

printed plastic

ORDERING GUIDELINES



A general guide to ShelfTalker™ products manufactured by kostklip®

ShelfTalkers™ Ordering Guidelines

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kostklip®
LIFE AT THE SHELF EDGE

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PRINTED PLASTIC ORDERING GUIDE

The purpose of this document is to give kostklip® customers information about the ordering process for custom Printed Plastic ShelfTalkers™ and to provide technical guidelines for setting up print-ready artwork. For more information, please contact a kostklip® representative at **1-800-661-5547** or **sales@kostklip.com**.



1.0 PURPOSE & MESSAGE

1.1 Define Your ShelfTalker™ Objective

Printed Plastic ShelfTalkers™ are used to communicate and promote information to shoppers at the shelf edge. They can be used for communicating:

- Sales Promotions
- Health & Nutrition Information
- Product Information
- Points or Loyalty Program
- Private Label or Branding
- Departments & Categories
- Social Awareness Campaigns
- CPG Point-of-Purchase Materials
- And more!

PRINTED PLASTIC ORDERING GUIDE - cont.

1.2 Create the Message

Printed Plastic ShelfTalkers™ can contain text, an image or both. Choose the exact wording of your ShelfTalker™ message carefully

Here are some tips for crafting your message:

- Keep the message simple and concise
- Try to keep phrases to three words or less
- If possible, try to avoid long words because they're difficult to read at a glance.
- Always use positive words, avoid words like "don't" or "no"
- Use exclamation marks (!) sparingly
- Consider using simple symbols or graphics with words when appropriate (As seen in the examples below)
- Be aware of ambiguous words or meanings and consider the shopper's language and culture

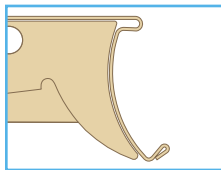


ORDERING DETAILS

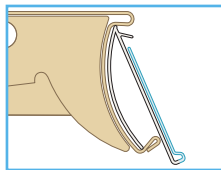
2.0 FIXTURE & APPLICATION

Specify where your Printed Plastic ShelfTalker™ will be used in the store.

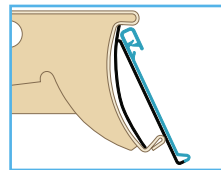
Some common fixtures and applications include:



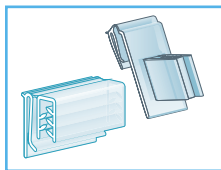
C-channel or bare shelving
(specify shelving manufacturer)



ClearVision® ticket molding



ClearGrip™ ticket molding



Sign clips or grips



Pallets



Free-standing sign holders

ORDERING DETAILS - cont.

3.0 SIZE

3.1 Ticket Sizes

The overall size of the Printed Plastic ShelfTalker™ is determined by the size of your paper ticket or sign.

Provide kostklip® with physical samples of your price tickets or signs for your project.

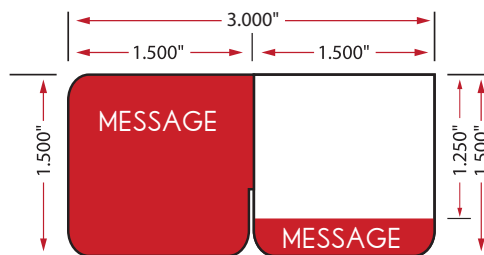


When designing ShelfTalkers™, kostklip® sets up specific tolerances to fit your ticket size. Please notify us if you your ticket size changes at any time. Kostklip® is not responsible for any changes made after the customer sign-off is approved.

3.2 Minimum Size

Kostklip® can create bib tags as small as 1.5"W x 1.5"H.

Bibs with right angle flags can be made as small as 3.0"W x 1.5"W.



3.3 Maximum Size

Kostklip® can print large Printed Plastic ShelfTalkers™ depending on the number of folds and style. Ask a kostklip® representative to quote your project.

ORDERING DETAILS - cont.

4.0 SHAPE & STYLE

The following are shape and style considerations for Printed Plastic ShelfTalkers™.

