

SteelBook[®] STANDARD BLU-RAY

ARTWORK SPECIFICATIONS

SteelBook® STANDARD BLU-RAY

ARTWORK SPECIFICATIONS

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FTP Upload Instructions

DENMARK – Please upload artwork files to an FTP and send a download link to the project coordinator

NORTH AMERICA – Please upload artwork files to an FTP and send a download link to the project coordinator

Hong Kong – Please upload artwork files to an FTP and send a download link to the project coordinator

Please use title in the file name for ease of tracking (ie.: WonderfulLife__outside.qxd)

Please include high-res pdf file for reference of the artwork, including a separate page showing the white layer, embossing/debossing layer, spot colour layer, or other features (as applicable).

THESE SPECIFICATIONS APPLY TO STEELBOOK® BLU-RAY, PS3/PS4 and X-One cases.

Artwork Checklist

- **FONTS** – Convert all fonts to outlines. Text should be created in a vector or layout program – not Photoshop. Supply all fonts in a SIT-file or ZIP-file.
- **IMAGES** – All image files must be linked, not embedded. Supply all linked images.
- **RESOLUTION** – Please ensure resolution of all files is minimum 300 dpi.
- Convert all images to CMYK
- **BASE WHITE LAYER** – Submit the white layer in a separate layer within the artwork files. If possible, please create a channel for the white layer under colour-channels.
- **SPECIAL (SPOT) COLOUR LAYER** – Submit the special (spot) colour layer in a separate layer or channel within the artwork files.
- **BLEED** – Include image/material in bleed (0.03 mm)
- **CROSS-OVERS ON FRONT TO BACK** – Avoid creating lines or solid bars of colour that extend from the front across the spine to the back (due to tolerances in registration when affixing spine in the assembly process). Please include a composite psd file for cross-over images, do not attempt to separate for each panel and spine.
- **CROSS-OVERS INSIDE** – Avoid primary decorations (e.g. logos/text) that extend from the left panel across the spine to the right panel as the plastic insert is less transparent in the hinged area.
- **SPINE** – Be sure to study the templates for the front and back that illustrate how to supply artwork for the spine (spine is printed as a separate item).
- **EMBOSSING/DEBOSSING** – Submit keyline of die area as a separate layer if embossing or debossing is required.
- **LABEL LAYERS** – Please make sure layers and channels are clearly labelled. (ie.: spot colour, varnish, emboss/deboss, white etc.)
- **OTHER FEATURES** – Submit the special features in a separate layer within the artwork files.

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About the SteelBook® Standard Blu-ray Case

The SteelBook® Blu-ray case is constructed of a separate metal piece for the front cover and for the back cover, each attached to a plastic core. It is possible to print on both sides of the metal; the plastic core is translucent, so the art is visible on the interior of the case. Visibility of the interior art will be slightly muted by the plastic.

Artwork for the spine is printed on a separate metal piece which is adhered to the case.

Please see [PAGE 3](#) for details on artwork specifications for the spine label.

The Blu-ray case is available to hold 1 to 6 discs. Specifications for booklet thickness for each model can be found at the end of this document ([SEE PAGE 15](#)).

