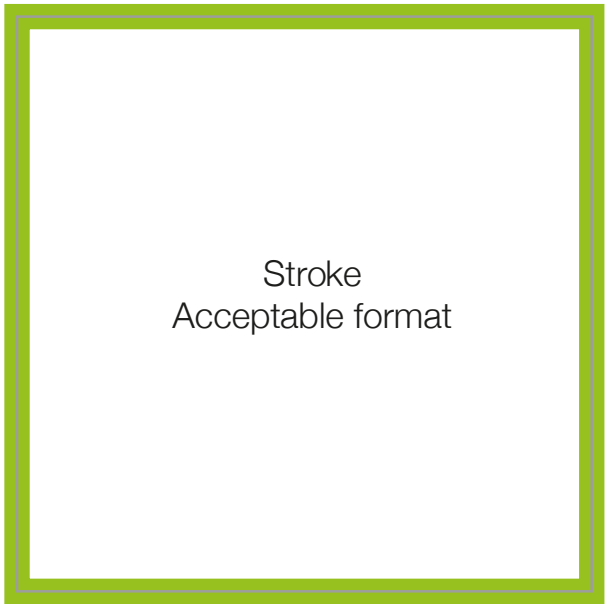
Kaufland Dieline Requirements and Best Practices

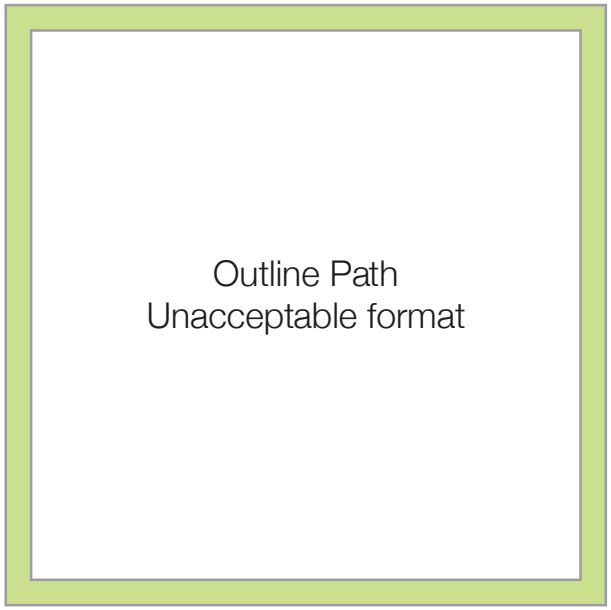
The Best Practises...

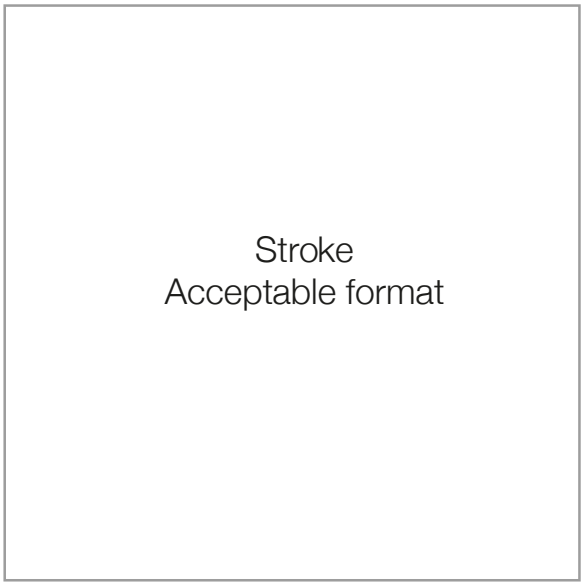
The following information should be indicated:

- Dielines to be supplied at 100% size.
- Any print elements such as Eyemarks, codes, register marks, gates, logos that are required on the packaging must be coloured as printed on a separate layer called “print elements”.
- FULL DIMENSIONS including all internal sections, and overall at dimensions.
- Clear indication of orientation and the front / top / bottom / back / sides of the dieline marked for all pack types.
- Fold / Crease lines & Bleed.
- Available text and graphic areas.
- Obscured and overlap areas.
- Varnish free, Print free and Glue areas.
- Barcode area only needs to be indicated if its position is fixed. Any packaging that uses barcode MUST include print direction on dieline.
- Dieline reference name or number.
- Durability coding area (BBE) size and position.
  *Please advise if this is not required on the artwork, otherwise dieline will be rejected for missing information.
- Dielines should always be supplied as a stroke path, not an outlined path, (these will be rejected). (See Page 2 for visual explanation).
- ALL dielines should be supplied in Adobe Illustrator vector line format (.ai) as well as pdf.
  Supplying a dieline in a pdf format alone should be a last resort as it could delay artwork production.
- All factory trials to be completed and signed off before submitting the dieline to Artwork agency.
- Advise whether multiple variants or Front of Pack and Back of Pack labels will be printed together.
- Only use alphanumeric and underscore in the names eg Dieline_01.ai.
- There are multiple packaging formats; following pages show most of the commonly used packaging formats but not all are covered. If you have any special requirements unique to your manufacturing and or printing process, please ensure any special requirements for your pack format and clearly detailed on the supplied dieline.

