

Sony DADC



Special Packaging Solutions
Reference book

www.sonydadc.com

Product Overview

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Basic Information

Material: · Doubled 300 gsm GC1 cardboard	Variations: · Various tray and panel options are available · Different possibilities for booklet insertion · Spineprint possible	Packaging: · Automated or semi-automated
Format: 8 cm, UMD, CD, Blu-ray, DVD, A5, midsize, booksize		Optional finish: · Gloss or matt lamination · Embossing · Hotfoil · Spot-varnish · Reverse side print · Diecut · Special material: i.e. silver cardboard, recycled material, artificial leather
Standard finish: · UV gloss or matt varnish	Product manufacturing time: · Approx. 5 wd* for standard CD-Digipak up to 8 pages · Approx. 8 wd* for standard DVD-Digipak and · Blu-ray Digipak up to 8 pages	
Tray colors: Clear, white, black (other colours on request)		

* wd = working days excl. disc assembly

Booklet positioning options

Cardboard products

With booksleeve

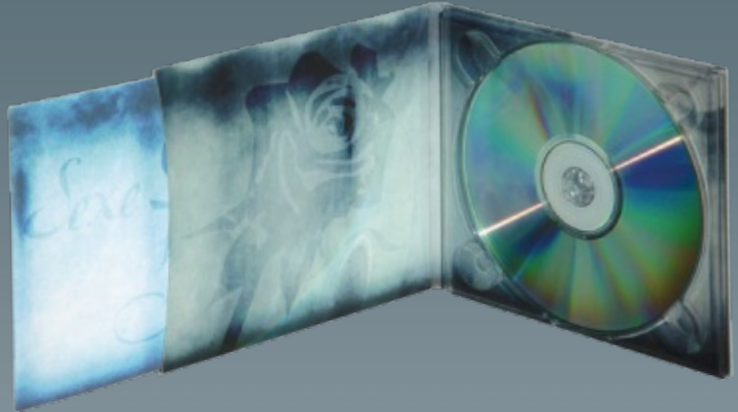
Format: 121 x 120 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper
Inner pages: 90 - 100 gsm art paper

Packaging: Manual



Booklet glued into Digipak®

Format: 121 x 120 mm
134 x 122 mm

Max. pages: None

On standard material:

Cover: 150 - 170 gsm art paper
Inner pages: 90 - 100 gsm art paper

Packaging:
Automated or semi automated



With diagonal slot

Format: 121 x 120 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper
Inner pages: 90 - 100 gsm art paper

Packaging:
Up to 24pp machine packaging
Up to 32pp manual packaging



Shortened booksleeve



With shortened booksleeve

Format: 134 x 122 mm

Max. pages: None

On standard material:

Cover: 150 - 170 gsm art paper

Inner pages: 90 - 100 gsm art paper

Packaging: Manual

With horizontal slot

Format: 121 x 120 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper

Inner pages: 90 - 100 gsm art paper

Packaging: Manual

With glued pocket

Format: 121 x 120 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper

Inner pages: 90 - 100 gsm art paper

Packaging: Manual

Booklet positioning options

Cardboard products

With horizontal slot DVD

Format: 120 x 180 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper
Inner pages: 90 - 100 gsm art paper

Packaging: Manual

Blu-ray

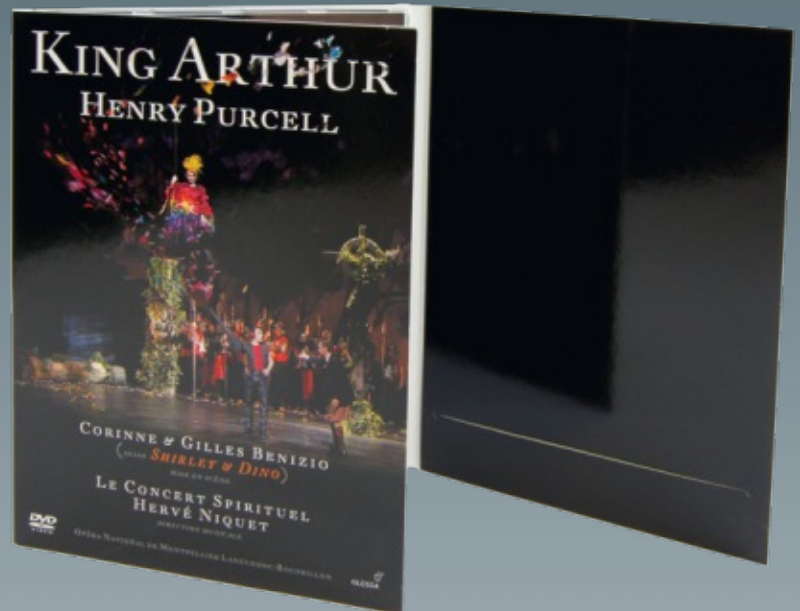
Format: 118 x 146 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper
Inner pages: 90 - 100 gsm art paper

Packaging: Manual



With glued pocket® DVD

Format: 120 x 180 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper
Inner pages: 90 - 100 gsm art paper

Packaging: Up to 24 pp automatic
Up to 32 pp manual

Blu-ray

Format: 118 x 146 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper
Inner pages: 90 - 100 gsm art paper

Packaging: Up to 24 pp automatic
Up to 32 pp manual





With diagonal slot DVD

Format: 120 x 180 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper

Inner pages: 90 - 100 gsm art paper

Packaging: Up to 24 pp automatic
Up to 32 pp manual

Blu-ray

Format: 118 x 146 mm

Max. pages: 32

On standard material:

