

This document contains specifications for booking deliveries, presentation and packing as well as guidelines for both stitched and bound insert production. We recommend that you forward this to your insert suppliers, sales staff and anyone who may be involved in production of insert material. Inserts can be tailored to suit your publication, so consider trim sizes and binding method where applicable.

For publishers

All insert information (including version splits, etc.) must be supplied to your Customer Service Executive (CSE) along with your print order.

Schedules

The agreed delivery date for weekly and fortnightly titles **must not** be before completion of the previous issue.

The delivery schedule for other publications will usually be the PDF date or seven days prior to the delivery date.

Please note that inserts are likely to be omitted if the instructions or the insert delivery is late.

We recommend that examples of bound inserts should be sent to your CSE for acceptance, a minimum of two weeks before production.

Quantities

A minimum of 2% wastage allowance should be included in the quantity delivered. For glued cards and sachets, please see page 5 for overs information.

We are unable to inspect and verify quantities upon receipt and consequently cannot warrant the quantity stated on the delivery note.

Overs

If the quantity of overs is less than 5,000 or greater than 10% of the required quantity, they will be destroyed and recycled after completion of binding.

Overs of more than 5,000 will be destroyed and recycled **three days** after completion of binding.

If you require overs to be kept for future issues please confirm this in writing to your CSE, though this may be subject to handling and storage charges.

Insert checklist

Information regarding packing, presentation and format is detailed in the following pages, but here are some brief points that apply to all inserts.

Booking and delivery

- Do you have the name of the magazine and issue date for the insert?
- Do you have the correct delivery address?
- Do you have the correct delivery date?
- Who is your CSE contact at Heron?

Packing

- Always stack inserts facing the same way.
- Cover the pallet with a base sheet to prevent damage to the bottom layer.
- Interleave between layers to aid stability.
- Use corner protectors on pallets.
- Use top-boards where necessary.
- Stack inserts flush to the pallet where possible.
- Folded sections should be pressure-strapped.

CSE contacts

Annie Hazzel	01621 877731
Martin Chatten	01621 877773
Marie Curtis	01621 877755
Stuart Davis	01621 877727
Helen Hooper	01621 877782
Mark Pearson	01621 877786
Mark Ponder	01621 877754
Nicola Cundick	01621 877701
Hannah Wilson	01621 877725

Email addresses are in the format of first name last name for example martinchatten@wyndeham.co.uk

► Deliveries and delivery notes

Deliveries will not be accepted unless the following terms are met:

Delivery times and booking

- Bookings will only be taken between 09:00 and 13:00
- Acceptance strictly between 08:30 and 16:30 Monday to Friday.
- All deliveries **must** be pre-booked through your CSE who will confirm a booking reference.
- Consignments arriving without booking reference may be refused.

Delivery Notes

All deliveries **must** be accompanied by a delivery note stating the name of the insert, publication title and issue date, booking reference, number of pallets and overall insert quantity.

Identification of boxes and pallets

All pallets **must** be clearly labelled with the following and display a sample of the insert. If inserts are boxed each box should be labelled with a quantity per box.

- Name of insert
- Publication name, date and/or issue*
- Any corresponding codes, etc.
- Quantity of inserts for this delivery**
- Total number of pallets and/or boxes for this delivery
- Name and address of the supplier and/or printer of the insert
- Type of insert (eg. loose or bound in)
- Number of 'CHEP' pallets (if applicable).

** *In some cases we may accept inserts for more than one issue. These must be supplied on separate pallets and appropriate delivery notes.*

* *Part deliveries require individual delivery notes.*

Deliveries may be rejected due to the following:

- insufficient information
- unsafe stacking or packing
- damaged in transit
- no booking reference
- insert is out of specification

The delivery address and directions can be found on page 6.