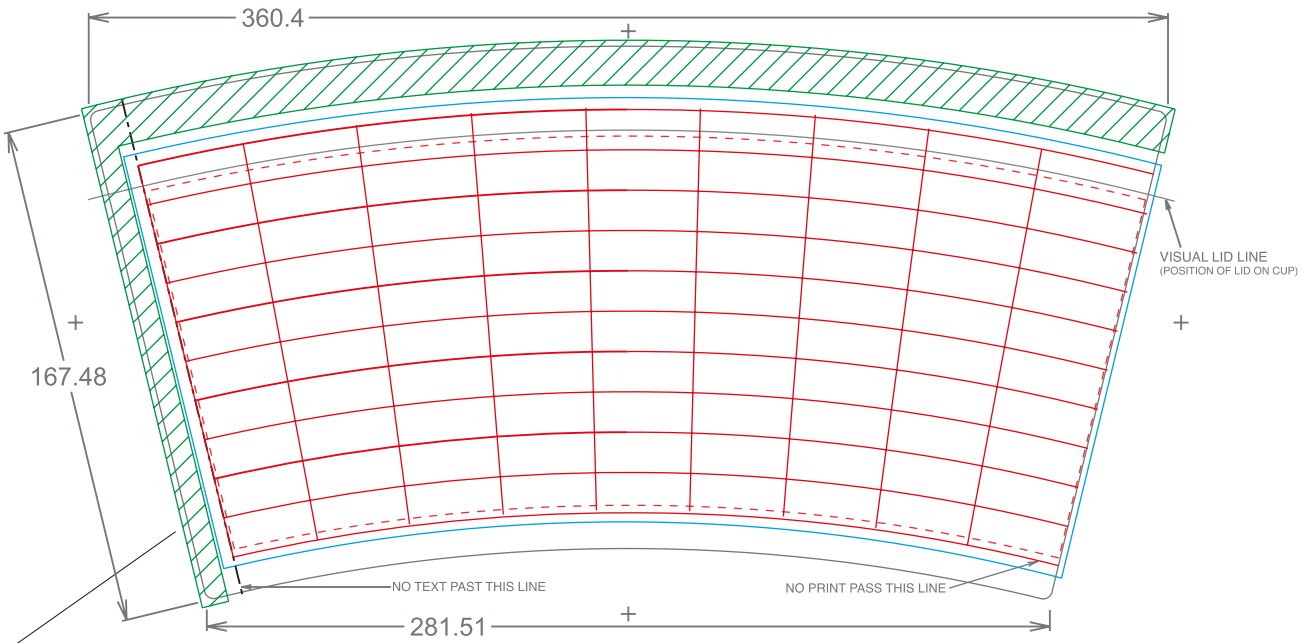
Stroke versus Outline



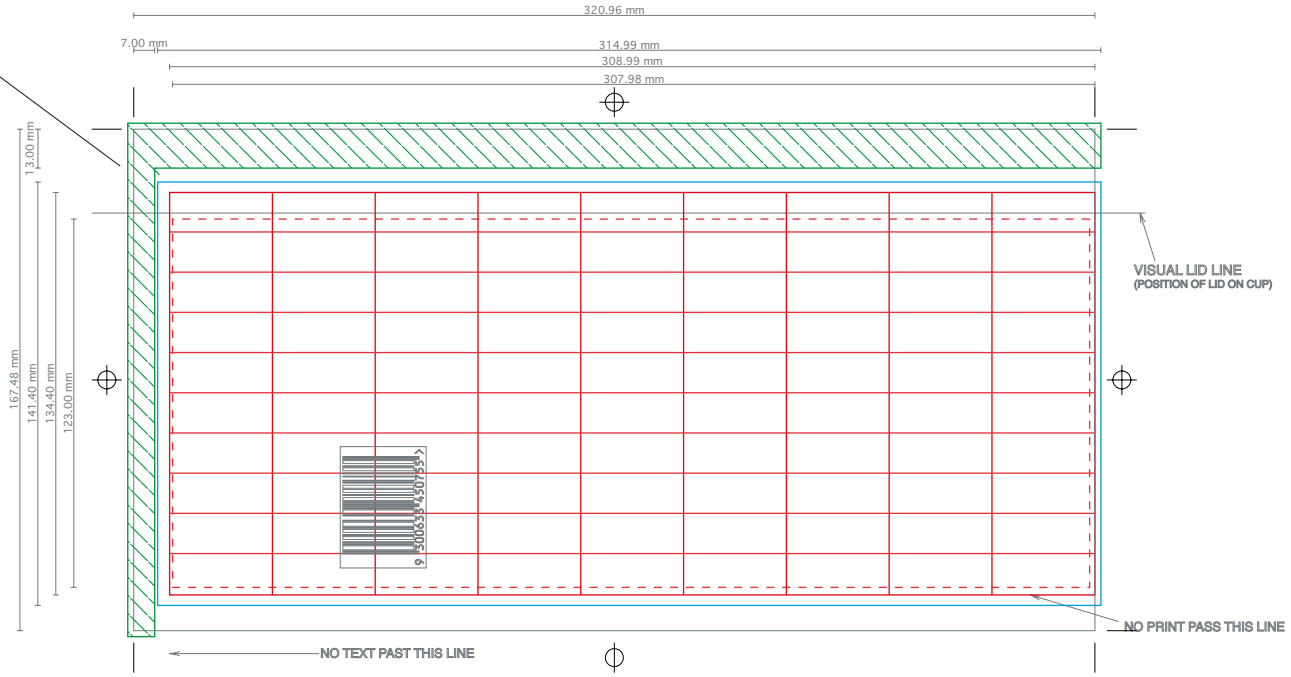




Wrap Dieline



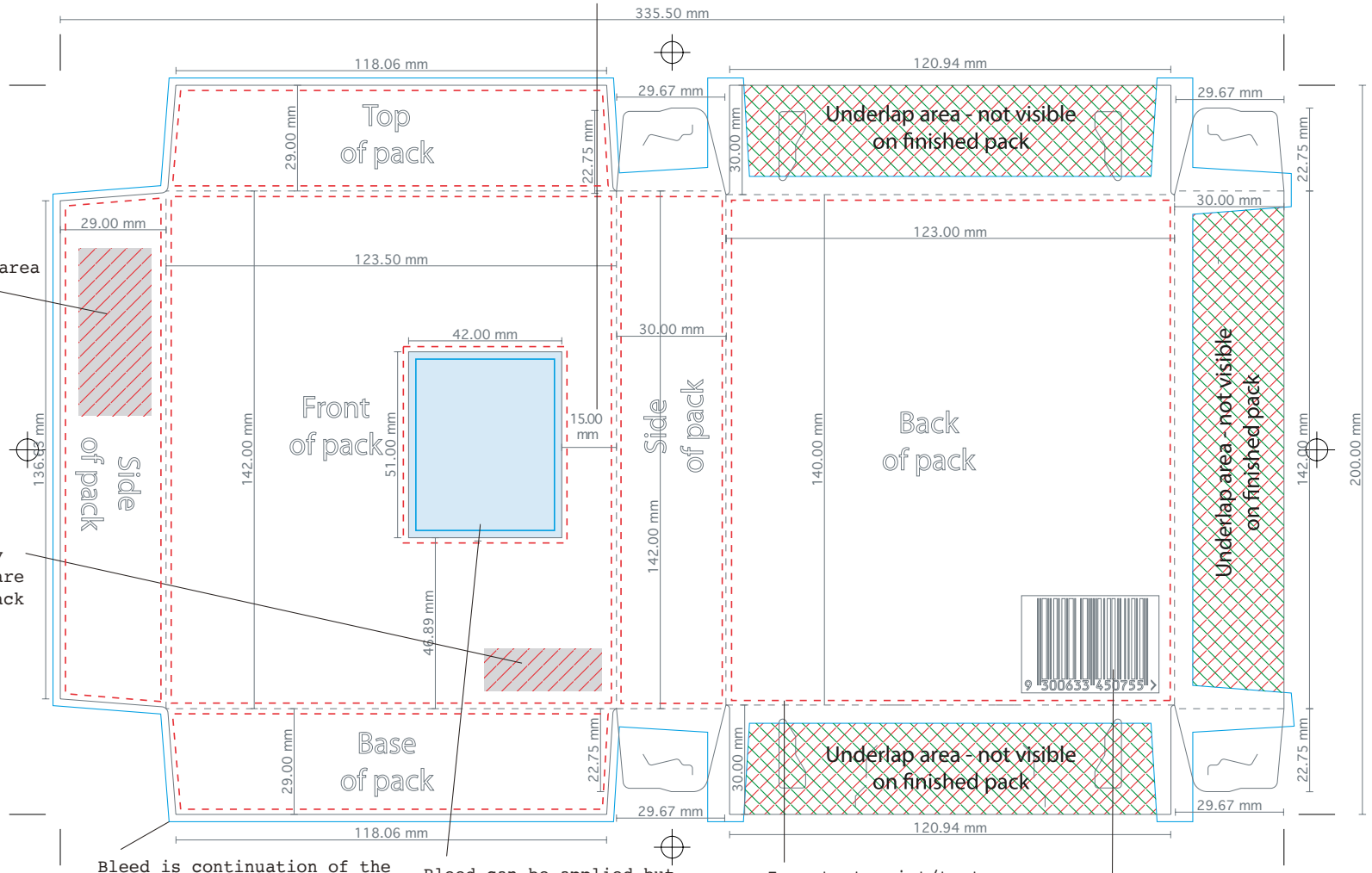
Both warp and straight cutter to be supplied.
Artwork is built on straight cutter and warped once approved ready to go to print.



- Dieline
- Visible Image Area
- Important Text Area
- Print Free Area
- Bleed Line

Carton with Window Cut

The window is cut out from the carton. It must be 15-30mm away from the fold/dieline depending on pack size, to ensure strength of the carton.



PACK TYPE 1
Best before area (BBE) anywhere.

PACK TYPE 2
Display/Use by (DU/UB) most are on front of pack only.