Cover: 150 - 170 gsm art paper

Inner pages: 90 - 100 gsm art paper

Packaging: Up to 24 pp automatic
Up to 32 pp manual



Booklet glued into Digipak® DVD

Format: 120 x 180 mm
134 x 183 mm

Max. pages: None

On standard material:

Cover: 150 - 170 gsm art paper

Inner pages: 90 - 100 gsm art paper

Packaging: Manual

Blu-ray

Format: 118 x 146 mm
133 x 164 mm

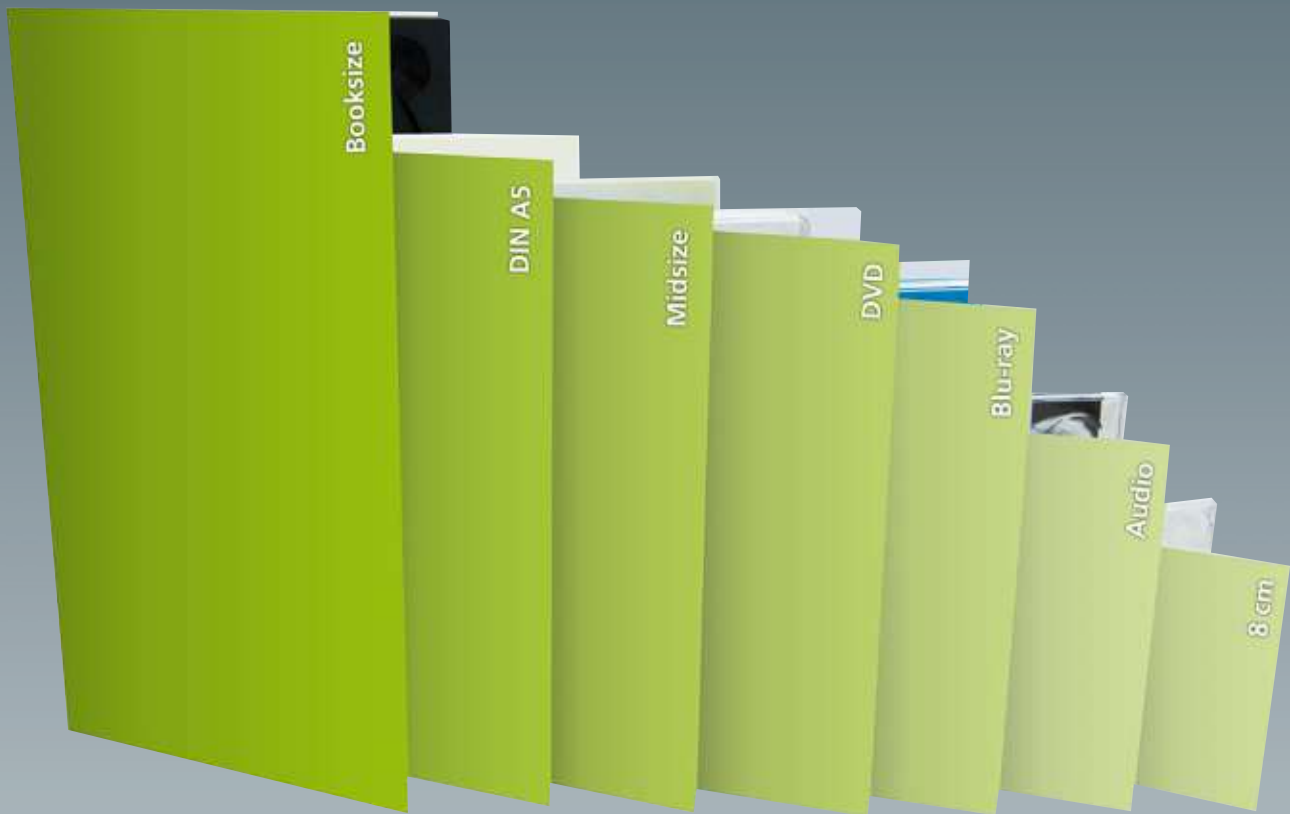
Max. pages: None

On standard material:

Cover: 150 - 170 gsm art paper

Inner pages: 90 - 100 gsm art paper

Packaging: Manual



* NB: The Product Manufacturing Time = Time for the actual product to be manufactured, this does not include the packaging time required for the final product (additional time is required for this process).