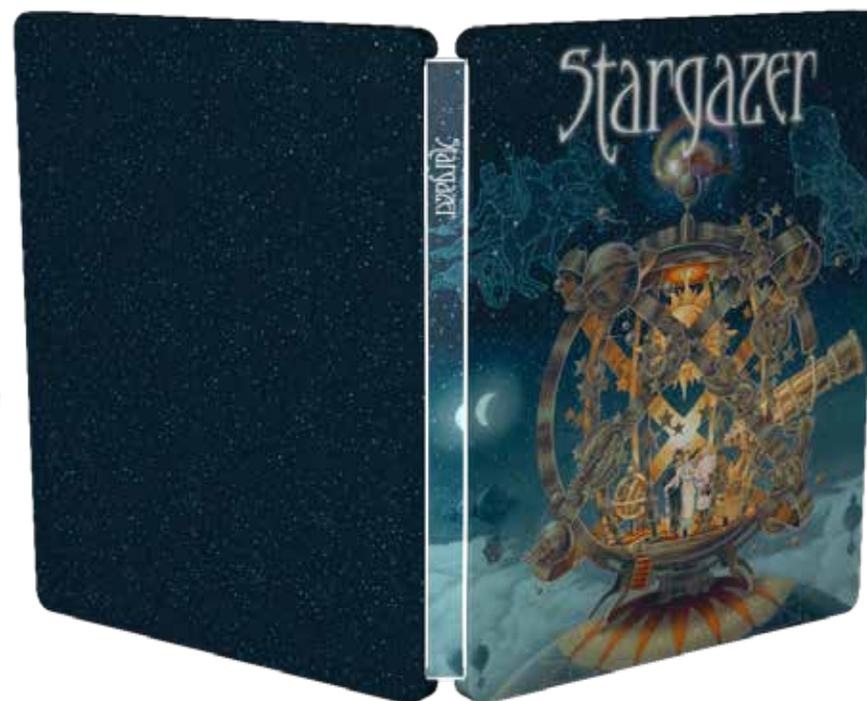
Finished size of the Standard Blu-ray case:

171.4mm high x 136mm wide;

box thickness width 15mm

Blu-ray case - 1 to 6 discs

Size appropriate for Blu-ray and PS3, Ps4 and X-One formats.



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SteelBook® Blu-ray Spine

Artwork for the spine of the Blu-ray case is printed on a separate metal piece and adhered to the case.

The finished width of the case is 15mm, however the metal on the spine is narrower. The trimmed size of the metal on the spine is 8.7mm wide x 154.2mm high (this info is shown on artwork templates).

Artwork can cross-over from the front across the spine and back. Registration is not a high issue for image cross-overs, however there can be a small amount of variance in positioning of the spines during the assembly process. It is best to avoid creating lines or solid bars of colour that extend from the front across the spine to the back. Please include one composite picture (psd-file) to your files, if you want an image to wrap around (including the white layer).

Kindly note that the components are stamped out from different areas of the printed metal plate when we assemble the SteelBook® case. This may result in colour variation from the front to spine to back. We will try to keep it at a minimum but it cannot be avoided in our setup.

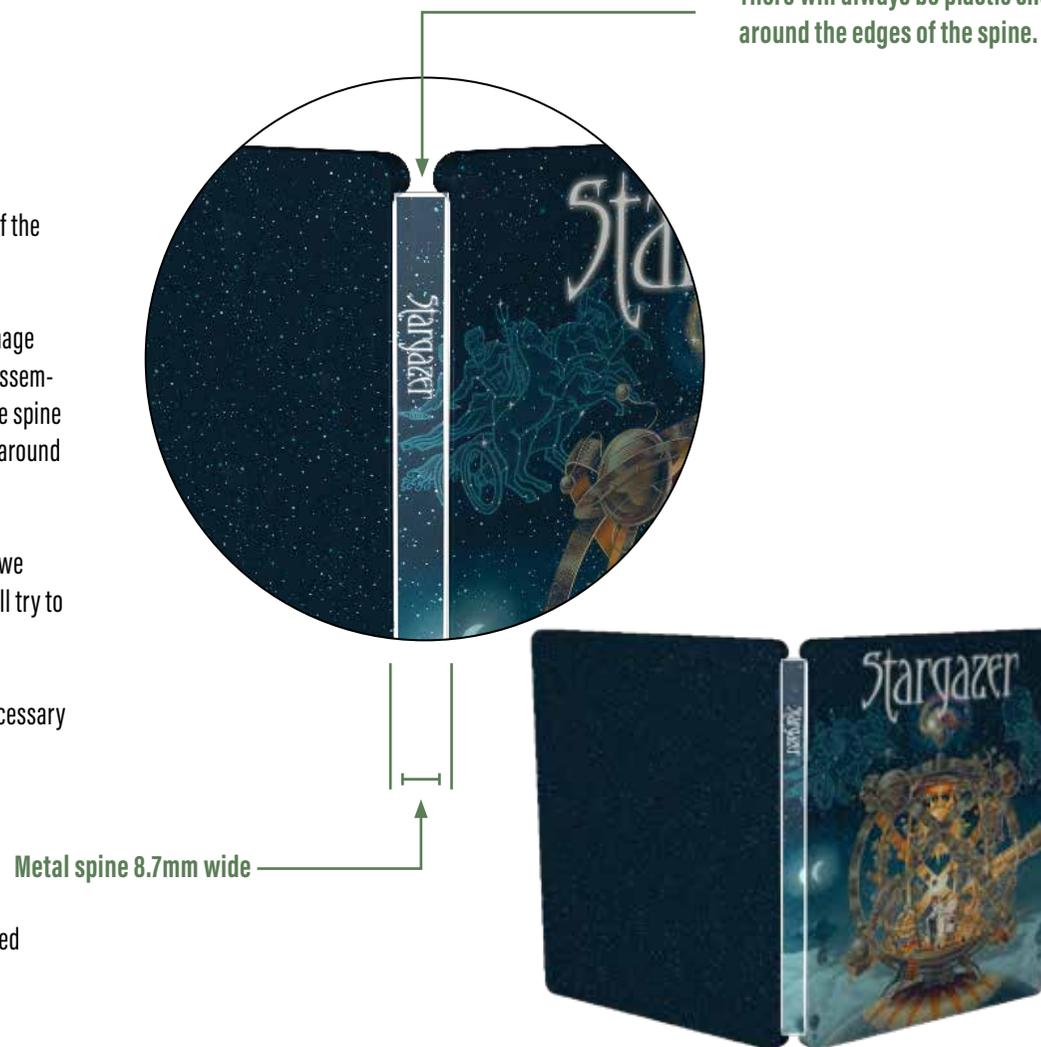
There is also a small amount of movement when stamping the spines out of the metal sheet, so it is necessary to make sure that logos and titles are within the trim area shown on the template.