4.1 Common Shapes & Styles

ShelfTalkers™ can be made into almost any style or shape.

The most common styles are:

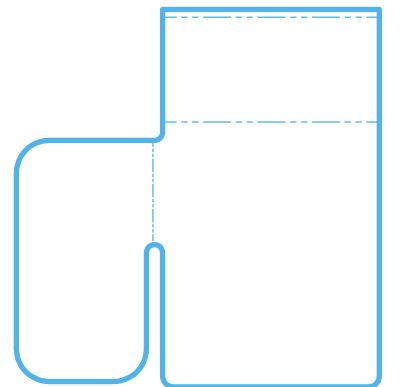


See section 15.1 for shape limitations.

4.2 Standard Die Boards

You may use any of kostklip's standard die boards for your Printed Plastic ShelfTalker™ project at **no charge**. The benefit of using kostklip's die boards is that they are pre-designed shapes that fit on common fixtures, such as C-channel shelving or one of kostklip's ticket molding programs.

Ask us for standard die board examples.



CV BIB WITH RIGHT ANGLE FLAT VIEW

4.3 Custom Die Boards

If you'd like your own unique shape, a custom die board is required. Die boards have a fixed, one-time cost of **\$600**. Kostklip® will hold it for future reprints. There's no additional die board charge for future reprints.

ORDERING DETAILS - cont.

5.0 COLORS

Kostklip® can print ShelfTalkers™ in a wide range of colors.

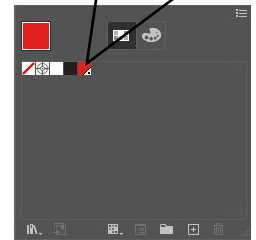
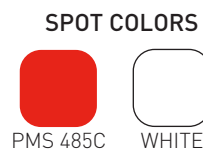
5.1 Opaque VS. Transparent Color

- By default, kostklip® uses white ink underneath colors for an opaque appearance; therefore, white counts as one color in the printing process
- For insert overlays, white ink may be omitted because the color will look opaque when the plastic is layered over a white paper ticket
- You may also exclude white ink intentionally for a transparent effect; please consult with a kostklip® representative if you wish to use this effect for your artwork. Note: not all colors can be made transparent so additional costs may apply.

5.2 Spot Colors VS. CMYK

For screen printed graphics, "spot colors", also known as Pantone Matching System (PMS) colors, are used for the most consistent color-matching. Spot colors are used for solid areas of color, such as the background or text.

CMYK, or process color, is used to print photographic images, see section 14.4 and 15.4 for more information.



See the spot?
That's a spot color!

5.3 Special Inks

Certain metallic, neon and pastel inks may be limited or be subject to higher costs. Please discuss with a kostklip® representative.

5.4 Number of Colors for Screen Printing

You may use up to **5 spot colors (excluding white)** for each ShelfTalker™ job; however, **it's possible to use more**. Generally, cost increases as the number of colors increase.

For the most economical number of colors, we recommend:

- 1 to 5 colors plus white for single-sided print (e.g. bibs)
- 1 to 2 colors plus white for double-sided print (e.g. right angle flags)
- 1 to 6 colors for insert overlays

Please provide kostklip® with sample artwork so we can determine the number of colors needed for your print job.

5.5 Digital Printing

For digital print jobs, these are done in CMYK and, as such, limitations on number of colors does not apply. See section 9.3 for more information about digital printing.

ORDERING DETAILS - cont.

6.0 MATERIALS & THICKNESS

Kostklip's standard Printed Plastic ShelfTalkers™ are made with **12 gauge**, clear PVC.

