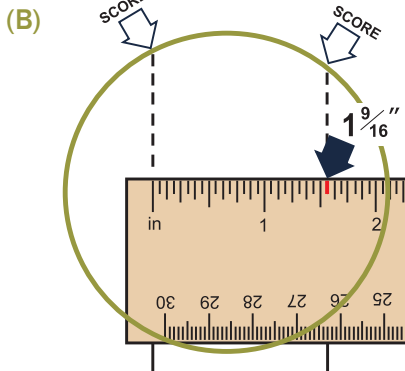
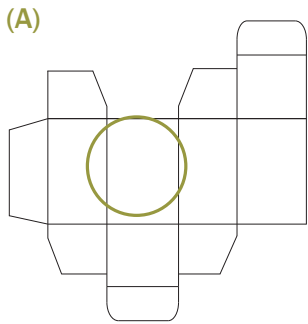




# HOW TO MEASURE

## Folding Cartons and Mailers

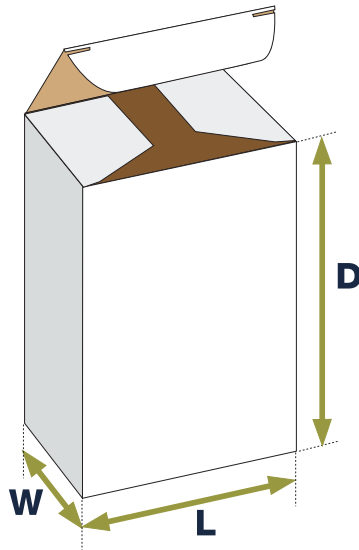


### NOTE:

(A) It is best to open the carton or mailer at the glue flaps and lay it blank side flat.

(B) Measure from the center of the score lines to the nearest sixteenths of an inch (i.e. 1-9/16" in this example).

If there is any doubt about the exact measurement, you should obtain a sample of the carton or mailer. Or, you may send us a sample of the product to be packed, and we can determine the measurements for you.



A carton has three dimensions:

- LENGTH (L)
- WIDTH (W)
- DEPTH (D)

### Measuring Folding Cartons (L x W x D)

1. LENGTH (also known as opening or hinge dimension) is read from left to right as the carton faces you.
2. WIDTH is measured from front to back.
3. DEPTH is measured from top to bottom.

**Dimensions must be given in this order:**

LENGTH x WIDTH x DEPTH

Otherwise, the carton shape may not be what you intended.

A mailer has two dimensions:

- WIDTH (W)
- DEPTH (D)

The first dimension is the opening dimension, or WIDTH (W).

### Measuring A Flat Mailer (W x D):

1. WIDTH is the dimension of the opening.
2. DEPTH is the dimension down into the mailer.

**Dimensions must be given in this order:**

WIDTH x DEPTH.

Otherwise, the mailer shape may not be what you intended.

