



SIG Smile

Quickguide

for SIG Smile in Rotogravure Printing

Status April 2023

Supplement to Artwork Guideline for SIG Smile

This quickguide gives insights on the printing possibilities on SIG Smile package. This document is intended for quality departments in order to deal with some space restricted areas.

It takes into account the relevant aspects of the distribution chain (transportation, POS...).

The general SIG specifications for Rotogravure Printing can be found in the Artwork Guideline.

Designing

General overview of the printing areas of SIG Smile



3D viewing front

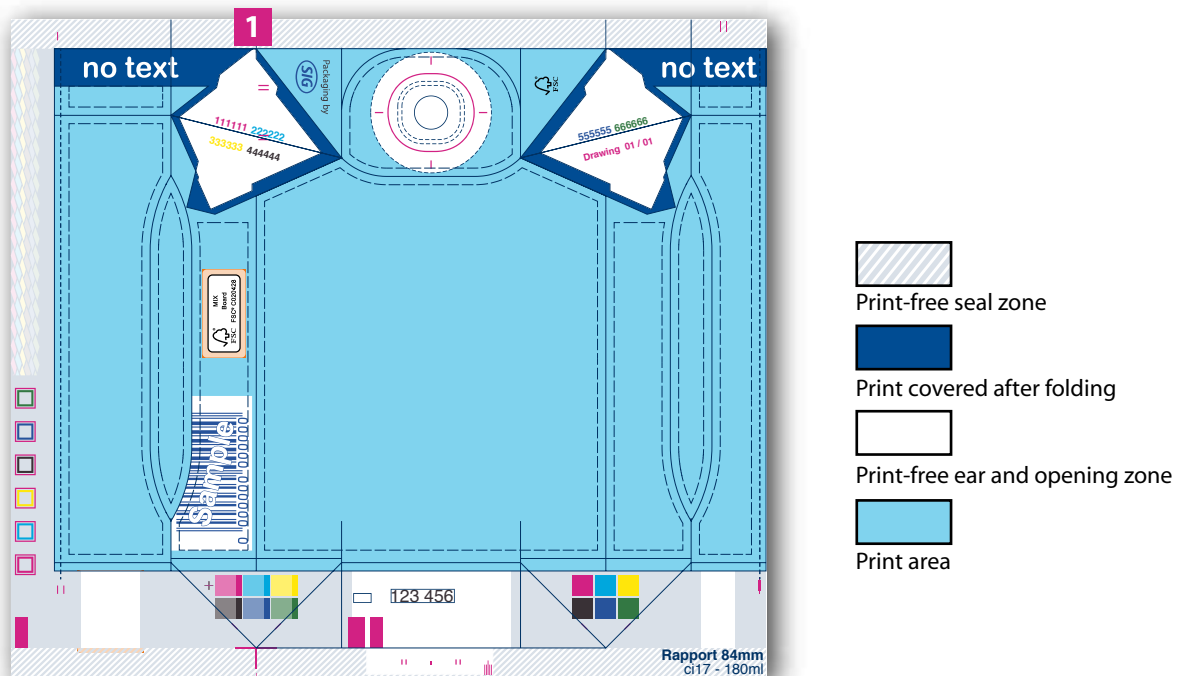


3D viewing rear



3D viewing top

The image shows the upper 3D package flattened, as it appears on your monitor, when designing. On the following pages, printing suggestions on typical SIG Smile printing areas will be explained.



The 2D Keyline/Cutterguide

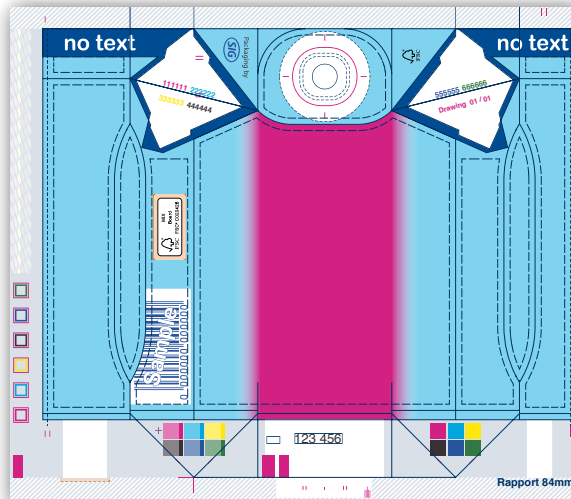
1 The best before date is recommended to be placed on the print-free sealing zone at the top.



The minimum barcode size is about 91% - SC 01, the code is to be placed as shown in the samples in the quickguide.

Generally the specifications of the Artwork Guideline for Rotogravure Printing are valid. The differing specifications in this Quickguide are only valid for SIG Smile.