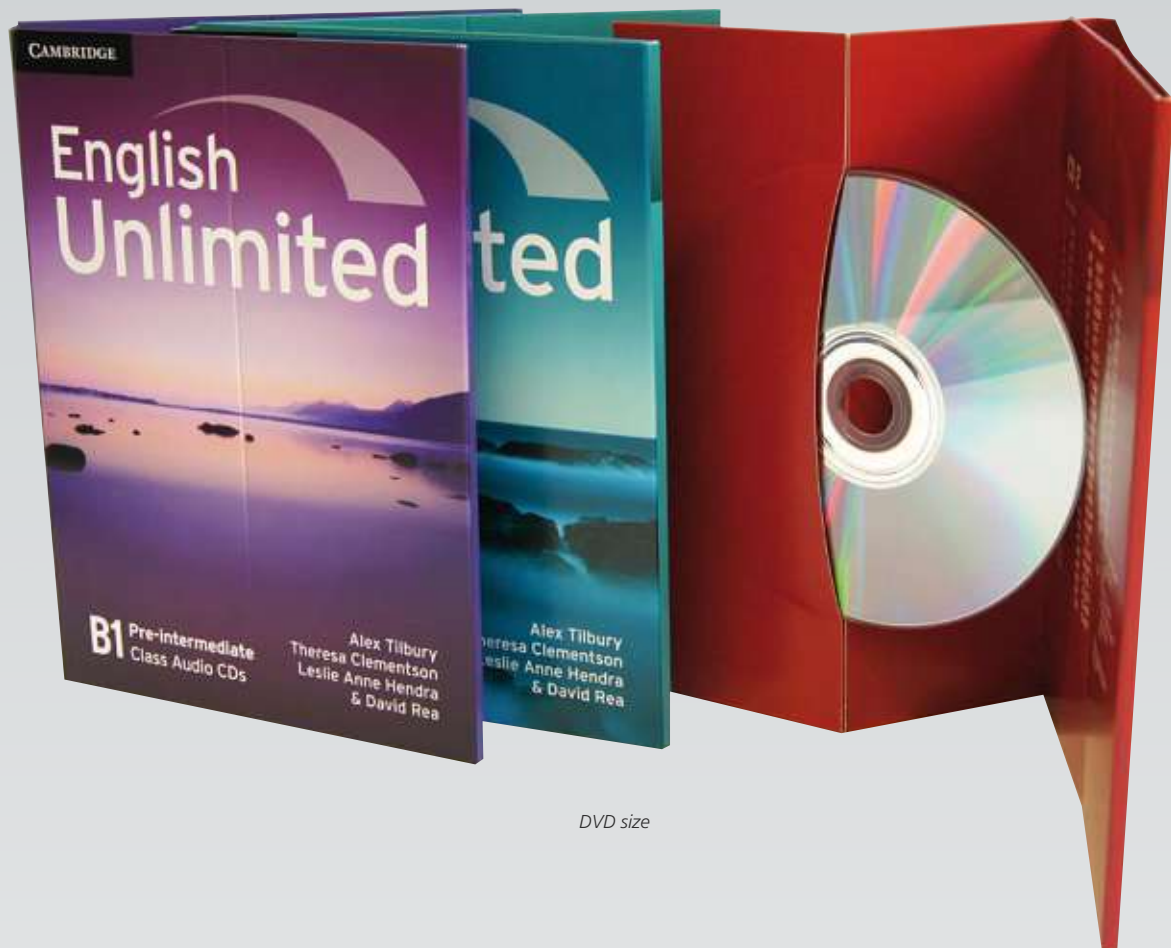
Basic Information		
Material: <ul style="list-style-type: none"> Doubled 300 gsm GC1 cardboard 	Variations: <ul style="list-style-type: none"> Various tray and panel options available Different possibilities for booklet insertion Spineprint possible 	Optional finish: <ul style="list-style-type: none"> Gloss or matt lamination Embossing Hotfoil Spot-varnish Reverse side print Diecut Special material: i.e. silver cardboard, recycled material, artificial leather
Format: 8cm, UMD, CD, DVD, A5, midsize, booksize and Blu-ray		
Standard finish: <ul style="list-style-type: none"> UV gloss or matt varnish 	Product manufacturing time: <ul style="list-style-type: none"> On request * 	
Tray colors: Clear, white, black (other colours on request)	Packaging: <ul style="list-style-type: none"> Automated or semi-automated 	



DVD size

Basic Information

Material: · Cardboard (different materials)	Variations: · Various tray and panel options available · Different possibilities for booklet insertion · Spineprint possible	Packaging: · Automated or semi-automated
Format: 8 cm, UMD, CD, Blu-ray, DVD, A5, midsize, booksize		Optional finish: · Gloss or matt lamination · Embossing · Hotfoil · Spot-varnish · Reverse side print · Diecut · Special material: i.e. silver cardboard, recycled material, artificial leather
Standard finish: · UV gloss or matt varnish		
Tray colors: Clear, white, black (other colours on request)	Product manufacturing time: · On request	



DVD size

Basic Information

Material:

- Doubled 300 gsm FSC certified GC1 cardboard or doubled 350 gsm 100% recycled cardboard

Format: CD, DVD**Variations:**

- Various tray and panel options are available
- Different possibilities for booklet insertion
- Spineprint possible

Packaging: Automated or semi-automated**Optional finish:**

- Spot varnish
- Embossing

About Bend-it Green:

- 100% recycled or FSC/PEFC certified material
- Eco friendly soya vegetable ink
- Eco friendly glue
- Water-based varnish
- A single piece of cardboard

Product manufacturing time:

- Approx. 6 - 8 wd*

Advantages:

- Easy to use (bend out disc holder)
- No plastic
- Carbon footprint savings of more than 50% (vs. tray-based packaging solutions)
- Full-surface printable
- Cost efficient
- Short leadtime
- Easy to recycle - no separation of components

* wd = working days excl. disc assembly



Audio size

Basic Information

Material: Doubled 300 gsm GC1 cardboard	Variations: <ul style="list-style-type: none"> · Various tray and panel options are available · Spineprint possible · Different possibilities for booklet insertion · Digisleeve: standard sleeve open on both sides on request also one side closed possible 	Optional finish: <ul style="list-style-type: none"> · Gloss or matt lamination · Embossing · Hotfoil · Spot-varnish · Reverse side print · Diecut · Special material: i.e. silver cardboard, recycled material, artificial leather
Format: <ul style="list-style-type: none"> · CD, DVD, A5, midsize, booksize, 8 cm 		
Standard finish: <ul style="list-style-type: none"> · UV gloss or matt varnish 		
Packaging: Manual	Product manufacturing time: <ul style="list-style-type: none"> · Approx. 5 wd* for standard Audio-Digifile® 	Description: The Digifile® is made out of cardboard and has various possibilities regarding the finishing and number of panels. There are the same options for adding a booklet as for the Digipak®.

