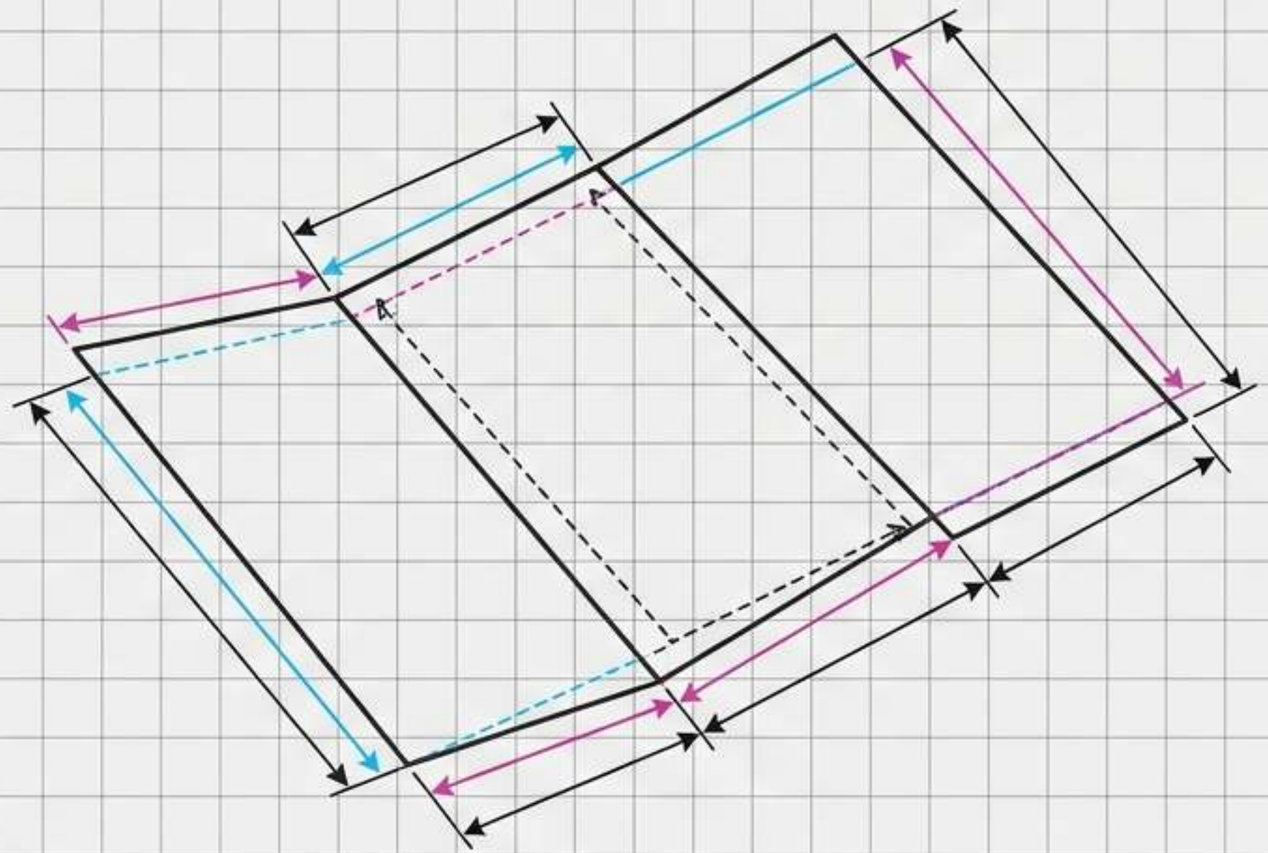
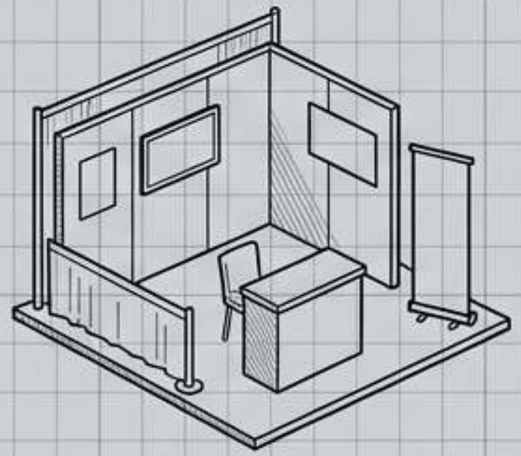
Custom Tri-Fold Brochures

