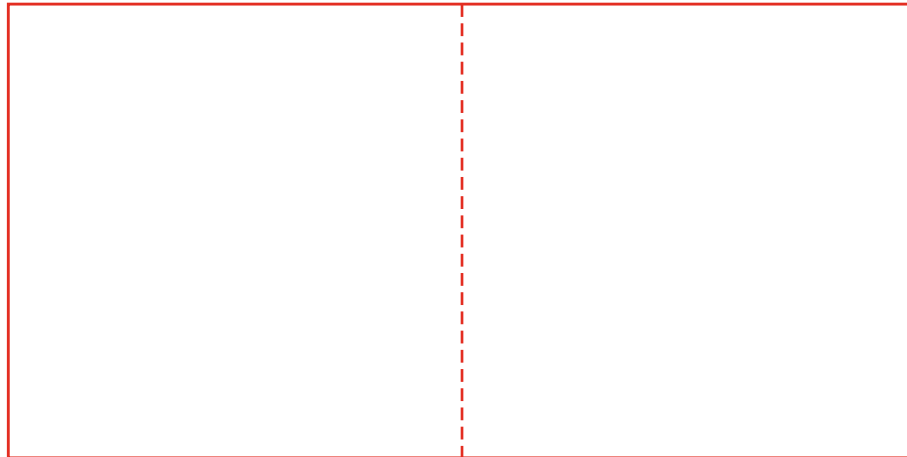


CD/DVD cartonboard packaging

- compensating paper movements during trimming -

Cartonboard packaging are cut out from bigger paper sheets after the image is already printed. Trimming process is not a very precise one – a sheet can move as much as 2-3 mm. Paper movement are not repetitive but unpredictable. There is a couple of simple tricks to avoid the visibility of paper movement.

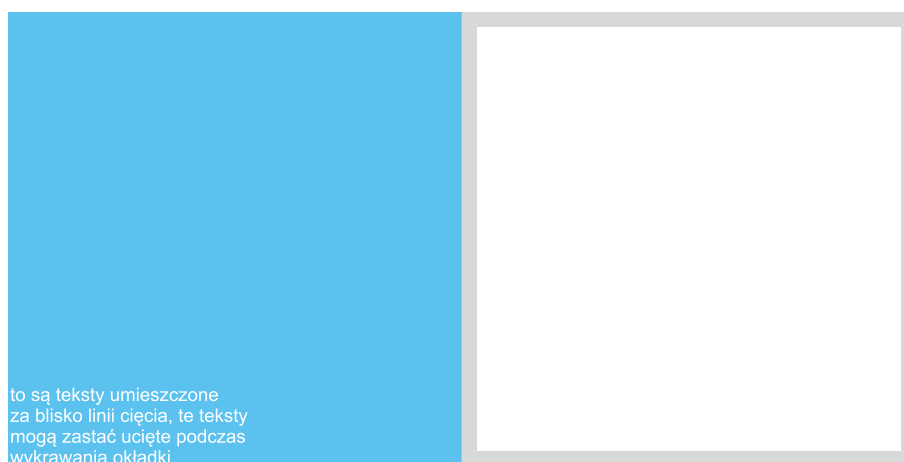
Below you can see an example of a CD/DVD packaging.



—— line marks trimming

- - - - dashed line marks creasing (a knife makes a groove to ease folding)

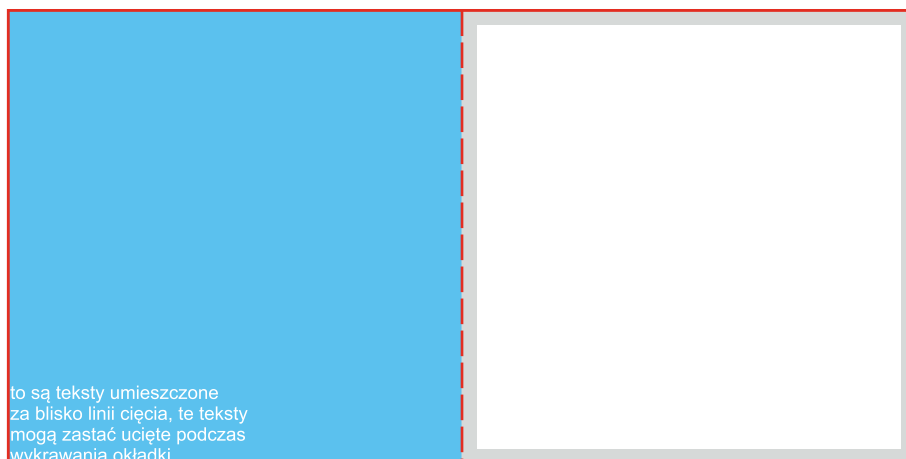
Here you can see an example of a project that doesn't take into consideration possible movements of paper.