Artwork may be shifted 1.5mm horizontally and 1mm vertically during stamping.

There will always be plastic showing around the perimeter of the spine.

To make sure all bleed are covered with cross-over artwork, you can build your artwork in the assembled template and transfer it to the split template when delivered.

There will always be plastic showing around the edges of the spine.



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SteelBook® Artwork Templates

All artwork should be created using the templates. To be sure you have the updated templates, please request templates from Scanavo.

Please note that the templates are built in Illustrator CS; layers are only visible in Illustrator. Please make sure this information is separated in layers on your artwork.

- **SteelBook® template**
- **Embossing/ Debossing area**
- **White layer**
- **Artwork layer**
- **Special (spot) colour layer**

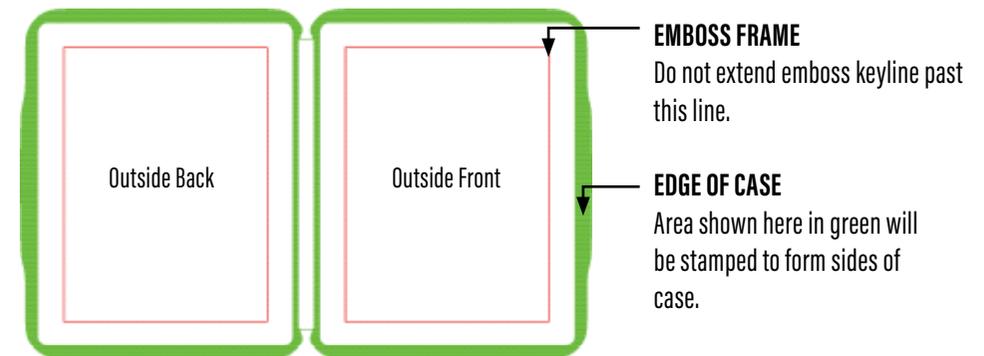
Ideally, we prefer that Illustrator be used for the artwork layout, and that you use the different layers for their specific purpose, as labelled. If you prefer to use a program other than Illustrator for artwork layout, please import the template into a layer and create separate layers for the front, back, spine and inside artwork.

Artwork in Europe must be delivered with a high-res pdf. Please also include folder with editable working files.

