



Guide for Packaging Quality Review

Key points to guarantee your
best packaging.





20 EMPAQUE FAMILIAR
RACIONES

EXCESO CALORIAS

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Kellogg's
ZUCARITAS



INGREDIENTES:
Maíz Escarchado, Azúcar, Sal, Vitamina B6, Vitamina B12, Hierro, Vitamina A, Vitamina E, Vitamina K, Vitamina C, Vitamina D, Vitamina B1, Vitamina B2, Vitamina B3, Vitamina B5, Vitamina B9, Vitamina K2, Vitamina K1, Vitamina K3, Vitamina K4, Vitamina K5, Vitamina K6, Vitamina K7, Vitamina K8, Vitamina K9, Vitamina K10, Vitamina K11, Vitamina K12, Vitamina K13, Vitamina K14, Vitamina K15, Vitamina K16, Vitamina K17, Vitamina K18, Vitamina K19, Vitamina K20, Vitamina K21, Vitamina K22, Vitamina K23, Vitamina K24, Vitamina K25, Vitamina K26, Vitamina K27, Vitamina K28, Vitamina K29, Vitamina K30, Vitamina K31, Vitamina K32, Vitamina K33, Vitamina K34, Vitamina K35, Vitamina K36, Vitamina K37, Vitamina K38, Vitamina K39, Vitamina K40, Vitamina K41, Vitamina K42, Vitamina K43, Vitamina K44, Vitamina K45, Vitamina K46, Vitamina K47, Vitamina K48, Vitamina K49, Vitamina K50, Vitamina K51, Vitamina K52, Vitamina K53, Vitamina K54, Vitamina K55, Vitamina K56, Vitamina K57, Vitamina K58, Vitamina K59, Vitamina K60, Vitamina K61, Vitamina K62, Vitamina K63, Vitamina K64, Vitamina K65, Vitamina K66, Vitamina K67, Vitamina K68, Vitamina K69, Vitamina K70, Vitamina K71, Vitamina K72, Vitamina K73, Vitamina K74, Vitamina K75, Vitamina K76, Vitamina K77, Vitamina K78, Vitamina K79, Vitamina K80, Vitamina K81, Vitamina K82, Vitamina K83, Vitamina K84, Vitamina K85, Vitamina K86, Vitamina K87, Vitamina K88, Vitamina K89, Vitamina K90, Vitamina K91, Vitamina K92, Vitamina K93, Vitamina K94, Vitamina K95, Vitamina K96, Vitamina K97, Vitamina K98, Vitamina K99, Vitamina K100.

Kellogg's

Welcome

to our **Guide for Packaging Quality Review**, which covers key points to ensure better packaging.

The production process of folding boxes involves a variety of elements ranging from materials such as cardboard, inks, and varnishes applied to the processes for printing and finishing.

Know the possible problems in the manufacture of folding boxes to determine if they are critical, major, or minor problems that for no reason put the physical integrity or health of the customer at risk.

These references will serve our customers as a guide and reference for the quality assurance of packaging for their products.

We describe below the points that can arise in the production of packaging.



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Definitions

Critical defect

It is a defect that puts the physical integrity or health of the customer at risk, directly affecting the correct functioning of a machine and preventing the correct assembly and/or packaging of the product.

Major defect

A defect that affects the correct operation of the machine and the assembly of the product without the possibility of causing damage to the physical integrity or health of the customer..

Minor defect

A defect that is considered a small detail where the operation of a machine and/or the product is not affectedo.

AQL Acceptable quality level

Review parameters for sampling any product. (Levels of acceptance and rejection)

Single face

Joining of kraft paper (liner) with flute (medium).

Microcorrugated

Flute B, C, F and E

Corrugated

Flute C, B.

Primary elements

Main images and texts (brand, logo, nutritional table, etc.), brand registrations, front face, cover, sides, and back panel.

Secondary elements

Secondary images and texts, sides.

Tertiary element

images hidden at the point of sale, backgrounds, flaps, padlocks, and glue eyebrows.



Quality points for Printing process

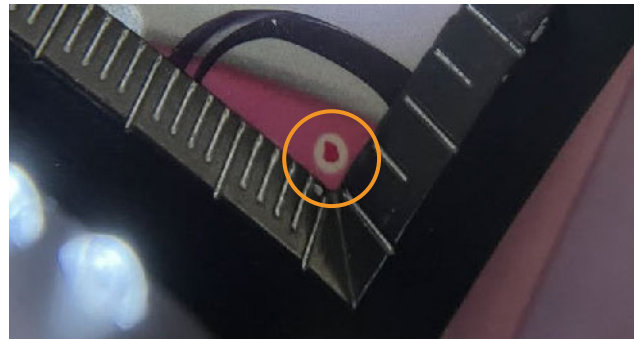
a. Stain

Of ink, grease, or any other type of substance on the print caused by excess ink, water, or some other innocuous material.