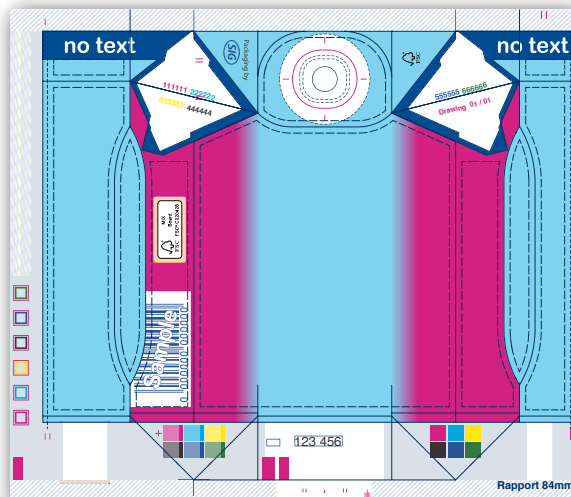
Designing Printing suggestions



Rounded checks - frontside

The rounded corners (simulated by the pink vignette) are a soft change-over from the front to the backside. Only the area in the middle can be seen completely when the package is standing in the tray at the POS.

Therefore all important information, such as designation, must appear on this area.

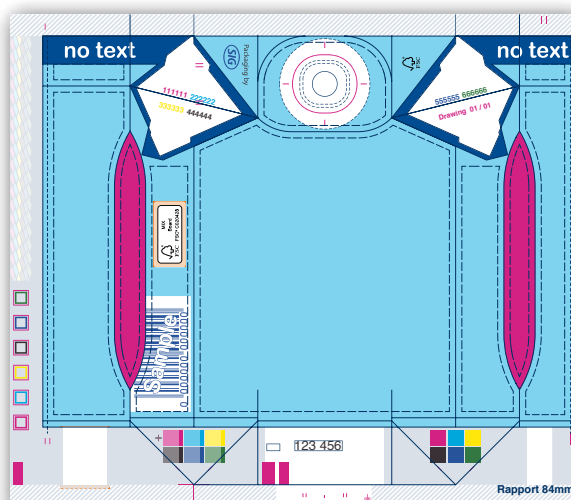


Rounded checks - side panels

The side panels, simulated by the pink sections, are not visible on a tray or shelf. All complementary product information can be placed here.

Please take into account the restriction of the printing area due to the creasing lines, as mentioned further in this document.

The minimum barcode size is about 91% - SC 01, the code is to be placed on the sidepanel as shown in the samples in the quickguide.



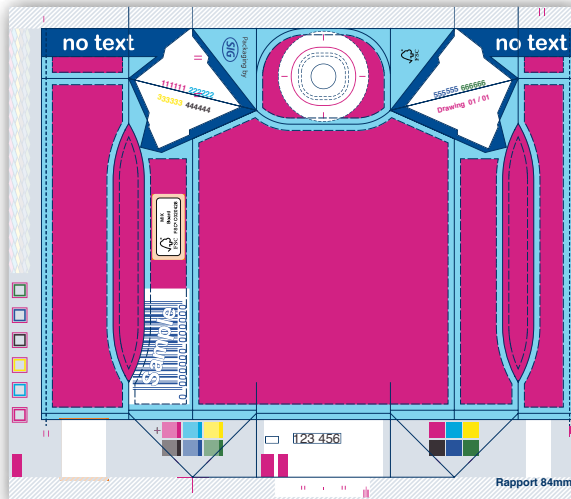
Grip corners - backside

It is possible to place text inside of the grip corners (simulated by the pink areas). The text has to fit inside of the type marking area (dashed line).

Please be careful, if the straw is glued on top of the grip corners that the text might not be legible.

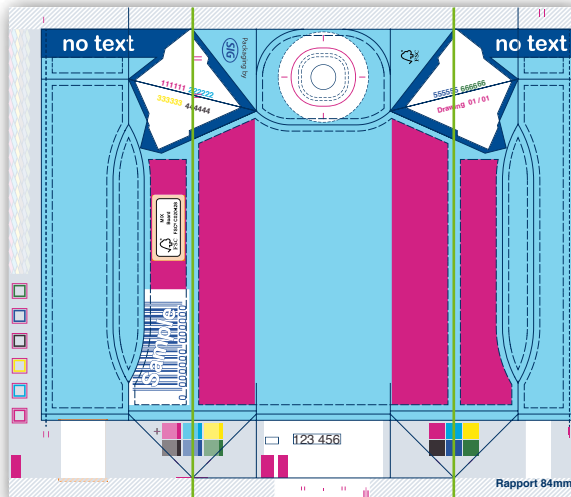
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Designing Printing suggestions



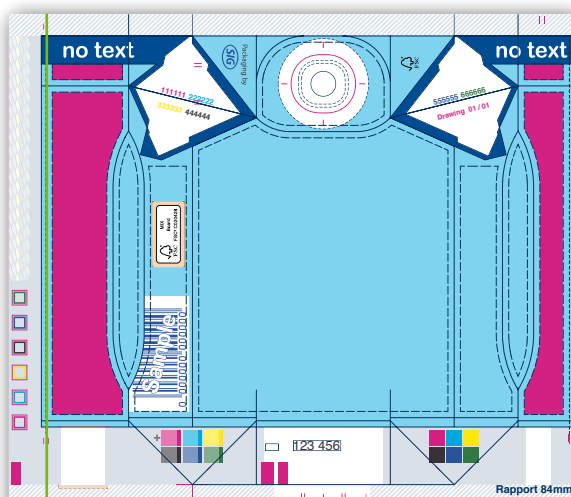
type area

The text must be placed inside the type area marking (dashed line) simulated by the pink areas. It is possible to place text over the rounded corners, but please consider that only the front side of the package is visible inside a tray or a shelf.



interrupted type area - side panels

The type areas on both side panels are interrupted because of two creasing lines necessary for our sleeve production (simulated by green lines). Therefore text cannot be printed over this area. This is one of the main differences between SIG Bloc/SIG Fit and SIG Smile dielines.

