

Packaging Standard Glossary of Terms



PDQ (Pretty Darn Quick)

This term PDQ is a generic term, usually used to describe a secondary tray designed to easily load multiple quantities of the same item on a shelf. Unfortunately PDQ is an overused term that is not accurate in describing the many different styles of display trays.

This document was developed to help communicate the specific style packaging our customers need.

Primary Packaging

Primary Packaging is the “Selling Unit”. The Primary is what contains, or is attached to the actual product.

Examples include: Full Color Box, Tuck-Lock Box, Cherry Lock Box, Window Box, Box with Sleeve, Box with Spot Label, Set-Up Gift Box, Hang Tag, Backer Card, Blister Pack, Clam Shell, Belly Band.

Secondary Packaging

Secondary Packaging is usually the tray that holds multiples of the same item on a side counter shelf.

Examples include: Tear-Off Top Tray, Angled-Sided Tray, Flat-Sided Tray, Stadium Tray, Tray with Front Shoulders

Retail Display

Retail Display is usually a corrugated structure to display product as an in store promotion not on a side counter shelf.

Counter Top Display, Dump Bin, Side Kick, Lean Back Floor Stand, Quarter Pallet, Half Pallet, Full Pallet

Shipping Carton / Master Carton

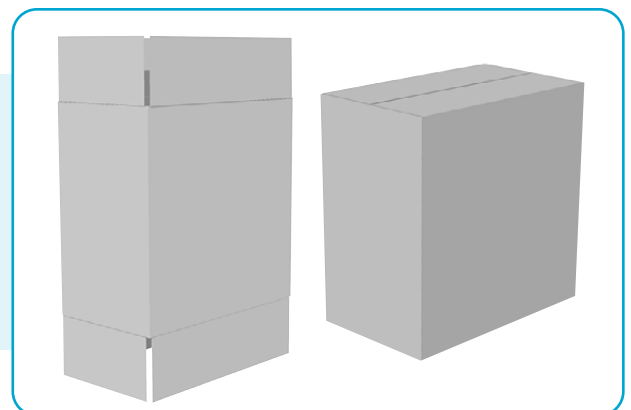
Shipping Carton is the corrugated box used to ship multiple products in their primary packaging, secondary packaging and/or display.

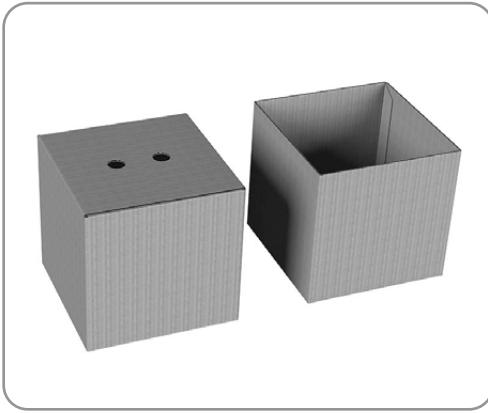
Regular Slotted Container (RSC), Telescoping Carton, Removable Top Carton - Half Slotted Container (HSC)

Primary Packaging

RSC Box (Regular Slotted Container)

The most common box style. All flaps are the same length, and the two outer flaps are one-half of the containers width, so that they meet at the center of the box when closed.



