

Where each fact lives

ONE FACT, ONE SHEET · APPLIES TO EVERY FAMILY

CP ALL FAMILIES 4 documents per pack

Each of the four documents answers one question and carries the facts that answer it, no others. A figure on two sheets is a figure that will eventually disagree with itself, so nothing is repeated — and since no sheet indexes the other three, a buyer holding one has no way to know what the others would have told them. That is deliberate. This page is the map, and the only place it exists.

WHAT EACH DOCUMENT OWNS

Spec sheet

what is it, exactly?

- Internal dimensions, per size
- Flat blank size and print area inset
- Board grade, flute, caliper and ECT
- Burst strength, top-load compression, drop rating
- Maximum gross load, per size
- Service temperature, storage humidity, shelf life
- The SKU code syntax and every option in it
- Minimum order and lead time, per size
- Custom-size minimum, lead time and sample round
- Palletisation and pallet height
- Which size to specify for a given content

Features and benefits

why specify it?

- What each listing certifies, and against what test
- Recycled content as a figure, by weight
- Warranty term and what it covers
- The end-of-life material stream
- The argument for the format, in six blocks

Comparison sheet

is this the right format?

- The other three formats, side by side
- Whether each format needs void fill
- Which formats take a second trip, and how
- What to specify instead when this is the wrong format
- Recycled content as a band, across the four formats
- Which of the four are ratified catalogue families

Assembly instructions

how is it used?

- The make-up sequence, step by step
- Tools and consumables required
- Make-up time after practice
- Handling cautions before first use
- What to do when it will not close
- Void-fill method and the shake test
- Blanks per bundle and the bundle wrap
- Bundle storage limits and stack height
- The second trip, and returning it to flat

Named for what the family asks of the packer: assembly (MLR, CTN, BWM, DIV), use (PPE), handling (T06, T12), fitting (CNR), wrapping (HC24), filling (CR18), sealing (TP70).

WHAT YOU CANNOT SEE FROM WHERE YOU ARE STANDING

Holding this ...	Spec sheet	Comparison sheet	Features and benefits	Assembly instructions
Spec sheet	—	How it compares with the other three formats	Listings, recycled figure and warranty	Make-up, handling limits and storage
Comparison sheet	Dimensions, board grades, minimums and lead times	—	What each listing certifies	Make-up sequence and handling
Features and benefits	Every dimension, grade and tested figure	The three formats this one is chosen against	—	Make-up, void fill and storage
Assembly instructions	Gross load, board grade and every dimension	When to reach for a different format	Listings, recycled figure and warranty	—

Read a row as: holding this sheet and nothing else, here is what each of the other three would have told you. Every cell is a gap in the buyer's knowledge, and the four cells of a row are the case for a single product record.

RULES THAT KEEP IT TRUE

One home per fact

If a figure belongs to the spec sheet, the other three do not print it, even in passing, even in a caption, even rounded.

No sheet carries the map

The buyer is meant to feel the gap. An index printed on the page solves that problem badly, on paper, and only once.

Point, do not restate

A sheet may say where a fact lives. The assembly sheet names the spec sheet for gross load rather than repeating the number: a figure copied onto a bench card is a figure that goes stale.

Derive, never type

Badges, recycled figures, minimums and lead times resolve from the SKU record at build time. A badge placed by hand outlives the SKU that earned it.

The one deliberate near-miss. Recycled content appears on two sheets and is not a duplication. Rule 5 bands recycled content and never implies it, so the *band* is the comparative value and belongs on the comparison sheet, against three formats that do not share its precision; the *figure by weight* is the claim and belongs on the features sheet, beside the listing that verifies it. Two facts, not one fact twice. A sheet printing both has collapsed them back together, and left a product record nothing to unify.