Other sizes are available depending on application or preference:

- 0.010"
- 0.015"
- 0.020"
- 0.025"
- 0.030"

7.0 ADDITIONAL OPTIONS

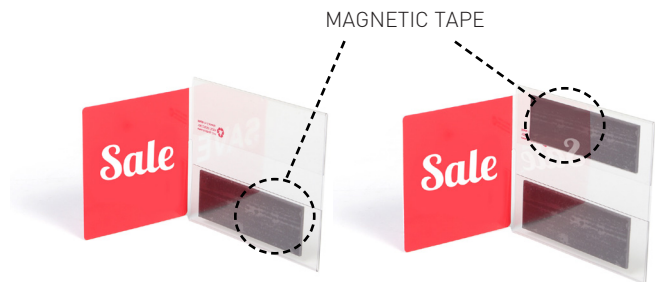
Kostklip® can provide additional design options to your Printed Plastic ShelfTalker™ to improve its function for your application.

7.1 Welds

Welds are often used on one side of a folded area to prevent the sign from falling out.

7.2 Tape

Kostklip® can include clear, foam or magnetic tape to your ShelfTalker™ for non-shelving applications.

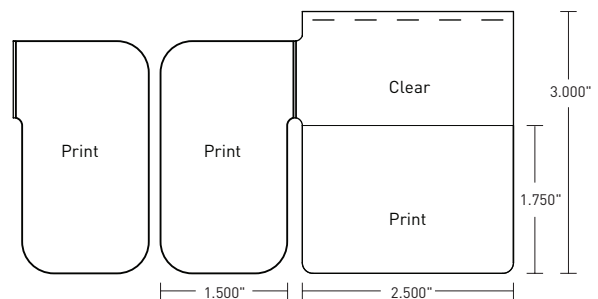


8.0 YIELD & MINIMUM ORDERS

Yields and minimum orders depend on the size and style of the Printed Plastic ShelfTalker™. Kostklip's minimum order is 100 sheets of PVC for screen printing and 5 sheets for digital printing.

For example, the minimum for kostklip's standard ShelfTalker™ bib with right angle flag would be 5000 pieces.

Ask us to quote your project to determine yield and minimum order.



Minimum 5000 pieces for kostklip's standard ShelfTalker™ bib with right angle flag

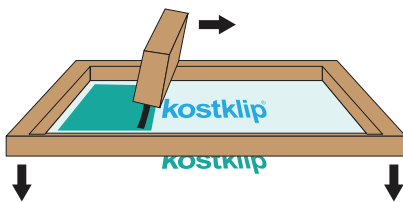
ORDERING DETAILS - cont.

9.0 PRINTING METHOD

Kostklip® uses different printing methods depending on the artwork and volume. There are pros and cons for each printing method, please refer to your kostklip® representative for more information.

9.1 Screen Printing – Spot Colors

The majority of kostklip's ShelfTalkers™ are **screen printed**. Individual colors (or inks) are applied separately using a mesh and squeegee. Screen printing provides the best print quality for color-matching and printing large areas of solid color. Screen printing results in a glossy finish.



9.2 Digital Printing

Digital printing is best for low volume runs and has less constraints for number of colors and artwork. Although digital printing has a much lower setup cost than screen or offset printing, the cost per piece is significantly higher. Digital printing gives a textured, matte finish.



Digital Printing of Custom ShelfLife™

9.3 Offset Printing – CMYK 4-Color Process

Offset printing is used for printing full-color, photographic or complex images. The combination and mixing of Cyan (C), Magenta (M), Yellow (Y) and Black (K) produces a full color image. This printing method is best for busier designs and applications where color-matching is not crucial