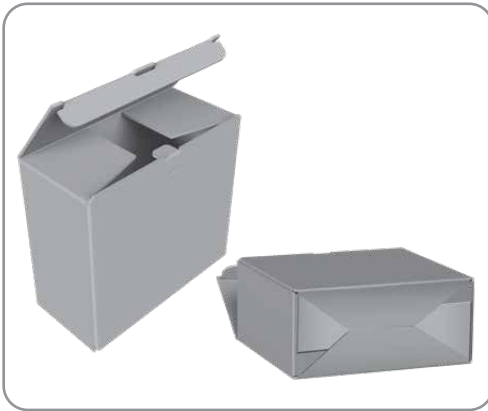
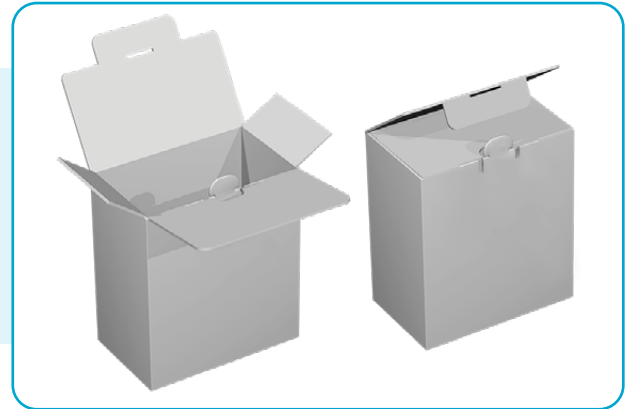


HSC Box (Half Slotted Container)

Similar to an RSC box, but without one set of flaps. This box usually requires a separate lid. Or, the HSC is used as a cover for a shipper.

Tuck-Lock Box (FOL-Full Over Flap)

A tuck-lock box is engineered with tabs so that the open panels lock, securing the product inside, without using glue or tape for the final closure. There is a full flap under the top flap closure, to provide more protection for the product.

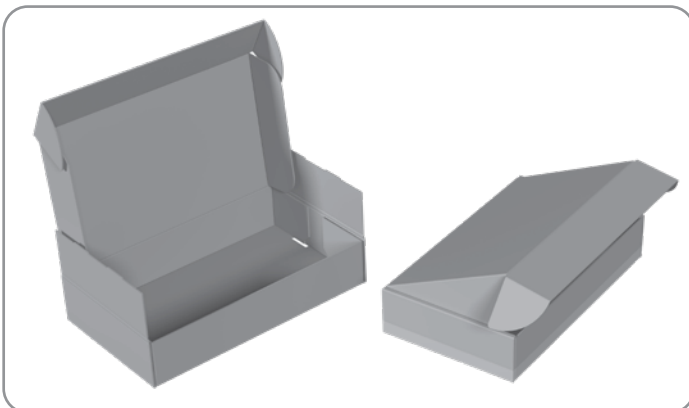
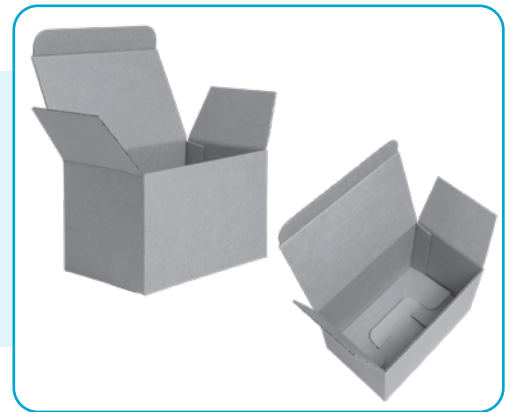


Tuck-Lock Top Auto Bottom Box

Similar to a regular tuck-lock box, this format allows for easy loading of product and possible automated box closing at the factory level.

Tuck Top 1-2-3 Bottom Box

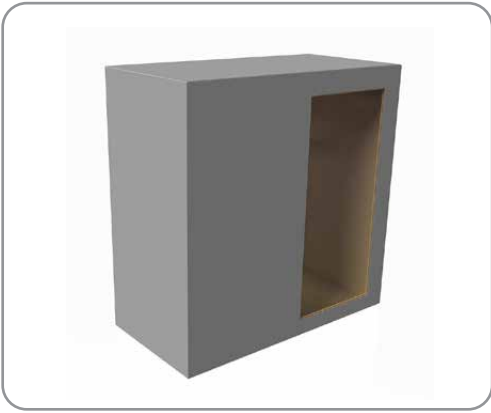
This box format again uses the simple tuck top without the lock, but provides a more sturdy bottom closure. This bottom closure is used for medium to heavy weight product.



Cherry-Lock Box

A cherry-lock box has a more complex top closure that has clean lines and looks more upscale. Cherry-lock boxes are commonly used for gift boxes and boxes that have custom inserts to hold multiple pieces of a set of product.



