Complete, easy guide to ordering custom chipboard boxes.

When ordering custom packaging, six areas of information are essential for accurate quoting.

1. QUANTITY  2. SIZE  3. MATERIAL  4. STYLE  5. THICKNESS / CALIPER  6. PRINTING

Here we review each of these areas to familiarize you with the requirements and terminology.

QUANTITY: Box prices will be quoted in terms of “Price Per Thousand.” And it’s important to note that the higher the quantity, the lower the unit price will be. This is because the "set-up" charges - including film, plates, machine time, etc. - are spread over a larger volume, thus reducing the charge per unit.

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<thead>
<tr>
<th>QUANTITY</th>
<th>COST PER M</th>
<th>COST PER PIECE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 (min. order)</td>
<td>$481</td>
<td>.48</td>
</tr>
<tr>
<td>10,000</td>
<td>309</td>
<td>.31</td>
</tr>
<tr>
<td>25,000</td>
<td>178</td>
<td>.18</td>
</tr>
<tr>
<td>100,000</td>
<td>116</td>
<td>.12</td>
</tr>
</tbody>
</table>

For example:

So you can see it will be beneficial to you to order as large of a quantity as feasible. Always find out your usage as it could be much more economical to order 3, 6, or 12 months’ inventory at one time.

SIZE: The dimensions of the box must be listed in the proper sequence - LxWxD - in order to achieve the shape intended.

- To determine the proper Length, Width and Depth, place the carton facing you with the opening pointing up.
- Dimensions should be given to the nearest sixteenth of an inch and measured from center of score to center of score. Always refer to the outside dimensions of the carton.

LENGTH
Longest open end dimension from left to right.

WIDTH
Shortest open end dimension from front to back.

DEPTH
Remaining dimension, top to bottom.

We at Riverside Paper Co., Inc. want to make the ordering of custom cartons a rewarding and profitable venture for you. By supplying us with good and complete information on your packaging needs, the quoting process will be very quick and very easy.
**STYLE:** The appropriate style for a box will be determined by several factors such as:

- What the contents will be
- What the contents weigh
- How the box is to be displayed
- If the box is to be machine or hand loaded

When possible, send us a sample of a box being currently used. A description of the carton along with a diagram is also helpful.

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<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td><strong>2.</strong></td>
<td><strong>3.</strong></td>
<td><strong>4.</strong></td>
</tr>
<tr>
<td>2 PC BEERS</td>
<td>2 PC BEERS W/EXTENDED END FLAPS</td>
<td>2 PC SIMPLEX WITH SHALLOW LID</td>
<td>2 PC LOCK CONTAINER</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td><strong>6.</strong></td>
<td><strong>7.</strong></td>
<td><strong>8.</strong></td>
</tr>
<tr>
<td>1 PC LOCK CORNER</td>
<td>1 PC 4 CORNER OR 6 CORNER GLUED</td>
<td>1 PC PINCH LOCK</td>
<td>1 PC DBL LOCK BOTTOM, TUCK TOP (PONY)</td>
</tr>
<tr>
<td><strong>9.</strong></td>
<td><strong>10.</strong></td>
<td><strong>11.</strong></td>
<td><strong>12.</strong></td>
</tr>
<tr>
<td>1 PC BEERS CAKE</td>
<td>2 PC MATCH BOX (SIMPLEX BOTTOM, GLUED SLEEVE TOP)</td>
<td>REVERSE TUCK END (RTE)</td>
<td>STRAIGHT TUCK END (STE)</td>
</tr>
<tr>
<td><strong>13.</strong></td>
<td><strong>14.</strong></td>
<td><strong>15.</strong></td>
<td><strong>16.</strong></td>
</tr>
<tr>
<td>1 PC REG. AUTO BOTTOM TUCK TOP</td>
<td>1 PC FULL AUTO BOTTOM BARN STYLE WITH LOCKING HANDLE</td>
<td>1 PC REG. AUTO BOTTOM TUCK TOP WITH HANGER TAB</td>
<td>1 PC SNAP LOCK BOTTOM FULL TUCK TOP DISPLAY</td>
</tr>
<tr>
<td><strong>17.</strong></td>
<td><strong>18.</strong></td>
<td><strong>19.</strong></td>
<td><strong>20.</strong></td>
</tr>
<tr>
<td>1 PC FRONT FOLD TUCK TOP</td>
<td>GLUED SLEEVE</td>
<td>EASEL BACK DISPLAY</td>
<td>SEAL END</td>
</tr>
<tr>
<td><strong>21.</strong></td>
<td><strong>22.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRESENTATION FOLDER</td>
<td>1 PC GLUED ENVELOPE WITH LOCKING TABS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Thousands of items online!*
MATERIAL / BOARD TYPE:
Type of board must be specified and should be selected based on such considerations as:
• The color needs for the interior as well as the exterior
• The printing application to be used
• The carton strength required