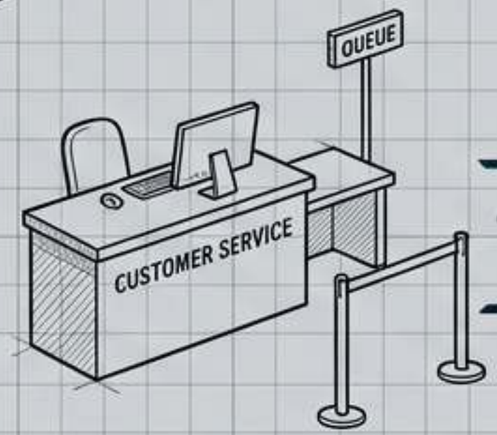
A Buyer’s Guide for Clear, Portable Brand Communication

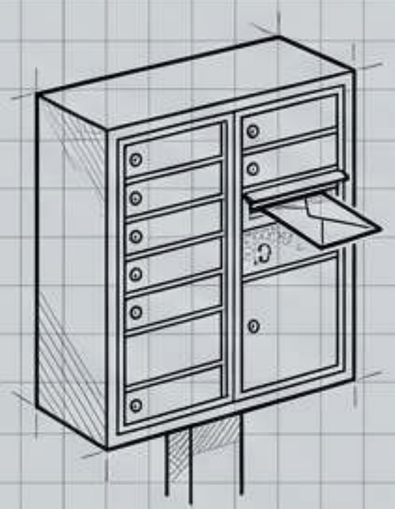


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ZIGPAC Preflight & Procurement Guide

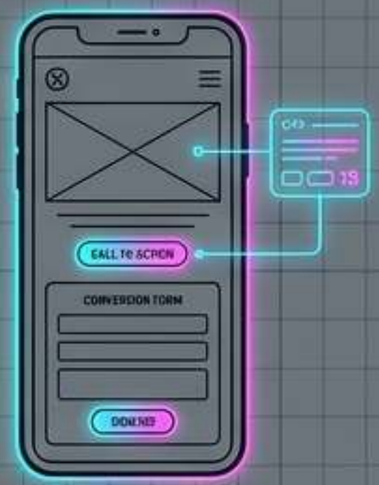






The Physical Encounter:
Establishes relevance in face-to-face settings where narrative space is required.