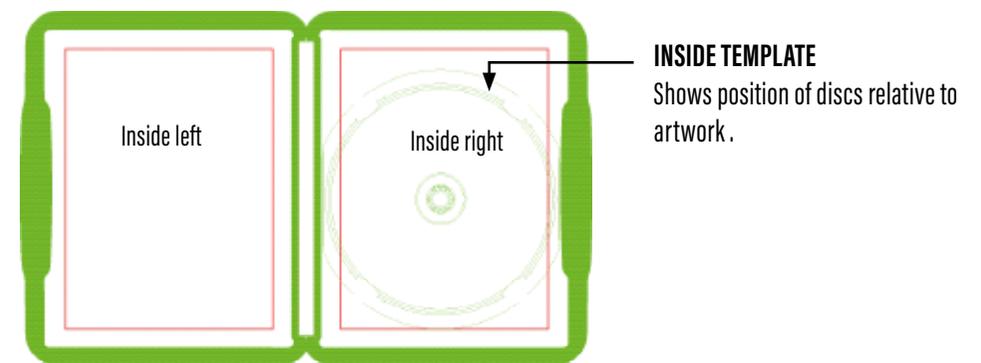
Artwork in North and South America preferred to be delivered as working files in a zipped folder. Files must be sent to the appropriate coordinator for your region.

Please note that when the SteelBook® case is being assembled, we work with a tolerance anticipating that the artwork may be shifted ± 1.5 mm horizontally and 1mm vertically when the case is stamped and formed.

EXTERIOR TEMPLATE



INTERIOR TEMPLATE (1-Disc shown)



Please be aware that inside template is a different size than the outside template.

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ARTWORK SPECIFICATIONS

White Layer

A white underlayer will help to preserve colour hue and intensity. The white layer at 100% will block the metal so it will NOT shine (or reflect) through. White can be screened to allow some metallic effect. You can also create graduations to fade the white out smoothly.

White printed on metal is not a bright or true white. Depending on the press used, it can have a warm yellow tone or a cooler grey-blue tone. This can influence colours printed on top of the white base. We will include a transparent overlay to the metal proof showing how the final print process will change the colour.

Typically, the white layer is only partial since most designers prefer to leave areas where the metal shows through, enhancing the artwork with metal's unique reflective qualities.

White layer information is to be created in the same file as the image or text that it is related to (ie. photo white layers created in the psd. file; white info for text and vector images created in the Illustrator or InDesign layout file as applicable). Our pre-flight group will collect white information from multiple files. This ensures best possible registration for all artwork elements.



Please include high-res pdf file for reference of the artwork, including a separate page showing the white layer. Instructions on how to create a layered pdf file are given in [PAGE 13](#) of these spec's.

Please be sure that white layers or white spot channels are labelled as PRINT WHITE as our pre-flight automation system responds to this label.

ILLUSTRATOR FILES - Create the vector white layer in a separate layer for vector text or images. Label this layer 'vector print white'. DO NOT create white layer for placed or imported images in Illustrator.

PHOTOSHOP FILES - Create a spot channel for the white layer using colour channels. Label this channel 'print white'.

INDESIGN FILES - If text or objects are created in layout files, please create white layer for these; label this layer 'print white'. DO NOT create white layer for placed or imported images in InDesign.

BASE PRIMER WHITE

When a bright white is required, primer white is an option. The white primer is a solid, opaque coating which does not allow metal to show through. White primer can only be used on the exterior of a SteelBook® case. Colours and images printed on a white primer base are not influenced by the metal and will likely appear brighter than art printed with a white ink base.

White primer is available as an option for US production. Due to technical considerations, it is only available in Denmark by prior agreement.

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ARTWORK SPECIFICATIONS

Colour Information

You can use white, CMYK (cyan, magenta, yellow, black process), and special (spot) colours per the Pantone Matching System (except the fluorescent 800 series), in your artwork.

We cannot print the following colours from the pantone range:

PMS: 871 - 877 PMS: 8001 - 8965

As the Pantone range is designed for printing on paper, we cannot entirely rely on this system as a reference for printing on metal; adaptations have to be made, therefore variances can occur. If you supply a colour sample we will do our best to match it. For your approval of the colour we will do a draw-down on metal and send this colour sample with the metal proof.