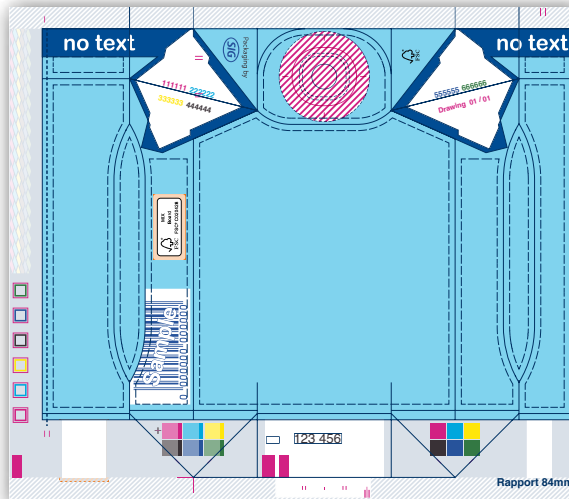


interrupted type area - back panel

The type areas on the backside (pink area) is interrupted by the seam represented by the green line. It is generally not recommended to print text over the seam because of overlapping.

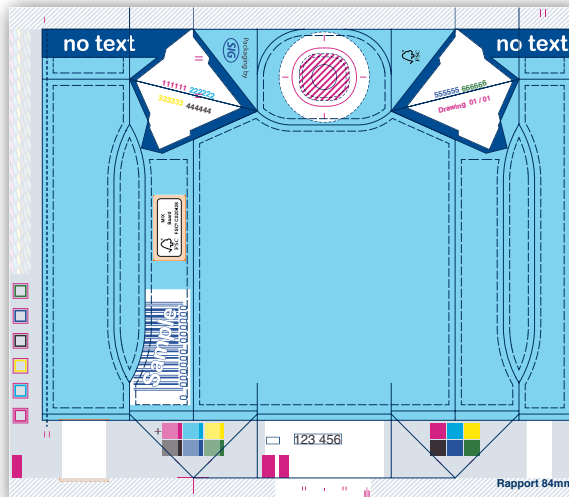
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Designing Opening types and print-free areas



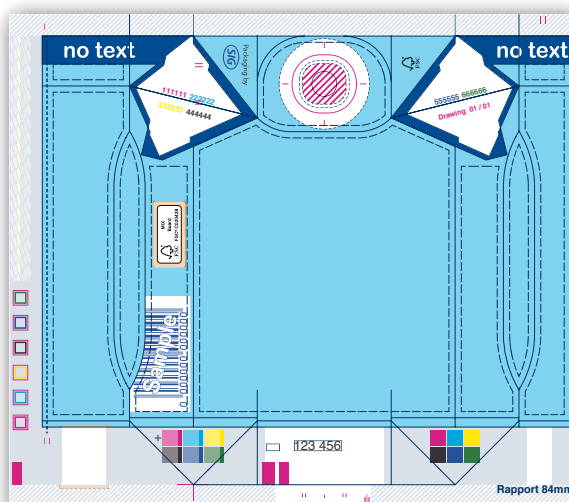
The spout is centered on the carton top panel. The area within the hatched line, where the screw cap is glued, is to be left unprinted.

opening option - screw cap



The 10mm straw hole is centered on the carton top panel. The area within the broken line, highlighted by the hatched area, is to be left unprinted and free of text and graphic elements to prevent punching.

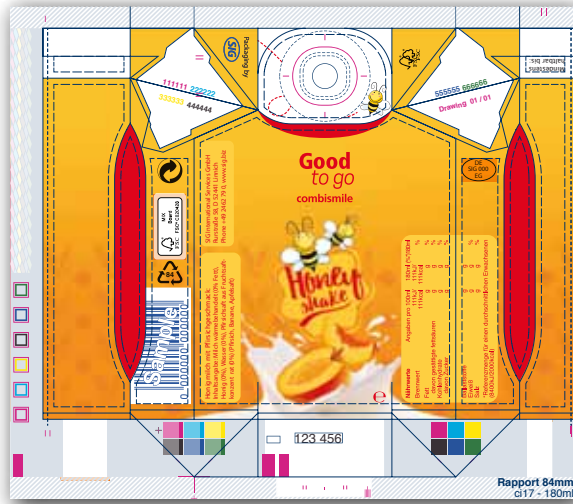
opening option - straw hole 10mm



The 8mm straw hole is centered on the carton top panel. The area within the broken line, highlighted by the hatched area, is to be left unprinted and free of text and graphic elements to prevent punching.

opening option - straw hole 8mm

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The image shows the design placed on the cutter guide with all recommended position requirements explained in this guide.

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