* wd = working days excl. disc assembly



Basic Information

Material:

- Doubled 300 gsm GC1 cardboard

Format:

- CD, DVD, A5, midsize, booksize, 8 cm

Standard finish:

- UV gloss or matt varnish

Tray colors: Clear, white, black
(other colours on request)

Variations:

- Various tray and panel options available
- Different possibilities for booklet insertion
- Spineprint possible
- Standard sleeve open on both sides
- On request also one side closed possible

Product manufacturing time:

- Approx. 5 wd* for standard Audio Digisleeve®

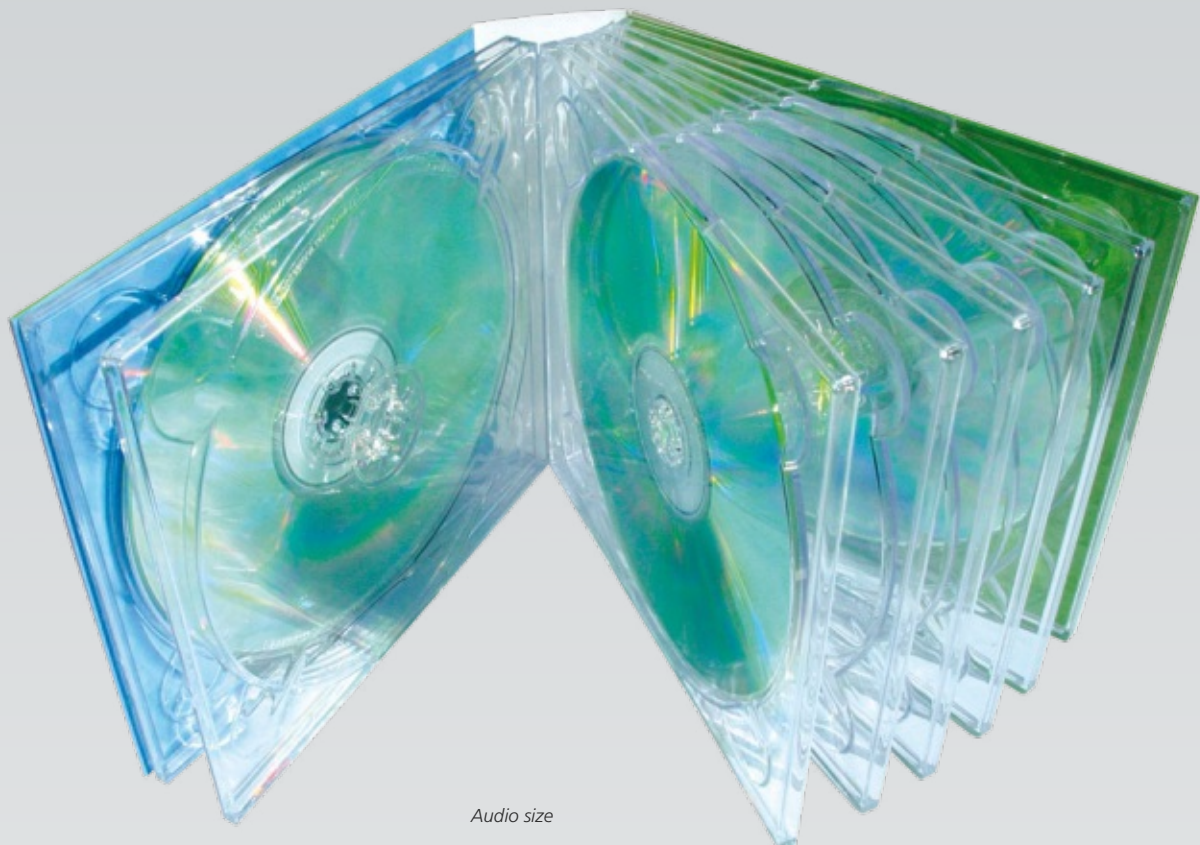
Packaging: Manual

Optional finish:

- Gloss or matt lamination
- Embossing
- Hotfoil
- Spot-varnish
- Reverse side print
- Diecut
- Special material: i.e. silver cardboard, recycled material, artificial leather

Description: The Digisleeve® is suitable for CDs, DVDs and Recordables. This product offers possibilities for design-innovation and customer information. Discs and booklets are stored in sleeves and can be easily taken out and inserted again.

* wd = working days excl. disc assembly



Basic Information

Material: <ul style="list-style-type: none"> · Doubled 300 gsm GC1 cardboard 	Variations: <ul style="list-style-type: none"> · 2 - 14 trays · Double trays are possible on request · Staks on both panels possible 	Product manufacturing time: <ul style="list-style-type: none"> · On request
Format: CD, DVD, Blu-ray		Optional finish: <ul style="list-style-type: none"> · Gloss or matt lamination · Embossing · Hotfoil · Spot-varnish · Reverse side print · Diecut · Special material: i.e. silver cardboard, recycled material, artificial leather
Standard finish: <ul style="list-style-type: none"> · UV gloss or matt varnish 	Description: The Digistak® is the ideal choice to keep more discs in a space-saving way. The outer cover consists of cardboard and can have the same finishing as the Digipak®. Inside there are multiple trays that the user can turn as per the pages of a book. There are also options for the addition of a booklet (as per the Digipak®).	
Tray colors: <ul style="list-style-type: none"> · Clear trays (other colours on request) 		
Packaging: Manual		

Audio size



Audio size with booklet



Basic Information

Material: · 290 - 300 gsm GC1 cardboard	Variations: · 1 or 2 discs · 1 disc and booklet	Product manufacturing time: · On request
Format: CD, DVD	Optional finish: · UV-gloss · Gloss or matt lamination · Embossing · Hotfoil · Spot-varnish · Reverse side print · Diecut · Special material: i.e. silver cardboard, recycled material, artificial leather	Packaging: Manual
Standard finish: · Water-based gloss or matt		Description: The Discbox Slider® is an environmental friendly and lightweight packaging solution. It is entirely made of cardboard and offers a simple "open and shut" function.