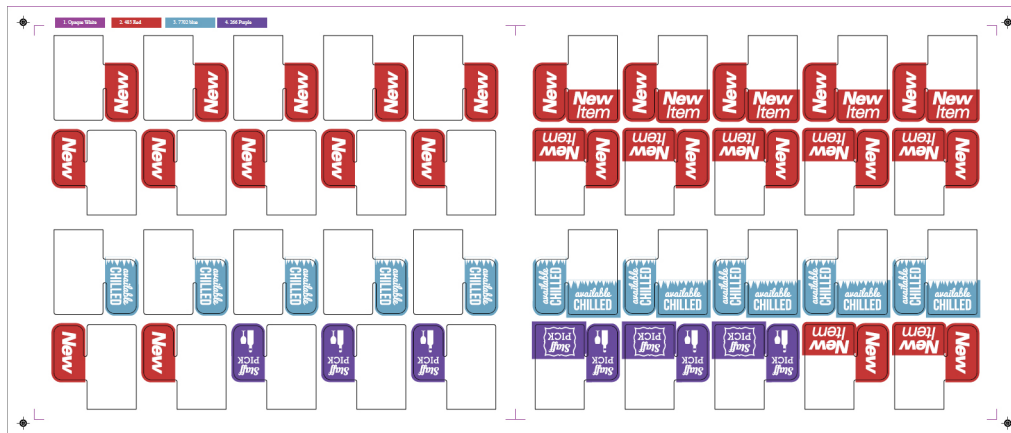
ORDERING DETAILS - cont.

9.4 Gang Run

Screen printed plastic ShelfTalkers™ have bold and precise colors and are a cleaner alternative to adhesive labels. A common challenge for retailers when purchasing plastic ShelfTalkers™ is ordering a variety of designs at volumes lower than the minimum run. Screen printing on plastic is a completely different process than offset or digital printing on paper. One way to work around these limitations is to print a gang run.

MORE VARIETY + LOWER VOLUMES

A standard ShelfTalker™ job lays out multiples of the same design a sheet of clear PVC. A gang run lays out different ShelfTalker™ designs on one sheet. This means that the print job can meet the minimum run but there's a greater variety of ShelfTalkers™ at lower volumes.



Gang run ShelfTalker™ proof with multiple ShelfTalker™ graphics.

Despite the benefits of more variety and lower volumes, there are several drawbacks to printing gang runs. For these reasons, kostklip® doesn't recommend them except for rare instances.

Requires Higher Overage

To maintain the highest level of quality, a printer produces extras to weed out misprinted sheets or any issues encountered during printing. Kostklip® has a standard overage of 10% but gang runs require a larger percentage because the printing process is much more complex and prone to issues during production.

Volumes Are Not Exact

Gang run volumes can be approximate but not exact depending on how the particular design can be laid out or fit onto the sheet. For example, if a retailer requests a 75% and 25% split, it may need to be adjusted to 80% and 20% depending on how the design can be laid out on the PVC sheet.

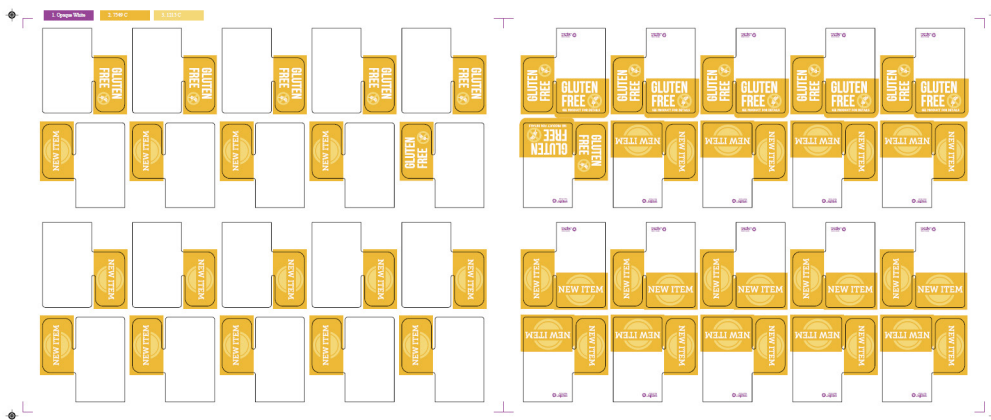
ORDERING DETAILS - cont.

Balancing Number of Colors and Cost

With screen printing, costs increase with each additional color in the graphic. Each color used on a ShelfTalker™ is a spot color, as opposed to process color(CMYK).

When there are multiple graphics with different colors on a sheet, it increases the number of colors, which then increases the cost. There's also more setup if the print job requires more than six colors per side.