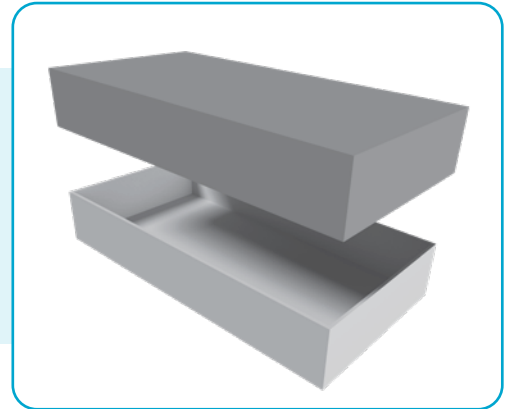


Window Box

A window box is a great way to provide protection for product and allow the product to be visible to the customer. Windows can be simple shapes or a custom shape to follow the lines of the product. Some windows require a clear plastic cover while some windows remain open, based on product type and material.

Telescoping Box

Telescoping boxes consist of a separate top, or top and bottom that fit over each other or a separate body. They can be produced in a number of unjoined or pregilded styles and configurations. Telescoping boxes are commonly used in the RTA furniture category and smaller items with engineered inserts for extra product protection.



Backer Card / Blister Pack

A blister pack uses a plastic molded cavity with a flat perimeter edge that is stapled or glued to a printed card. Of the various types of plastic packaging, blister packs are the most economical.

Eco-Pack

Also known as a sandwich pack, Eco-packs use a smaller molded plastic cavity sandwiched between a folded card. The smaller plastic piece can be a simple rectangle or oval shape, or can be custom molded to fit over a specific product shape. The printed fold over card is glued to secure the product and the plastic cavity.



Clam Shell

A clam shell is a one piece molded piece of plastic that is hinged in the middle to fold over and is heat sealed to itself. There are standard shaped clam shells or clam shells can be custom molded to fit specific product shapes. Most clam shells include a printed insert sealed within the clamshell.





Header Card

A header card is usually made of card stock that folds and overlaps a polybag and/or product attached. Sometimes product is attached to the header card with plastic swift tags. In the example shown, the polybag is stapled through the card and bag. Most product packaged with header cards are displayed on a peg hook at store level.

Polybag with Insert

Some product require a clear and/or printed polybag. Apparel is a category of merchandise that commonly uses polybags to package product. A printed insert can be packaged inside the bag, on top of the product, or a printed adhesive label can be applied to the outside of the bag.



Belly Band

Belly bands can be paperboard or plastic poly wraps. Either substrate can be printed on and applied to the outside of a product and/or another piece of packaging. Bedding is an example of a category of merchandise the commonly uses a printed paper belly band.

Adhesive Label

Printed adhesive labels are applied directly to product, bags, bottles and boxes. Label material and the type of adhesive needed for specific applications can be easily identified. Easy-peel labels are used on many bottle formats. Permanent adhesive labels are used on spot label applied to boxes.



Pouch (bag)

Printed Pouch packaging is commonly used in the food industry. Pouch material can be a plastic or foil, or combination of both. A pouch can have a clear window to allow the product to be visible. Printing technology has improved significantly in the last decade allowing for complex artwork with photography to print on the pouch.

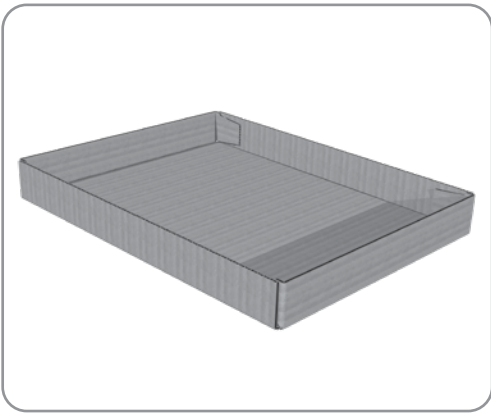




Hang Tag

Packaging a product with a simple hang tag is economical. Hang tags are used on a wide variety of products. Fold over hang tags or multiple page hang tags are used to print necessary product details and brand message. Hang tags come in a wide variety of sizes, shapes and materials.

