

Easy-fold book-wrap mailer

WRAP-AROUND · SIX DEPTH SETTINGS · SELF-SEAL

CP-BWM-1209 305 × 229 mm, 6 – 50 mm depth

PROJECT	CATALOG NO.	TYPE	DATE
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PRODUCT DESCRIPTION

A wrap-around mailer that folds down onto its contents instead of around a fixed cavity, so one SKU covers a single paperback and a stack fifty millimetres deep. Six parallel scores set the depth at the moment of packing. Two self-adhesive strips close it — one out, one back — and the corrugation turns the corner, which is the part of a book that actually gets damaged.

Construction

- One-piece die-cut blank; base, depth band, lid, seal flap and two side wings
- Six parallel scores in the depth band, at 6, 15, 24, 32, 41 and 50 mm
- Side wings fold in first and are captured under the lid, not glued
- No cavity — the wrap takes its internal depth from what is inside it

Board and materials

- 26 ECT E-flute kraft, uncoated both faces
- Caliper 1.6 mm; the wrap doubles to 3.2 mm around every corner
- Self-adhesive strips are synthetic-free hot-melt on a paper liner
- No plastic film, no bubble liner and nothing to separate at the kerb

Performance

- Maximum gross load 3.5 kg, at any depth setting
- Corner drop is taken on a double thickness of board, not a single face
- Depth chosen too deep is what loses protection, not depth chosen too shallow
- Flat-pack thickness 3.2 mm, so a bundle of a hundred stands 320 mm

Closure and handling

- Two self-adhesive strips: the first closes the outbound trip
- The second is set behind the first and closes the return
- Peel liners are paper and go into the same stream as the wrap
- Adhesive tack falls below 5 °C; bring stock to room temperature first

Printing

- Water-based flexo direct to uncoated kraft, no barrier coat
- One or two colours outside; interior print available on the same pass
- Print area stops 10 mm short of every score and 15 mm short of both strips
- Plain kraft is the stock condition and carries no set-up charge

Tolerances

- Internal length and width ±2 mm on the die
- Score position ±1.5 mm; beyond that the depth settings crowd
- Board caliper ±0.2 mm
- Strip placement ±2 mm from the lid edge

Applications

- Books, prints, records, framed flat goods and boxed games
- Any line where the depth of an order is not known until it is picked
- Subscription and rental despatch, where the same pack comes back
- Direct replacement for a padded envelope and its plastic liner



Top, closed



Side, closed

SPECIFY

Set the depth to the content, not to the order. The six scores exist so the wrap closes on what is actually in it. A wrap folded to a setting deeper than the content leaves a void the board has to bridge, and a bridged void is where a corner drop does its damage. Fold at the first score that clears the stack, not at the one that looks comfortable.

26 ECT

E-FLUTE

VARIABLE DEPTH

SELF-SEAL

PLASTIC-FREE

AT A GLANCE

Format	Wrap-around book mailer
Sizes	1 – 305 × 229 mm
Depth	Variable, 6 to 50 mm
Board	26 ECT E-flute kraft
Closure	Self-adhesive strip, two
Maximum gross load	3.5 kg

See also. Every mark this family holds, what each one certifies and the recycled figure by weight are on the features and benefits sheet.

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BUILD THE CODE

SERIES	SIZE	BOARD	PRINT	PACK
CP-BWM	1209 305 × 229 mm	E 26 ECT E-flute	K Plain kraft	100 Bundle of 100
	—	—	1C One colour, outside	PL Pallet, 8 per layer
			2C Two colour, outside	—
			IN Interior print, adds to 1C or 2C	

Example

CP-BWM-1209-E-1C-100

305 × 229 mm internal, 26 ECT E-flute kraft, one colour water-based flexo outside, bundled one hundred.

- One size and one board. The depth is not part of the code because it is set at the bench, not at the mill.
- IN is a suffix on 1C or 2C, not a print option on its own: CP-BWM-1209-E-1C-IN-100.
- Interior print lands on the inside of the lid, which is the panel the customer sees first on opening.