A creative way to gang run a print job without increasing the number of colors is to use the same colors for each design. For example, both of these ShelfTalkers™ use the same three colors to keep down the number of colors on a sheet.



Example of two different messages printed in a gang run with the same colors.

Part of the printing process is creating the screens for printing the graphics – the equivalent of plates in offset printing. If a retailer originally printed their ShelfTalker™ volumes, however this is subject to a new \$300.00 gang run fee (as detailed in 10.3).

Customers can order just one of the messages, however single message re-prints need to be ordered in full minimum production run volumes.



ORDERING DETAILS - cont.

10.0 ARTWORK SUBMISSIONS & DESIGN SERVICES

You may provide your own artwork or take advantage of kostklip's Graphic Design services.

10.1 Providing Your Own Artwork

All final artwork must follow kostklip's submission requirements. If kostklip® must modify the submitted artwork to make it print-ready, time is chargeable up to **\$80/hr.**

If you are providing your own artwork, please refer your Graphic Artist or Designer to sections **14.0** to **16.0** of this document for artwork submission requirements.

10.2 Using kostklip's Graphic Design Services

If you don't have your own Graphic Artist, kostklip® can design your Printed Plastic ShelfTalker™ for you. We will work with you to collaborate on a ShelfTalker™ design and provide drafts for you to review.

Graphic Design Services are charged at **\$80/hr** and are quoted after initial design consultation.

10.3 Gang Run

Multiple messages of the same shape and size run together constitute a gang run (some restrictions apply). The flat fee of **\$300.00** is intended to help offset additional costs associated with the more complicated print layouts, printing process, sorting, and packaging involved with gang runs.

The gang run fee is a one-time charge and will not be applied to reprint orders of the unaltered gang run. Changes such as quantity alterations, color, or the design changes that effectively result in a new gang run format will incur the **\$300.00** gang run fee. Please contact your kostklip® representative for further details.

10.4 Prepared Customer Sign-Off Changes

A **\$25.00** per proof sheet fee will be charged if kostklip® is required to modify prepared customer sign-off sheets which have already been signed off on by the customer due to customer driven alterations.

ORDERING DETAILS - cont.

11.0 PROTOTYPES

Prototypes are a custom-made likeness of the final ShelfTalker™ product; however they do not represent the final quality. The purpose of a prototype is to help you visualize your Printed Plastic ShelfTalker™.

11.1 Prototype Formats

Kostklip® can provide the following prototypes or mockups:

- Flat layout
- Physical, functional prototype



Flat layout prototype



Physical, functional prototype

11.2 Prototype Fees

- Original artwork created by kostklip's Graphic Design Services are chargeable, see section 10.2 "Using kostklip's Graphic Design Services"
- Physical, functional prototypes are cut and folded PVC pieces with graphics applied with stickers. If actual screen or digital samples are required then minimum runs apply. Physical prototypes are chargeable plus shipping. Please contact your kostklip® representative for a quote.

12.0 PROOFING & SIGN-OFF PROCESS

All ShelfTalker™ artwork is subject to final approval prior to production. Kostklip® will provide the final layout on a sign-off sheet for you to sign and confirm.

12.1 Sign-Off Sheet

After you submit the final artwork, kostklip® lays out the artwork, dimensions and final details on a sign-off sheet for you to review.

IMPORTANT: Kostklip® is not responsible for any changes to the artwork after you have approved the sign-off sheet. Once approved, the job goes into production.

12.2 Tips for Checking the Sign-Off Sheet

To help you understand what to look for on the sign-off sheet, here are some things to check for accuracy:

- Dimensions
- Legibility
- Placement of folds, welds or other features
- PMS colors
- Layout
- Fonts
- Spelling

ORDERING DETAILS - cont.

13.0 TERMS & CONDITIONS

13.1 Deposits

All custom ShelfTalker™ jobs require a 50% deposit, approved sign-off sheets and a purchase order prior to production. Order acknowledgments are sent to ensure that the orders match your purchase order quantity and dollar value. Die board costs as detailed in 13.2 (below) are also to be included in your purchase order.