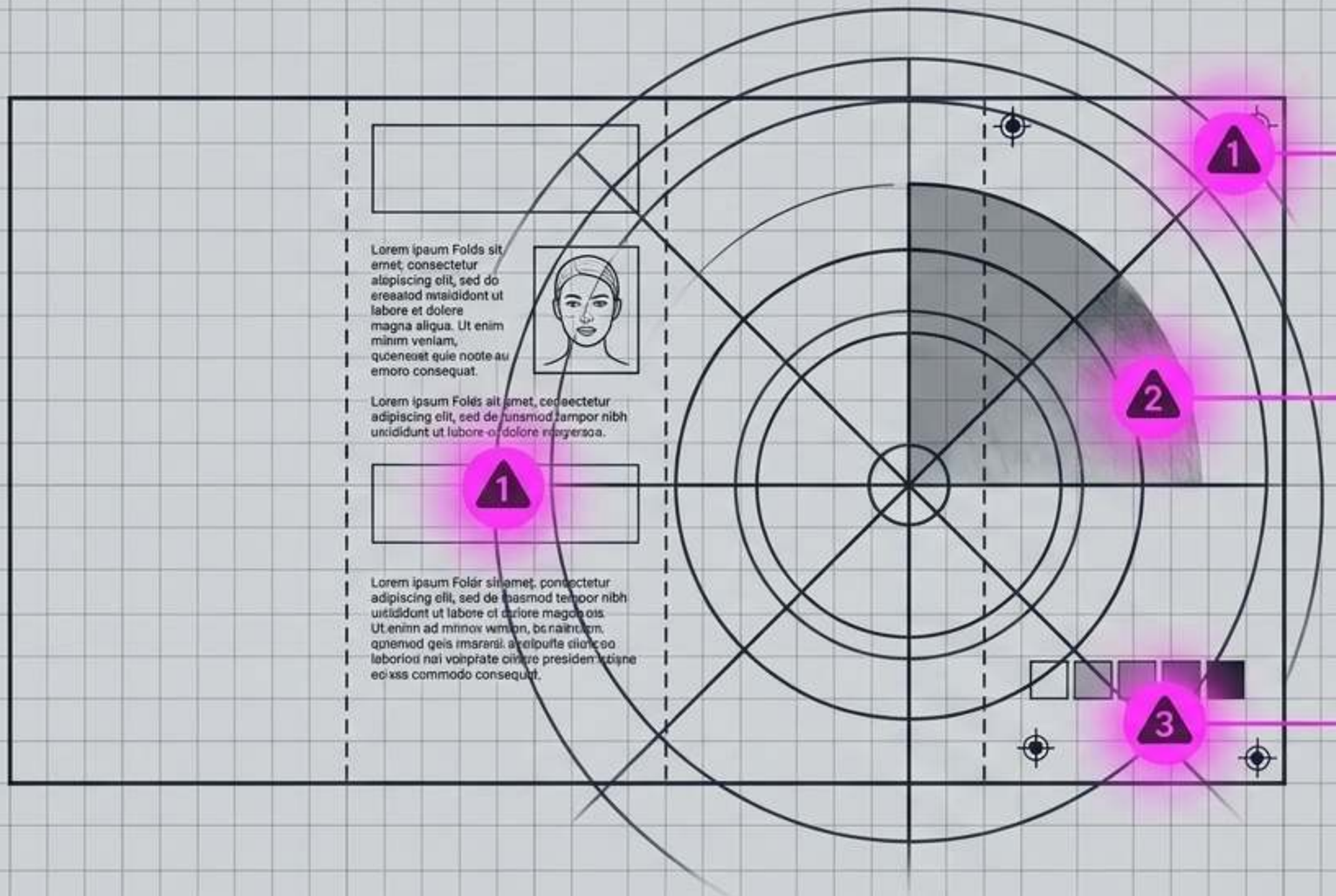




The Digital Action:
The physical piece bridges the gap, driving users to tracked online conversions.

Design around one audience, one distribution setting, and one primary next action.

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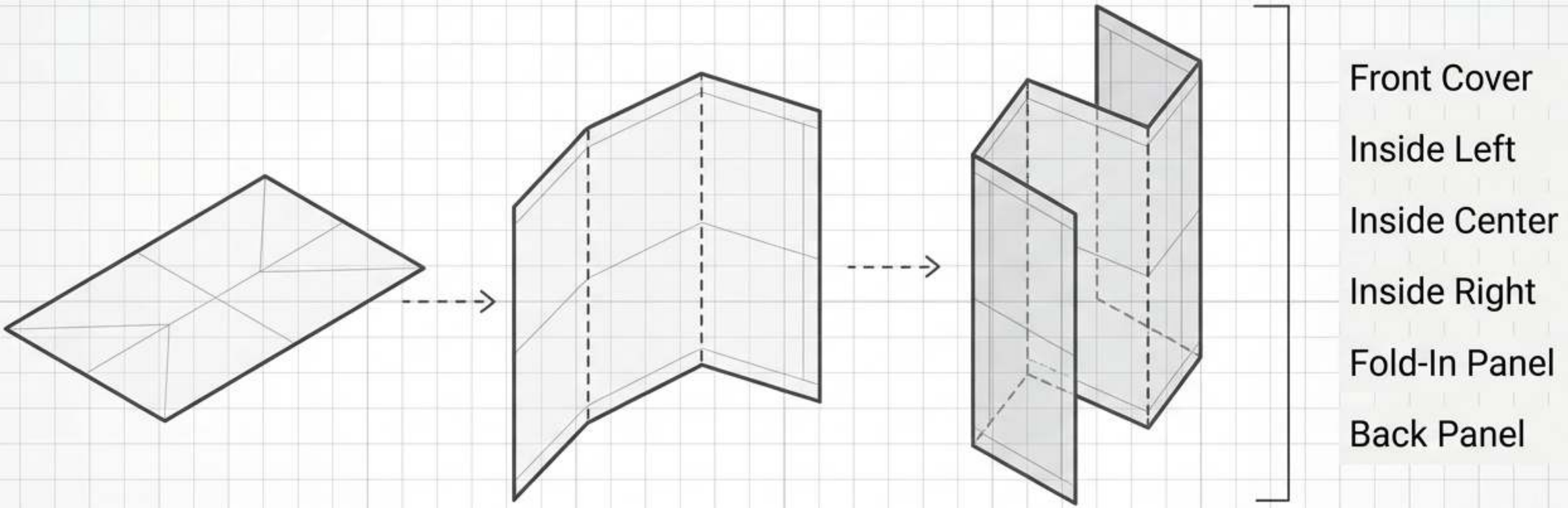
Layout Failure:
Folds crossing critical text or faces presenting in the wrong sequence.