Audio size



Audio size opened



Basic Information

Material: 300 gsm GC1 cardboard	Variations: <ul style="list-style-type: none"> · Model with single disc · Model with single disc and booklet pocket · Model with two discs · Model with two discs and booklet pocket 	Optional finish: <ul style="list-style-type: none"> · Spot-varnish · Embossing
Format: CD, DVD		
Standard finish: <ul style="list-style-type: none"> · UV gloss or matt varnish 	Product manufacturing time: <ul style="list-style-type: none"> · On request 	Description: The Burgopak® works like a drawer. Through pulling on the one side the disc appears on the other side. Both CD-format and DVD-format gives space for one or two discs.
	Packaging: Manual	



Basic Information

Material: 280 - 300 gsm GC1 cardboard	Standard finish: Water based gloss	Product manufacturing time: On request
Format: Different formats available	Optional finish: <ul style="list-style-type: none"> · UV-varnish · Matt varnish · Spot-varnish · Embossing · Diecut · Hotfoil-embossing · Foil window · Special material: i.e. silver cardboard, recycled material, artificial leather 	Packaging: Semi-automated
Variations: <ul style="list-style-type: none"> · Different holders for jewelcase, polybox, booklet etc. are available · Folded box with or without flap 		Description: Folded boxes are mainly used for games and constructed out of cardboard. The disc is packed in a jewelcase or DVD case and either placed loosely within the box or into a holder designed to hold the case in place and add rigidity to the box.



Basic Information

Material: <ul style="list-style-type: none"> · 600 gsm carton laminated with · 100 - 130 gsm art paper 	Variations: <ul style="list-style-type: none"> · With or without fitment for jewelcase, polybox etc. possible 	Packaging: Manual
Format: <ul style="list-style-type: none"> · 228 x 179 x 25 mm · 228 x 179 x 40 mm · 186 x 134 x 32 mm + others 	Optional finish: <ul style="list-style-type: none"> · UV-varnish · Spot-varnish · Gloss or matt laminated · Hotfoil · Embossing · Special material: i.e. silver cardboard, recycled material, artificial leather 	Product manufacturing time: On request
Standard finish: <ul style="list-style-type: none"> · Water based gloss or matt 		Description: This lid and base box is mainly used for games, where the CD/DVD-ROM itself is packed into a jewel case, DVD case or wallet. The Sierra box is a well established high quality product that offers a large range of design possibilities. The box is a rigid construction which is laminated with printed paper.



Basic Information

Material:

- 650 gsm rigid board, laminated with 100 - 130 gsm art paper

Format:

CD, DVD, UMD, Blu-ray

Variations:

- For Jewelcases or Sleeves
- Special size possible
- Also available with tray

Standard finish:

Gloss laminated

Optional finish:

- Matt laminated
- Embossing
- Hotfoil
- Spot-varnish
- Special material: i.e. silver cardboard, recycled material, artificial leather

Packaging:

Semi-automated

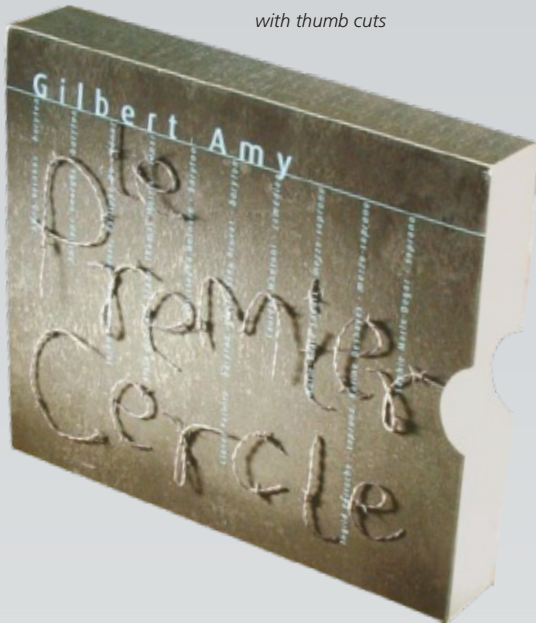
Product manufacturing time:

- Approx. 10 wd* for standard Digiboxes

Description: The Digibox is a rigid construction box which has a printed wrap for the outer sides of the box, printing and finishing can be in a variety of options. The box is mainly used for audiobooks but can also be designed to hold jewelcases, DVD boxes, wallets etc. It is also possible to glue CD, DVD or Blu-ray size trays into the box..