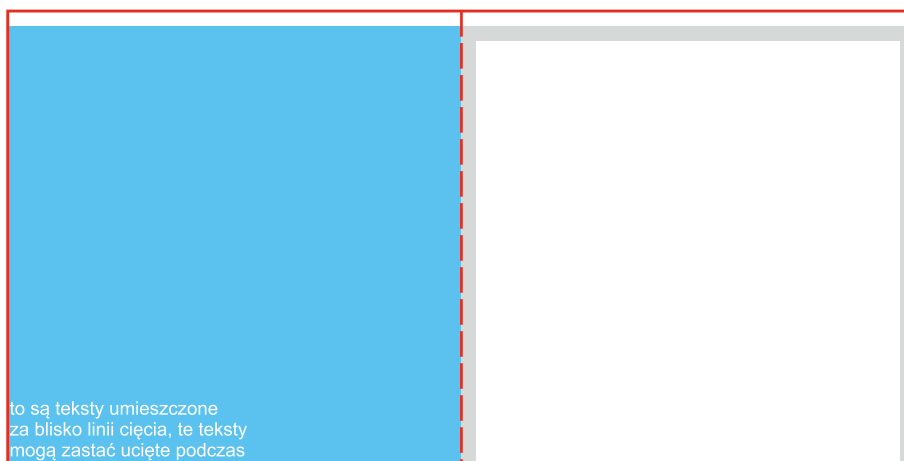
to są teksty umieszczone za blisko linii cięcia, te teksty mogą zostać ucięte podczas wykrawania okładki



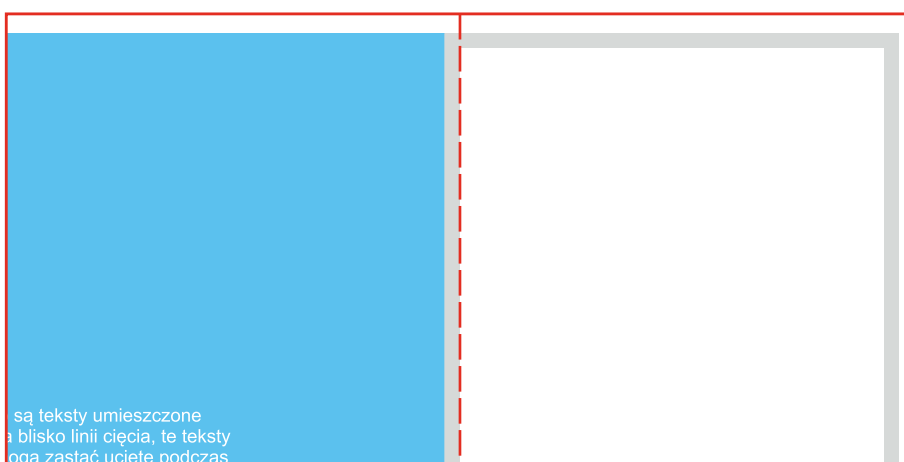
Unfortunately perfect cut is not possible and even slightest movement will drastically affect the final product.



On the picture below cut is moved 2 mm up.



In this example, the cut is moved 2 mm up and 2 mm to the right.



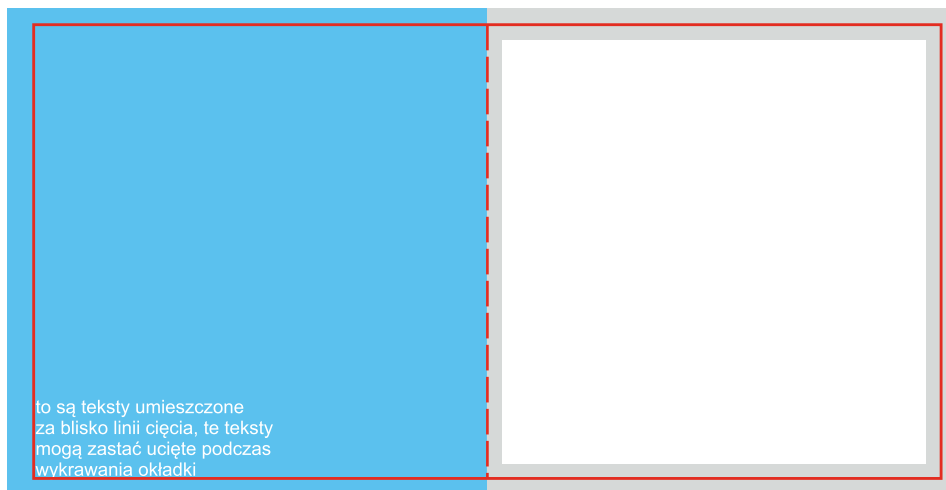
The following examples show the maximal allowed movement.