Material Failure:
Paper feeling unexpectedly flimsy or ink smearing after weeks of handling.

Output Failure:
Two sides misaligned (poor registration) or brand colors shifting mid-run.

The problem is rarely "just printing." Low initial prices often exclude proofing, testing, and structural validation. The pain becomes visible only after distribution.

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1 Sheet,
Printed 2 Sides

Divided into 3
Vertical Panels

Creates 6 Distinct
Reading Faces

Front Cover

Inside Left

Inside Center

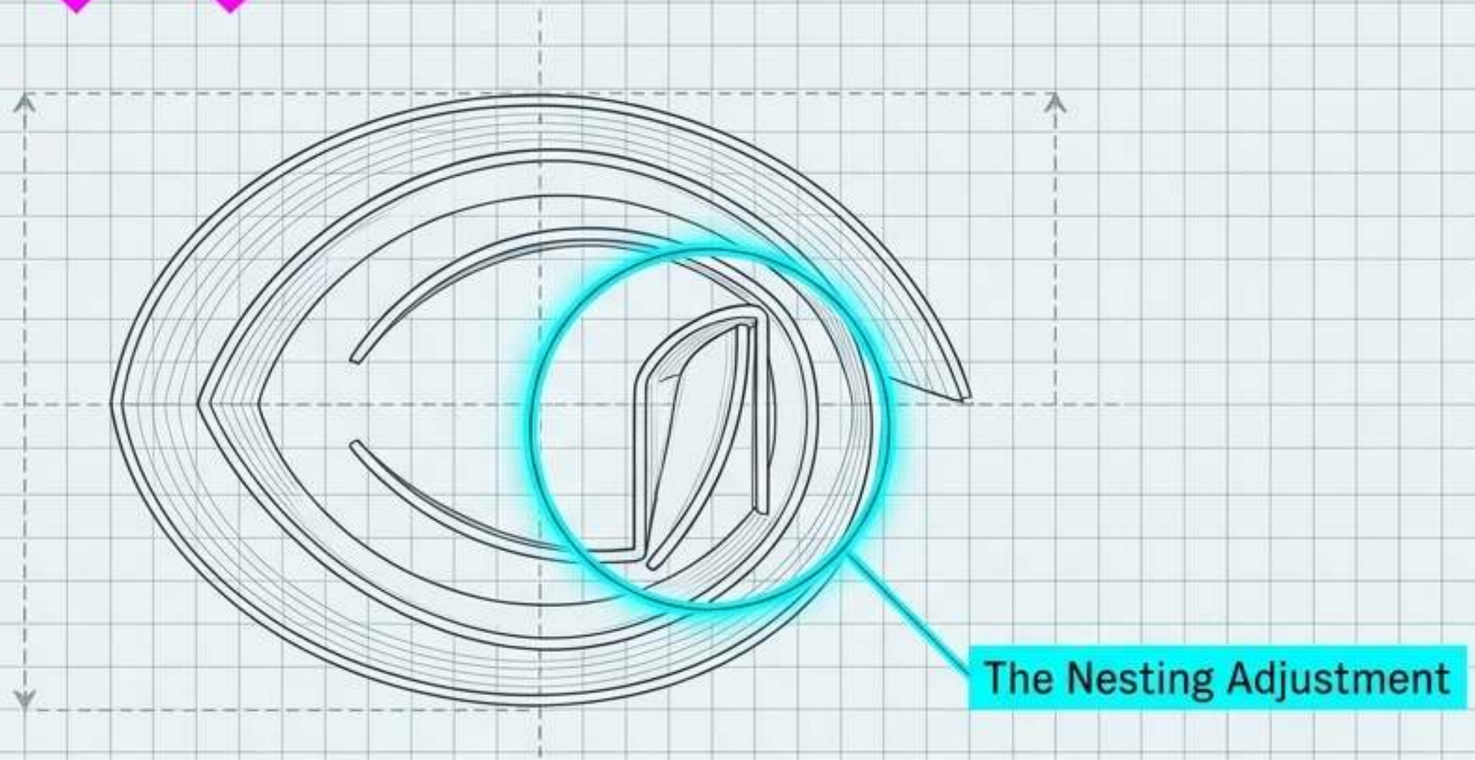
Inside Right

Fold-In Panel

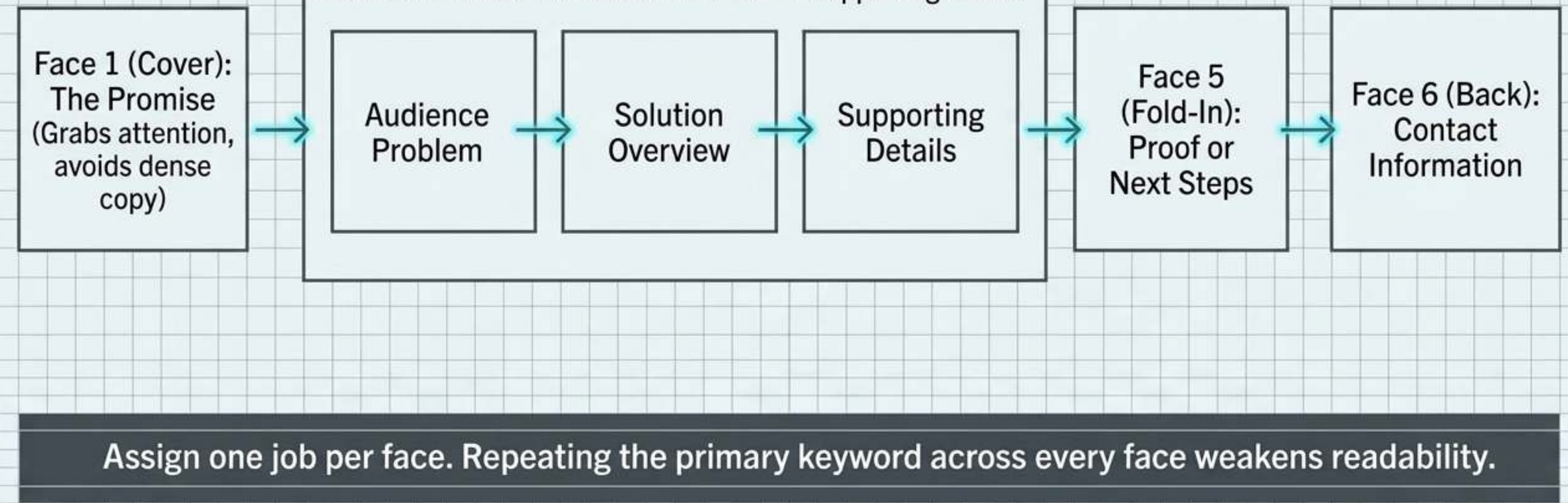
Back Panel

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~~11 inches ÷ 3~~ = 3.67 inches per panel



Equal thirds math fails in production. The inside fold-in panel must be slightly narrower than the outer panels to nest cleanly. Without this adjustment, the brochure will buckle and fail to close flat. Final dimensions belong in an approved dieline.