- Dieline
- Best Before End Area
- Important Text Area
- Print Free Area
- Fold Lines
- Window Cut Out
- Varnish Free Area
- Bleed Line

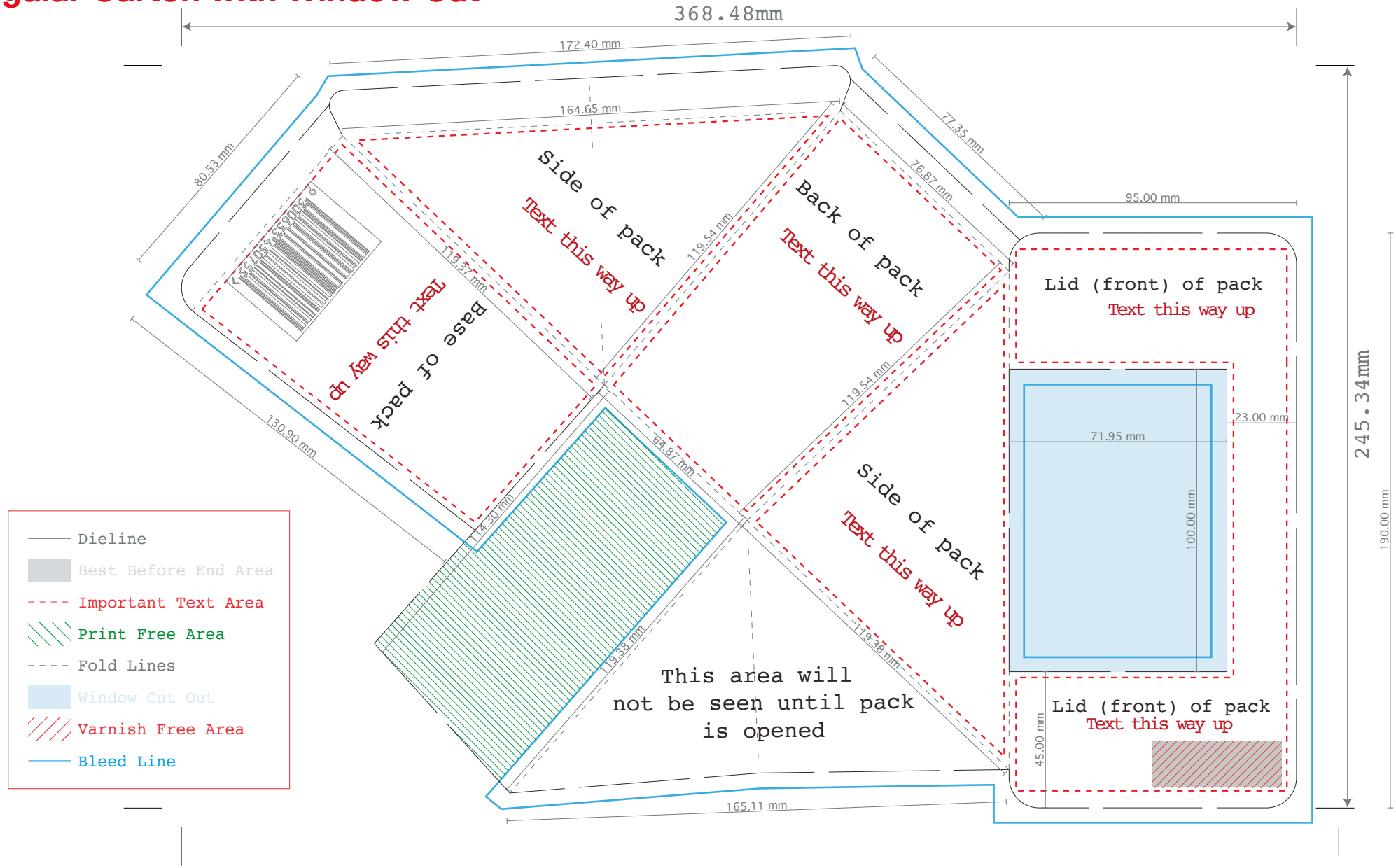
Bleed is continuation of the printed background beyond the line of the dieline to allow the printer leeway.

Bleed can be applied but usually the image is printed throughout, before being cut out. Printer to advise preference.

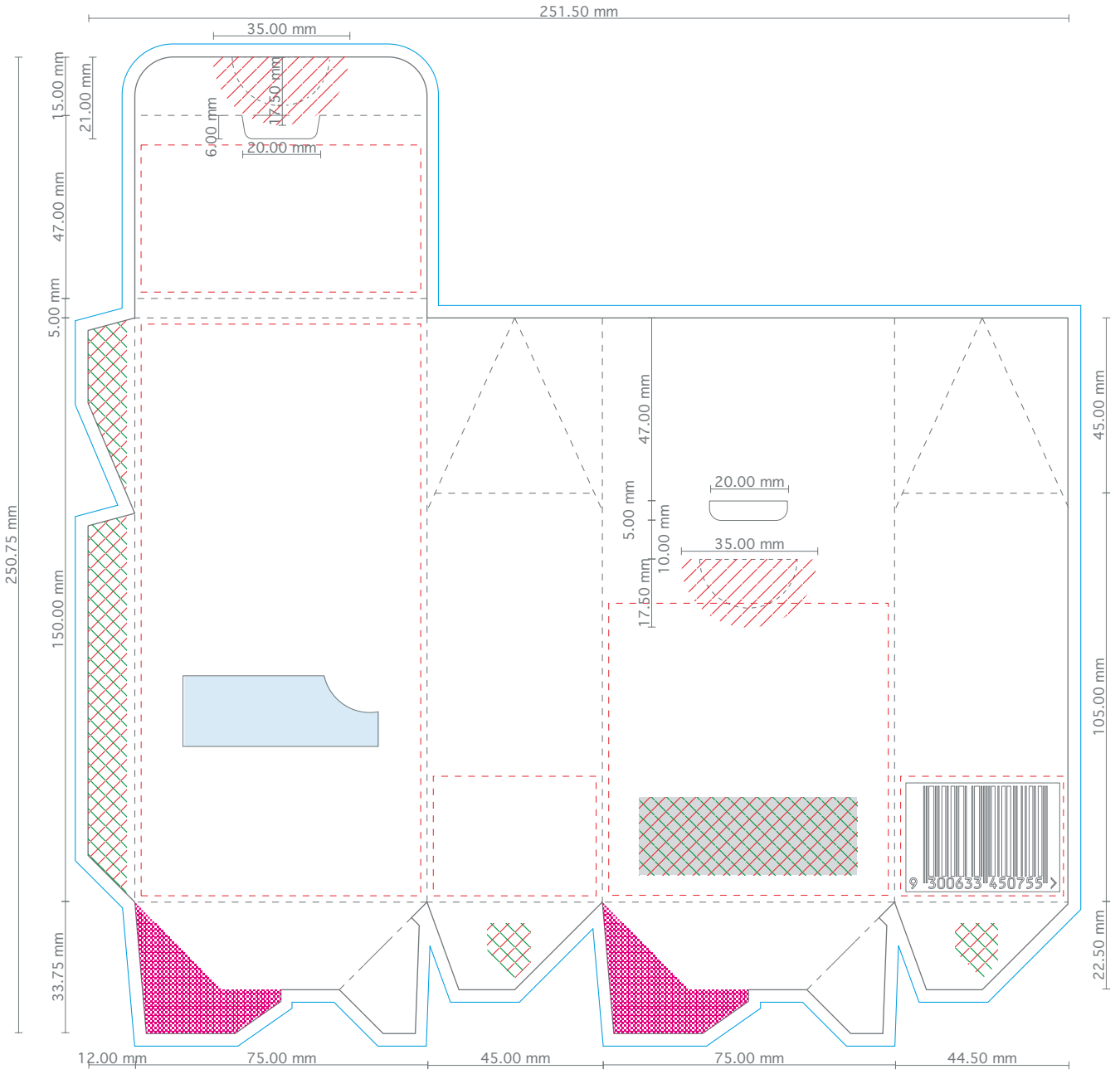
Important print/text area is usually 2mm within dieline and fold lines in this case.

Barcode position is variable.