<table>
<thead>
<tr>
<th>TYPE OF BOARD</th>
<th>DESCRIPTION</th>
<th>USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid Bleached Sulphate (SBS) Virgin Materials</td>
<td>A high quality board, throughout with one side coated.</td>
<td>Pharmaceuticals, cosmetics, dry foods, etc. where high quality printing and “clean” look are required.</td>
</tr>
<tr>
<td>Clay Coated Whiteback (CCWB) 100% Recycled materials</td>
<td>Smooth board with white top and white to off-white back.</td>
<td>Industrial or high-end retail needing slightly less strength, with attractive interior and good printing quality.</td>
</tr>
<tr>
<td>Clay Coated Newsback (CCNB) 100% Recycled materials (40% post consumer)</td>
<td>Smooth board with white top and gray to brown back.</td>
<td>Industrial or high-end retail where quality print is needed and interior color is not an issue.</td>
</tr>
<tr>
<td>Clay Coated Kraftback (CCKB) Recycled or Virgin materials</td>
<td>Heavy duty board with white top and brown back.</td>
<td>Heavier products where strength as well as printability are needed.</td>
</tr>
<tr>
<td>Solid Kraft Virgin Materials</td>
<td>Very strong board, brown throughout, with smoother top.</td>
<td>Automotive, Hardware, etc. where extra strength is required, as well as printability.</td>
</tr>
<tr>
<td>Bending Chip 100% Recycled materials</td>
<td>Similar to solid Kraft but with coarser printing surface and less strength.</td>
<td>Items needing average strength but not requiring high printing clarity.</td>
</tr>
</tbody>
</table>

THICKNESS / CALIPER OF BOARD:
Boards for custom boxes will vary in thickness.
• A micrometer should be used to measure the thickness (caliper) of the board in thousandths of an inch. If a micrometer is not available, send us a sample of the board needed.
• If you’re not sure of the caliper and don’t have a sample, supply us with a description of what will be packaged in the box (as well as the weight). We can make valuable suggestions for the board weight most appropriate for specific types of products.

PRINTING:
We will need to know the type of printing desired or necessitated by your design. The printing methods available are:

FLEXO:
• Appropriate for simple 1 & 2 color copy.
• Most commonly used where there is no close register (2 or more colors that print within 1/8" or closer to each other) and not a lot of ink coverage (less than 20-25%).
• Print quality is not as sharp and ink coverage is not as consistent as offset printing.
• Utilizes plastic or rubber plates.
• This process is relatively inexpensive.

OFFSET:
• Produces very high quality, close register printing.
• Offset printing is used when multi-color or excessive ink coverage is involved.
• Utilizes a thin metal plate
• More expensive than flexo but offers a much higher quality print.
PRINTING (con’t)

COLOR COATING (TINT):
• A Web or continuous printing process used for flood or 100% coating of entire box surface.
• Additional printing may be applied on top of the tint color. (Note that when a light color is printed on top of a darker color, the darker color will affect the shade of the lighter ink).
• There is no plate cost involved in color coating.

HOT STAMP:
• A heat process where the copy is produced by stamping a film/foil material that will adhere to the carton. The stamped copy is actually debossed into the boxboard.
• The hot stamp film/foil is available in many colors and is a good choice when using a tinted box, as the color of film/foil will not be affected when applied directly on top of another color.
• Requires relatively inexpensive plates of brass or magnesium.

FOIL EMBOS:
• A process which is actually just the opposite of hot stamping, the logo is embossed (raised) and has a film/foil applied.
• Requires two matched plates, which are more costly than hot stamp dies.

COATING:
• Unvarnished: An economical finish for one or two color printing.
• Varnish: A glossy finish used to protect ink from scratches or for a brighter appearance.
• Aqueous Coating: A fast drying, high gloss, water based protective coating.
• Ultra Violet Coating (UV): A high gloss coating used for appearance or protecting ink.
• Mylar Film Laminate: A high gloss finish offering durability and protection.

CONSIDERATIONS:
• Percentage of ink coverage (each color).
• Location of copy (top, bottom, panels, etc.)
• Special ink colors. (Best to supply a PMS number).

ART / FILM / PROOF / PLATES:
• You may provide us with art so that we may create the working negatives for printing your package. - Computer disk or - Camera ready boards - with dimensions and typesetting in position and overlays indicating color breaks, screens, reverses, etc.
• Before you submit your artwork we will supply you with a die pattern (template) showing the exact dimensions to position the artwork. Please specify if a hard copy of the template is needed or if it should be supplied on disk / email to designer.
• Any artwork that we are required to furnish will be at an additional cost and is not included in our quotes.
• If supplying computer-generated artwork, contact us for acceptable media and software.
• If you prefer to provide film negatives (right reading emulsion side down), our printing specifications should first be confirmed - in order to avoid the possibility of additional charges for reworking.
• A proof will be submitted for customer approval on all new orders and repeat orders with copy changes.
• Charges for printing plates will be estimated along with the job quotation. After receipt of the order, exact cost for printing plates will be figured and confirmed when the proof is submitted.

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