Assign one job per face. Repeating the primary keyword across every face weakens readability.

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Buyer Definition vs. Supplier Verification

Decision Field (What the buyer defines)	Verification Method (How to prove it)
Format: Unfolded size & fold direction	Dimensioned layout & mockup
Panel Geometry: Safe areas & bleed	Supplier template preflight
Paper: Target feel & basis-weight	Physical swatch & material data
Color: Brand references	Approved proof & agreed inspection method
Construction: Standard vs. Custom	Structural drawing & prototype

No factory-specific menu is assumed. Every option remains subject to project-specific quotation and approval.

Paper & Surface Variables



Gloss: High image impact, but shows reflections and fingerprints.



Matte/Semi-Gloss: Quieter visual surface, easier reading under direct light.

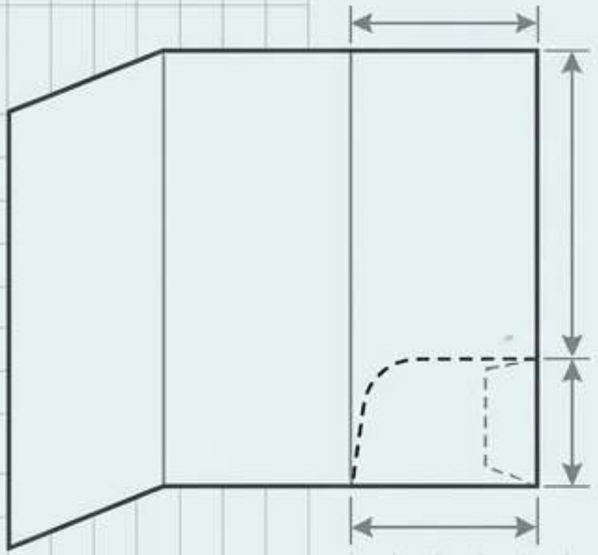
Surface appearance changes practical handling. Verify fold cracking risk and basis-weight stiffness before approval.