Irregular Carton with Window Cut

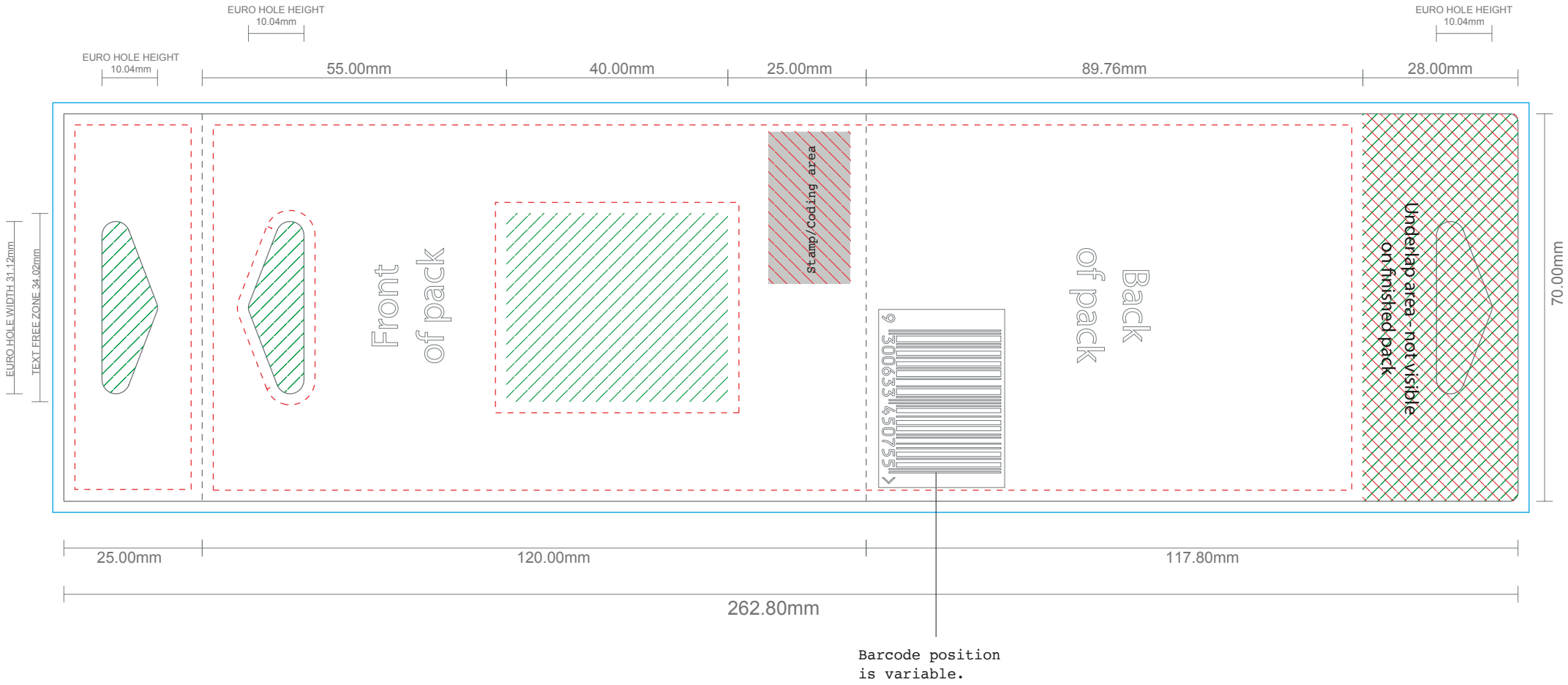


Crash Lock Carton with Window Cut



- Dieline
- Best Before End Area
- Concealed Area
- Important Text Area
- Print Free Area
- Fold Lines
- Window Cut Out
- Varnish Free Area
- Bleed Line

Header Card with Euro Hole

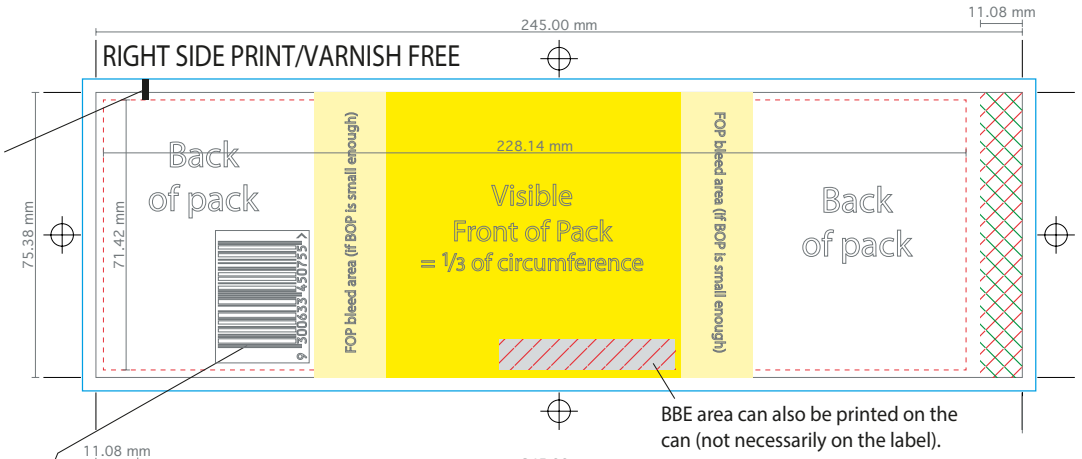


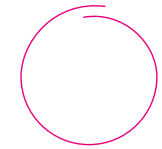
Dieline
Fold Lines
Best Before End Area
Varnish Free Area
Important Text Area
Bleed Line
Text Free Area

Label_RHS

Correlation marks, (Press marks), are only used on wet glue labels for label identification. A batch can be identified by the position of the mark when labels are stacked and viewed from the side.

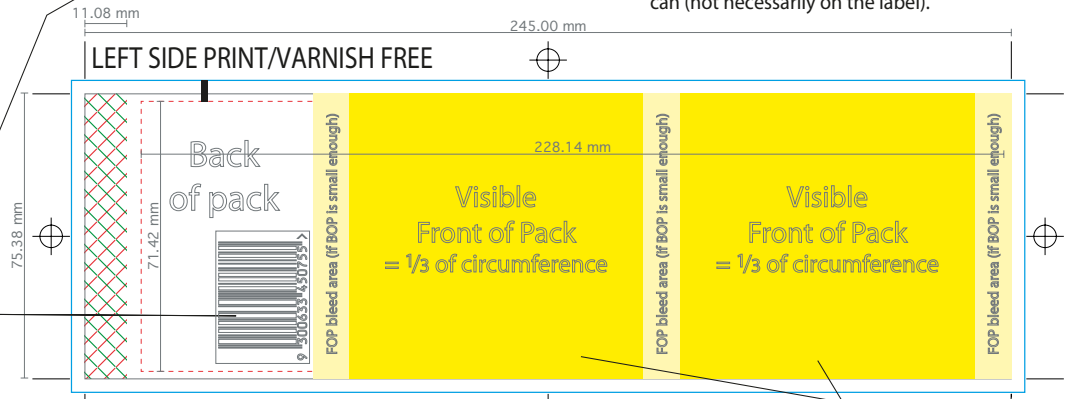
If correlation marks, (press marks), are required, colour and position should be given in written form to avoid multiple dielines. ie. 2 mm from left had edge and move to the right by 2mm for every variety.