Please avoid creating large areas of solid colour, particularly grey or brown. We recommend that you use a special (spot) colour instead. Grey areas should be build of black colour only.

As a general rule, colours will be darker on metal than when printed on paper, because the base is not a bright white.

Another thing to be aware of is that light colour tints (particularly grey or blue because the metal has a grey-blue tone), can be lost against the metallic surface. Based on our experience, we will sometimes advise clients to choose stronger shades when we consider that they will have problems with the colour specified.

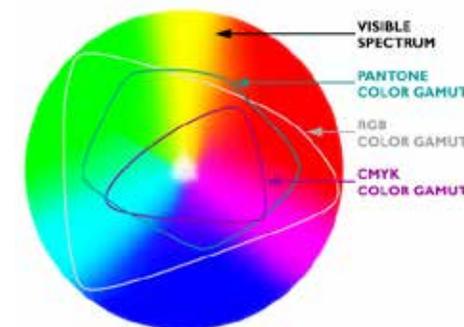
Due to the high speed printing process, colour variances can occur. Generally these variances are not visible

or significant, but for artwork that has large areas of colour in grey, grey-brown, grey-green or other shades containing three or four CMYK colours, the variances can be more apparent. Generally we suggest changing these shades to a defined special (spot) colour that is either printed alone or combined with one other colour and graduated. Artworks built up with the same colour on the front, back and spine will have a variation. Grey blocks of color should be created as a tint of black to avoid color variation. Black and white images should be converted to greyscale.

Kindly note that the front, back and spine components are stamped out from different areas of the printed metal plate when we assemble the SteelBook® case.

There is no such thing as a universal CMYK. CMYK is a 'device dependent' colour space, meaning that the CMYK data will print differently from one CMYK device to another.

Every CMYK device has it's own colour profile. Please note that the colour gamut range that can be printed on metal is considerably smaller than is possible to achieve with print on paper. When colours are converted to our ICC profile there may be adjustments to the tonal values.



The image above shows an example of the printable range of colour as compared to the entire range of colours that the human eye can detect. This is a general guideline only.

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Special Spot Colours

Special (spot) colours defined according to the Pantone Matching System are approved by the customer with an ink draw-down colour sample of the PMS ink applied to metal, sent with the metal proof.

The special (spot) colour shown on the metal proof is not an accurate reference for PMS colour as it will look when printed on metal because the proof is created digitally using CMYK.

Please refer to the draw-down sample to confirm how the special colour will look when printed on metal.

Text Requirements

Reverse/negative text or equivalent minimum Helvetica 5 point bold. Positive text requirements are minimum 4 point.

Please do not create text/logos directly in Photoshop, as the edges of the text are automatically aliased, so they are not as sharp when printed on metal as text supplied in vector format. Text and logos should be provided in vector format.

TEXT SHOULD BE SET TO PRINT IN 1 or 2 COLOURS. Registration of CMYK text at small scale presents technical difficulties with registration and colour variations. If the text specifications are not followed the text may not be legible on the printed SteelBook® case.

Overlap / Trapping

Our pre-flight process will automatically make adjustments for trapping. If you choose to take care of trapping, please provide 1/10 ratio between colours. On the white layer, allow 1/10 ratio to other colours.

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ARTWORK SPECIFICATIONS

Varnish

Varnish is used to protect and seal the surface of the SteelBook®. This chart shows the effects obtained by different varnishes. All cases require varnish. Gloss and Zero varnishes enhance the intensity of colours. Matte and satin varnishes give a soft, muted effect.

