

# BUYERS' GUIDE

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PRINTED TISSUE PAPER

# CONTENTS

## INTRODUCTION

### 1\_ BUILD THE TISSUE PAPER

1.1\_OVERVIEW

1.2\_PRICING OVERVIEW

1.3\_STYLE

1.4\_MATERIAL WEIGHT

1.5\_SHEET SIZE

### 2\_ DESIGN & PRINT

2.1\_COLOUR OPTIONS

2.2\_ADDITIONAL FINISHES

2.3\_DESIGN YOUR TISSUE PAPER

### 3\_ DELIVERY & AFTERCARE

3.1\_LEAD TIME

# INTRODUCTION

By giving you the information you need to make the best decision possible, we help you create tissue or wrapping paper specific to your needs.

At Precious Packaging we pride ourselves on offering unique, creative and quality-focused products.

Our Buyers' Guide is designed to help you understand the wide variety of options available to you as a customer, a complete source of information, including all the features available as well as an overview of our most popular products.

# 1\_BUILD THE TISSUE PAPER

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# 1.1 OVERVIEW



**Approximate Cost**  
**Approximate base cost of tissue paper.** Any additional finishes and dimensions will affect the final cost.

**MOQ**

**Minimum Order Quantity**  
**The minimum number of sheets that can ordered.** Increasing your order volume will decrease your unit cost.



**Lead Time**  
**Approximate time it will take for tissue paper to be delivered.** Can be increased or decreased to suit your needs and budget.