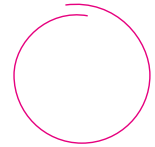




Cross-section shows left side overlap

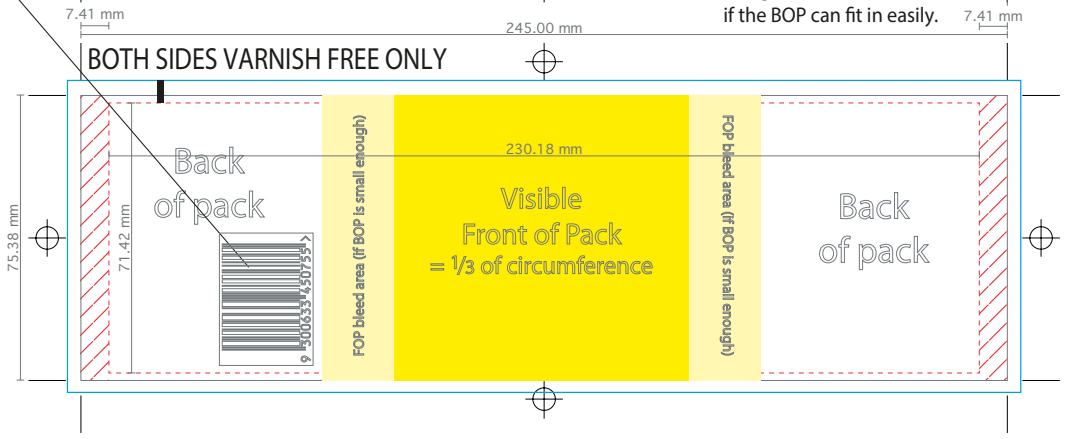
Label_LHS

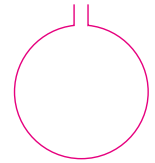




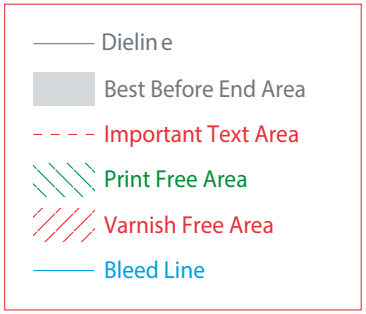
Cross-section shows right side overlap

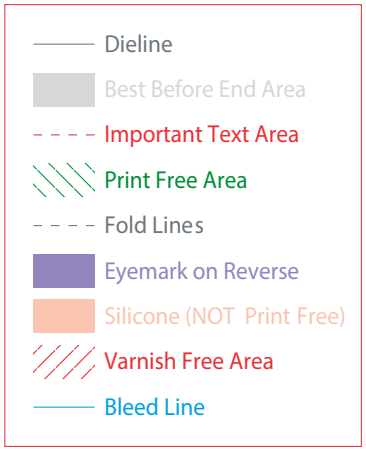
Label_BOTH

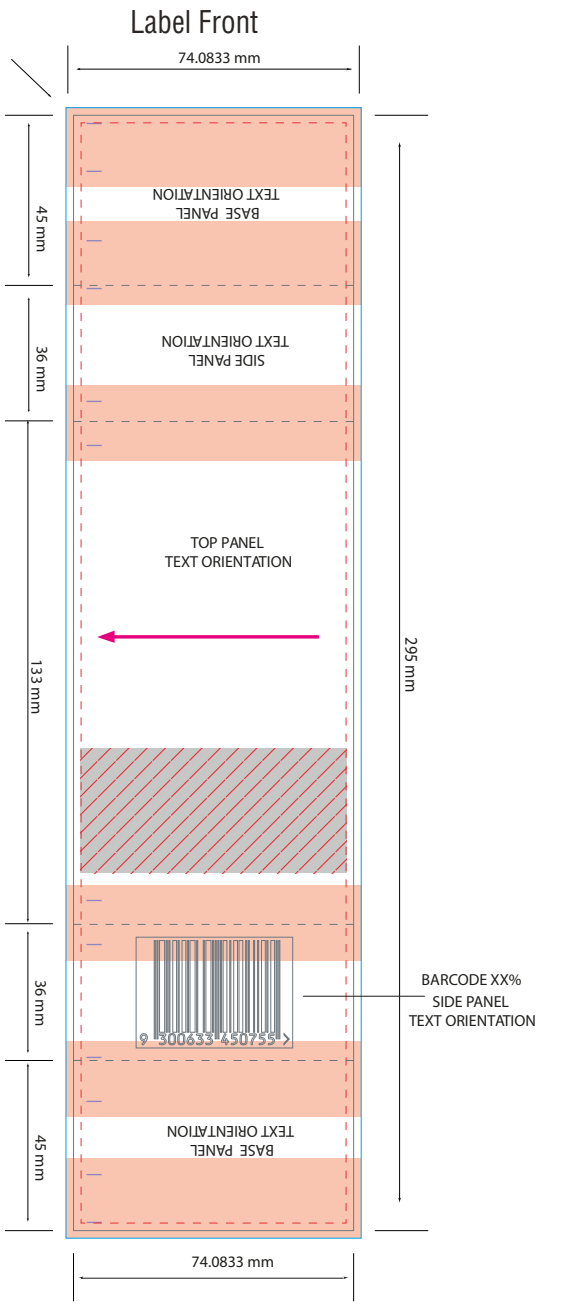


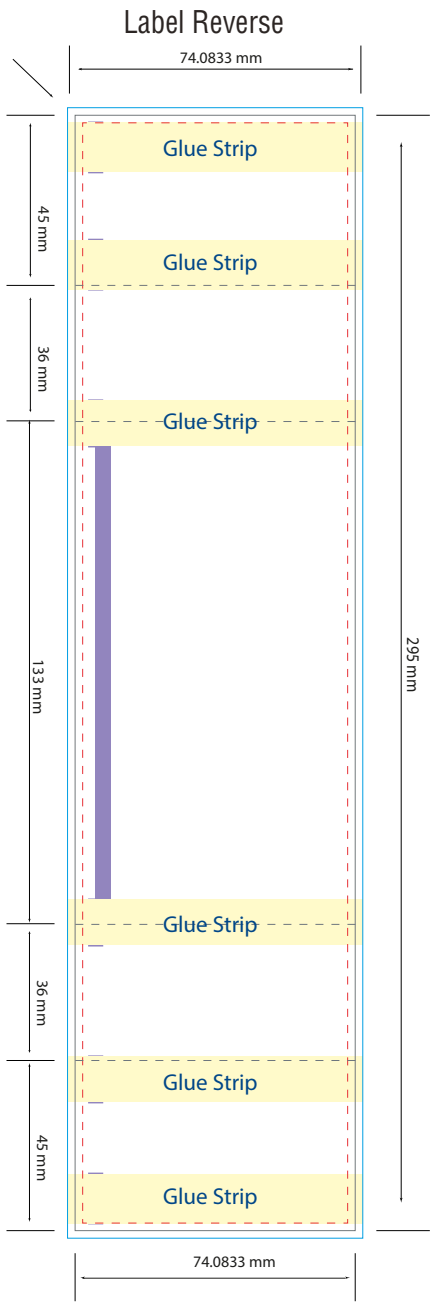


Cross-section shows both sides



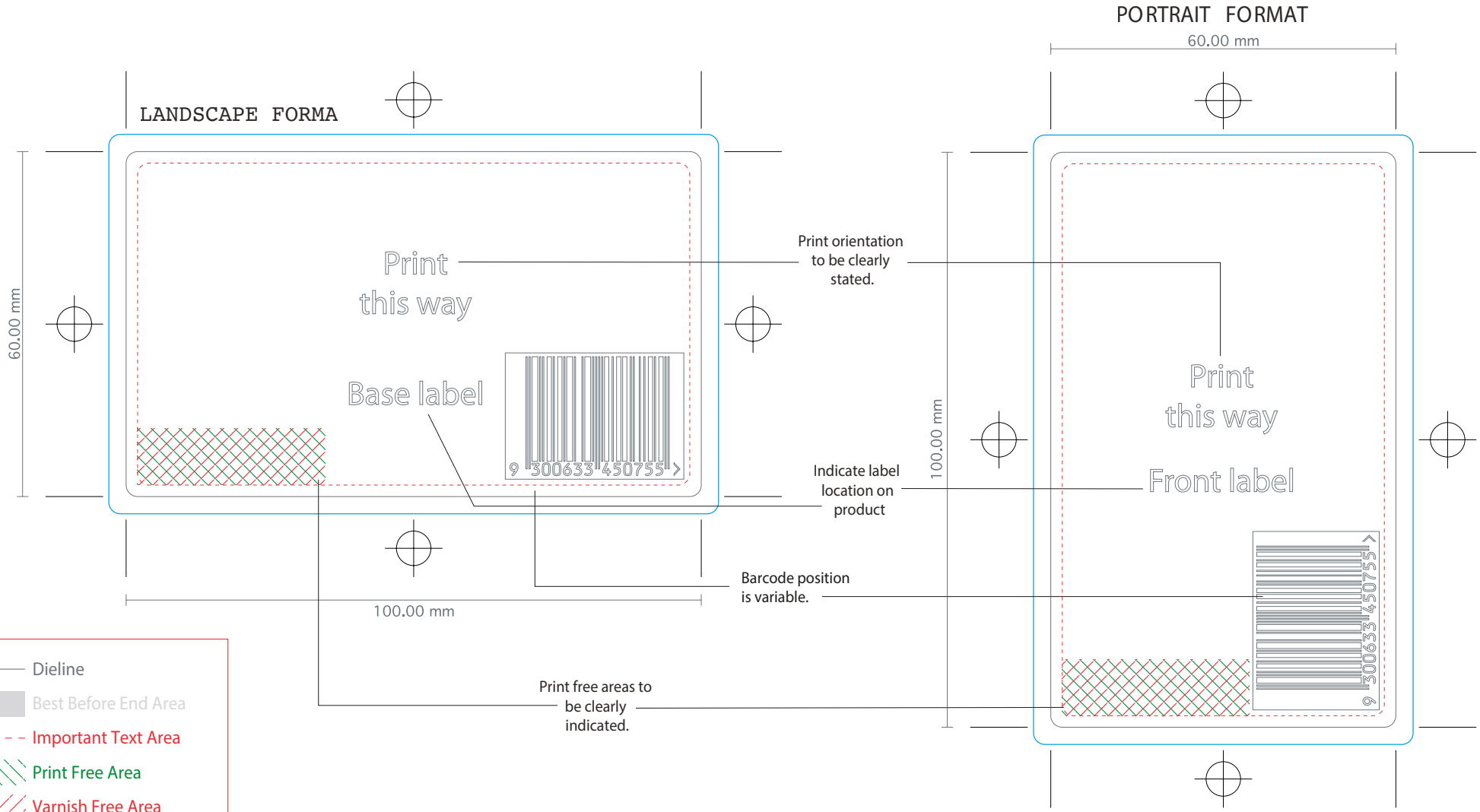

Dieline
Best Before End Area
Important Text Area
Print Free Area
Fold Lines
Eyemark on Reverse
Silicone (NOT Print Free)
Varnish Free Area
Bleed Line


Label Front
74.0833 mm
45 mm
36 mm
133 mm
36 mm
45 mm
295 mm
BASE PANEL
TEXT ORIENTATION
SIDE PANEL
TEXT ORIENTATION
TOP PANEL
TEXT ORIENTATION
BASE PANEL
TEXT ORIENTATION
BARCODE XX%
SIDE PANEL
TEXT ORIENTATION
74.0833 mm


