



TECHNICAL REFERENCE · EXAMPLE

Shelf talker

A product-information card hanging from a folded tab inserted into the shelf channel.

SOURCE TRIMBOX · EXAMPLE

100 × 180 mm

SOURCE BLEED

3 mm

CUT / FOLD SPOT COLOURS

CutContour + Crease

SOURCE SAFE AREA

5 mm

Material options

Matt-laminated 350 g/m² Bristol board or 0.4 mm PP.

Dimensions and application notes

The visible area is 100 × 150 mm, with a 70 × 30 mm upper tab. The source TrimBox is 100 × 180 mm; the 30 mm fold allowance is not part of the visible face.

Before production

Confirm dimensions, support, substrate, fixings, materials and colour proofs with the producer. Retailer POP and safety requirements take priority. CutContour denotes cutting and Crease denotes folding; these technical lines are not ordinary printed artwork.

This A4 document is for on-screen reference and information sharing. The TrimBox and bleed values above describe the inspected source file; this PDF is not a cutting die, a 1:1 production file or a print master. Dimensions are not production approval.

Dimension source: 20-shelf-talker-100x150.pdf · PDF page boxes + source production notes.