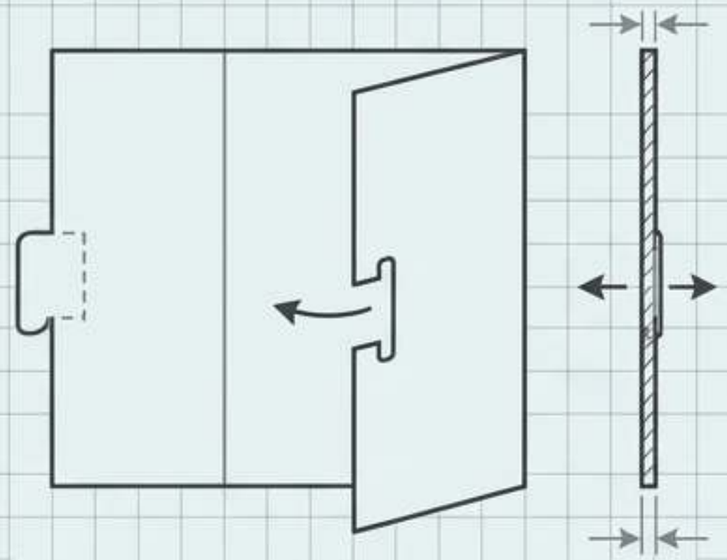
Uncoated: Natural texture, highly write-able (ideal for forms/notes).



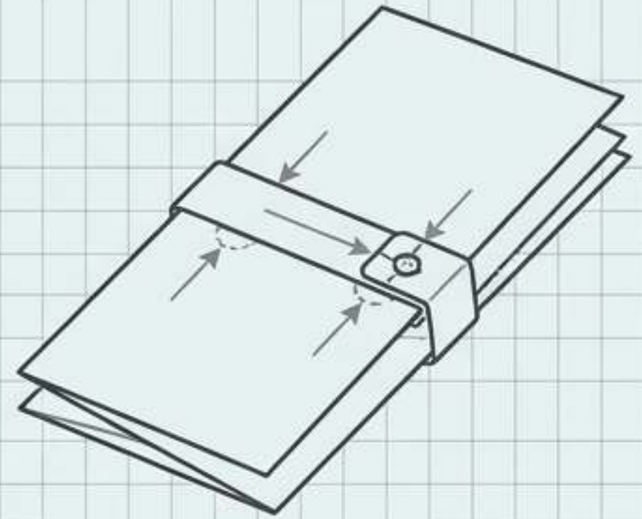
Sustainable Options: FSC-certified choices (Historical market signals indicate a 15–25% price premium).