13.2 Die Board Costs

Custom shaped parts require a new die board. There is a flat fee of **\$600** for a new die board and is to be added to the purchase order.

13.3 Over/Under Run

With custom and non-stocked products kostklip® has the potential to either over produce or under produce up to 10%. Quantities will be billed at the actual volumes built and shipped. You can request that exact quantities are shipped however since this is a requirement you will be charged for the extra pieces even if they are not shipped.

13.4 Lead Time

The average time to produce a ShelfTalker™ from receipt of purchase order, signed proofs and 50% deposit is approximately 3 to 6 weeks. Please confirm your project's lead time with your kostklip® representative.

13.5 Reprints

- Print quotes are valid for 30 days
- You do not have to resubmit artwork if there are no changes but the sign-off sheet must be approved each time
- Kostklip® keeps all purchased custom dies on hand for reprints at no additional charge

DESIGN & ARTWORK

14.0 ARTWORK REQUIREMENTS

All submitted artwork must comply with kostklip's artwork requirements. Failure to comply may incur additional costs or delayed delivery.

14.1 File Format

All artwork must be vector-based made in **Adobe Illustrator**. Acceptable file formats include:

- AI
- EPS
- PDF (press quality - Must Preserve Illustrator Editing Capabilities)

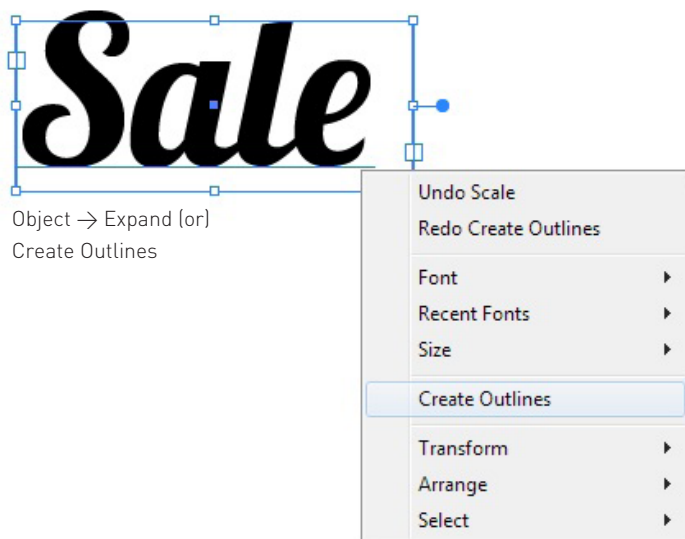
14.2 Part Dimensions

- Show and identify all dimensions of the artwork in inches
- Mark locations of features such as folds and welds

Note that kostklip® may slightly modify your preferred dimensions of the Printed Plastic ShelfTalker™ in order to accommodate the paper ticket, folds and other features.

14.3 Texts & Fonts

- All text in the artwork must be expanded to outlines, i.e. turned into shapes
- Even if artwork is submitted in PDF format, all text must be expanded



DESIGN & ARTWORK - cont.

14.4 Identify PMS Colors

- We require screen-printed projects to be colored using PMS colors
- If you must use CMYK process colors for areas of solid color, please provide an equivalent PMS color so we can produce the correct color
- Photographic images used in the artwork should be in CMYK mode, see section 15.4 for more information about photographic images

Tip: Use a **Pantone Coated Swatch Book** to choose your color swatches, do not rely on your computer monitor or desktop printer.

