorate or weaken the laminate or seal.

The sealed edge (seam of a sachet) should be a minimum of 5-7mm and be a consistent straight seal. Any nick or cut made on the seal to assist opening must not weaken the seal or otherwise compromise the integrity of the seal. Small, inconsistent seals will be rejected for mechanical insertion due to damage which will occur from grippers on the insertion equipment.

*Double sachets must follow the above basic guidelines and any centre seal with perforation must be a minimum of 10mm (5mm each side of the perforation).*

### C. Maximum Fill guidelines;

For each 1mm of fill, the sachet's internal area must be at least 8 square cm (800mm sq). The internal dimensions are defined as the area of the sachet less the width of the seal.

The volume of liquid fill in each sachet must be consistent through the production run. Sachets that cannot sit even when stacked will not be able to be mechanically tipped on.

d. Minimum and Maximum Sizes and weights.

As production methods vary from title to title it may be possible, subject to testing, to go outside the minimum and maximum sizes and the below sizes should be used as a guide only.

For Mechanical tipping onto pages recommended

sizes are; Minimum Size: 85mm (h) x 55mm (w)

*The minimum height a product can run parallel to spine or foredge is 85mm – the shorter side will run parallel to the head or foot.*

Maximum Size: 190mm (h) x 150mm (w)

*The maximum width a product can run parallel to the head or foot is 150mm – the longer side can run parallel to the spine or foredge.*

Minimum Weight: 5 grams

Maximum Weight: subject to

test

Tip-ons require a minimum of one closed and two straight edges one closed or straight edge will run parallel to the spine the second will run to either parallel to the head or foot depending on the knocking direction of the magazine.

For mechanical inserting (either bound or loose) of sachets within a carrier consult Bauer Media bound and loose insert specifications calculator. Note insertions of this nature are subject to pre-approval. Inside front or inside back cover mechanical tip-ons are not possible.

Manual inserts are subject to trial.

## Samples and Testing

All liquid sachets are subject to testing. Sachets for mechanical tip on with in the minimum and maximum specifications and sachets for manual insertion, a minimum of 6 samples per batch number for compression testing.

Bauer production may request up to 200 samples if a live production trial of inserting is required.

Samples provided for approval must be made of the same laminates, with the same liquid fill and to all other specifications as the final production run.

All sachets outside the minimum and maximum sizes will require 200 samples for live testing. All final production runs will be checked against approved samples.

### TESTING PROCEDURE

All samples will be tested as follows;

- Fill of sachet is no greater than 1ml per 8 sq cm or 800 sq. mm
- Seal of sachet is greater than 5mm and any opening nick has not affected the integrity of the seal; and

Static Compression Test. (see notes on Compression Testing)

Sachets for mechanical tip on or insertion will also be required to pass the following tests:

- Weight of sachet if within specification;
- Dimensions of sachet are within specifications; and
- Dynamic Compression Test. (see notes on Compression Testing)

### COMPRESSION TESTING PROCESS

The compression test comprises of placing sachets into a compression testing device to the pressure as required for either or both the Static and Dynamic compression test.

A sachet will be placed within a section of a magazine of the title if known. Should the title not be known a minimum weight paper will be used for the purposes of the test. The section will provide the simulation of the buffer which would be created by the book with the sachet contained.

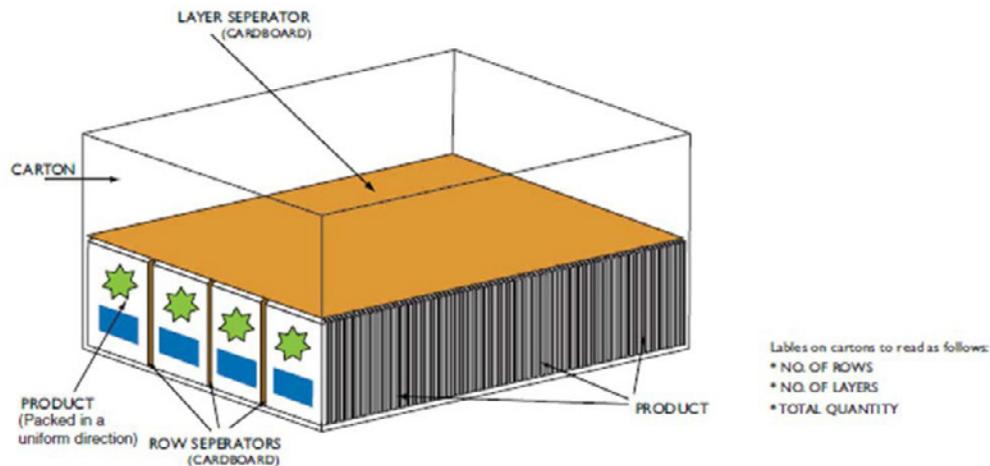
All samples, passed or failed will be recorded and kept as reference.