Inner Pocket Flap Schematic



Back-Buckle/Tab Closure Mechanism



Mechanical Fastening/Banding

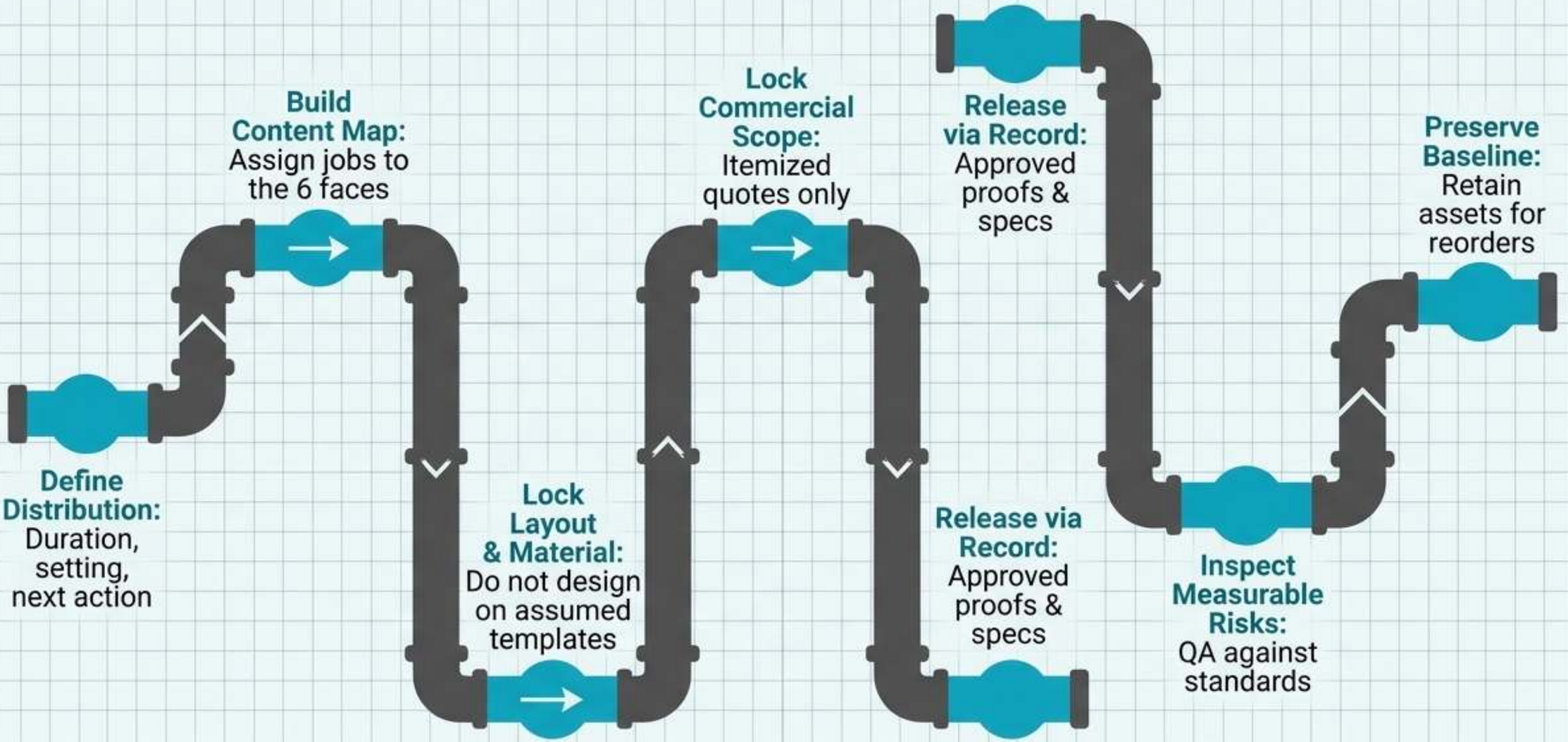
Custom Features = Mandatory Physical Prototyping

Tabs, interlocking cuts, and pockets are not inherent to a standard tri-fold. Dimensions, holding strength, loaded fit, and mailing compatibility cannot be approved from a screen. They require physical sampling and real-world testing.

