

# Insert Survival Guide

www.awtlabelpack.com



## Common Uses

- **Instant Redeemable Coupons (IRCs)**
- **Ingredient lists**
- **Sweepstakes**
- **Mail-in Rebate/Offer**
- **Additional recipes or tips for product use**
- **Instructions in multiple languages**
- **Cross promoting other products**  
([www.awtlabelpack.com/specialty](http://www.awtlabelpack.com/specialty))

## When to Use an Onsert

**Problem: Not enough room for all of the information.**

**Solution:** A larger amount of space to fit all of the necessary text

**Problem: Shipping and communicating in multiple languages spoken around the globe**

**Solution:** Provides space for multiple languages

**Problem: The FDA is imposing new regulations in regards to the information included on your label**

**Solution:** More space available for a longer ingredient list, instructions for use, etc.

**Problem: Committed to saving money and helping the environment.**

**Solution:** Reduce overall size and amount of material needed for packaging and respond to the consumer's interest in sustainability

([www.awtlabelpack.com/sustainability](http://www.awtlabelpack.com/sustainability))

## Types of Onsert Binding

**Gate Fold:** There are two different gate folds. The opened fold is three panels with the bottom panel being twice the size of the folded. The closed gate fold has four panels of roughly equal size with the outer panels folded inward together. Both of the gate folds have two outside panels that fold inward to meet in the center.

**Rollup Fold:** A four panel roll fold which consists of two panels of equal dimension that make up the largest size a short panel, and a shorter panel.

**Map Fold:** A printed pamphlet that unfolds like a map.

**Pasted Spine:** Binding for a booklet and can include up to twelve pages. Typically this binding is used when saddle stitching and perfecting binding are not an option.

**Self-Cover:** When the same paper stock is used for the cover and internal sheets.

## Diagrams



## Tips to Planning an Onsert

### Onsert Size and Number of pages

How much room is there on the package?

### Feed Direction

How would you like it to be read?

### Binding

How would you like it to open?

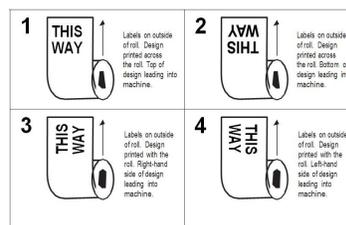
### Material

What kind of substrate would you like it to be printed on?

### Number of colors

How many colors do you need to communicate your message?

## Label Unwind Chart



## Specs

	Landscape	Portrait
<b>Minimum Size</b>	2"	7/8"
<b>Maximum Size</b>	11"	7"
<b>Minimum Thickness</b>	.005	
<b>Maximum Thickness</b>	.10	

## Resources

### Does your label have all of the information that the government requires?

**CPSC** (Consumer Product Safety Commission)  
[www.cpsc.gov](http://www.cpsc.gov)

**EPA** (Environmental Protection Agency)  
[www.epa.gov](http://www.epa.gov)

**FDA** (Food & Drug Administration)  
[www.fda.gov](http://www.fda.gov)

**FSIS** (Food Safety & Inspection Service)  
[www.fsis.usda.gov](http://www.fsis.usda.gov)

**FTC** (Federal Trade Commission)  
[www.ftc.gov](http://www.ftc.gov)

**HHS** (Department of Health & Human Services)  
[www.hhs.gov](http://www.hhs.gov)

**USDA** (United States Department of Agriculture)  
[www.usda.gov](http://www.usda.gov)

## What We Do Differently

Examining the full cost of different labeling approaches can demonstrate that there's a lot more to it than meets the eye. The Total Applied Cost model looks at the full cost to get a label from the conceptual stage to the company's customers and everything in-between.



To learn more about Total Applied Cost, visit [www.awtlabelpack.com/resources](http://www.awtlabelpack.com/resources)

## Why AWT Labels & Packaging?

**We are the experts** that know your world and can get you to market on time and on budget. AWT specializes in unique, innovative and demanding label and packaging solutions for medical, industrial/OEM, food and beverage, personal care/health & beauty, household and specialty markets.

More than 35 years of experience has taught us a few things – and helped us to become the most advanced provider of custom packaging, labeling and converting solutions in the country. From eye-catching consumer labels to medical device applications that can stand up to sterilization, we have a unique blend of precision processes, quality systems and research-based ideas that will meet your needs – no matter what challenges you bring to the table.

To learn more about why our customers choose AWT Labels & Packaging, visit [www.awtlabelpack.com/history](http://www.awtlabelpack.com/history)

To learn more about what AWT Labels & Packaging can do for you, visit [www.awtlabelpack.com/contact](http://www.awtlabelpack.com/contact)

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