## Delivery Requirements

Sachets must be delivered in nested cartons. Sachets for mechanical insertion will not be accepted loose in cartons.

Cartons must not be more than 10kg in weight.

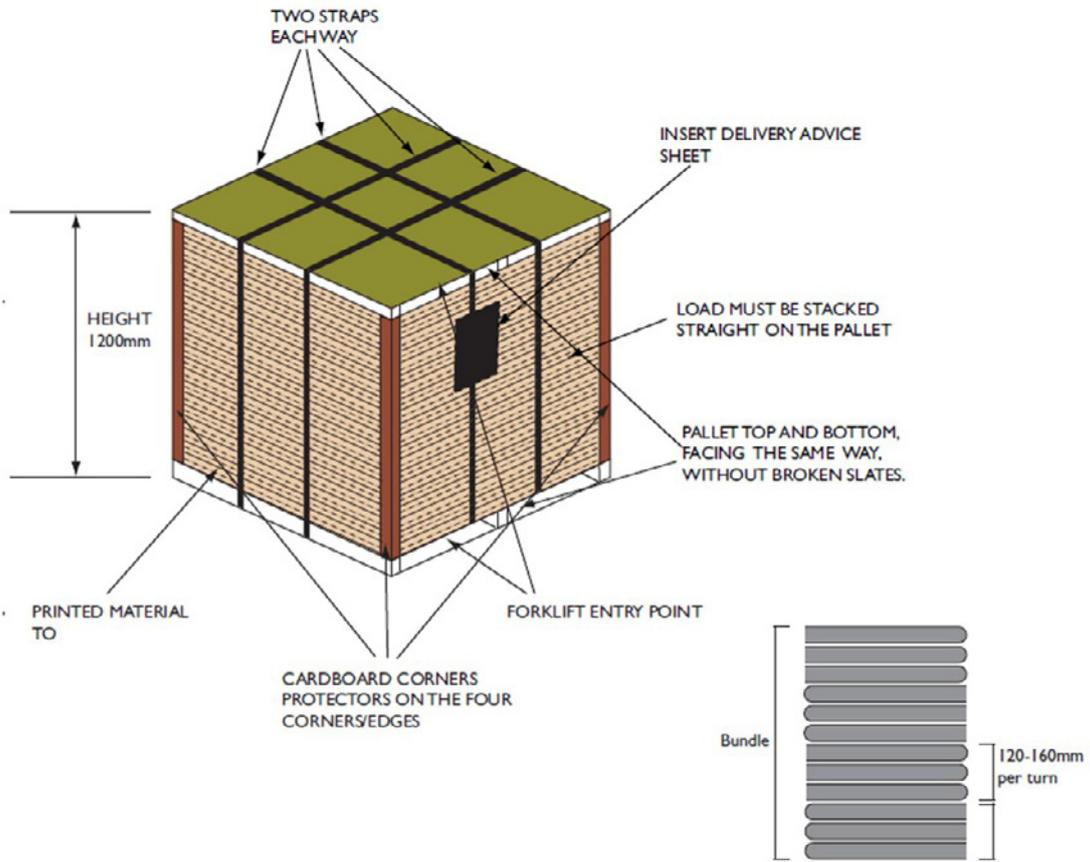
Sachets must be packed in a way so as to prevent curling and sachets should be packed using separators as shown below.