Label Reverse
74.0833 mm
45 mm
36 mm
133 mm
36 mm
45 mm
295 mm
Glue Strip
Glue Strip
Glue Strip
Glue Strip
Glue Strip
Glue Strip
74.0833 mm

Landscape

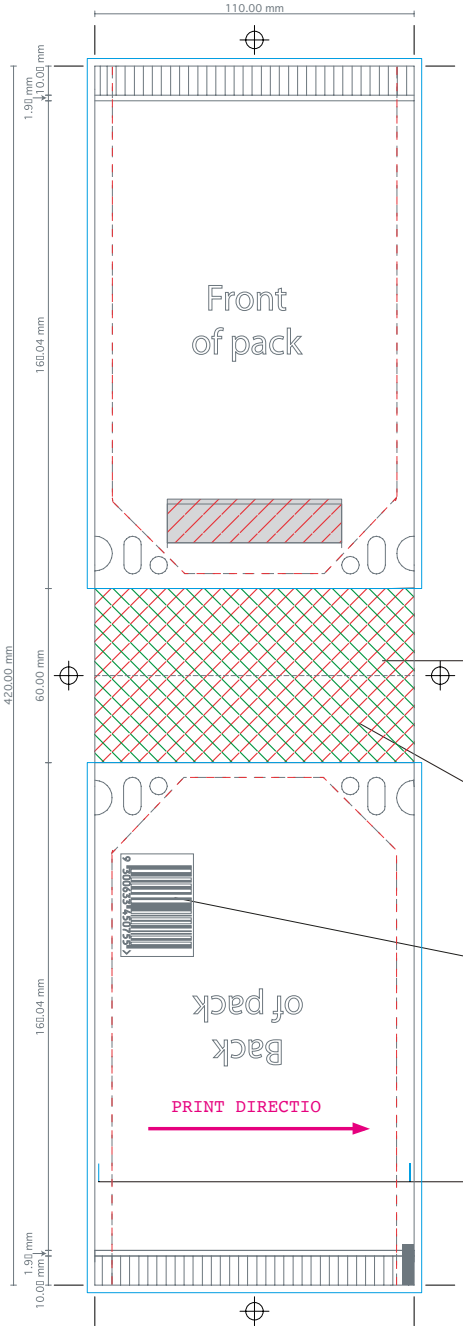
Portrait

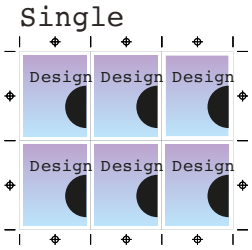


If front and back labels are printed together, this must be detailed on dieline.

DOY

- The word ‘doy’ refers to the machine that makes this type of pouch.
- Printed from one part
- BBE area can be printed at the base
- Often has a zipper of shape because the ‘doy’ machine allows for this flexibility of dieline.
- Can be single or double cut.





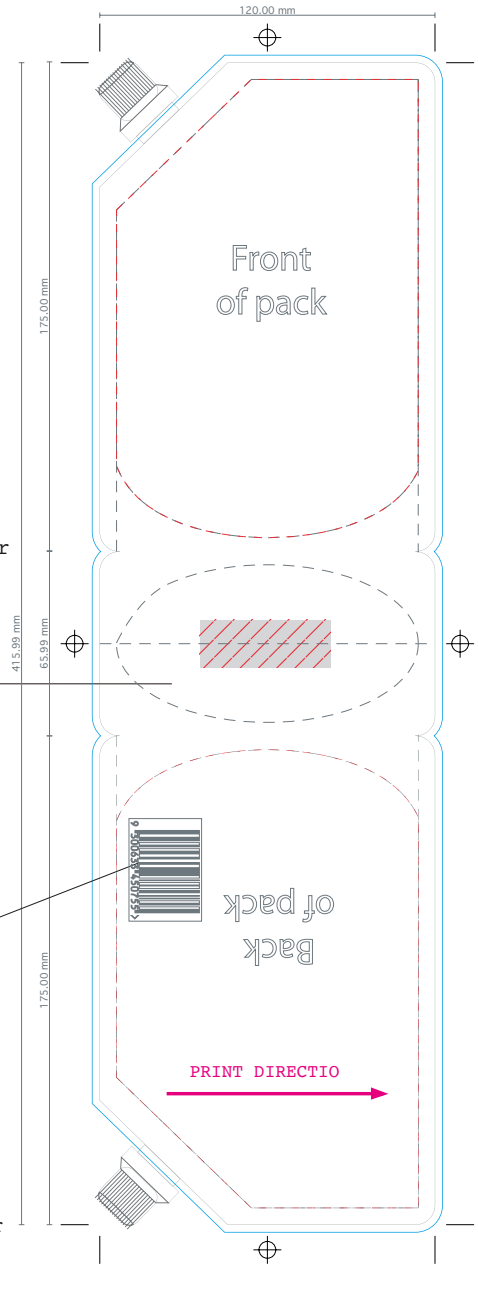
Indicate on dieline whether single cut or double cut

Base of pack

Base is left clear on a pouch as no ink will be applied and will be cut from substrate as a separate part.

Barcode position is variable.