Secondary Packaging



Flat Sided Tray - Raw Edge

These simple trays are usually used for products that need minimal vertical support. Metal can goods are an example of a product that uses this tray. These trays can have a tear-off top box so that the tray and the shipper box can be one unit.

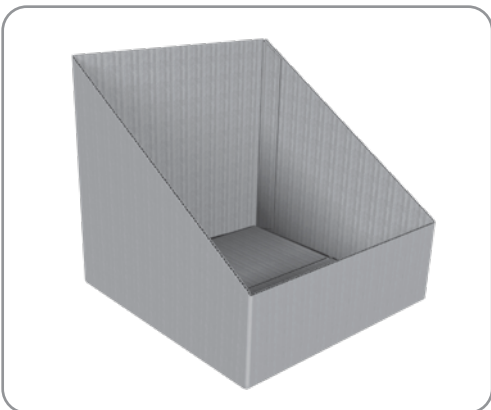
Flat Sided Tray - Rolled Edge

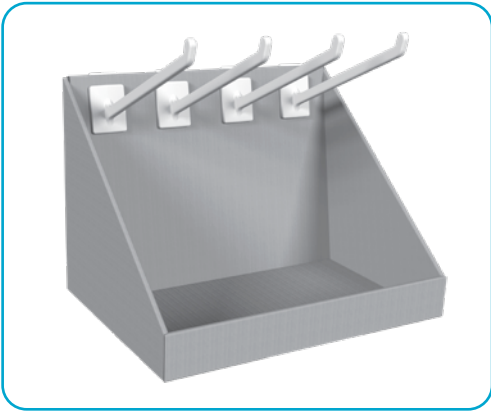
Rolled edge trays have vertical sides that fold over to create 2-ply walls. This method has a cleaner look compared to raw edge trays. Rolled edge trays provides more structural support for the product during shipping.



Angle Tray - Raw Edge

Angle trays provide more vertical support for products that vertical support. This tray format allows the tray and the shipper to be one box. The shipper box is perforated so that the top can be removed leaving the angled tray with product. Angled trays can include inserts to organize the product inside.



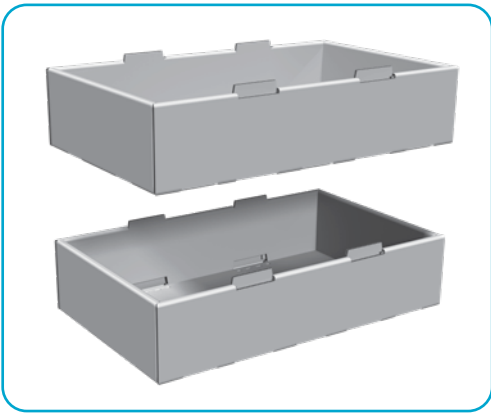
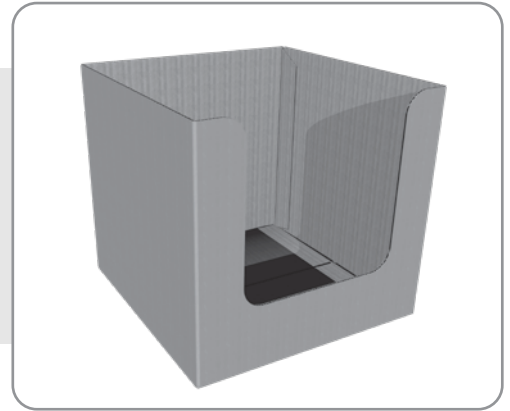


Angle Tray - Rolled Edge

Rolled edge trays present a cleaner look but requires a bit more material than a raw edge tray. Rolled edge trays provide more protection in shipping because the vertical sides fold over creating 2-ply walls. Rolled edge trays require a full shipper top.