## PALLETISING & PACKING REQUIREMENTS

Inserts must be neatly stacked and properly secured in transport and abide by the following requirements:

- Inserts should be stacked on standard CHEP pallets and not exceed a height of 1.2m.
- Pallets should be able to be moved by forklift.
- Inserts with laps must be packed in cartons or bundled so that inserts/laps do not curl.
- Inserts must be the same way up, and those in a stack or carton must be the same way around.
- A stack (bundle) or a turn within a stack must NOT be less than 50 copies or 120mm. The maximum height of the stack to be no more than 160mm.
- Shrink wrapping must be tight and cover the entire pallet.
- Pallets should be strapped with 4 straps (2 each way) with board or pallet on top.
- Smaller inserts such as sachets must be packed flat with separators and in shallow cartons of 100mm deep. Small sachets should be packed in long gutter shaped cartons and not turned.
- All cartons must be strong and tailor made for a tight fit.
- Larger inserts must be packed flat securely without curl and not in logs.
- If the inserts have code(s) or versions they must clearly marked and should be kept separate and supplied on separate pallets.



## DELIVERY SPECIFICATIONS

It is the responsibility of the supplier to ensure that the specified numbers of inserts are delivered by the correct date.

Deliveries should be sent to the delivery address as indicated on the "Enhancement Summary" form (see appendix 1) and not be addressed to the magazine itself. It is important that the detail on the Enhancement Summary is checked and the specifications of the final product match the summary. Product not as per the Enhancement Summary may be rejected or additional cost may be applied.

The delivery docket / manifest MUST be presented with the consignment on delivery and contain the following information in order for the inserts to be properly identified:

- Name of the insert;
- The magazine it is being inserted in plus the issue date;
- Are Media Job Number and PO Number;
- The quantity supplied;
- The number of pallets/cartons supplied and the quantity on each pallet or in each carton;
- If the insert has code(s) or versions they should be supplied on separate pallets and clearly identified on the delivery docket as well as the pallet flag; and
- In the event that the same insert is supplied for more than one magazine at the same printer, it is imperative they are clearly labelled and packed separately; this should be clearly stated on the manifest. Do not stack together on one pallet.

Each pallet MUST carry a fully completed pallet flag for identification. An Are Media sample pallet flag is enclosed (see appendix 2). It is highly recommended for use by your supplier of inserts.

Pallets should be numbered consecutively through the run and must be standard CHEP pallets. Each pallet must hold an equal quantity where possible except for the last pallet.

We rely on the manifest numbers and pallet information to be correct from the source; we have no way to verify this on delivery other than by random checks. Any shortage therefore will affect the production run at the end of the bindery process and this will affect the least desired areas.

Are Media may refuse any inserts that have been damaged during transport or arriving in an unsuitable condition. Clients will be advised upon delivery if an insert has been delivered damaged. Inserts that arrive in an unsuitable condition will be excluded from the publication and if time allows should be properly re-supplied by the client.

Any delivery made by the supplier of your insert which is not clearly marked, packed or palletised may be refused delivery. Any cost associated with lost product without documentation is not the responsibility of Are Media or its suppliers.

Due to the high speed nature of our printers binding equipment inserts cannot be supplied poorly manufactured or damaged. Should this occur and the insert is deemed usable in the publication any slowdown charges will be passed on to the client.

Inserts must be delivered between 8am and 3pm Mon-Fri to the printer by the date specified on the Are Media "Enhancement Summary" form and no earlier than 5 working days prior to the delivery date as storage space is limited at our printers.

Other than notification purposes, the suppliers of the supplied inserts **MUST NOT** communicate with the magazine binders except with the express permission of Are Media. All communication should be directed to the relevant Are Media Production Services controller.

## **General Restrictions and Indemnity**

Any supplied sachet which does not comply with the recommendations and testing requirements may be rejected for insertion, or such action taken at the cost of the supplier as will best achieve the intended result, without the necessity of consultation with the supplier.

Are Media may reject an insert if the sachet and copy have not been specifically approved beforehand. All content must comply with Are Media's general advertising terms and conditions, which can be viewed at: <http://www.aremmedia.com.au/ad-terms-conditions.htm>.

Except as may be implied by law, Are Media is not responsible for any loss or damage (including consequential loss) which may occur to any supplier (or client of a supplier) where the contents of this document and any reference documents have not been strictly complied with.