## 350x500mm



£ £ £ £ £  
MOQ: 1000 Sheets

## 500x700mm



£ £ £ £ £  
MOQ: 1000 Sheets

## 700x1000mm



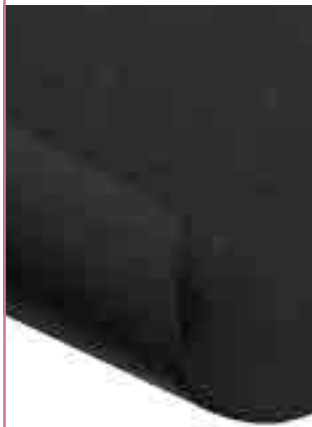
£ £ £ £ £  
MOQ: 1000 Sheets

## Full Colour



£ £ £ £ £  
MOQ: 1000 Sheets

## Spot UV



£ £ £ £ £  
MOQ: 1000 Sheets

## Full Coverage



£ £ £ £ £  
MOQ: 1000 Sheets

## Weight Increase



£ £ £ £ £  
MOQ: 1000 Sheets

## Bespoke Size



£ £ £ £ £  
MOQ: 1000 Sheets

## Varnished

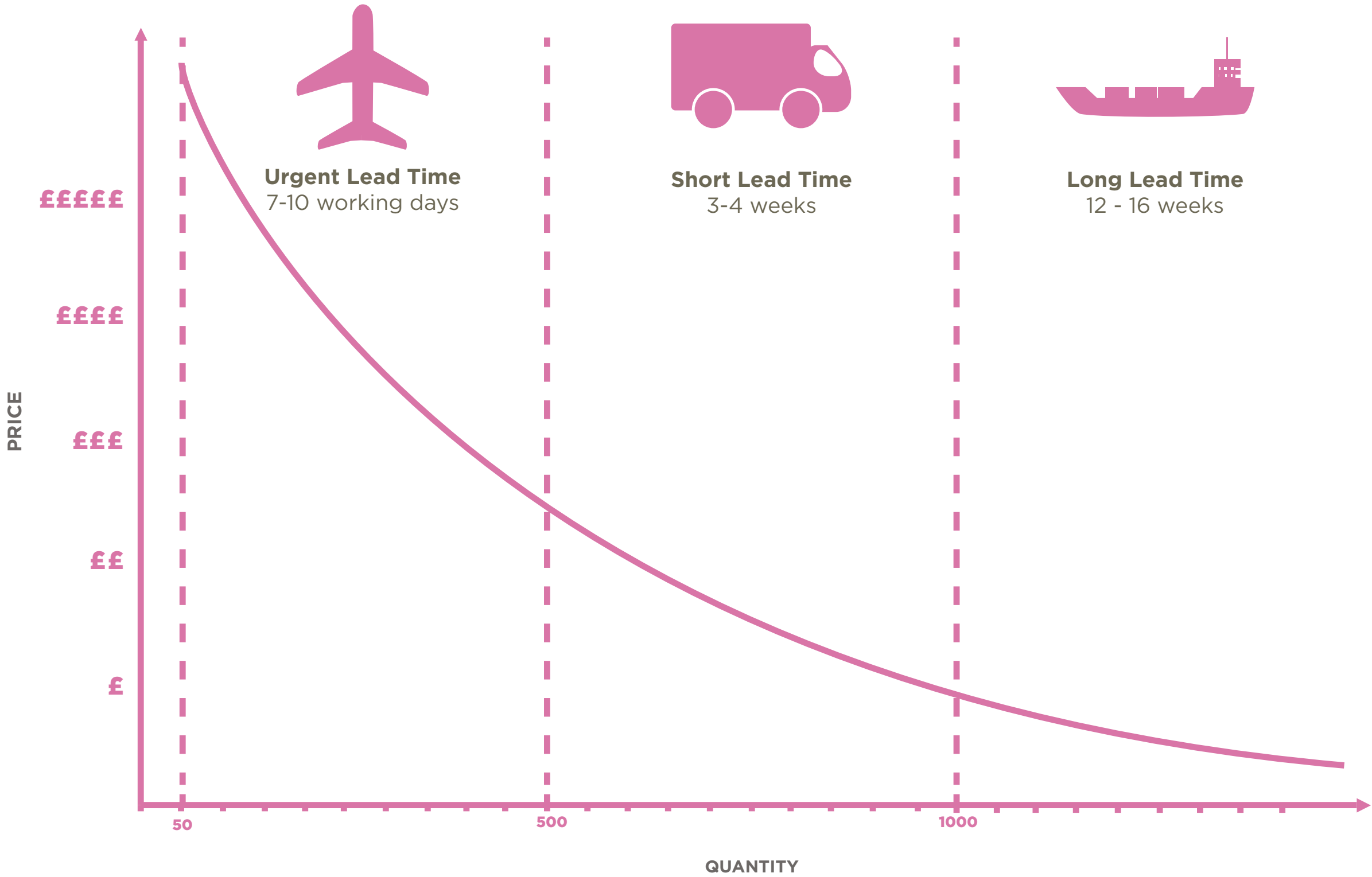


£ £ £ £ £  
MOQ: 1000 Sheets

# 1.2 PRICING OVERVIEW

This graph gives an overview of the cost of an order depending on quantity ordered and the chosen lead time.

A larger order quantity and/or a longer lead time will decrease the price per unit, therefore be much more cost effective.



## 1.3 Tissue / Wrapping / Food Grade

### Step 3: Select your tissue paper style

#### Tissue Paper



#### Wrapping Paper



#### Food Grade Paper



#### Tissue Paper

Standard tissue paper is produced at weights of 17 / 19 & 21gsm. This versatile material offers a cost effective packaging solution perfect for wrapping products, lining boxes & bags.

Tissue paper that is a little thicker than the standard weight. This material is available between 30 - 40gsm. It offers solid colour in comparison to the lighter weights, it comes as uncoated as standard. We advise that metallic prints are printed using this heavier weight to bring out their true vibrancy.

#### Wrapping Paper

Usually between 80 - 90gsm in weight, produced with a varnished finish for added protection. Perfect for gift wrapping and has the ability to hold flood & full colour prints.

#### Food Grade Paper

Usually between 80 - 90gsm in weight, commonly produced with a varnished finish for added protection. Perfect for wrapping food and has the ability to hold flood & full colour prints.

## 1.4 MATERIAL TYPES

### Step 2: Select your preferred paper weight



Standard weight for tissue paper.



Suited for 2+ printed colours.  
Varnished finish is available at these weight and above.



Suitable for full colour & flood printed designs.



Used for Wrapping Paper.



Industry standard weight.

Translucent in appearance.

*Not suitable for full colour, flood prints, metallic inks or varnish.*

Common weights of paper.

More opaque in appearance. Can hold more ink, brings out the true colour of a printed design.

**Varnish can be added to the material. Food grade available.**

*Available with all print options.*

More luxurious weight.

Excellent for full colour.

*Available with all print & finish options.*

Strong, sturdy and durable.

