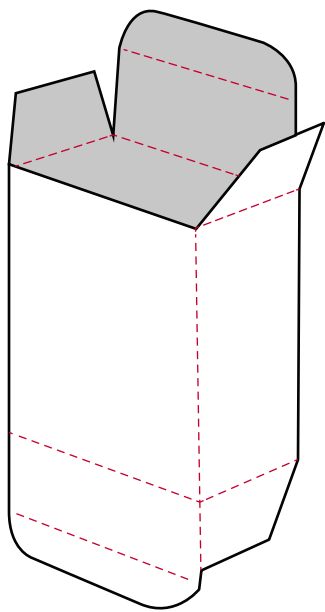


# PACKAGING THAT POPS

## BOX AND CARTON DESCRIPTIONS

### TUCK ENDS

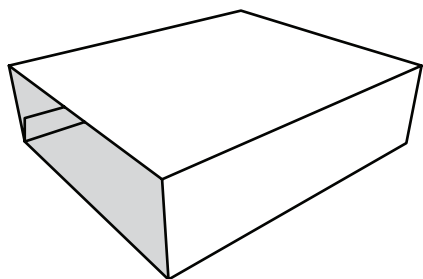


Tuck-end cartons are one of the most basic boxes, and one of the most widely used.

**There are two variations: straight and reverse.**

Reverse tuck ends - where one tuck flap is joined to the front panel and the other attached to the back panel - tend to be less expensive than the straight tuck ends where the tuck flaps are both attached to the front panel. This slight variation allows for nesting, or ganging, on the press sheet to be maximized.

### SLEEVES

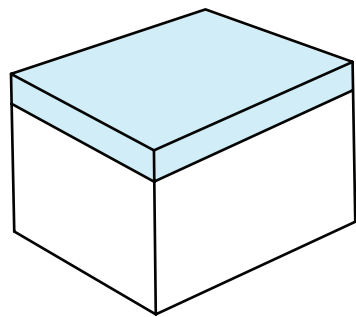


Sleeves are commonly used as slipcovers for trays, or even directly over products. They are glued along the depth of the carton and often feature a cover similar to those you'd find on custom software boxes.

### SLIPCASES

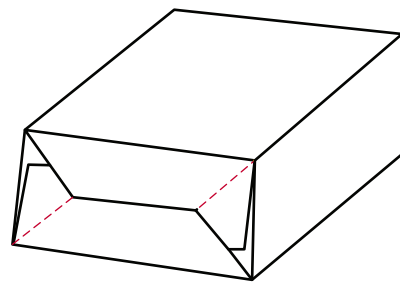


Slipcases are typically paired with an inner tray. Slipcases are protective boxes that feature one or more open ends and are often used to protect DVDs and books.



### SHOEBOX LIDS

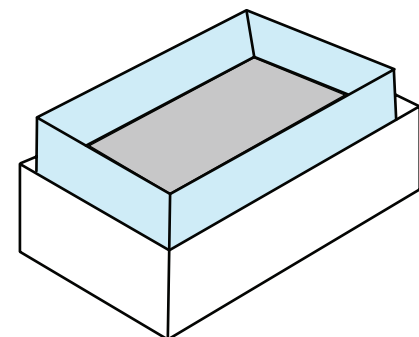
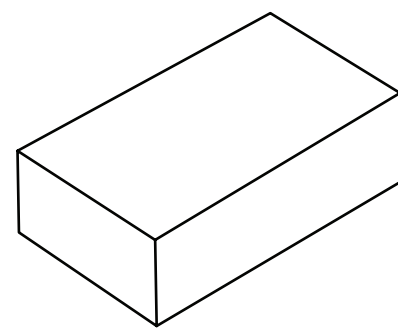
Shoebox lids offer easy opening, making them ideal for packages that are opened and closed frequently. Shoebox style lids are always 1" deep, regardless of the box's base size.



### AUTO BOTTOMS

Auto-bottom boxes can increase efficiency and save money in reduced labor costs. Pre-glued flaps are positioned so that a solid bottom panel forms when the carton is erected.

### SHOULDER/NECK

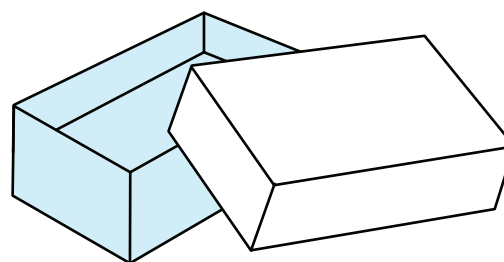
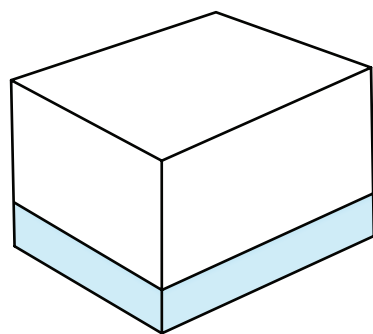


Shoulder/Neck boxes incorporate a raised neck that enables the lid to fall flush with the base of the carton. They are often used in high-end beauty and spirit packaging.

#### Design Tip:

**There are many directional changes with neck boxes. For maximum impact, carefully consider the placement of design elements on the inside & outside of the neck.**

### TELESCOPING LIDS

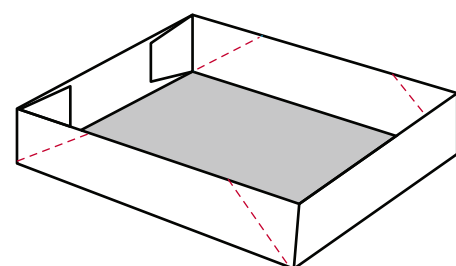


Telescoping lids offer a clean look that covers the entire depth of the base. They provide protection for cartons that will not see heavy use or opened infrequently.

#### Design Tip:

**If you prefer the look of the telescoping lid but know the package will be opened repeatedly, consider incorporating thumb notches to help the boxes open easily. Partial telescoping lids that do not completely cover the base are available when a lid deeper than 1 inch is required. Jewelry and gift boxes are well known for this as they offer practicality and charm in an easy to open carton.**

### TRAYS



Tray folding cartons come in a wide array of formats, including both glued and non-glued corners. Tray cartons are typically used as custom food boxes, medical boxes, and pharmaceutical packaging.

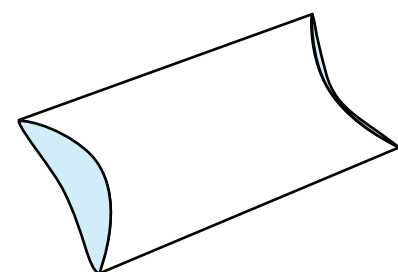
### TUCK & TONGUE

This style is generally assembled, filled and sealed manually. The tuck and tongue carton is designed for strength. It can withstand rough handling without disengaging.

### SEAL END

Seal-end cartons are ideal for automated lines. Prior to product fulfillment, the cartons are glued along the depth of the box. Once the carton is filled with product, the ends are then sealed with glue making them tamper-evident on the shelf.

### PILLOW BOX



A pillow carton is a unique shape and is used for custom cosmetic cartons, candy cartons, or gift cards and other small customer give-aways.

For more information on packaging options contact your B&B rep today.