As you can see, the texts are no longer on the cover, there is a white stripe next to the blue background and the gray frame moved to the other part of the cover. Even though the cartonboard sleeve was cut according to declared accuracy, it couldn't be used. Small modifications in this project let us avoid this problem.



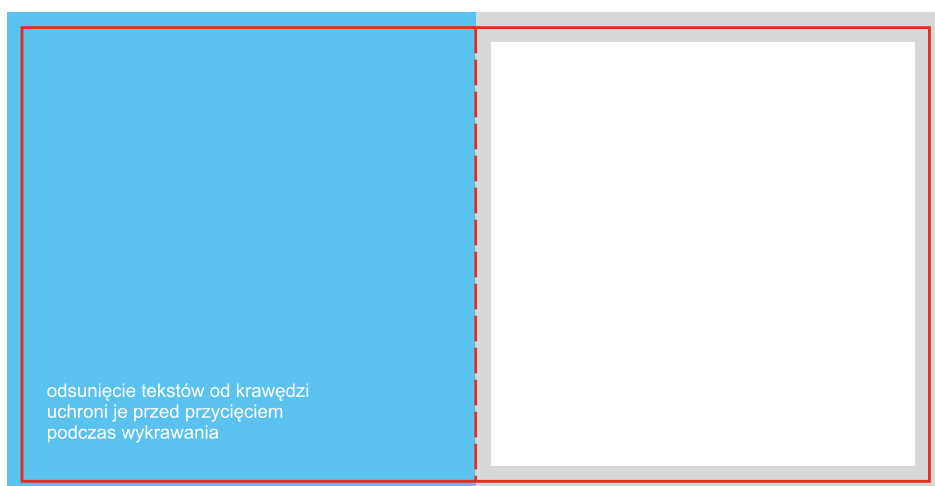
Bleed

Background in the project should be about 2-3 mm wider than the final size of the packaging.



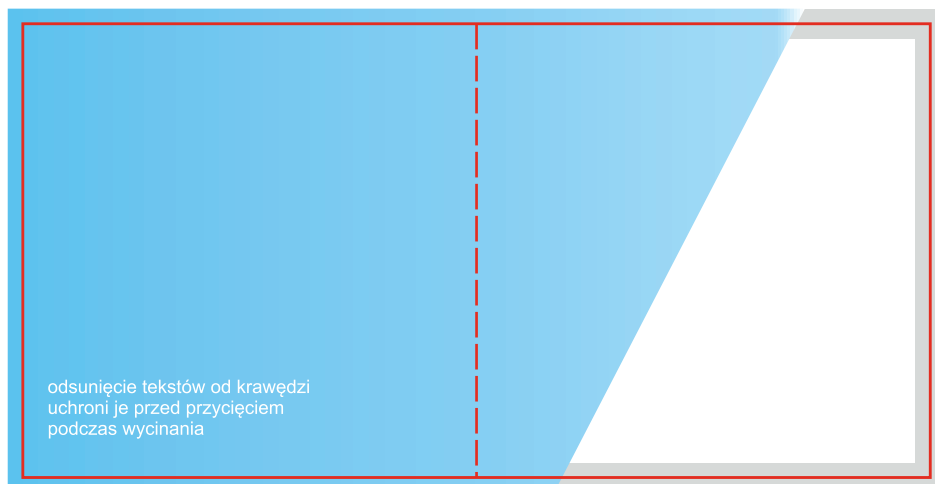
Placing all of the important elements away from the edge

Paper movements may happen in any direction – additionally to bleed, placing all of the important elements – like text – away from the edge (both trimming and ceasing edge) is required.