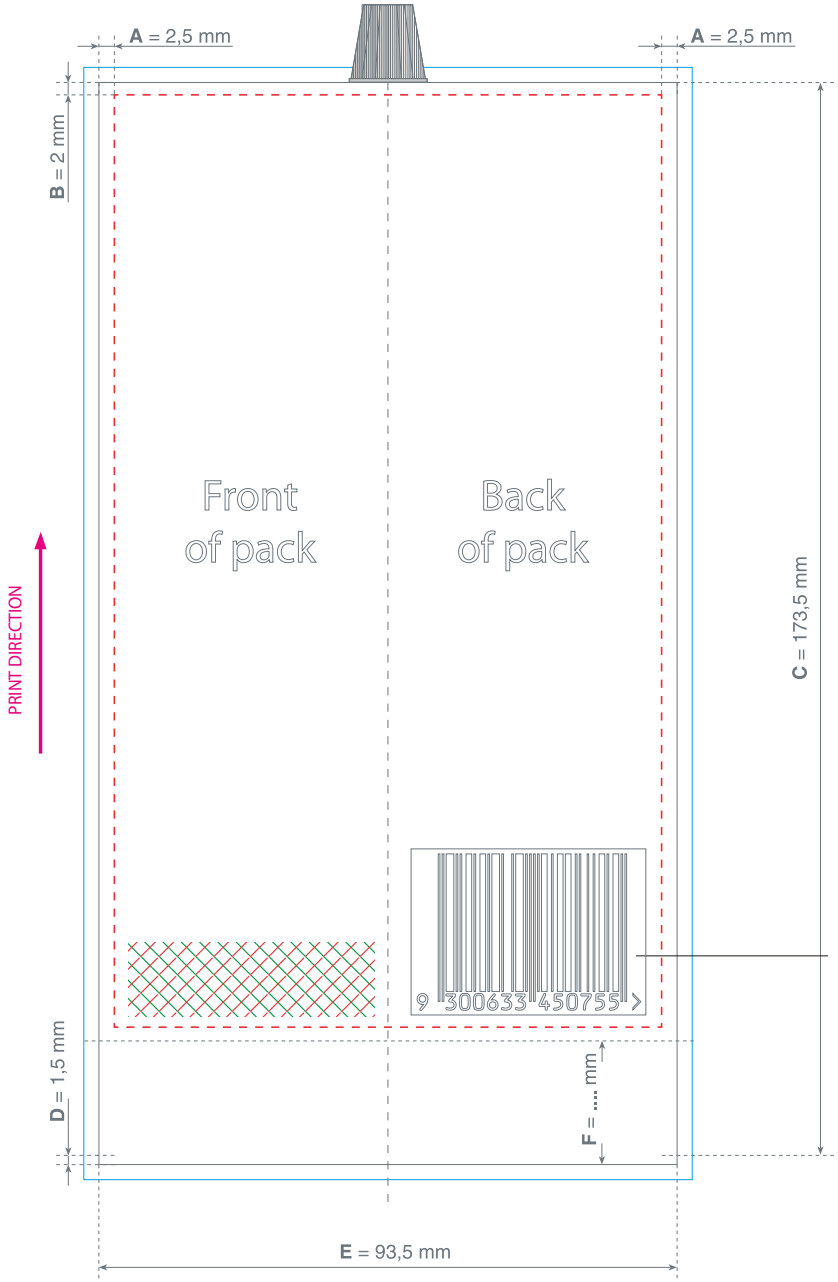
Bleed may not always be required. Set correct bleed areas and/or add a 2mm filler bar either side for single cut if required.



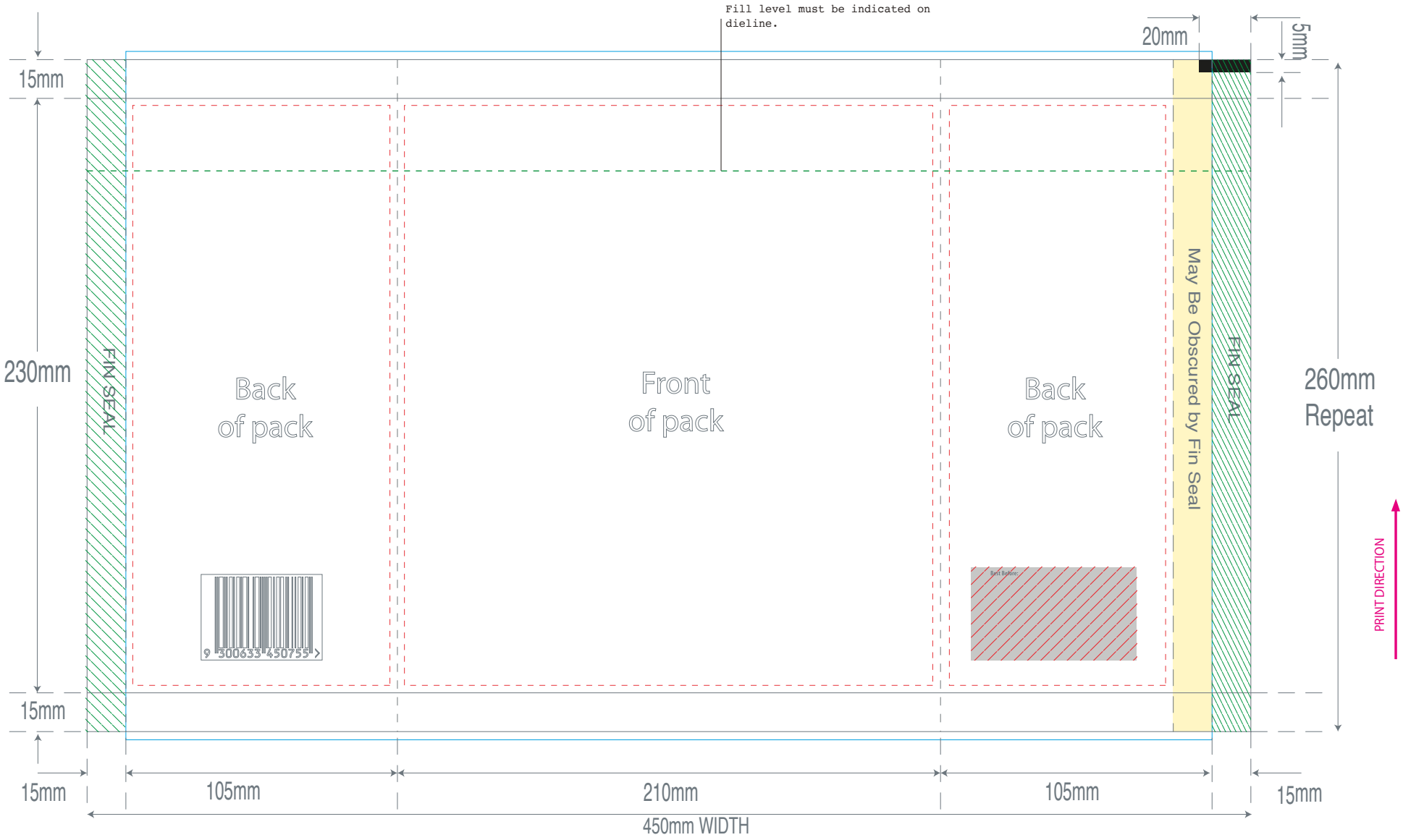
- Dieline
- Best Before End Area
- Important Text Area
- Print Free Area
- Fold Lines
- Varnish Free Area
- Bleed Line

POUCH

- Made up of 3 pieces: The sides, and the base are cut then joined together at end together to make up the pack.
- Can hold liquid, moist semi moist and dry product.
- Substrate can have a paper surface but the inner surface of the packaging needs to be material that can be heat sealed.
- Because it consists of pieces; base, BOP and FOP be printed separately in orientation (BOP can be upright) and the print can set up ‘single cut’ (see diagram).
- These would always be single cut and therefore the edge must match as there is usually +/- 1 or 2mm tolerance on cutting. Single cut is more economic than double cut, using less material but less accurate.
- Artworks for single cut usually have a 2mm white border either side to allow a margin of error when cut This prevents part of neighbouring FOP showing on the side of artworks.
- BBE can be printed on the base, but is generally not.



