

# The process of a new package developing

Placing an order



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# GLOSSARY

- **SALES MANAGER** - main contact on new projects, commercial and contractual questions
  
- **CUSTOMER SERVICE DEPARTMENT:**  
**CUSTOMER SERVICE MANAGER:** is responsible for operational work with the customer: coordination of layouts, specifications, ordering materials, registration of technical order sheets (TOS) and its transfer to production, control over the terms of production and shipment of orders to the customer.
  
- **BRIEF** - if the customer wants to make a completely new design, s/he sends the photo, required dimensions and weight of the product that needs to be packed to the supplier.
  
- **PRODUCT ENGINEER** - provides technical support, control of production of the test product batch in the printing house and work with the customer's line.
  
- **SPECIFICATION** - is an official document, which specifies the technical characteristics, dimensions and material requirements: name/density of the cardboard, color of foil, pantone number, finishing operations (varnishing, embossing, foil stamping, lamination, etc.), as well as the terms of order execution and quality control methods (if necessary).

# GLOSSARY

- **COLOR STANDARD** – is either a proof for CMYK, or a dyeing for special colors.
- **PLOTTER SAMPLE** - is cut out on the plotter from the circulation cardboard previously agreed with the customer.
- **TESTING** – manufacture of a preproduction lot for meeting the requirements of the customer's automatic lines and approval of regular orders (if necessary).
- **LEAD** – is time (period) required for performing this or that action. For example, the agreed delivery time of raw materials/the necessary time for the project implementation.



# PROJECT START

## CUSTOMER



## SALES DEPARTMENT



## CUSTOMER SERVICE ORDERS



### \* TERMS OF REFERENCE (TS)

- Drawing or brief
- is a design layout (color, finishing processes), a reference sample with the product (if any)
- Materials (brand and grammage of cardboard, foil, lacquer)
- Print run
- Packing scheme
- Place of delivery

# TECHNICAL SPECIFICATION (TS)

BRIEF



Goal  
Idea/concept  
Required time for the warehouse delivery  
Estimated print run  
Project timing

EXTERNAL  
VIEW

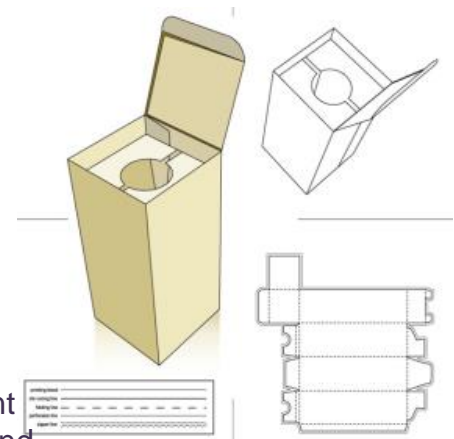


Drawing/pattern/design (layered)  
The product to be packed  
Print on face/back (number of colors)  
WD/UV varnish glossy/matt/with(out) pigment  
Foil stamping, hot stamping (area), drip off and  
other finishing options

MATERIALS



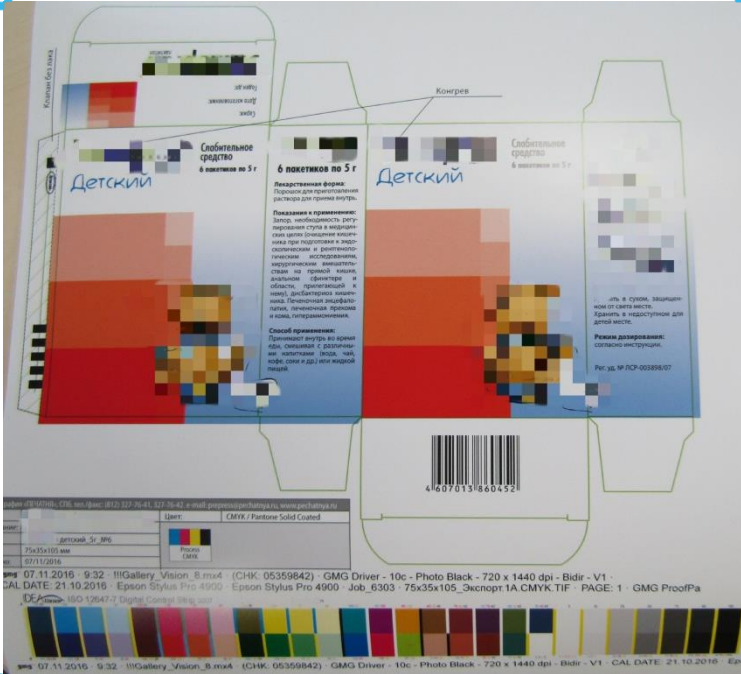
Optimum cardboard (grammature), lead-time for the supply of raw materials  
Window/lodgment/foil material





# DOCUMENTS FOR APPROVAL

## COLORING



## AGREEMENT, ORDER SPECIFICATION





# THE PROCESS OF A NEW PACKAGE DEVELOPING

## CUSTOMER



Placing an order



## PRINTING HOUSE



## CUSTOMER SERVICE ORDERS

request, approval of  
documents

ordering of materials,  
ordering sheets, production

## SALES DEPARTMENT



testing on the  
customer's line



# LEAD TIME FOR MANUFACTURING A NEW ORDER



1 business day

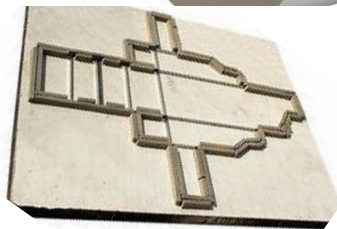
Placing an order with the Sales Department. Processing by the customer service manager



Placing an order for cardboard. Supply (depends on the cardboard).

4-8 weeks

1-2 weeks



Placing an order for a die-cutting. Delivery (depends on the complexity of work)

3 business day



Agreeing color proofs and dyeings



1-2 business day

Delivery to the customer's warehouse (depends on the distance)



2 weeks

Production of the order



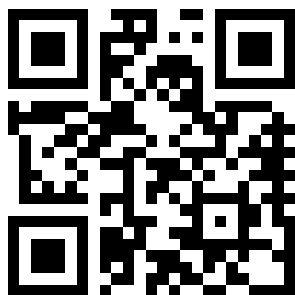
24 hours

Cardboard supply to production Site. Acclimatization

# THE PROCESS OF A NEW PACKAGE DEVELOPING



OUR MANAGER IS  
ALWAYS READY TO  
ANSWER YOUR  
QUESTIONS



# THANK YOU FOR YOUR ATTENTION!

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