Varnish	Scratch Resistance	Brightness of colours printed	Risk of visible surface contaminations	Other comments/Constraints
Matte Varnish (Europe Only)	Very High	Moderate	No	
Gloss Varnish	High	Very High	Oil stains, fingerprints and suction cup marks. Scuffing on front and back and stretch marks on corners can occur.	Solid areas of colour will make surface contaminants more visible.
Spot Matte / Gloss Varnish	High	Very High	Gloss areas subject to fingerprints. Scuffing on front and back and stretch marks on corners can occur.	Overall glossy varnish with Spot matte ink. Achieved by having a Gloss Varnish base, so the edges are ALWAYS Gloss. Varnish has yellow tint.
Zero Varnish (Europe Only)	High	High	No	This very low-gloss varnish is virtually invisible.
Satin Varnish (US Only)	High	Moderate	No	Similar in brightness to matte varnish.
Silkscreen				Used as spot varnish.

Spot Gloss Varnish

If spot varnish is specified, please provide artwork for the gloss portion of the varnish area on a separate layer in the artwork files. Please show the spot layer on a separate page in your pdf file for reference (*see page 13 on creating layered PDF files*).

Please note when printing spot varnish the white will have a more pronounced yellow tint as the metal will require an extra run through the curing oven.



Spot Gloss Varnish artwork example (gloss varnish area shown in green)

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ARTWORK SPECIFICATIONS

Embossing / Debossing / Twinbossing

Any element to be embossed or debossed must be a minimum of 1.8mm wide. Minimum 1 mm between text and graphic elements. Embossing, debossing and twinbossing depth is 0.15 – 0.30 mm.

Emboss and deboss refers to a single level impression. Twinbossing is a two-level process that allows some elements to be raised within the frame area while also allowing other elements to be debossed below the frame level. See images at right.

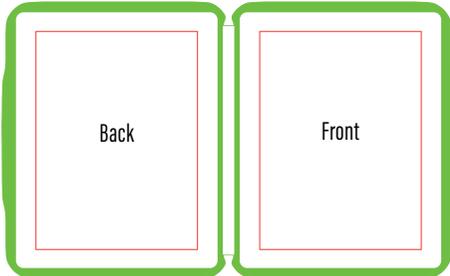
Please see template for embossing/debossing area. Artwork for areas to be embossed or debossed must be kept within the area outlined in the template, approximately 4 mm from the Emboss frame, leaving a 'frame' area for grip by automation equipment. Please note that a small amount of movement can occur during the process of stamping and embossing the metal. Artwork may shift +/- 1.5mm horizontally or 1.0mm vertically.

The frame you create can be any shape. In order to emboss it is necessary to deboss an area surrounding this so that the surface height of the case does not change.

If you are embossing or debossing, please illustrate the elements you wish to emboss or deboss in a separate layer. Every embossing or debossing suggestion needs to be confirmed by our production engineer to avoid technical problems. Please send a pdf to the SteelBook® Project Coordinator as early in the process as possible to confirm your plans for embossing or debossing.

For best results avoid tight registration to artwork.

Digital PDFs will be sent for customer approval.

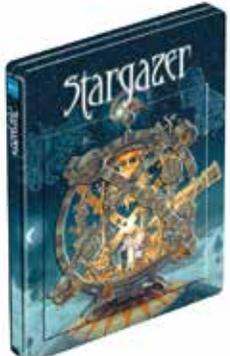
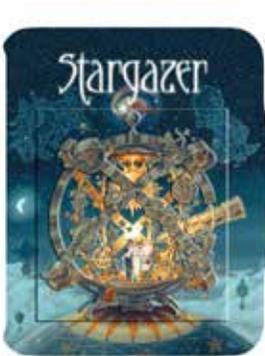


EMBOSS

DEBOSS

TWINBOSS

With surrounding deboss area



Emboss artwork example
(raised area shown)

Emboss example
(not formed)

Embossed sample
(Standard Blu-ray finished case)

Keylines for embossing safety area shown in red
(Standard Blu-ray case template shown)

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ARTWORK SPECIFICATIONS

Laser Etching

It is possible to Laser Etch the final SteelBook® with a number, a signature or a small graphic illustration. Laser Etching can be used to add sequential numbering to cases. Please note that sequential numbering will have fallouts in the number line this cannot be avoided.

Laser Etching can only be done on the front or the back of the SteelBook. It is not possible to use Laser Etching on the spine, edges or on the inside of the SteelBook®.

