

For all Intelligent Transparency Group of companies.

# Insert / Onsert Specification Guide for polywrapping

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Specifications are regularly updated, so please check [www.intelligenttransparencygroup.co.uk/specs](http://www.intelligenttransparencygroup.co.uk/specs)  
for the latest version.



Items can be inserted into catalogues providing the magazine / catalogue are a minimum of 16pp on 80gsm stock – anything on lighter paper or less pagination would be subject to approval before production.

Inserts are placed randomly within the main item (no fixed page).

The following information is to be used as a guide only and states the minimum tolerances for insertion – it does not take into account printers tolerances which you should check with your printer first.

## 1. Inserts into magazines or catalogues

The item which is being inserted into the main product (magazine / catalogue) needs to be a minimum of 10mm smaller than the main product.



**Correct**

10mm gap around the insert



**Incorrect**

No gap around the insert, meaning the insert cannot be wrapped with the main item

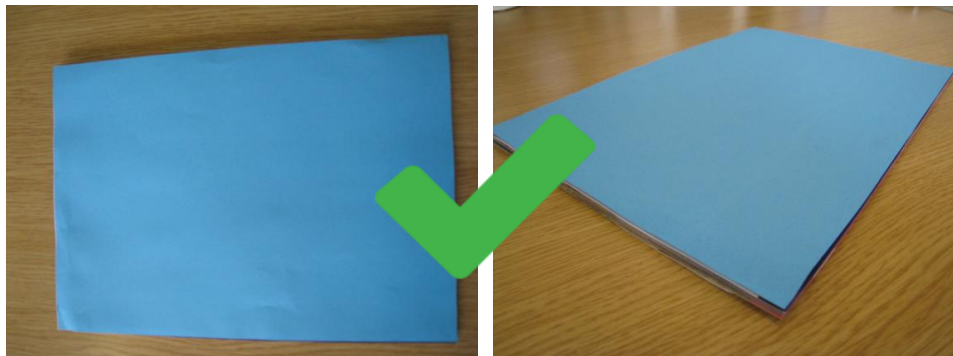
Example sizes for illustration only.

Main Item Size	Max Insert Size
297 x 210mm (A4)	<b>277 x 190mm</b>
240 x 165mm (Letter)	<b>220 x 145mm</b>
210 x 148mm (A5)	<b>190 x 148mm</b>

Please note these guides are based upon saddle stitched booklets, and items which are perfect bound may need more tolerance due to the tightness of the spine.

## 2. Inserts onto magazines or catalogues

The item which is being inserted onto the main product (magazine / catalogue) must be, as maximum/the same size as the main item.



**Correct**

Item the same size as main item shown in both pictures – correct.

Main Item Size	Max Insert Size
297 x 210mm (A4)	<b>297 x 210mm</b>
240 x 165mm (Letter)	<b>240 x 165mm</b>
210 x 148mm (A5)	<b>210 x 148mm</b>

The insert can be smaller than the main item, however please note should it be the item to be ink jetted inline this will cause movement on the print.

If inserts are to be placed onto the front cover and make contact with the machine track, the stock must be suitable thickness to take the weight of the material that will be on top of it.

Typically, the minimum stock weight for this should be around 115gsm but will need to be increased dramatically the heavier the item will be on top of it.

Should you have any queries in relation to this guide please contact us.