Dieline
Best Before End Area
Important Text Area
Print Free Area
Fold Lines
Varnish Free Area
Bleed Line

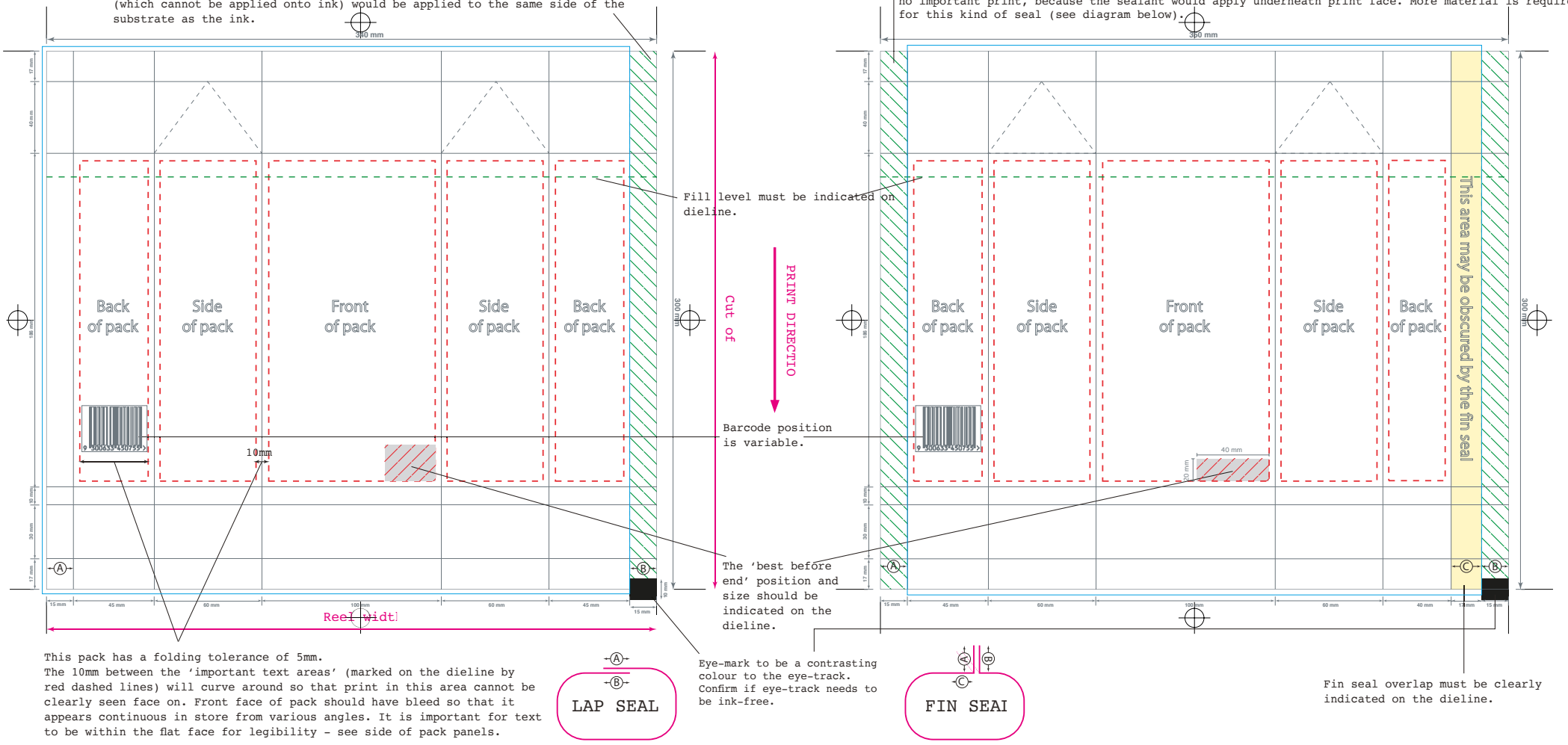

Fill level must be indicated on dieline.
20mm
5mm
15mm
230mm
FIN SEAL
Back of pack
Front of pack
Back of pack
May Be Obscured by Fin Seal
FIN SEAL
260mm Repeat
PRINT DIRECTION
15mm
15mm
105mm
210mm
105mm
15mm
450mm WIDTH
Dieline
Important Text Area
Fold Lines
Bleed Line
Seal Overlap
Best Before End Area
Print Free Area
Varnish Free Area
Fill Level

• LAP SEAL PACK

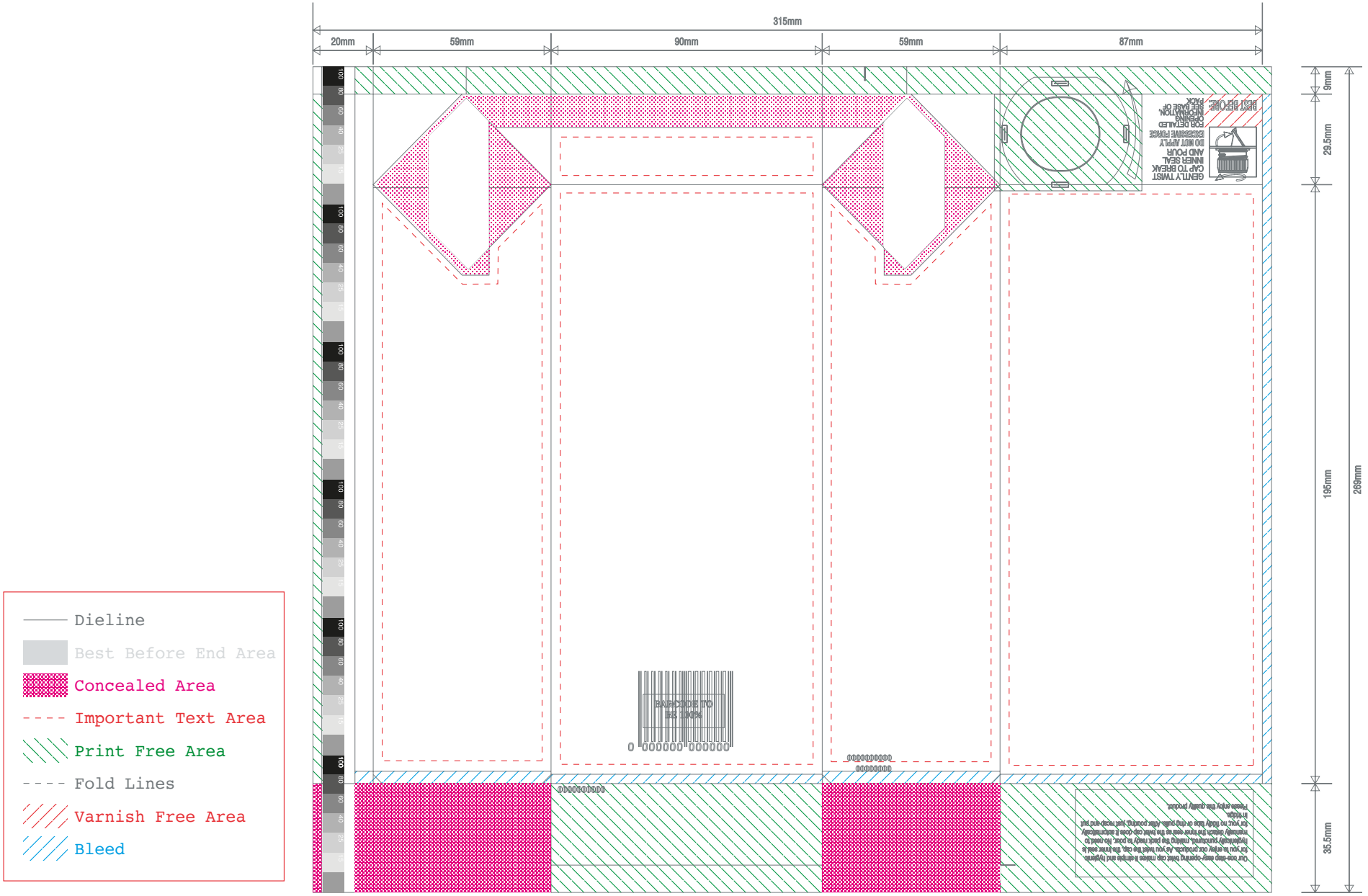
On a lap seal this area needs to be marked as 'non-print' because the sealant (which cannot be applied onto ink) would be applied to the same side of the substrate as the ink.

• FIN SEAL PACK

On a fin seal, these areas need to be marked with 'non important print' as they can have ink but no important print, because the sealant would apply underneath print face. More material is required for this kind of seal (see diagram below).



Dieline
Best Before End Area
Important Text Area
NON Print Area (LAP Seal) / NO IMPORTANT Print Area (FIN Seal)
Fold Lines
Varnish Free Area
Bleed Line
Fill Level
Seal Overlap



1 Litre CB3 Size Swift Top Opening Carton