The area for Laser Etching is max. 10x10 cm and needs to be located within the Embossing Frame. The area is shown on the template as a red box/square.

Files to be used are real Dxf-files. Artwork should be created in Illustrator and exported to .DXF format. (AutoCAD Interchange file(dxf))

For numbering the minimum height of fonts used are 1.25mm and it has to be a True Type font. The best result will be shown when using thin lines to be etched.

For best visibility, Laser Etching must be done in darker areas of the artwork.

The tolerance when Laser Etching is +/- 1mm.

For Laser Etching, please send a final file with exact measurements of placement of the Laser Etching as well as the height of the font in mm.

Fonts To Choose From

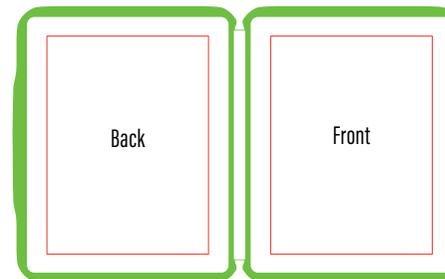
1. Helvetica
2. Times New Roman

Other True Type Fonts can be tested but not guaranteed.

For any kind of laser etching, we CANNOT guarantee an unbroken sequence. This because our normal QC line control routines or scrap of defective products can have the result that individual products laser etched in a sequence are taken out of the line of products.

Please contact Scanavo for more information about laser etching.

At this time, laser etching is only available for production in Europe.



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ARTWORK SPECIFICATIONS

Silkscreen

Using a silkscreen process, it is possible to create areas of raised ink on the SteelBook® case, adding a unique texture to artwork. If this process is to be used it's necessary to confirm this with your order at least 14 business days prior to artwork delivery so scheduling arrangements can be made. Please be aware that use of silkscreen will add approx. 12-14 business days to project lead time.

Silkscreen can only be used along with SATIN, MATTE and ZERO varnish. Silkscreen must be placed a minimum of 3 mm from the folding edge. Within the blue frame in the template.

Please note that silkscreen requires a tool - changes to a silkscreen layer will require a new tool.

TEXTURE FINISH – Enhance the design and add a level of touch and feel effect e.g Car tires, beach or desert, or rough areas of stone.

- Durability – no limit.
- Minimum 3mm from folding edge.
- It is not possible on the spine.
- Available for production in US and Europe.

HEAT SENSITIVE – Hide an image that will appear when its heat exposed by a hand touch.

- The Heat Sensitive silkscreen coating is not 100% opaque; it may be possible to see image with close inspection.
- Minimum 3mm from the folding edge.
- Durability – 1-2 years.
- It is not possible on the spine.
- Available for production in US and Europe

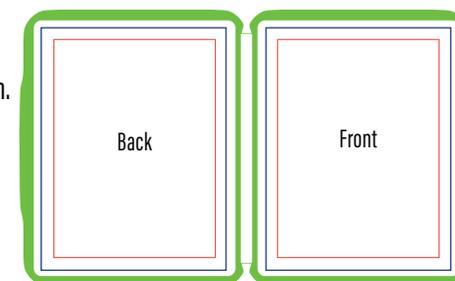
GLOW-IN-THE-DARK – Add glow-in-the-dark effects on areas which will light up in the dark. This effect could be used for a hidden message or image, stars, light sabre glow - or whatever your imagination can create. The glow-in-the-dark effect is better when applied to a larger area.

- For maximum effect the colour underneath must be as bright as possible, starting with white at 100%. The darker it gets the more the effect will be minimized.
- Minimum 3mm from the folding edge.
- Durability – Expected to last 1-2 years but this is based on many factors such as storage conditions and exposure to light over time and therefore cannot be guaranteed.
- It is not possible to have glow-in-the-dark on the spine.
- It is only possible to use the green fluorescent colour for glow-in-the-dark silkscreen.
- Available for production in US and Europe

FRAGRANCE – Use a scent that will connect the viewer to the experience of the movie / game period

- Minimum 3mm from the folding edge.
- Durability 1-2 years.
- It is not possible on the spine.
- Available for production in US and Europe

In the template you can find the print area for silkscreen.