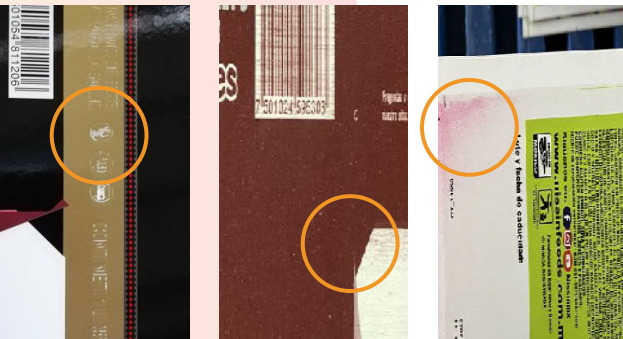
b. Lint

Circles with no definite shape on the impression caused by debris on the rubbers, depending on the color of the dot.



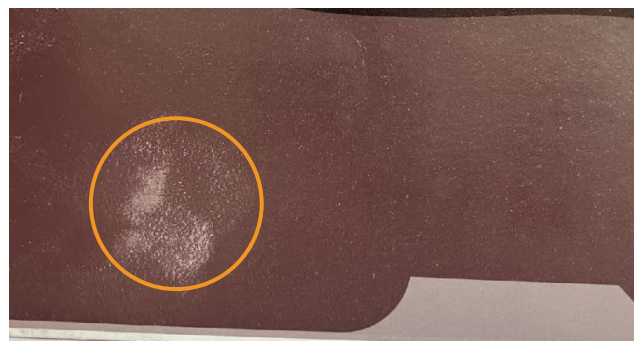
c. Hooked up the fleece

Non-uniform swept ink (stain) of any color.



d. Repaint

The images show a lifting of ink, leaving a white trace, leaving the ink stuck on the back of the sheet.



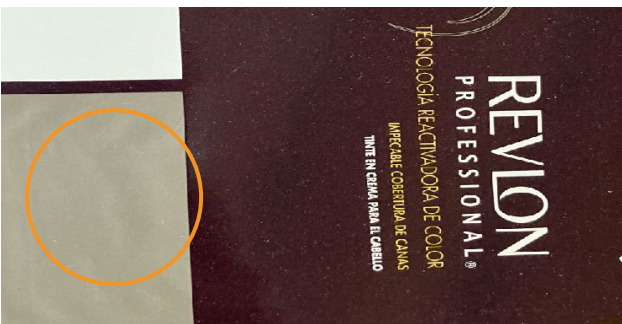
e. Out of register printing

When printing sheets and/or sheets, the movement of the machine results in registrations outside the designated areas, affecting the following processes. Such as varnishing, stitching and enhancement, generating out-of-register, white edges, scores, and out-of-place cuts.



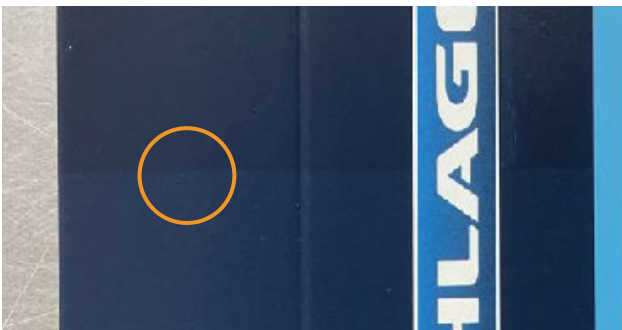
g. Ghosts

An unwanted faint image is transported from rubber to print, either from a previous work or from the same work that is being captured.



i. Water discharges/droplets

The shade of the image or parts of it is below the minimum signed by mutual agreement in the color standard. Presenting a washed-out effect.



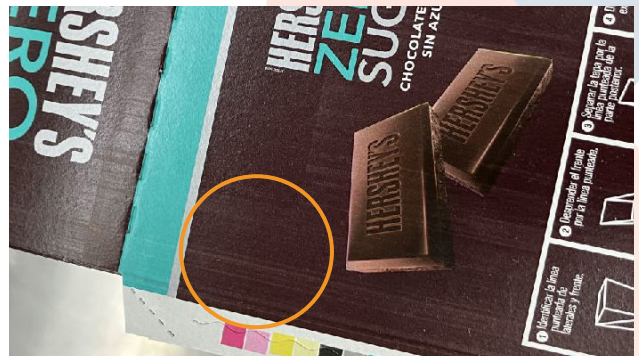
f. Different shades

The hue of the image or parts of it fall outside the mutually agreed upon parameter of the color standard. If $L^*a^*b^*$ or ΔE is requested, it must be within these parameters, regardless of the subjective perception of everyone.



h. Scraped

The print has white stripes from some of the machine's accessories.



j. Varnish drops

They are caused by pressure on the rubbers or cliché, generating an excess in the rollers, which falls on the print in the form of a circle without a defined shape.