Perfect for gift wrapping and full colour designs.

**Strong enough to carry heavy mail items.**

*Available with all print & finish options.*

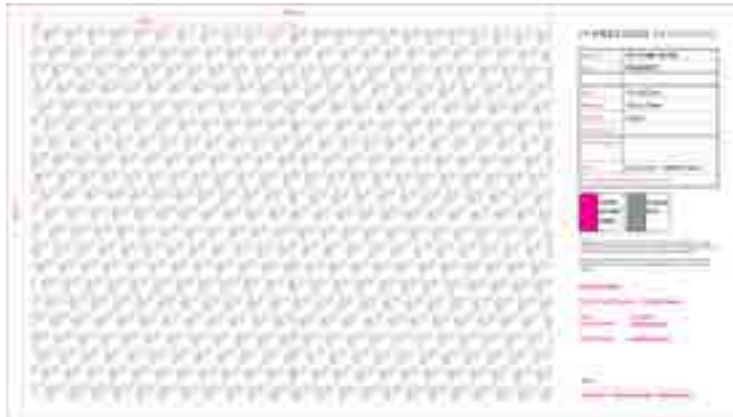


# 1.5 SHEET SIZE

## Step 1: Choose the size in millimetres (WxLmm)

We have 3 standard size of tissue & wrapping paper. However should you require a bespoke size to suit your packaging needs, we can cater for tailored sheet sizes.

Small



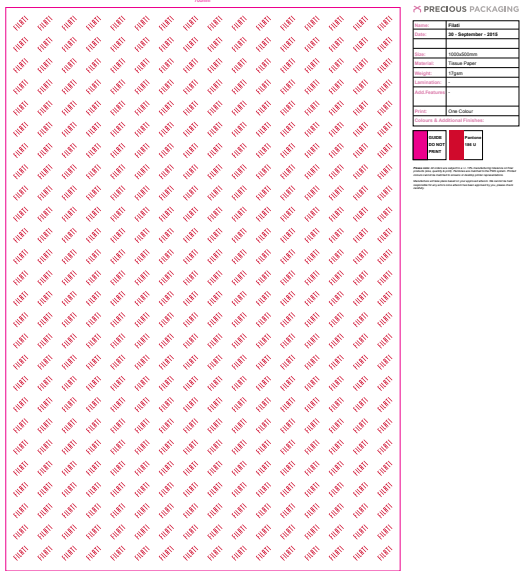
350x500mm

Standard



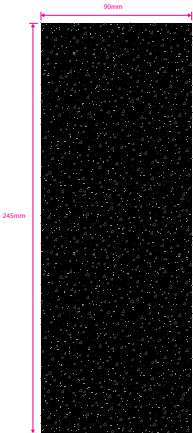
500x700mm

Large



700x1000mm

Fully Bespoke



Custom Size

PRECIOUS PACKAGING

Name:	Brinkworth
Date:	12-11-2015
Size:	90x245mm
Material:	Tissue Paper
Weight:	19gsm
Lamination:	-
Add.Features	-
Print:	One Colour
Colours & Additional Finishes:	

GUIDE DO NOT PRINT	Pantone 877
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Please note: All orders are subject to a +/- 10% manufacturing tolerance on final products (size, quantity & print). Pantones are matched to the PMS system. Printed colours cannot be matched to screens or desktop printer representations.  
Manufacture will take place based on your approved artwork. We cannot be held responsible for any errors once artwork has been approved by you, please check carefully.

# 2 \_DESIGN & PRINT

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## 2.1 COLOUR OPTIONS

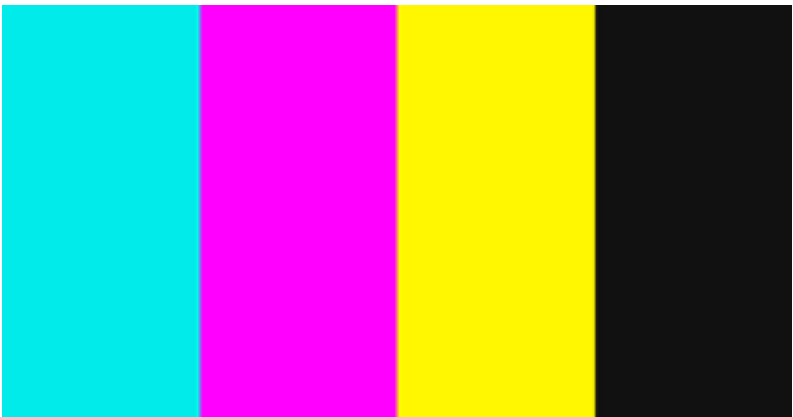
### Step 5: Select your print colours



#### Pantone Specific

Used on designs with four or less colours.