Presentation of goods

Deliveries should conform with the following:

- Standard sized non-returnable pallets -1.2m x 1m (in good condition with 4-way entry).
- Banding must be plastic (metal banding will not be accepted).
- All inserts to be supplied in large bundle quantities – minimum turns of 125mm for flat stacked inserts (4pp and above).
- Inserts not suitable for palletisation should be supplied unbanded, stacked in easy to open cartons (in the same direction with no turns) not exceeding 17kg.
- Cartoned inserts should be delivered presented on pallets, with the quantity labelled per box.
- Inserts should be supplied flat, with tight folds. Curled/distorted inserts may be unusable or refused.
- Inserts **must** not be shrink wrapped or strapped.
- Maximum weight 1 tonne
- Maximum height 1 metre

Notification of receipt

Received inserts are logged internally and we will endeavour to forward a copy and delivery details to the customer as soon as possible. Confirmation of receipt on the day of delivery should be requested through your CSE.

Out of specification inserts

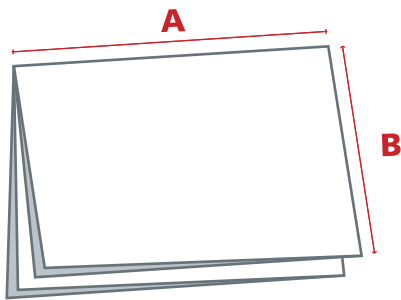
In the interest of meeting delivery deadlines, we will endeavour to use any non-conforming insert, but if the insert is vital, we recommend allowing sufficient time for a trial to be undertaken.

Any additional costs associated with the use of non-conforming inserts will be advised to the customer. This may be machine modifications, an extended make-ready, additional labour or slow running speeds. The latter may also have an impact on the agreed delivery schedule.

Some insert combinations, such as several booklets in one publication, may also result in a reduction of the running speeds and could produce unstable bundles. This may require a reduction in bundle size as well as additional costs.

Loose Inserts

	Minimum	Maximum
Number of inserts	1	5*
A - Height/Depth	148mm	280mm
B - Width	105mm	275mm
Weight 2pp	115gsm	300gsm
Weight 4pp/6pp	70gsm	200gsm
Weight 8pp to 16pp	48gsm	100gsm
Weight 20pp to 32pp	48gsm	80gsm



Note: The maximum dimensions length must be 20mm less than the finished length of the magazine, and 30mm less than the width. Static nailed inserts must be 40mm less than both dimensions. *We can insert up to 8 loose inserts on some lines.

The following applies to all loose inserts:

- It is not possible to machine insert a concertina folded insert. These products must be tabbed closed or hand inserted.
- The pagination of an individual loose insert should ideally be no more than 32 pages. However upon consultation, inserts could be accepted up to 64 pages.
- We can loose insert into publications of minimum 3mm thickness.
- Loose inserts of 4 pages and over, will feed into the publication spine first.
- The accumulative insert thickness must not exceed a total of 10mm 'pressed'.
- Inserts are vacuum-fed, therefore perforated inserts or those produced on thin, uncoated stock may cause problems with suction.
- Due to the nature of the machine we operate at an insertion efficiency of 95% for loose inserts.

Bound inserts (Perfect Binding)

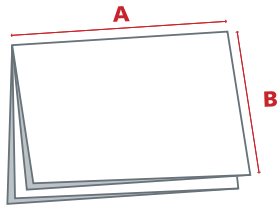
	Minimum	Maximum
Height/Depth	140mm	310mm
Width	115mm	340mm
Weight 2pp	100gsm	300gsm
Weight 4pp/6pp	75gsm	200gsm
Weight 8pp to 16pp	48gsm	150gsm
Weight 20pp to 32pp	48gsm	100gsm

Note: The above dimensions apply to portrait inserts with the height/depth being parallel to the spine. Landscape bound inserts may incur additional charges.