Printing process

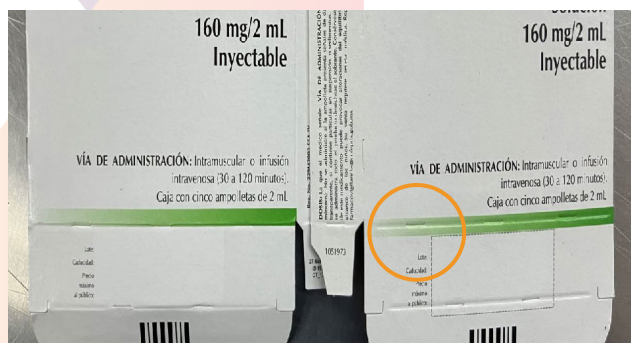
k. Contrast

Appearance with different tonality when mirroring the spreadsheet, commonly due to metamerism.



m. Design failure

Out-of-specification art elements vs. color proof.



l. Varnish failure

Total or partial absence of varnish. (Acute, matte, satin, and/or UV).



n. Banquet hit

This defect occurs when excess cardboard is inserted between the blankets which causes a heel effect in the printing.



Quality points for Die cutting

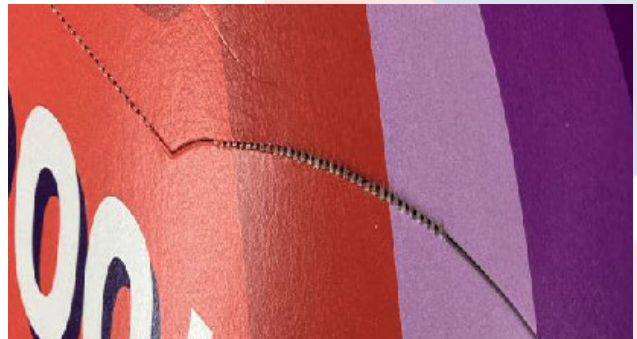
a. Out of registration

When cutting sheets and/or sheets, the movement of the machine results in cuts outside the designated areas, affecting printing with white edges, scores, and out-of-place cuts.



b. Expired display

An effect caused by pressure variation in the machine that causes the punch plate to make a full cut.



c. Burr

Total or partial lack of cutting. It has burrs and/or missing elements.



d. Broken

When cutting, blow up a score or cut in areas where there shouldn't be a cut.



Die-Cutting

e. Carved

Marks on the printed sheet, whether the cause is a spool, brush, roller, etc.



g. Blown out

The product cracks or cracks in the scores when marking the doubles. This is due to excess pressure and/or dry cardboard.



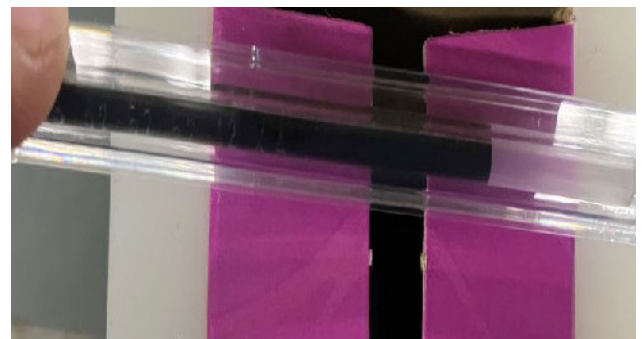
f. Sifting mismatch

Movement when slicing, resulting in a total or partial offset of graphics.



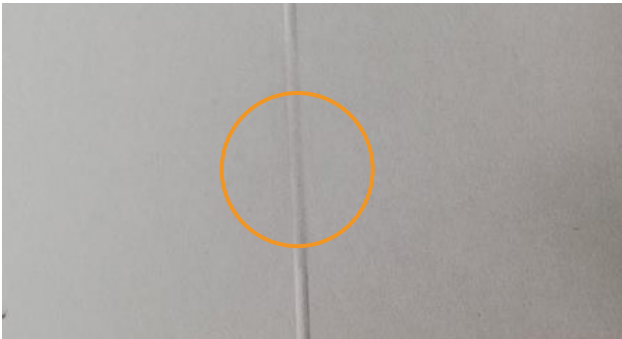
h. Padlock

Failure to comply with the diameter of the eyebrows of the lid, causing the eyebrow or flap not to perform its corresponding function, the corresponding measurement for its correct assembly and function is derived from the caliber of the cardboard and the assigned line.



i. Doubles spent/ Lack of doubles

Weak marking on the folds. Total or partial absence of twice as much.



j. Overlap

The offset of the closure of the box on the double of the glue eyebrow.



k. Rigid display

This defect is caused by the variation of pressure in the machine, causing partial or total absence of the perforated.



l. Out of register enhancement

Movement of the enhancement in graphics.



