



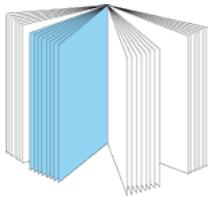
Product plusses

July 2020

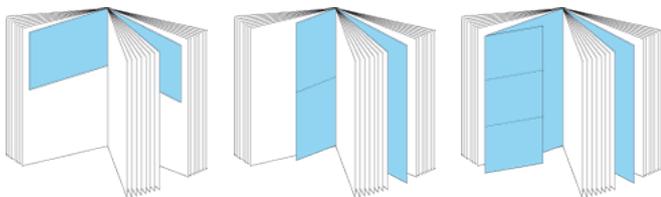
During the technical realisation of a magazine, there are several possibilities to provide your magazine with striking additions, the so-called product plusses. The product plusses not only provide extra attention for your product, but can also make a positive contribution to the brand awareness and/or response of your product or service.

This brochure gives you an impression of the various technical possibilities by means of illustrations. Your sales and order manager will also be happy to answer any questions you may have.

Attaching as a false heart

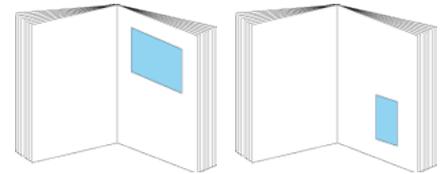


This is an attachment that will be placed between two other sections. False heart attachments are first stapled, so that two heart sections are created. This attachment method is expensive because there is an extra stapling process. If you want to use an attachment as a false heart, you should always consult your order manager beforehand.



Attachment between the sections

The attachment comes both before and after the heart section. For example, two reply cards should be included and visible between the sections before the heart and the sections after the heart. This type of attachment does not affect the progress of the production process, provided that the attachment has an overlap.



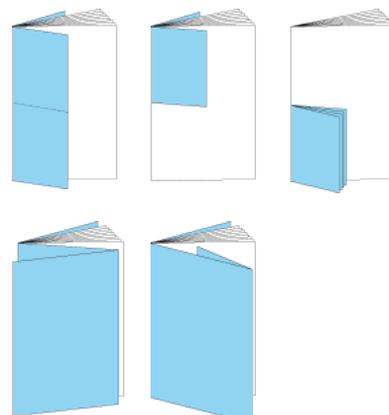
Pasting

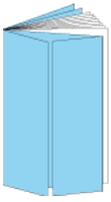
On each collection stapler there is the possibility to use a pasting station. This can be used to glue on (reply) cards, sachets and possibly in consultation, small books. As the pasting takes place using a 'drum', the stickers must be sufficiently pliable. The pasting stations are interchangeable, so that theoretically it is possible to use four pasting stations on one collection stapler. If more than two stickers are required, prior consultation with your order manager is necessary.



Eyelet staples

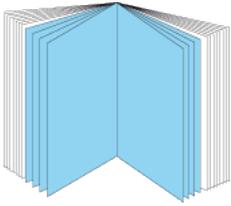
In addition to the normal staples, it is also possible to provide the magazine with two or four eyelet staples. So that you can keep the magazine in a ring binder.





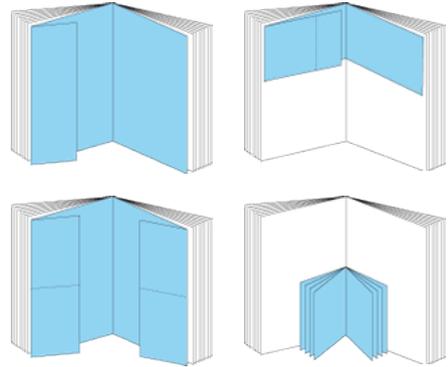
Attaching around the magazine - split cover/split back

With a split cover, a "double cover" is printed. The first page of the outer cover has a short front side and the second cover has a flap folded outwards. The cover can be folded open like a panel, with an advertisement inside, for example. Split back is the same principle as split cover only instead of the flaps on the cover, they are applied to the back of the magazine.



Attaching in the magazine

An attachment is an appendix that is attached to the main magazine as an extra. The attachment must have a guide. Attachments can be attached at the bottom or top of the magazine, and in some cases floating in the middle of the spine. For floating attachment to the spine, you should always consult your order manager beforehand.



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