

# Custom branding Cutlery



Cutlery customisation guidelines  
February 2018



**BioPak**  
It doesn't cost the earth

# Customise your cutlery

We offer free custom branding! Minimum order quantities (MOQ) apply.

### 1. Select the product type and size

Wooden cutlery – 10cm teaspoon, 16cm fork, knife and spoon

Wooden cutlery set - knife, fork and napkin

Wooden stirrers – 14 and 18cm

Chopsticks – 21cm

PLA cutlery set – 6.5" knife fork and napkin (with or without salt & pepper)

PSM cutlery set – 6" knife fork and napkin (with or without salt & pepper)

### 2. Choose your quantity

Individual wooden cutlery (hot stamping) - MOQ of 150,000/size

Wooden cutlery set (hot stamping) - MOQ of 50,000/size

Wooden cutlery set (custom sleeve) - MOQ of 200,000/size

Wooden chopstick (custom sleeve) - MOQ of 100,000/size

PLA and PSM cutlery sets (custom sleeve) - MOQ of 30,000/size

### 3. Send us your artwork

Free design and artwork setup

High quality printing up to 2 colours and hot stamping (wooden cutlery only)

No plate costs

### 4. BioPak endorsement

We recommend incorporating the trusted BioPak logo along with an environmental message into your artwork

### 5. 8-week delivery lead time

8-week turn around from artwork approval to delivery

### 6. No deposit and free storage

No deposit required

Free storage for 3 months. Subsidised storage rates available thereafter

Our pay-as-you-use\* system allows you to order and pay for what you need, when you need it

You can draw down one carton at a time

### 7. Same day dispatch on all orders

All orders placed before 1pm in most metro areas will be delivered same day (conditions apply)

### 8. Ongoing management

We monitor your stock levels to ensure you never run out

\*Pay-as-you-use customers must indicate that product will be drawn and paid for evenly over a maximum of 6 months. If product cannot be drawn in this manner, we can still provide custom products but different payment plans will have to be discussed.



# Print specifications

## Design notes

Use our supplied artwork templates and place artwork along guidelines. The artwork should be checked by printing the artwork, cutting to the template shape and folding into shape

Care should be taken ensuring logos and design elements are proportionally the same across other sized products as required

Artwork for paper sleeves (wooden cutlery) can only be printed in Uncoated Pantone – maximum two colours

Artwork for bioplastic sleeves (bioplastic cutlery) can only be printed in Coated Pantone – maximum one colour