14.5 Bleeds

- Bleeds are optional, kostklip® will apply the bleeds to the print layout prior to production
- If you choose to apply bleeds, please leave a bleed area of 0.125"

14.6 Artwork Notes

- If you wish to include any notes on the artwork, please keep them on a separate "non-print" layer in the file

15.0 DESIGN LIMITATIONS

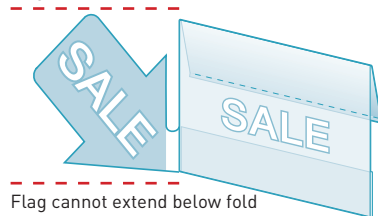
Achieving accurate representations with screen-printing is a very technical and complex process. Although the following techniques are not impossible, it presents many challenges in the printing process so the results are not guaranteed. To avoid delays in the printing process, we recommend that you consider the following when creating final artwork for Printed Plastic ShelfTalkers™:

15.1 Right Angle Flags

Flags can be designed in any shape, e.g. rectangle, circle, arrow, etc., however there are some limitations:

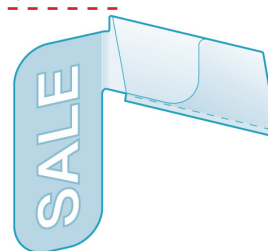
- The size and shape of right angle flag depends on the location of folds; flags cannot extend above or below a fold
- Kostklip® may modify the design the right angle flag to ensure that the part remains durable and holds the right angle position

Flag cannot extend above fold



Flag cannot extend below fold

Flag cannot extend above fold



DESIGN & ARTWORK - cont.

15.2 Gradients & Drop Shadow Effects

Gradients are achieved through halftones for screen printing and may appear differently in the final print than the submitted artwork.

- Do not use Adobe Illustrator raster effects, e.g. drop shadow
- Solid black shadows are recommended for drop-shadow effects

Please consult with a kostklip® representative if you would like to use gradients or other transparency effects in your artwork. We may recommend using particular methods in order to output the best print representation to your desired design.



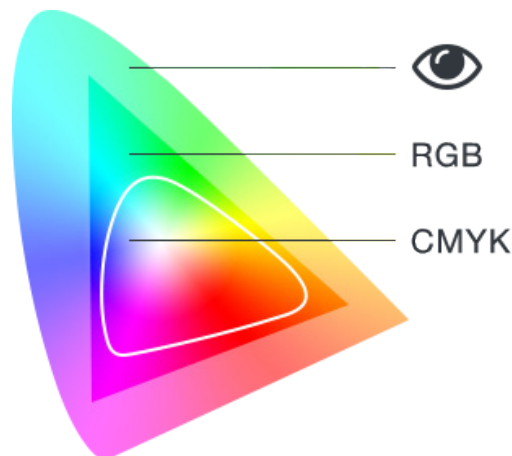
15.3 Transparency

- We recommend avoiding transparent layers or objects in the artwork because final print appearance is not 100% predictable
- Do not create a color by layering multiple transparent color layers, please use spot colors or CMYK. See section 14.4 for more information
- If you'd like the color to be transparent on the Printed Plastic ShelfTalker™, please note in the artwork that there should be no white in that area, see section 5.1 for Opaque VS. Transparent colors

15.4 Photographic Images

- It is possible to print photographic images, however, please consult with kostklip® first because some colors may not print accurately.

Tip: Darker CMYK colors and images produce better reproductions for Printed Plastic ShelfTalkers™ than lighter ones.



DESIGN & ARTWORK - cont.

15.5 Thin Lines, Small Text & Irregular Shapes

- Colors must be trapped where two colors meet so thin lines may disappear when printed. Kostklip® will take care of all trapping on files, there is no need to submit trapped appearance files
- Thin lines should be a minimum of 2pt thickness to avoid colors from bleeding
- Irregular shapes, such as jagged edges or chalk-like graphics, may not display as intended, please consult with a kostklip® representative for design parameters

Trapping helps to avoid the unwanted white gaps. It creates a small overprint effect but prevents white from showing through.



Appearance on file



Trapped appearance. Yellow shape spreads into background by .5 pts

15.6 Clipping Masks

- Multiple layers of clipping masks makes it very difficult to set up files for printing
- Use shape fills instead of clipping masks
- Use clipping masks sparingly, e.g. for trimming patterns within a shape

16.0 TRANSFERRING FILES

16.1 By Email

- You may email your artwork files to kostklip® if the file size is less than 5MB

16.2 By Smash

- If the file size of your artwork exceeds 5MB, you can send use your file using fromsmash.com.