SIZES, MINIMUM ORDER AND LISTINGS

CODE	INTERNAL SIZE, L × W × D	MINIMUM · LEAD	LISTINGS
CP-BWM-1209	305 × 229 mm, 6–50 mm depth	250 · 5 days	 

Minimum order and lead time are held against the size in the catalogue record and are shown in the table above. Lead time runs from artwork approval, not from order receipt.

ACCESSORIES, ORDERING

CODE	ITEM	MINIMUM	LEAD
CP-VF-HC24	Honeycomb wrap	6 rolls	4 days
CP-CTN-RSC1	Shipping carton, RSC	250	5 days
CP-TP-G70	Water-activated paper tape	12 rolls	3 days

What each accessory is for, and how it goes in, is on the assembly instructions.

CUSTOM SIZES

Outside the one size. A bespoke footprint needs a new die at a 5,000 minimum and a 6 week lead, of which two weeks is the die. Before committing to one, check whether the existing size with a shallower depth setting does the job — the wrap's whole point is that it does not need a size per order.

ARTWORK AND PROOFING

	REQUIREMENT
Supply format	Vector PDF or AI, fonts outlined, 1:1 scale
Layout	Dieline issued by CambiumPak on order. Artwork is laid to the dieline, and the dieline carries all six depth scores whether or not they are used
Colour	Spot to a signed drawdown. Water-based flexo on uncoated kraft shifts warm; screen proofs are indicative only
Minimum type	6 pt positive, 8 pt reversed out of a solid
Keep-clear	10 mm from every score, 15 mm from both adhesive strips
Depth band	No solid coverage across the depth band. Ink across six scores cracks at whichever one gets folded
Proof round	One PDF proof, one production sample on request; a sample round adds 3 days to the lead

Artwork received after 14:00 is logged the next working day. The lead time in the table above runs from artwork approval, not from the day the file arrives.

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MECHANICAL PERFORMANCE

CP-BWM-1209	
Board grade	26 ECT E-flute kraft
Caliper, single wall	1.6 mm
Caliper, wrapped corner	3.2 mm
Caliper, under both strips	4.8 mm
Maximum gross load	3.5 kg
Depth settings	6, at 6–50 mm
Corner drop, loaded to rating	1,100 mm
Strip tack, initial	9 N per 25 mm
Strip tack, after transit	12 N per 25 mm
Flat-pack thickness	3.2 mm

TEST CONDITIONS

- Drop height is quoted on the spine corner, which is the corner the double thickness protects. A face drop is not the limiting case and is not quoted.
- Strip tack rises with time under load, which is why the after-transit figure is the higher of the two. A wrap opened at delivery is harder to open than one opened at the bench.
- Depth setting does not change the load rating. It changes how much board is bridging air, and that is a protection question rather than a strength one.
- Every figure on this sheet is inferred from the nearest ratified family member. Nothing here has been through a test house.

RELATIVE CAPACITY

Made-up internal depth, by score setting

Setting 1		6 mm
Setting 2		15 mm
Setting 3		24 mm
Setting 4		32 mm
Setting 5		41 mm
Setting 6		50 mm

SERVICE AND STORAGE

Service temperature	5 °C to 50 °C
Storage humidity	40 – 60 % RH
Adhesive	Tack falls below 5 °C – warm before use
Shelf life, flat	18 months in original wrap

BOARD SPECIFICATION

Board grade	26 ECT E-flute kraft
Depth positions	6 scored settings
Closure	Self-adhesive strip, 2 ×
Max gross load	3.5 kg

CHOOSING A DEPTH SETTING

CONTENT THICKNESS	SETTING	SPECIFY
Under 6 mm	1	A single paperback or a print in a sleeve
6 to 24 mm	2 or 3	Most single-item book orders land here
24 to 41 mm	4 or 5	Hardbacks and two-book orders
41 to 50 mm	6	The wrap's limit; above it, specify CP-MLR-0806

Fold at the first score that clears the stack. The settings step in roughly nine millimetres, so a content thickness between two settings takes the deeper one — and then the lid pulls the slack out as the strip closes.

