

## Medias, facts and specifications

### Prinziple

The Medias advertising format goes beyond the range of conventional labels. Medias describes a concept that has been developed for the application of booklets, sachets or flat samples to print media.

Medias are custom designed in different shapes and sizes, with the industrial application process being the only limiting factor. A transparent film serves as the backing, and the advertising medium is glued directly to it using hotmelt. The consumer removes the sample from the film. The transparent film backing remains behind on the print medium.

### Maximum format

Label: 145 × 80 mm

### Possibilities

Medias can also be produced in special shapes and sizes. Contour cutting on request.



**Basis material:** PP TC transparent glossy 60 µm

**Booklets** Customized, depending on the application process

### Printing

Printability: 2-sided  
Colour: Multi-colour (CMYK plus spot colors)  
Artwork: Full bleed



**Printed image alignment**

Depending on the process, the alignment between the printed image and the label backing must be specified. Alignment options are standardized and are defined in relation to a specific order.

**Packaging**

Labels are delivered packed in cardboard boxes. They are concertina folded and the end is provided with a self-adhesive splice point. This packaging method means that labelling can be carried out continuously, without interruption. Start and end are clearly marked on the exterior of the packaging.