*Available on all paper weights & finishes.*



#### CMYK

Used on designs with five or more colours.

*Available on all paper weights & finishes.*



#### Special Pantone

Includes metallic, pastel and neon.

*Available on all paper weights & finishes.*



#### Full Colour

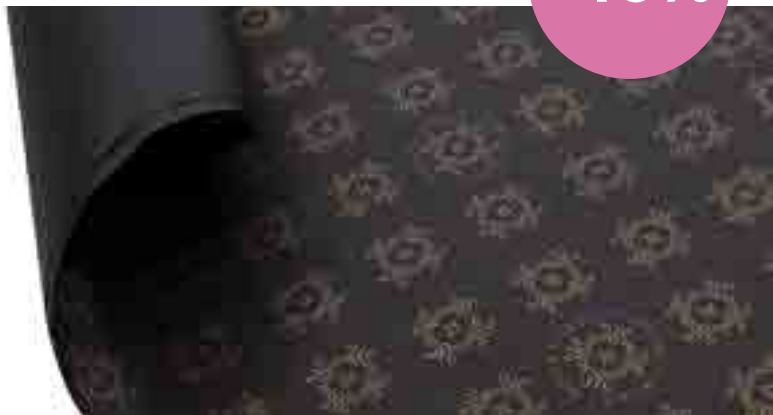
Used for photographic prints

*Available only on heavier paper weights.*

## 2.2 ADDITIONAL FINISHES

**Step 6 (optional):** Choose any additional finishes to add to your design

+10%



Available on all styles of tissue paper.

Recommended on heavier weights to promote the inks metallic properties.

+15%



Available on all styles of tissue paper.

This adds a premium feel and touch of luxury to an inexpensive plastic bag.

+25%



Available on weights of 20gsm and higher.

This finish adds luxury with a gloss varnish that comes with added protection and vibrant colours.

## 2.4 DESIGN YOUR TISSUE PAPER

### Step 8: Select a design package

#### File Specifications

- If you're unsure, don't worry! All files including PDFs will be reviewed by our team.
- **Vector format illustrations and logos** - .ai, .eps and .pdfs
- **Photographs** - .jpg, .tiff, and .pdfs at **300dpi**.
- Have a look at our [Design Guides](#) for more information on designing bags.

	STANDARD For when you know what you want  FREE	ADVANCED SAMPLE For when you have a good idea  £350	DESIGN CONSULTATION For when you need to be inspired  £600
2D Net	✓	✓	✓
Pantone / CMYK Colour Matching	✓	✓	✓
Bespoke Product Specification	✓	✓	✓
Bitmap to Vector Logo conversion			✓
Design Options		✓ Up to 3 designs	✓ Up to 10 designs
Product Design Options			✓
3D Artwork		✓	✓
One-on-One Consultation with the Design Team, in person			✓
Pre-Production Sample of exactly what you want		✓	✓
Continuous support over phone/email	✓	✓	✓

# 3 \_ DELIVERY & AFTERCARE

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### 3.1 LEAD TIMES



#### Urgent Order

Delivered within 7 - 10 days  
(UK made or airfreighted in Europe).

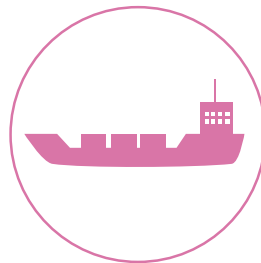
£ £ £ £ £



#### Short Lead Time

3 - 4 weeks  
(Made in Europe)

£ £ £ £ £



#### Long Lead Time

12-16 weeks (Made in Asia)

£ £ £ £ £

#### Need samples?

Sample packs are available and completely refundable when you purchase printed packaging.  
Click [here](#) for more information.

#### Need storage?

We also offer discounted warehouse facilities for all our customers.  
Talk to one of our Customer Account Managers for more information on [0845 338 1741](#).