Artwork for hot stamping must be supplied as a single colour vector file

Metallic and fluorescent colours cannot be used

All graphics must be vector and not as bitmap imagery

Line work must be 0.5 point or greater

Text must be 5 point or larger

Adobe Illustrator is our preferred software for sleeve and stamp artwork

Convert all text to outlines and embed all graphics

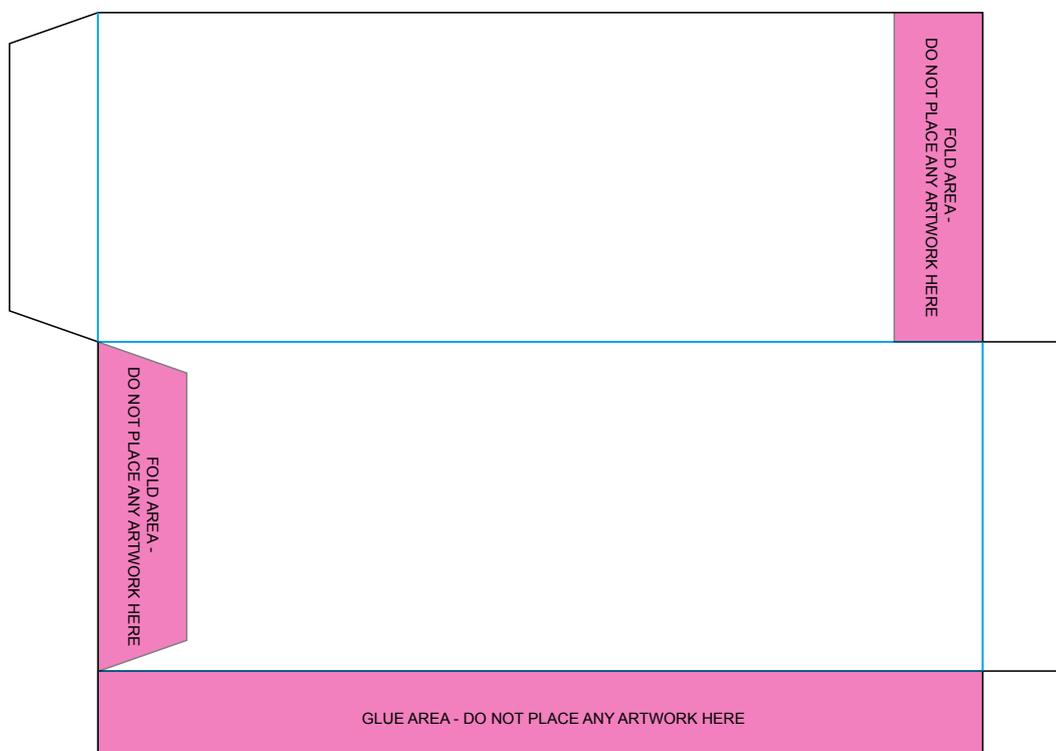
## Copyright

All images, graphics and fonts provided in artwork/or provided to BioPak to artwork, must comply with copyright and be the property of the client

## Templates notes

Knife line is marked by the solid black line. Artwork that extends beyond this line will not be seen. Keep all key info 3mm within the knife line. To test, print templates to scale and cut along the black line and fold along blue lines (score lines)

## Example: Wood cutlery set sleeve template



# Environmental benefits

Custom printing is an effective way to advertising your business and we encourage you to highlight the environmental benefits of using BioPak by incorporating our logo and an environmental benefits message.

There are always variables and special factors to consider so please call us to discuss your business specifics.



**BioPak** Made from plants not oil

**BioPak** FSC® certified birchwood

**BioPak** This cutlery is carbon neutral & 1% of profits donated to Rainforest Rescue  
It doesn't cost the earth

## We recommend using any of the environmental benefits below:

FSC® certified birchwood from managed plantations

Bioplastic cutlery is made from plants not oil

This cutlery is carbon neutral

Using bioplastic lowers our CO2 footprint by 75% compared to plastic

# BioPak logo use

## Logo and tagline colour

Option 1 – Use our mono logo and tagline in Pantone Uncoated or CMYK (black, white, green, brown) as this will provide the best visibility

Option 2 – Where options 1 is unsuitable we will consider other colours, subject to our approval process

### Pantone Uncoated (U)

 PANTONE 375 U

 PANTONE 7516 U

 PANTONE 355 U

 PANTONE BLACK U

### CMYK

 C55 M3 Y100 K0

 C35 M58 Y64 K15

 C97 M22 Y100 K9

 K100

## Logo clear space

The standard clear space for the BioPak logo is indicated with a 'X'

Minimum logo size is 17mm

BioPak logo clear space



# About BioPak

BioPak is a pioneer and leader in the field of sustainable single-use food service disposable packaging. Incorporating the triple bottom line of 'People Planet Profits' into the business DNA from the get go, provided us with an indisputable competitive advantage in the region. With our focus on developing and promoting sustainable plant-based packaging solutions we have, in the space of 10 years, disrupted an industry. We are always looking to raise the bar and we hope that our B Corp certification inspires and motivates others in our industry to follow suit. B the change.



## Custom branding is available on:



**Paper cups & bowls**  
 MOQ: 50,000 units  
 Delivery: 8 weeks  
 Shelf Life: 12 months



**Clear cups & bowls**  
 MOQ: 50,000 units  
 Delivery: 8-10 weeks  
 Shelf Life: 12 months



**Reusable cups**  
 MOQ: 1,000 units  
 Delivery: 12 weeks  
 Shelf Life: 4 years



**Cutlery**  
 MOQ: Various  
 Delivery: 8-10 weeks  
 Shelf Life: 6-12 months



**Napkins**  
 MOQ: 30 Cartons  
 Delivery: 8 weeks  
 Shelf Life: Indefinite



**BioBoard**  
 MOQ: 30,000 units  
 Delivery: 12 weeks  
 Shelf Life: Indefinite



**Straws**  
 MOQ: 100,000 units  
 Delivery: 8 weeks  
 Shelf Life: Indefinite

Functional Life:  
 12 months