Display Tray - with Front Shoulders

Trays with front shoulders are great for products that tend to fall forward. This tray format is commonly used with items that are bagged, like tarps and boxed candy. With the added shoulders to keep product from falling forward, products also have to be able to be easily removed by shoppers.

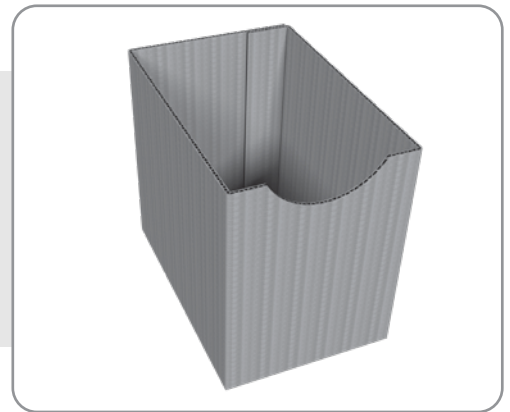


Stackable Tray

Stackable trays utilize male/female slots to fit trays together, making the trays stable. This type of tray is commonly used in the produce food area. This tray format are also commonly used in Club Store formats, where large amounts of products are stocked on warehouse shelves.

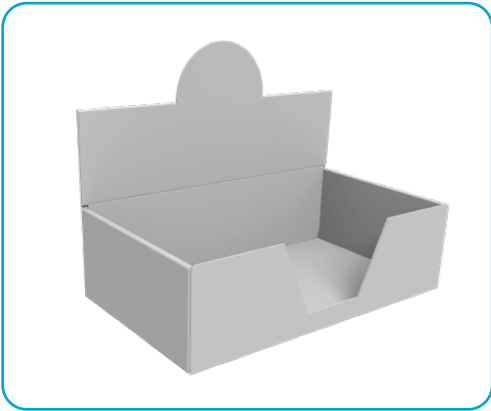
Dump Bin (shelf unit)

Dump Bins allow for a large amount of medium to small size products be packaged Loosely in a single box. Usually Dump Bins are located on the bottom shelf at store level so that customer can see down, into the dump bin. Dump Bins can also include interior inserts to organize the product in the dump bin.



Retail Displays



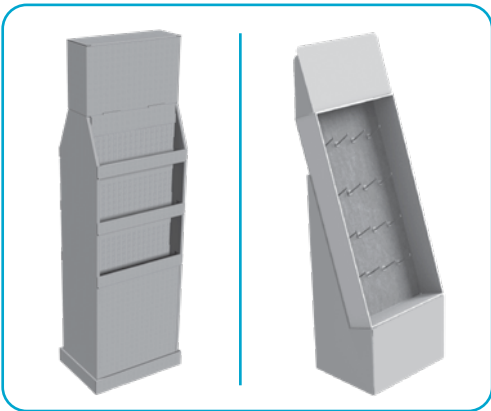


Counter Top Display

Convenient stores, dollar stores and many check-out areas use counter display to promote smaller items. Counter top displays can be engineered to display pegged items, open stock and small boxed items. Many of these displays include a printed header that folds down during shipping.

Sidekick Display

Sidekicks hang from the metal fixture on each side of an end cap. Sidekicks normally come in 48 inch full length versions or 24 inch half length versions. Sidekicks can display small open stock, boxed or pegged promotional product. Header space for product info is optional. Each retailer has their own specific standards for sidekicks.

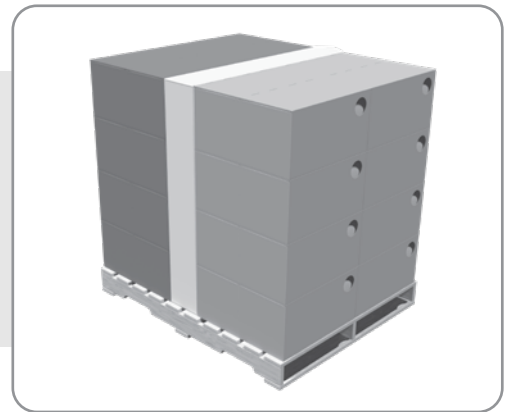


Floor Stand Display

Floor stands can be engineered for a wide variety of product types. Floor space in a store is premium sales space. If you are one of the lucky suppliers to be awarded floor space at a retailer Prizm can design floor stands that meets the retailer standards and best displays your product to maximize sales.