A majority of Are Media's magazines are processed through Australia Posts Postal System, contents of any sachet or insert (unless specified as not for insertion into subscriber copies) must conform to the guidelines as determined by Australia Post, which can be viewed at:

<http://auspost.com.au/media/documents/dangerous-prohibited-goods-packaging-post-guide.pdf>

If upon delivery or during production of magazines of Are Media, it appears the sachets have not been manufactured according to agreed conditions and it is determined there is leakage or it is not possible to insert as agreed, Are Media reserve the right without notice to the client. This will not affect the agreed remuneration for the insertion of sachets, inserts or associated advertising material.

We recommend due to the nature of production there is no wording on associated material referencing the sachet.

**Appendix 1 – sample Enhancement Summary**

**Enhancement Summary**

<b>Title:</b>	Elle	<b>PO No.:</b>	00000/000006 BS
<b>Job Number:</b>	ELE1710	<b>Issue Description:</b>	Elle October 2017
<b>Approved Final:</b>	Thu 23 Mar 2017 03:38 PM	<b>Knocks To:</b>	Head
<b>Title + Caption:</b>	Client A - Brand X	<b>Booking No.:</b>	361844
<b>Enhancement:</b>	Bound Insert	<b>Type:</b>	Two page
<b>Size:</b>	285h (mm) x 220w (mm)	<b>Number of Pages:</b>	2
<b>Thickness:</b>	1 mm	<b>Material GSM:</b>	250 gsm
<b>Est. Weight:</b>	18 grams		
<b>Quantity Supplied:</b>	50,500	<b>Material Printed By:</b>	Client A Supplier Z
<b>Special Instructions:</b>	Two versions supplied - XA for NSW, QLD and Vic - 35,000 to be supplied. Brand XB for all other versions - 15,500 to be supplied.		

*(Note: A callout bubble points to the Title, PO Number, Job Number, Title and Caption, stating: "Title, PO Number, Job Number, Title and Caption to be included on all delivery paper work, pallet tags and cartons.")*

*(Note: A callout bubble points to the Knocks To field, stating: "Bind Direction of title - determines trims and positioning of insert")*

*(Note: A callout bubble points to the Special Instructions field, stating: "Ensure all details are checked and matched the produced product and quantity supplied.")*

*(Note: A callout bubble points to the Special Instructions field, stating: "This will be the versions where the insert will appear.")*

**Distribution:** XA for NSW, QLD and Vic. XB for all other versions.

---

**Client Contacts**

<b>Material Provider:</b>	Clients Supplier.	<b>Contact:</b>	Clients Contact
<b>Phone:</b>	09 123564	<b>Email:</b>	clientcontact@clienta.com.au
<b>Client Agency:</b>	Client Agency	<b>Contact:</b>	Agent Contact

---

**Delivery Details**

<b>Delivery Date:</b>	Mon 11 Sep 2017
<b>Delivery Contact:</b>	Printer Person 9255150
<b>Delivery Address:</b>	Bauer Printer 01 Printer Rd, Suburb, NSW 2000 / ph: 02 9551510
<b>Delivery Comments:</b>	

*(Note: A callout bubble points to the Delivery Date, Delivery Contact, and Delivery Address, stating: "Delivery date, address and contact for the product - contact only to advise of delivery.")*

---

**Bauer Contacts**

<b>Production Controller:</b>	Production Person	<b>Email:</b>	productionperson@bauer-media.com.au
<b>Phone:</b>	02 282 8000		
<b>Bauer Representative:</b>	Account Services Person	<b>Email:</b>	accountservices@bauer-media.com.au
<b>Phone:</b>	02 282 8000		

*(Note: A callout bubble points to the Bauer Representative field, stating: "Any enquiries or questions please contact the account services contact")*

**Appendix 2 – Are Media Preferred Pallet Tag**



**Pallet Identification Tag**

Carrier Name: <input type="text"/>	Delivery Date: <input type="text"/>
Supplier Name: <input type="text"/>	Client Name: <input type="text"/>
Supplier Contact and Phone: <input type="text"/>	Client Contact and Phone: <input type="text"/>
Magazine Title: <input type="text"/>	
Title + Caption of Product <input type="text"/>	
Are Media Job Number: <input type="text"/>	Are Media PO No: <input type="text"/>
Total Quantity Supplied: <input type="text"/>	Quantity on Pallet: <input type="text"/>
Bundle / Carton Size: <input type="text"/>	No Cartons / Bundles: <input type="text"/>
Special Instructions <input type="text"/>	