The following applies to all bound inserts for perfect bound publications:

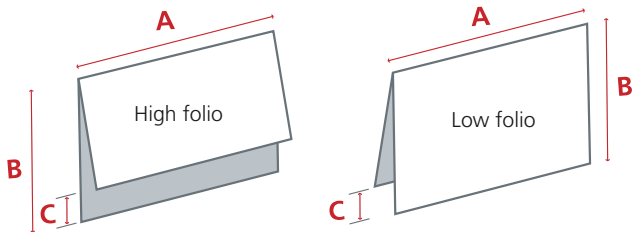
- A minimum of 3mm must be added to the width at the spine edge for milling.
- For full-width bound inserts please add 5mm to the foreedge which will be trimmed.
- For full-height inserts, an additional trim of 5mm must be added to the head or foot (whichever is not the leading trim edge as indicated above).
- For bound inserts positioned at the top of the magazine an additional head trim allowance must be added. Positioning at the bottom will indicate a foot trim. This amount will vary according to the publication specification, if unsure please contact your CSE.
- All subject matter or text must be at least 5mm from the trimmed edge.
- Any bound 'throw-out' inserts must be 10mm clear from the spine edge. Reverse folded inserts may incur additional charges.
- Bound A4 sized inserts (8 page or above) must be supplied ram bundled.
- Any bound perforated inserts must be perforated at least 15mm (preferably 18mm) from the spine edge, excluding mill-off.
- Inserts are vacuum-fed, therefore thin porous, or uncoated stocks (especially those with perforations), may cause problems with suction.
- Avoid binding inserts between the cover (IFC or IBC) and text sections.

Stitched Inserts (Saddle Stitching)



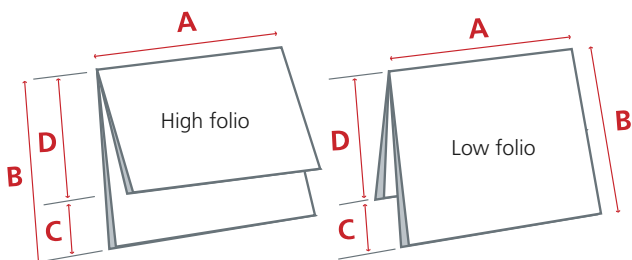
Closed without lap (vacuum opening)

	Minimum	Maximum
Pagination	4pp	64pp
A - Height/Depth	148mm	440mm
B - Width	115mm	300mm
Weight	100gsm	150gsm



High or low folio lap (gripper opening)

	Minimum	Maximum
Pagination	4pp	64pp
A - Height/Depth	148mm	480mm
B - Width	115mm	325mm
C - Lap	6mm	15mm
Weight	90gsm	150gsm



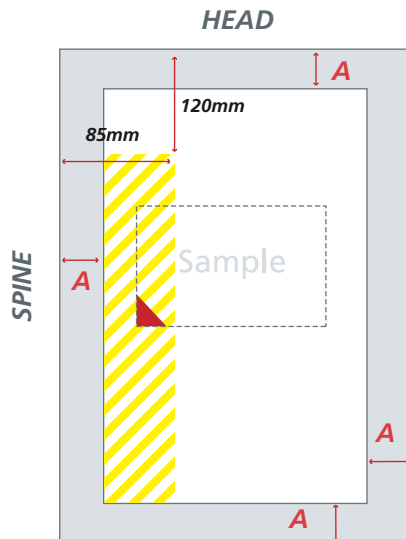
Closed with lap (vacuum or gripper opening)

	Minimum	Maximum
Pagination	4pp	64pp
A - Height/Depth	155mm	440mm
B - Width	115mm	300mm
C - Lap	6mm	15mm
D - Guard	100mm	
Weight	100gsm	150gsm

The following applies to all stitched inserts for saddle stitched publications:

