

PACKAGING GLOSSARY

The (sometimes confusing) language of Packaging

Dieline (aka profile/ cutter guide)

A dieline is a 2D representation of a 3D pack which acts as a layout for artwork for the graphic designer and a guideline for cutting, creasing and gluing for the production team.

(Cutting) Die

A cutting die is essentially a giant cutter that is pressed into the packaging material to form the desired shape of the packaging. This form of manufacturing allows for the mass production of packaging as well as precision accuracy. It is made from hardwood and has a series of steel rulers that either simply cut the packaging or perform these other functions:

- **Scoring:** This leaves an impression indent or a partial cut on a single stress point.
- **Creasing:** Creasing is similar to scoring where the die creates a fold line on the packaging material. However, it also allows for inward bending of the material by having two parallel stress points.
- **Perforating:** Perforating involves indenting a line of holes along the design material. The design is not separated from the material itself but can easily detach along the perforated lines.

CAD (Computer Aided Design)

Using computers to help in the creation, modification, analysis, or optimization of a design.

Solid board (or folding box board)

Solid board is a virgin fibre paperboard with consistent purity. It is high quality and delivers outstanding print performance combined with excellent foldability. It is used for primary packaging in the FMCG market.

Corrugated board

Corrugated fiberboard is a material consisting of a fluted corrugated sheet and one or two flat linerboards glued together. It is generally used for secondary packaging as it is stronger and offers better protection during transit.

Rigid board

Rigid board or 'paper over board' as it is also known provides an ideal solution for premium packaging as it is both a high quality print but in a robust pack. It is often used for gifting for high-end products.

White sample

Through the packaging design process white samples can be made for the customer to assess the style, size and structure. These are unprinted and are simply cut and creased on a plotting table and hand-glued if necessary. These are not actual production samples (i.e. from the factory) however, they will be assessed by the production teams to make sure that they can be manufactured.

Artwork-ready file

Once a white sample has been signed off by the customer and the production teams, then the repro team will release an artwork-ready file for a designer to lay down the artwork correctly.

Spot colour

These are ink colours printed in a single run and are pre-mixed from a numbered list called the Pantone Matching System (PMS).

CMYK

Refers to the four inks used in colour printing: cyan, magenta, yellow and key (black). A printing press uses dots of ink to make up the image from these four colours.

Foiling

Hot stamping is used to decorate packaging by transferring an image in a thin layer of film or foil onto board.

Emboss/ Deboss

This can be a text or an image that is pressed into paperboard from below and requires a male and female die. Deboss leaves an imprint from above and only requires one die.

Micron/Flute

Micron (or caliper) refer to the thickness of solid board whereas for corrugated board this is known as the flute.

Primary packaging

This is the layer of packaging which contains the product itself and provides an element of protection for storage.

Secondary packaging

This does not usually come into direct contact with the product and is used for logistical purposes such as transportation and storage.

Lithographic printing

The Lithographic process involves printing plates and will provide the highest print quality for your packaging especially if you are printing in large quantities. However, set-up costs are high in the first instance and it is only commercially viable in larger volumes.

Digital printing

For smaller volumes (circa 5,000 and below), the digital printing process uses CMYK colours and there are no printing plates, so set-up costs are lower. However, printing speed is slower than lithographic so while lower volumes are possible to do the unit price will be higher. A bonus is that there is also very little waste involved, and it is easy to print multiple print designs for different SKUs.

Composite print

Composite printing is more than one artwork on the same printing plate. This technique is often used when there are multiple print designs that are being manufactured in equal volumes.

Carton styles

There are many types of carton styles to suit the size and weight of your product as well as taking into account the logistics involved in packing and transit.

Closures

Cartons can be closed in a variety of ways either with glue flaps that are sealed with glue or with structural additions like a tuck-end, a lock-end or a crash-lock.

Openings

Cartons can also be opened in a variety of ways – for example with a tear-strip, perforations or a tab which pulls open.

Window/ aperture

Often it is important for the customer to see the product within a carton so the designer will create a window in one of the panels, normally the top one. If the window requires some film, then it is called a window. If no film is required, then it is known as an aperture.