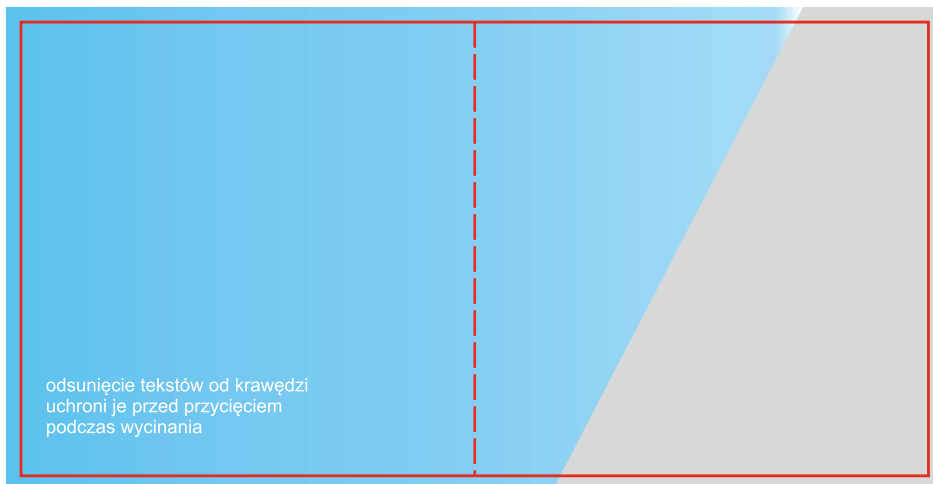
Eliminating contrasting colors between sides

Contrasting colors on the two sides of a cover are undesired. There shouldn't be any lines to divide the sides either. Stretching elements from one side to the other is a great way to compensate for any paper movement.



Eliminating narrow frames close to edges

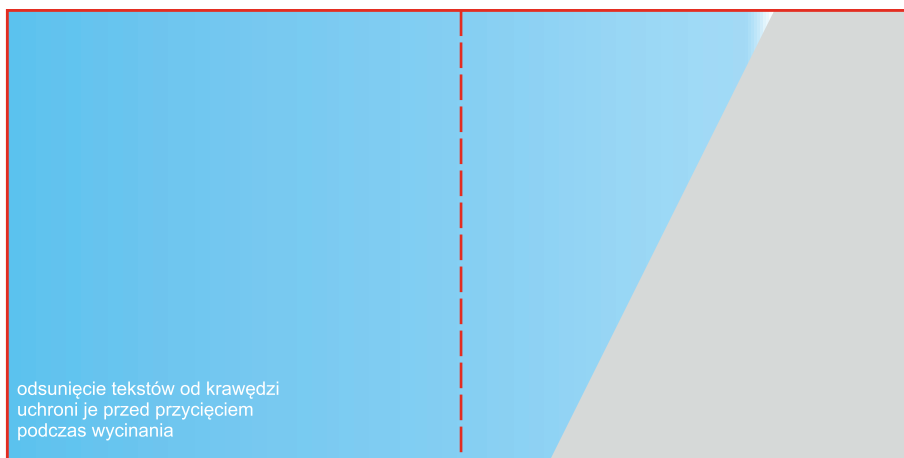
Narrow frames close to the edges are to be avoided. They should be either removed or much wider than what the size of acceptable paper movement is.



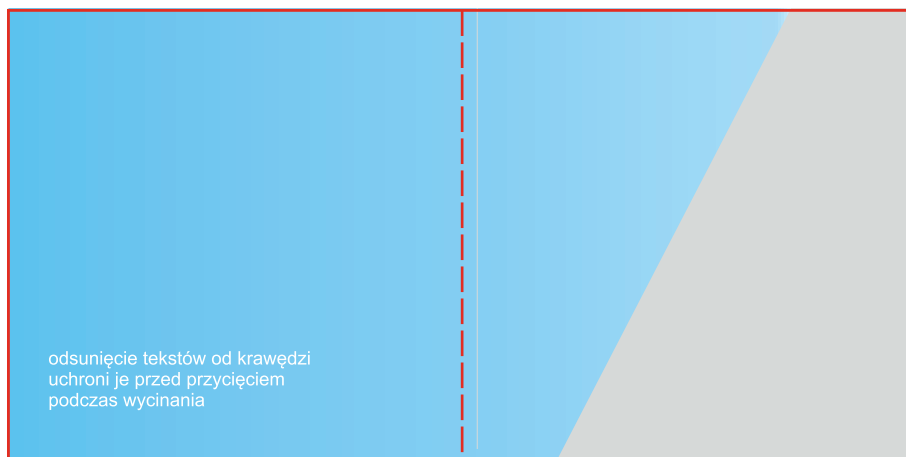
Project taking into account all those pointers differs from the first one, but it lets the client enjoy the final product with no surprises.

Below you can find examples of maximal paper movements on the new, modified project.

Here the cut is moved 2 mm right and 2mm up:



Here the cut is moved 2 mm left and 2 mm down:



Even with the maximal paper movements during trimming, all of the covers are similar to the model and acceptable.