Quality points for Bonding

a. Crystallized rubber

The adhesive or rubber dries completely or partially before adhering (gluing) the glue eyebrow and its counterpart.



b. Lack of rubber

If at the time of tearing the product has a partial total absence of rubber. If at the time of tearing the product has a partial total absence of rubber.



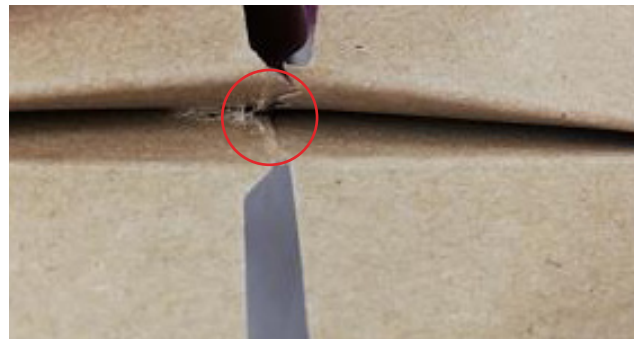
c. Routes/Blown out

When running on the gluing machines, some element and/or personnel activity mistreats or breaks areas of the product.



d. Inner or outer rubber dot

The rubber applicator splashes or exceeds the amount of adhesive placed on the glue bead.



e. Glue mismatch

The material that is glued on the machines has a movement depending on the movement of the cutting register and the direction of the flute (if applicable), generating a non-uniform movement at the closing of the gluing area.



Quality points for Finished product

a. Misidentification

The description (information) on the label does not correspond in whole or in part to the packaged product.



b. Mixing of materials

A mixture of two products with the same and/or different structure (die cutting) but with different graphics packaged in the same corrugated, package, pallet, or truck.



c. Battered Corrugated

When there is mistreatment and/or breakage in the final packaging (corrugated, packages, etc.).



Quality points for HP Indigo Digital Printing

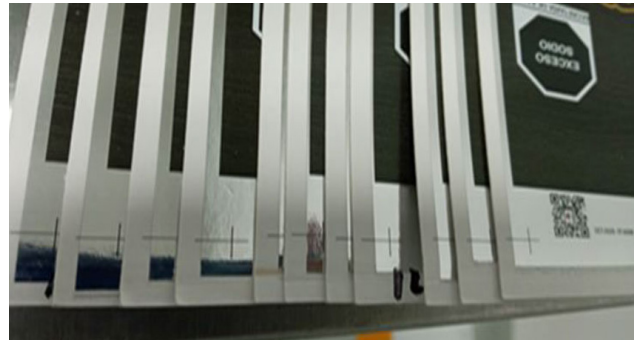
a. Carved

The print has streaks from some accessories of the machine.



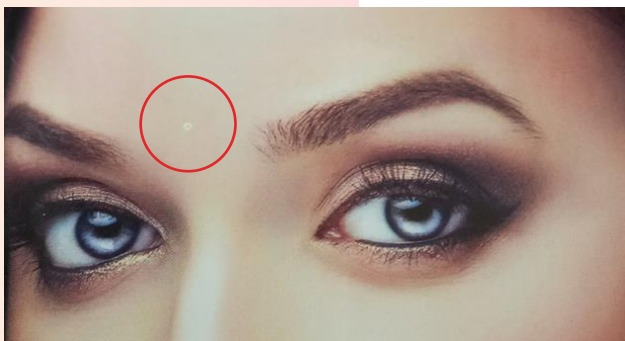
b. Mismatch

When printing paper sheets or other material sheets, the movement of the machine results in registrations outside the designated areas, affecting the following processes. Such as varnishing, stitching, hot stamping, and enhancement, generating out-of-register, white edges, scores, and out-of-place cuts.



c. Lint

Circles with no definite shape on the print that is caused by debris on the rubbers, depending on the rubber are the color of the dot.







Guide for Packaging Quality Review.

If you have any information, suggestions, or clarifications, please write to us at info@dortega.com.mx.
It will be a pleasure to be able to improve this material for the benefit of all.

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