

HEADLEY BROTHERS LIMITED

SPECIFICATION FOR LOOSE INSERTS

On magazines that are bulk dispatched - We can handle three loose inserts in one pass for stitched products and four loose inserts in one pass for perfect bound products. Additionally, we can insert four loose inserts on our mailing lines in one pass.

Any amount of loose inserts above this number will require an extra pass through the equipment, incurring extra charges.

Minimum insert size: 110mm x 110mm

Maximum/minimum size: As a general rule, all loose inserts should be 10mm smaller both in depth and width than the magazine.

Minimum paper thickness: 80 g/m² (2 page) Suitability for machine inserting needs checking prior to accepting insert.

Maximum weight of insert: 30 grams. Individual inserts above this weight will incur extra charges on the following sliding scale:-

Up to 30 gms (12pp A4 80 gsm)

Up to 80 gms (32pp A4 80 gsm)

Up to 160 gms (64pp A4 80 gsm)

Over 160 gms

Heavily weighted inserts : It is advisable not to supply inserts that are heavily weighted one side of the insert as, depending on the size of the insert, this may cause the insert to become unsuitable for stitching or binding-in. Any insert that causes slow running will incur an extra charge.

Positioning: A specified position within the publication would require handwork, and would be subject to sight first and quotation. (A hand insertion delays a normal production schedule).

Sequence: Split run inserts can be put in. However, we would need to be advised of this in advance so that the data can be organised correctly.

Finishing: Inserts should be supplied completely finished and ready for insertion (i.e. pre-folded and or pre-trimmed). If we are required to fold or trim an insert prior to binding, an extra charge will be levied plus more time will be required in the production schedule. Inserts for binding-in should be supplied with an appropriate head trim and where applicable a binding lap.

Insert Information A delivery note must be provided with the following information relating to the product and must include **magazine title, issue date and quantity**. Please use the attached label on the outside of the packaging. If there is no information and, if the driver of the delivery vehicle cannot obtain it, the insert will not be accepted.

HEADLEY BROTHERS LIMITED

SPECIFICATION FOR LOOSE INSERTS

Standard delivery times Inserts can be delivered between the hours of 0800 and 1800 hrs Monday to Friday (16.00 hrs Friday) and *never* later than 72 hours before publication date (96 hours for monthly publications).

Because of the height barrier, ALL delivery vehicles MUST enter the works via the Mace Lane entrance - NOT the Queens Road entrance. The full address for deliveries is:

**Headley Brothers Ltd
The Invicta Press
via Mace Industrial Estate
Mace Lane
Ashford
TN24 8EP**

(Please note that this address is provided for deliveries/collections and for satellite navigation systems, but is not our official postal address, which is printed on our standard stationery.)

Information regarding the inserts should be confirmed in writing to the Customer Account Executive at the time of issuing the first flat-plan.

Failure to observe standard delivery times will incur extra charges or possibly a refusal to unload the vehicle.

Please note for **all** deliveries of inserts from Overseas that Headley Brothers is only the delivery address and NOT the importer and as such we will **not** accept liability for import duties.

Packing & Labelling

Inserts are to be packed on standard size pallets.

Loose inserts can only be accepted if turned in large enough quantities, (i.e. no smaller than 25 copies), and stacked and strapped securely on a pallet.

If the nature of the inserts are such that they requires turning in smaller quantities, they must be supplied boxed without turning. All boxes must be clearly labelled.

Inserts supplied for various date and split issues **must** be packed to avoid confusion on separate pallets and labelled with **magazine title, issue date and quantities** accordingly. Failure to observe packing and labelling details will lead to extra charges.

HEADLEY BROTHERS LIMITED

SPECIFICATION FOR LOOSE INSERTS

Overs Please supply a 10% allowance for spoilage to ensure full insertion.

It is **NOT** our policy to store overs of inserts and, consequently, all overs are disposed of seven days after dispatch of the publication, unless we are given written instructions to the contrary prior to the insert arriving at our works.

PLEASE NOTE:-

- (a) Headley Brothers will not accept responsibility for shortages as all inserts received are signed for as "uncounted"
- (b) Should we receive a consignment of issues that we consider to be unfinished or in an unacceptable condition, or without sufficient information, we reserve the right either to not accept delivery or charge for re-stacking, finishing etc. as necessary.
- (c) Deliveries of inserts for multiple issues will be subject to a weekly storage charge.
- (d) We are not able to mechanically feed concertina folds.
- (e) In the case of any other unusual shape or item it is advisable to submit a sample or dummy prior to production for approval.
- (f) It is vital that we are consulted to confirm feasibility and price prior to the commissioning or booking of an insert campaign.

Mailing Mailed/Inserted packages that exceed a total weight of 350 gms will be subject to an extra charge to cover the costs incurred in extra handling, reduced mailing speeds, extra bagging, strapping and packing

We are unable to mechanically loose insert into A3 publications due to a combination of the light text paper weight and the tabloid format. Inserting into A3 endorse folded products sometimes incurs slowing machine running. In these circumstances we reserve the right to impose an extra charge.

Environmental Inserts we dispose of that contain lamination will be subject to extra charges imposed on us due to compliance with Environmental legislation.

Please note that this revised procedure will become fully operational with immediate effect (3 April 2007)

T M Cooper
Quality Assurance Manager
Headley Brothers Ltd

HEADLEY BROTHERS LIMITED
SPECIFICATION FOR LOOSE INSERTS



**Headley
Brothers
Ltd** Magazine, journal
and colour printers

INSERTS

FOR

TITLE OF MAGAZINE	
DESCRIPTION OF INSERT	
DATE OF INSERTION	
PUBLISHER	
TOTAL QUANTITY	
TOTAL NO. OF BOXES	

PLEASE ATTACH THIS LABEL TO EACH BOX OF INSERTS