TEST METHODS

FIGURE	METHOD	CONDITIONING
Edge crush, ECT	Board tested on the flute, 25 mm specimen, loaded to failure	23 °C / 50 % RH, 24 h
Corner drop	Loaded to the rated gross weight, dropped on the spine corner, ten repeats	23 °C / 50 % RH, 24 h
Strip tack	180° peel from the mating panel, 20 minutes after closing and again after a 72 h transit simulation	23 °C / 50 % RH
Score integrity	Folded to a setting and returned flat, five cycles, inspected for liner break	23 °C / 50 % RH, 24 h

These figures are inferred from the nearest ratified family member rather than measured on this product. Methods are given so they can be reproduced once the wrap is put through them.

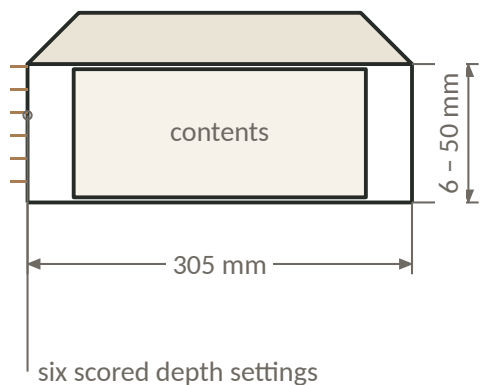
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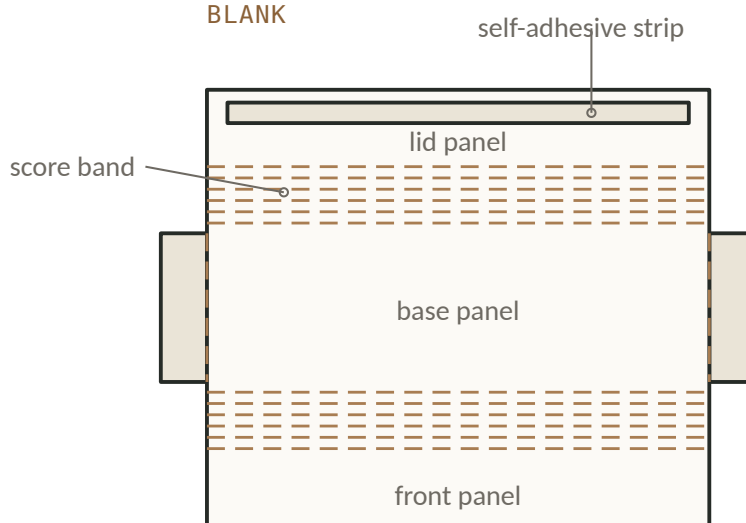
CP-BWM-1209 305 × 229 mm, 6 – 50 mm depth

MADE UP, INTERNAL

SECTION, MADE UP



BLANK



solid = cut · dashed = score · blank 597 × 356 mm

Every dimension on this sheet is internal, in millimetres, in length × width × depth order. Depth is variable and is given as the six score settings. Blank size is the flat die-cut sheet before folding and is given for print planning only.

MEASUREMENTS

Internal length	305 mm
Internal width	229 mm
Depth range	6 – 50 mm, scored
Blank size	597 × 356 mm
Board caliper	1.6 mm (E-flute)
Flat-pack thickness	3.2 mm

FLAT BLANK AND PRINT

Blank size	597 × 356 mm
Depth band width	50 mm each side
Score pitch in the band	6 · 9 · 9 · 8 · 9 · 9 mm
Side wing depth	63 mm
Print area inset from score	10 mm
Strip inset from lid edge	15 mm

PALLETISATION

Pallet	1200 × 1000 mm
Bundles per layer	8
Layers per pallet	9
Pallet height, wrapped	1,120 mm



Top, closed



Side, closed