* wd = working days excl. disc assembly

Audio size single-walled
with thumb cuts



DVD size double-walled
without thumb cuts



Basic Information

Material: <ul style="list-style-type: none"> Audio format: 280 gsm cardboard DVD, Blu-ray format: 300 gsm cardboard 	Variations: <ul style="list-style-type: none"> Single or double walled With or without thumb cuts Number of added products can vary Booklet in special format can be added as well 	Optional finish: <ul style="list-style-type: none"> Matt varnish Gloss or matt lamination Embossing Hotfoil-embossing Spot-varnish Reverse side print Diecut Special material: i.e. silver cardboard, recycled material, artificial leather
Format: <ul style="list-style-type: none"> Possible for CD, DVD, UMD, Blu-ray as well as Digipaks® etc. 	Product manufacturing time: <ul style="list-style-type: none"> Depending on format 5 - 9 wd* 	
Standard finish: <ul style="list-style-type: none"> Water based gloss or UV gloss - depending on content 	Packaging: Depending on content	Description: The slipcase is open on one side and has a tuck in flap on the other end. It offers the possibility to pack several products together (such as jewelcases, booklets and digipaks®).

* wd = working days excl. disc assembly



Basic Information

Material:

- Audio format: 280 gsm cardboard
- DVD, Blu-ray format: 300 gsm cardboard

Format:

- Possible for CD, DVD, UMD, Blu-ray as well as Digipaks® etc.

Variations:

- Single or double walled
- With or without thumb cuts

Standard finish:

- Water based gloss or UV gloss depending on content

Optional finish:

- Gloss or matt lamination
- Embossing
- Debossing
- Hotfoil
- Spot-varnish
- Reverse side print
- Diecut
- Special material: i.e. silver cardboard, recycled material, artificial leather

Product manufacturing time:

- Depending on format 5-9 wd*

Packaging: Depending on content

Description: O-Cards are open at both ends and allow the packed product to be easily inserted and removed. In general the CD size O-Cards are open on the left and right side and DVD size O-Cards on top and bottom. A variety of styles, finishes and printing is possible.

* wd = working days excl. disc assembly



Basic Information

Material: · Rigid board laminated with art paper	Packaging: Manual	Product manufacturing time: · On request (approx. 15-17 wd*)
Format: CD, DVD, UMD, Blu-ray, A5, midsize and booksize	Optional finish: · Matt lamination · Embossing · Hotfoil · Spot-varnish · Reverse side print · Special material: i.e. silver cardboard, recycled material, artificial leather	Description: The case bound book is a high quality book style packaging solution. The outer appearance is very similar to a real book, the cover is rigid with a laminated paper wrap, the inner book section can be saddle stitched, perfect bound or threat sewn plus there are the options of trays or wallets to hold the discs.
Standard finish: Gloss lamination		
Variations: · Disc in sleeve(s), tray(s) or CD-Fix		

* wd = working days excl. disc assembly



Basic Information

Material: <ul style="list-style-type: none">· Rigid board laminated with art paper	Packaging: <ul style="list-style-type: none">· Manual or semi-automated	Description: Hardcover products are made of rigid cardboard and guarantee a stable and safe packaging. Therefore they are highly recommended for special editions containing a large number of single products.
Format: Different formats available	Optional finish: <ul style="list-style-type: none">· Depending on product· Special material: i.e. silver cardboard, recycled material, artificial leather	
Product manufacturing time: <ul style="list-style-type: none">· On request (approx. 10-14 wd*)		

