

Specs

SHELF TRAY



1. COMPONENTS

Shelf Tray units should be interlocking to allow for a variance in the number of product facings on the shelf. The branding is the actual display area on the tray on which the promotional message is printed and may be used if the branding is not included in the actual Shelf Tray creation.

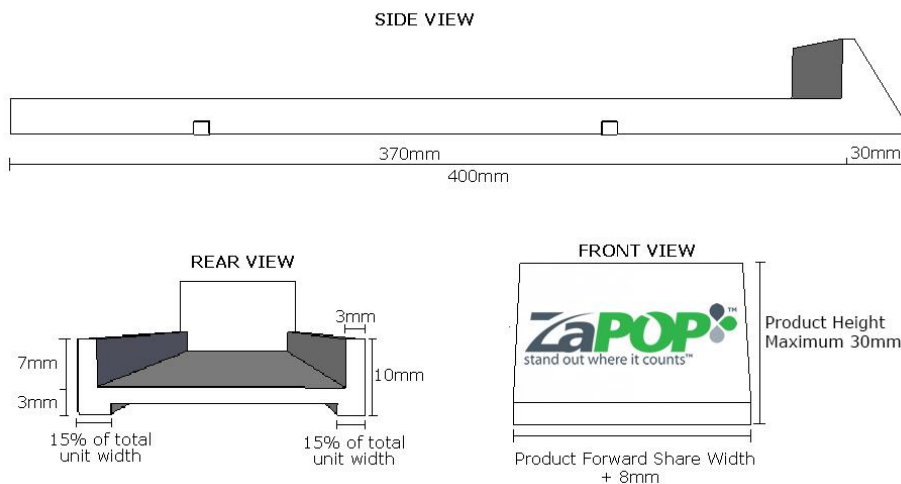
1.1 SHELF TRAY

Size : Product forwardshare width + 8mm x 400mm depth x 30mm height

2. PRINTING METHODS

2.1 DIGITAL PRINTING

Material : 80-100 micron permanent white vinyl.
 Colour : 4-colour CMYK palette.
 Tray : Makrolon 2807 or Bayblent T65. Any other materials or processes must first be approved by ZaPOP before the units are made up.
 Tolerances : Injection Moulding $\pm 1\%$. Any other processes and / or tolerances must first be approved by ZaPOP.



3. PRINTING REQUIREMENTS

3.1 TIMELINE

All artwork is required to be at ZaPOP Media 4 weeks prior to the start date of the campaign.

3.2 RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used. For media installations within TOPS @SPAR stores, the TOPS @SPAR logo needs to be on the artwork/media.

3.3 DISCLAIMER ON ARTWORK

If more than one product is showcased on the artwork, a disclaimer needs to be added to ensure that the media installation takes place successfully should one or more of the variants on the media not be in-store. At least one of the advertised products must be stocked. The ZaPOP Media recommended disclaimer is "Selected stores have limited range".

3.4 INSTALLATION LOCATION

The unit must be installed as close as possible to the displayed products. Media can be also placed in a complimentary area. All media in a complementary area requires a "find me" statement for customers to be able to locate the advertised products in store. Contact ZaPOP Media sales representatives for acceptable terms of use, i.e. "Find me in the medicine aisle".

3.5 SCALING

Please do not scale artwork. You should always supply artwork at 100% scale.

3.6 MIRROR IMAGE

This media is a double-sided display, all supplied artwork must include a mirror image.

3.7 COLOUR PALETTES

All artwork should be supplied in CMYK palette. If you require spot colours to be printed please communicate to your sales representative and supply artwork including all the correct spot colours.

3.8 FONTS

Convert all fonts to curves/outlines when sending artwork. If it is not possible to send files with text that has been converted, then please include all Post Script fonts that are used in the layout when submitting your file.

3.9 BLEED AND DIE CUTTING

To ensure a borderless print, allow for at least a 5mm bleed all around. If die-cut is indicated on the artwork, please ensure that it set on over-print option. Alternatively please supply die-cut in separate page/document. Please note that the line will not be in the image, it will only be used to create the die.

Note: All corners are required to be rounded, so as not to hold a health and safety risk in store.

3.10 FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

3.11 SECURITY AND LOGISTICS

All media within the Retailer group of stores have to be identified with a PIN number. The PIN number is always in colour and is available to third party upon request. The PIN number identifying and confirming the legality of the campaign.



3.11 COLOUR PROOFS

To ensure consistency in the final printing run, two colour proofs must be supplied with the artwork. By providing this proof, we can produce the product that you want more accurately.

4. PRINTING REQUIREMENTS

- ✿ Please note that silk screening is not allowed as print method. All material must be litho or digitally printed.
- ✿ All printed material must have a resolution of at least 300 dpi.
- ✿ The ZaPOP Media PIN number must be clearly indicated on all printed sides of the media type
- ✿ Correx substrate or similar fluted plastic material may not be used.
- ✿ All media that is printed with UV ink requires separators (e.g. wax sheets) between each unit to prevent prints from sticking to each other during transport.
- ✿ The thickness of the board is critical as the card is inserted in the middle of the plastic leaflet holder. If the board is too thick the media cannot be inserted into the plastic leaflet holder.