- 4pp inserts should be supplied with a 15mm lap.
- All stitched inserts and outserts over 4 pages must have a closed head or foot as appropriate to the way in which the publication is bound.
- For full-width stitched inserts please add 5mm to the foreedge which will be trimmed.
- For full-height inserts, an additional trim of 5mm must be added to the head or foot (whichever is not the leading trim edge as indicated above).
- For bound inserts positioned at the top of the magazine an additional head trim allowance must be added. Positioning at the bottom will indicate a foot trim. This amount will vary according to the publication specification, if unsure please contact your CSE.
- For stitched gatefolds and other such items please supply specification and/or samples for approval.
- Smaller size stitched inserts and outserts may be accepted, but may result in slower running speeds. Please send a sample to your CSE for approval and an estimate of any additional costs.
- Ram or pressure bundled inserts suitable for automatic loading should be supplied to maximum length of 1.2m with non-returnable endboards. Logs should be stacked the same way round with a maximum pallet height of 1m.

Glued cards and sachets (tip-ons)



The above diagram is a basic guide for an A6 sized card, but there are many parameters which may inhibit the position. These include the card size, the trim size of the book and the desired position. The main criteria is that the bottom left corner of the card is positioned in the yellow area, but the entire card is contained within the white area.

Saddle stitched products

	Minimum	Maximum
Dimension A	30mm	
Height/Depth of card	80mm	210mm
Width of card	60mm	210mm
Weight of card (2pp)	150gsm	300gsm
Section pagination	16pp	64pp

Perfect bound products

	Minimum	Maximum
Dimension A	30mm	
Height/Depth of card	75mm	290mm
Width of card	60mm	225mm
Weight of card (2pp)	150gsm	300gsm
Section Pagination	16pp	64pp

We require samples of mechanical glued inserts, together with a positional guide approximately four weeks prior to production for approval. A trial may be necessary to ascertain running speed and efficiency and to calculate any additional charges. 500+ copies are required for an adequate trial.

The following applies to all glued card and sachet inserts for perfect bound and saddle stitched publications:

- We can apply 4pp, 6pp and 8pp products and sachets, though you will need to liaise with your CSE to ascertain exact specification. Booklets should be supplied with a closed or folded feeding edge.
- It is not possible to machine insert a concertina folded insert. These products must be tabbed closed or hand glued.
- The page to which the card can be glued can only be the first or last page of a section. First page of the section for a head trim, last page for a foot trim.
- A guide to show the desired position on the page, confirmation of the page itself and the instruction of which side of the card to glue **must** be supplied prior to production.
- A movement tolerance of 10mm in any direction must be allowed for in the positioning of spot glued inserts in both perfect bound and saddle stitched products, and therefore printed positioning on the page is not recommended.
- It is not recommended to apply the tip-on to the first or last section of the publication.
- We cannot apply glued products to the front cover of the publication, cover mounting is outsourced.
- Presentation of all tip-on products should be boxed with the product facing all in one direction and dividers used when necessary.
- Glued sachets will require confirmation of acceptance from your CSE, and therefore a PIRA test certificate should be provided. The sachet content should not be overfilled or uneven.
- A minimum waste allowance of 500 copies is required or 1.5% if over 30,000 run.
- Due to the nature of the machine we operate at an insertion efficiency of 90% for glued inserts.

Contacts

Delivery address:

Wyndeham Heron Ltd
The Bentall Complex
Colchester Road, Heybridge
Maldon, Essex CM9 4NW
Tel: 01621 877 777 Fax: 01621 877 776

From M25 exit at J28, then follow the A12 toward Chelmsford/Colchester.

Either exit at A414 toward Danbury, travelling through towards Maldon. Continue along bypass (not town centre) following signs for Heybridge Causeway. After passing the BP Garage on the right, take the second exit at the roundabout (Tiptree) onto Heybridge Street.

Exit A12 at Hatfield Peverel, travel through the village and turn right at Duke of Wellington Pub onto B1019 (Maldon Road). Travel approximately 5 miles across all mini-roundabouts passing the Benbridge Hotel on your left. Take the first exit at next roundabout (Tiptree), onto Heybridge Street.

The Bentall Complex is on the left, Wyndeham Heron is located behind the Netto Supermarket