* wd = working days excl. disc assembly

Blu-ray size single

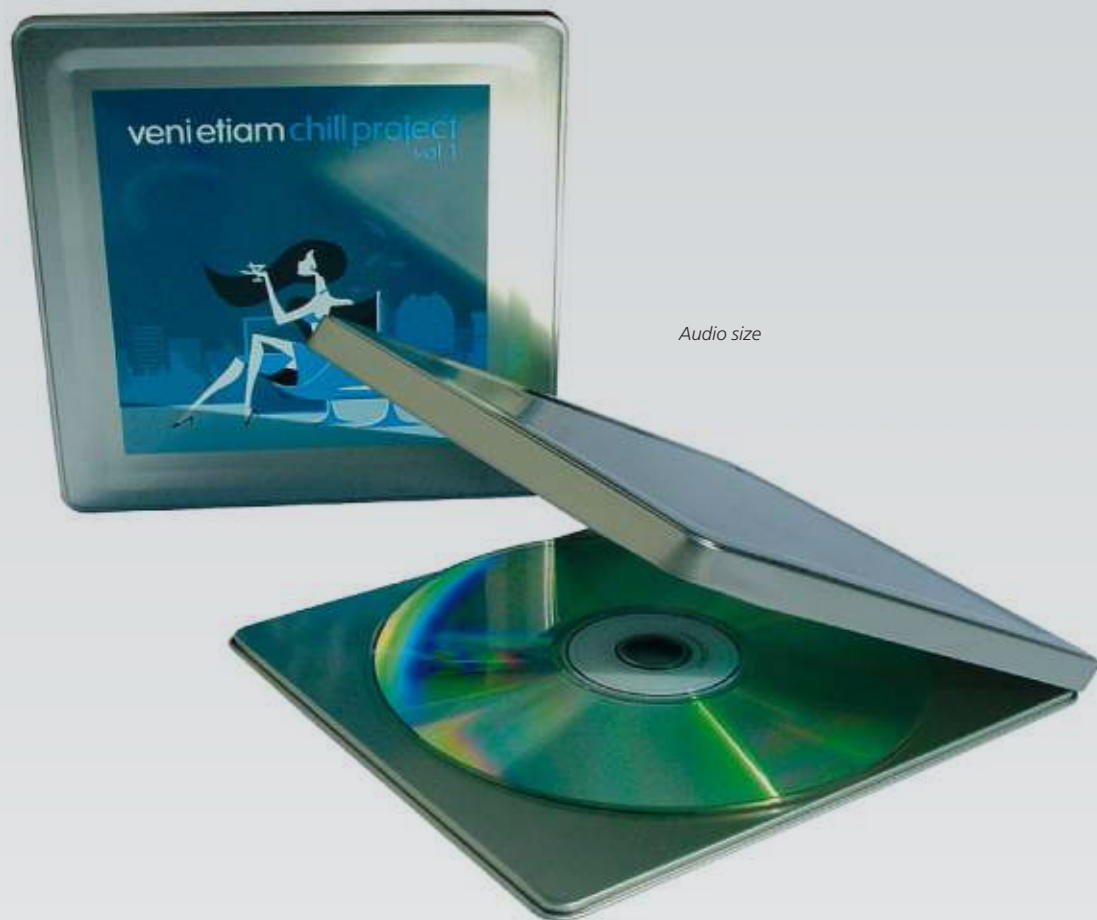


DVD size double with overlap tray



Basic Information

Material: Tinplate, plastic	Variations: <ul style="list-style-type: none"> DVD format: single and double (overlap tray) version available i.e. DVD Steelbook® from 1-8 discs possible Blu-ray format: single disc version and max. 40pp booklet; double disc overlap version and max. 4pp booklet 	Optional finish: <ul style="list-style-type: none"> Embossing Spot-varnish Crack lacquer Gloss UV varnish
Format: DVD, Blu-ray		
Standard finish: Matt varnish		
	Packaging: <ul style="list-style-type: none"> Automated or semi-automated 	
	Product manufacturing time: <ul style="list-style-type: none"> On request (approx. 4 weeks) 	Description: The Steelbook® is an exclusive packaging for high profile video and games releases. It consists of a metal exterior and an inner core of plastic and has the same dimensions as e.g. a standard DVD case.



Basic Information

Material: Tinplate	Variations: <ul style="list-style-type: none"> · B/Box®: with retaining ring for 1 or 2 discs or without retaining ring · Smartbox®: for 1 disc 	Optional finish: <ul style="list-style-type: none"> · Print · Embossing
Format: CD		
Standard finish: Unprinted	Product manufacturing time: <ul style="list-style-type: none"> · On request 	Description: B/Box® and Smartbox® are tinplate products which can be printed and/or embossed.



Audio size

Basic Information		
Material: Tinplate	Variations: <ul style="list-style-type: none">· Round, circular box for 1 disc	Packaging: Manual
Format: CD	Product manufacturing time: <ul style="list-style-type: none">· On request	Optional finish (min. 5000 pieces): <ul style="list-style-type: none">· Print· Embossing
Standard finish: Unprinted		



Audio size

Basic Information

Material: Tin and polypropylene	Variations: <ul style="list-style-type: none"> Available in different versions to hold 1, 2, 3 or 4 discs Inside and outside print 	Optional finish: <ul style="list-style-type: none"> Embossing, Spot varnish
Format: CD audio size		
Standard finish: <ul style="list-style-type: none"> Matt or gloss varnish 	Product manufacturing time: <ul style="list-style-type: none"> On request 	Description: Platinpak is an exclusive packaging for CD Audio titles. It consists of a metal exterior and an inner core of plastic.



Audio size

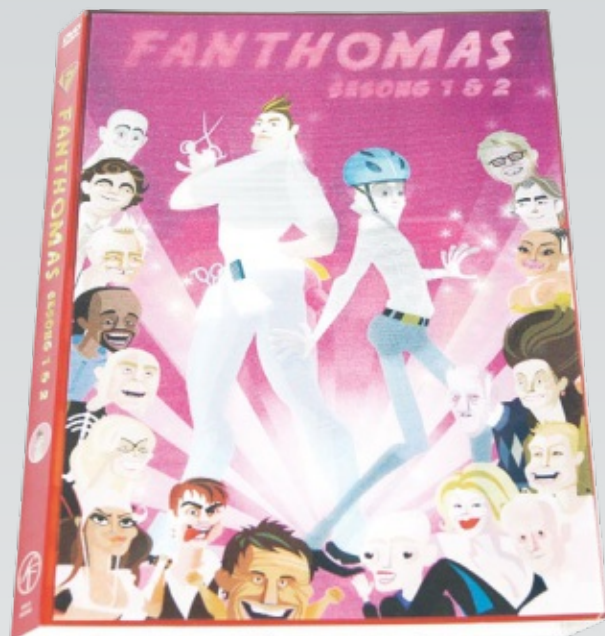
Basic Information

Material: Wood (alder)	Variations: <ul style="list-style-type: none">· Different wood or lacquer on request· Other formats also on request	Optional finish: <ul style="list-style-type: none">· Screen print up to 4 colours· One colour burnprint
Format: CD	Product manufacturing time: <ul style="list-style-type: none">· On request	Description: The woodcraft pack is a very precious packaging solution made of wood. It is mainly used for high value special promotions.
Standard finish: <ul style="list-style-type: none">· Whole surface lacquered with cherry wood	Packaging: Manual	



Phase 1

Flip-effect



Phase 2

Basic Information

Format:

- CD, DVD, Blu-ray
- Special formats possible

Product manufacturing time:

- On request

Variations:

- **Possible effects:** (the following effects can also be used combined with each other)
- **Flip-effect:** 2 - 4 pictures change as the item is moved; horizontal or vertical
- **Zoom-effect:** Up to 17 sub steps possible – ideal for emphasising logos, headlines or product-images
- **Motion-effect:** A sequence of pictures, resembling a short movie up to 4 seconds long
- **Morph-effect:** Showing transitions of items, ideal for before/after messages
- **3D-effect:** The use of 12 layers ensure breath-taking 3D impressions