Full Pallet Display

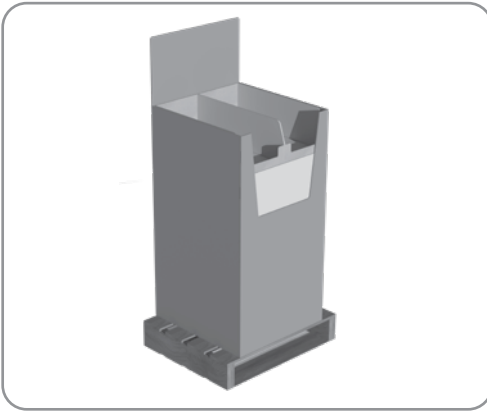
Full pallet displays can be engineered in a variety of different ways. Medium to larger boxed items can be easily configured to fit on full pallets. Combinations of boxed, pegged product and open stock produced can be engineered to fit on the same full pallet display.



Half Pallet Display

When a full pallet display is not required, a half pallet can be design. Each retailer requires promotional products to sell through in a certain number of weeks. Half pallet displays help buyers manage the numbers of products on displays to meet certain sales goals.



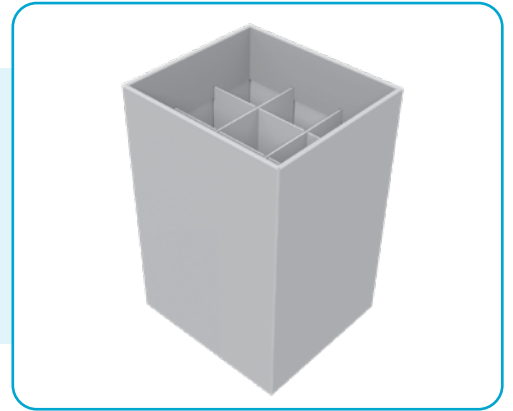


Quarter Pallet Display

Quarter pallet displays is a further scaling down of the half pallet idea. Quarter pallets allow buyers to subdivide space to allow for a wider variety of products to be displayed.

Dump Bin (floor display)

Larger dump bins can be designed to sit at floor level and display larger products. This type of dump bin are perfect for long, tall products such as gift wrap paper rolls, folding camping chairs, golf clubs, etc. Products such as toys can be loaded and displayed in these bins in larger quantities.

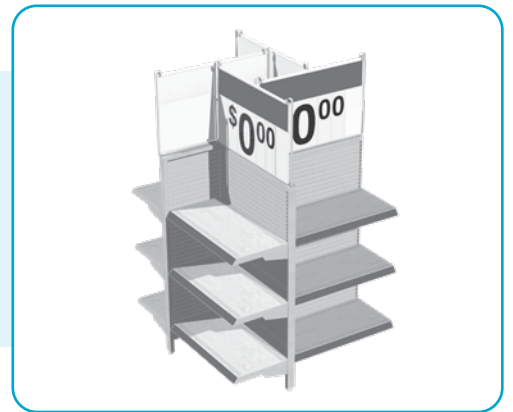


End cap Display (signing kit)

Most retailers have display areas at the end of each aisle, called end caps. End caps can vary in width 36 inches to 48 inches. Many times when suppliers are awarded an end cap promotion, the supplier is responsible for providing the signing kit, which usually comprises of a header sign, shelf strips and sometimes printed side panels.

4-way Display (signing kit)

A 4-way is another type of metal shelf store fixture to display promotional products. Similar to End caps, when awarded to a supplier the supplier may be required to provide the sign kit. The sign kit can comprise of a printed header sign and shelf strips and possibly a back panel to cover the peg board.



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