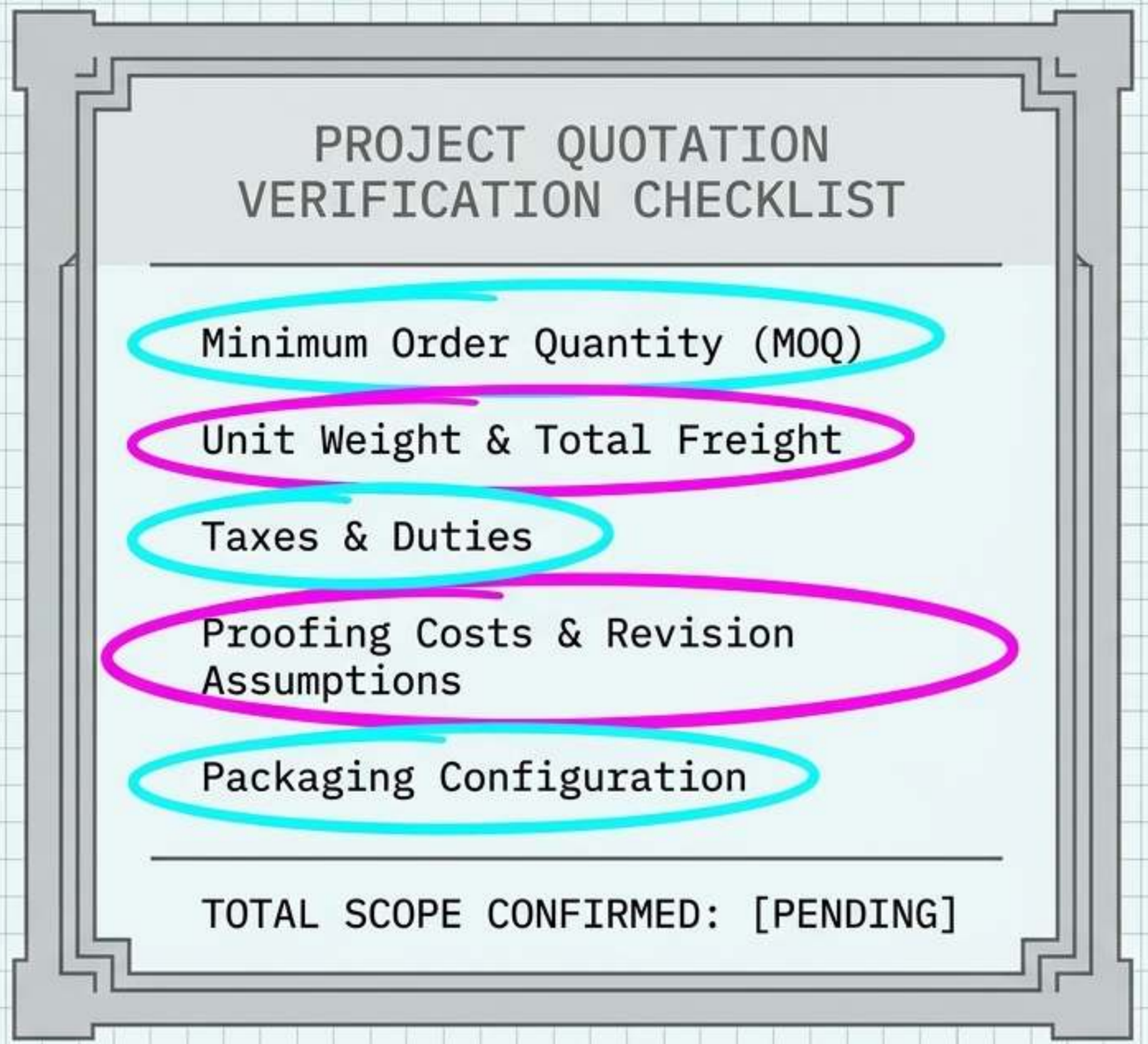
Online Custom Service	Local Professional Service	High-Volume Offset
100-500 qty	500-2,000 qty	2,000+ qty
3-7 days	7-14 days	10-21 days
$0.25-$1.50 ea	$0.60-$2.50 ea	$0.45-$1.80 ea
Pro: Speed & convenience	**Pro:** Hands-on sampling	**Pro:** Scale economics
Risk: Limited physical consultation	**Risk:** Higher minimums	**Risk:** Setup cost & inventory exposure

Values reflect historical 2023-2024 market benchmarks, not verified ZIGPAC procurement facts or current quotations. Select route by campaign risk, not unit price alone.

The 7-Step Preflight Pipeline



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ZIGPAC requires project-specific confirmation for all these fields. No factory-specific limits, lead times, or unit weights are assumed. Ask for an itemized scope before releasing artwork.

Measurable Acceptance Criteria

- [ ] **Color Fidelity:** Measure Delta E variation (e.g., target max 1.5 per **ISO 12647-7** guidelines).
- [ ] **Durability:** Repeat-fold cycle testing (e.g., 50 cycles per **ASTM D1974** reference).
- [ ] **Alignment:** Front-to-back registration and trim position.
- [ ] **Delivery:** Carton condition, scuffing, and accurate unit counts.

Do not insert technical standards casually. Parties must agree on the device, comparison standard, and sampling plan for requirements to be binding.

The Procurement Master Checklist

Define the Format: Map the 6 faces, verify the nesting adjustment, establish the QR/digital bridge.

Lock the Scope: Request an itemized quote confirming MOQ, weight, timeline, and freight.

Validate the Physical: Require a physical prototype for custom closures, back-tabs, and paper stiffness.

Inspect the Measurable: QA upon arrival for registration, color shift, and carton integrity.

Successful print is not bought; it is engineered and verified.

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Ready to Engineer Your Brand Narrative?

Submit your completed specification and artwork for a tailored quotation and proofing plan.

Prices, lead times, capacities, and certifications require project-specific quotation. ZPCCP0001.