Packaging:

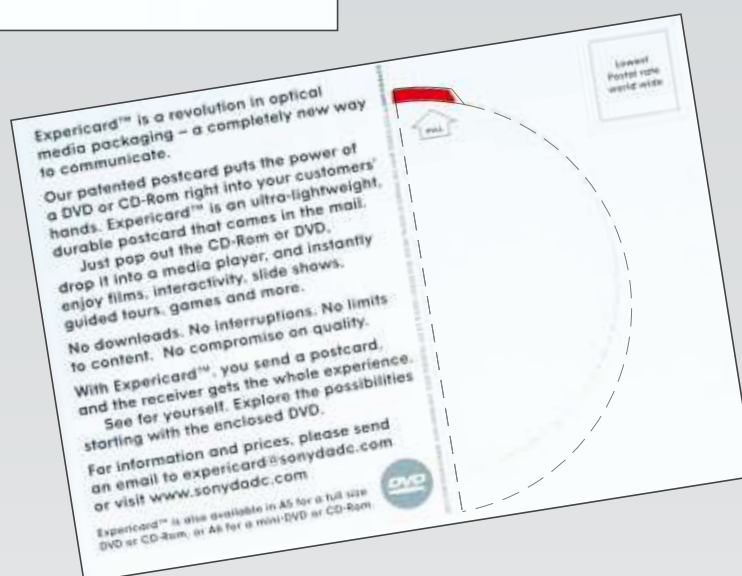
- Manual
- Automated
- Semi-automated

Description: Lenticular Cards are the perfect add-on for your product. Showing their effects whenever they are moved. They can for example be used as Inlaycards, Booklets or glued on other products.



Basic Information

Format: <ul style="list-style-type: none"> · 191 x 124 mm 	Standard finish: <ul style="list-style-type: none"> · Water based gloss 	Product manufacturing time: <ul style="list-style-type: none"> · On request
Material: <ul style="list-style-type: none"> · 280g GC1 Carton = std version for ResponderSleeve for 12 cm disc · 270g GZ Carton = std version for ResponderSleeve with flap for 12 cm disc · 280g GC1 Carton = std version for ResponderSleeve for 8 cm disc · 270g GZ Carton = std version for ResponderSleeve with flap for 8 cm disc 	Variations: <ul style="list-style-type: none"> · ResponderSleeve for 12 cm disc · ResponderSleeve with flap for 12 cm disc · ResponderSleeve for 8 cm disc · ResponderSleeve with flap for 8 cm disc · All versions are available with or without addressing 	Packaging: <ul style="list-style-type: none"> · Without flap = automated · With flap = manual Description: ResponderSleeve is a cost-efficient and light weight packaging for eBridge, Sony DADC's Direct Marketing solution, which helps to increase the absolute response rate enormously.



Basic Information

Material: 300 gsm GC1 cardboard	Variations: Without window	Optional finish: · Embossing · Hotfoil-embossing · Spot-varnish
Format: A6 or A5	Product manufacturing time: · On request	
Standard finish: · Frontside: UV-gloss or matt · Backside: no varnish	Packaging: Automated	Description: Expericard is a cardboard packaging option for direct mailing solutions.



Basic Information

Material: Cardboard and plastic	Standard finish: · Frontside: UV-gloss or matt · Backside: no varnish	Packaging: Automated
Format: · 140 x 100mm for 8 cm disc · 140 x 200mm for 12 cm disc	Variations: Opening on rearside	Description: This is another alternative for direct marketing. The front cover being a printed plastic offers the option of seeing the actual disc.
	Product manufacturing time: · On request	



Metal packaging

Metal packaging

Production without transport:
Approx. 6-7 weeks

Benefit from Direct Sourcing in China

- **Cost savings:** with the current setup of Sony DADC teams in Shanghai, Hong Kong and Shenzhen, we can offer special packaging products in Sony's quality standards at lower prices
- **No trading agencies:** Sony DADC is sourcing directly from manufacturers in China
- **One-Stop-Shop solution** (product development, sourcing, transport, packaging)



Promotional articles



- **Optimised transport organisation**, resulting from a long lasting experience with our factories in Hong Kong and Shanghai (Sea freight: approx. 5 weeks, air freight < 1 week)
- **Competent and fast responses on inquiries** (within 2-4 days)
- **Global availability and coordination** for international projects
- **Green partner** certified suppliers and quality checks

Promotional articles

Production without transport:
Approx. 2-5 weeks



Cardboard packaging

Production without transport:
Approx. 4-5 weeks

Benefit from Direct Sourcing in China

- **Cost savings:** with the current setup of Sony DADC teams in Shanghai, Hong Kong and Shenzhen, we can offer special packaging products in Sony's quality standards at lower prices
- **No trading agencies:** Sony DADC is sourcing directly from manufacturers in China
- **One-Stop-Shop solution** (product development, sourcing, transport, packaging)

Wooden packaging



- **Optimised transport organisation**, resulting from a long lasting experience with our factories in Hong Kong and Shanghai (Sea freight: approx. 5 weeks, air freight < 1 week)
- **Competent and fast responses on inquiries** (within 2-4 days)
- **Global availability and coordination** for international projects
- **Green partner** certified suppliers and quality checks

Wooden packaging

Production without transport:
Approx. 9-11 weeks

Sony DADC

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PSPREF02-E

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