SteelBook® STANDARD BLU-RAY

ARTWORK SPECIFICATIONS

SteelBook® Proofs

Embossing / debossing – A digital rendering will be supplied as a PDF proof.

Exterior artwork + interior artwork – Metal proofs supplied.

We use a proofing system which applies CMYK plus white colour to a metal material to closely simulate ink on metal. These proofs are provided to enable you to check that layout details are correct.

On the metal proof there will be a 5% yellow tinted overlay that simulates the impact of the outside varnish to the colors in final print.

Metal proof must be viewed with the overlay to give impression of the final product.

While the proof provides a reasonable representation of how the artwork will look on metal, it does NOT provide an accurate colour simulation as there is no way to reproduce this exactly. Ink is not 100% opaque, so colours will be influenced by the colour of the SteelBook® metal and its reflectivity, and will also alter slightly in the drying process.

Because of these dissimilarities, you can never expect that the printed SteelBook® colours will be exactly the same as you will see on the metal proof.

We will, of course, do everything we can to minimize the differences and variations in colour as much as possible.

To enable you to proof specified PMS spot colours, draw-downs of the PMS ink on metal are supplied with the metal proof.

Changes After Final Art Delivered

When you request changes to be made to the final artwork after submission, you need to make sure that all changes are shown in a separate PDF without the original artwork.

Please note that changes made after the final artwork is submitted will result in additional costs.

In general we will proceed with the artwork received and only make the changes that you have specified.

Best Practice Review

1. Use Illustrator or Photoshop for layout
2. Separate on layers as directed on template
3. Resolution minimum 300dpi
4. Text minimum 4 pt (5 pt for negative/reverse text)
5. Save fonts as vector (outlines)
6. Include all fonts
7. Avoid use of 4-colour for text less than 10 pt
8. Include working files and images
9. Link images; do not embed
10. Submit white, spot and emboss as separate layers
11. Avoid creating lines or bars of colour that extend from the cover across the spine
12. Send reference pdf of artwork (high-res) showing layer for white, layer for emboss/deboss, layer for spot colour, layer for spot gloss varnish.

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ARTWORK SPECIFICATIONS

How to Create Layered PDF File

Please provide a composite pdf file of your artwork that is layered that shows the white layer, spot colours, emboss/deboss layers on separate pages. This will give you an opportunity to check everything before sending the artwork, and it provides a critical reference for us to check that everything separates correctly after pre-flight.

4-page pdf file showing:

A. Finished artwork, B. White layer, C. Spot varnish and D. Emboss layers.



A.



B.



C.



D.

Illustrator / InDesign:

Option A:

Using InDesign to create a pdf file, please use instruction: PDF Export from InDesign High-res. joboptions.

The CMYK, white, special (spot) colours and emboss/deboss should be on separate layers in the file. Create a pdf file for each of these layers by turning off the other layers as needed to isolate them. Using Acrobat, open the file showing the finished art and insert each of the other pages for white, emboss, etc., to create the composite pdf file.

Option B:

Create all elements together using DCS2 Photoshop eps files for images then create pdf. Colours can be viewed separately in the pdf using "Output Preview" under Advanced > Print Production.

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Proofing Options For Preliminary Artwork

If you want to preview your artwork prior to submitting final art, the following options are available.

PRELIMINARY METAL PROOF

Preliminary metal proofs are flat, useful for reviewing artwork on metal and also to confirm if the set-up of the white layer provides the desired effect, if there will be any issues with colour contrast on metal, etc.

We do not do any colour balancing on these proofs to adjust to our press settings so colour will vary between this and the final proof you receive.

Artwork for these proofs may be prepared in a simplified process since they are not being prepared for print. Please refer to the artwork specifications for production preparing artwork for SteelBook®.

STEELBOOK® MOCK-UP

Mock-ups are 3-dimensional product simulations, assembled as an actual SteelBook® case but without a printed spine or inside artwork. These are created using the metal proof, so the colour limitations outlined above apply here as well. Please do not rely on mock-ups as colour proofs.

PRELIMINARY PROOF ARTWORK CHECKLIST

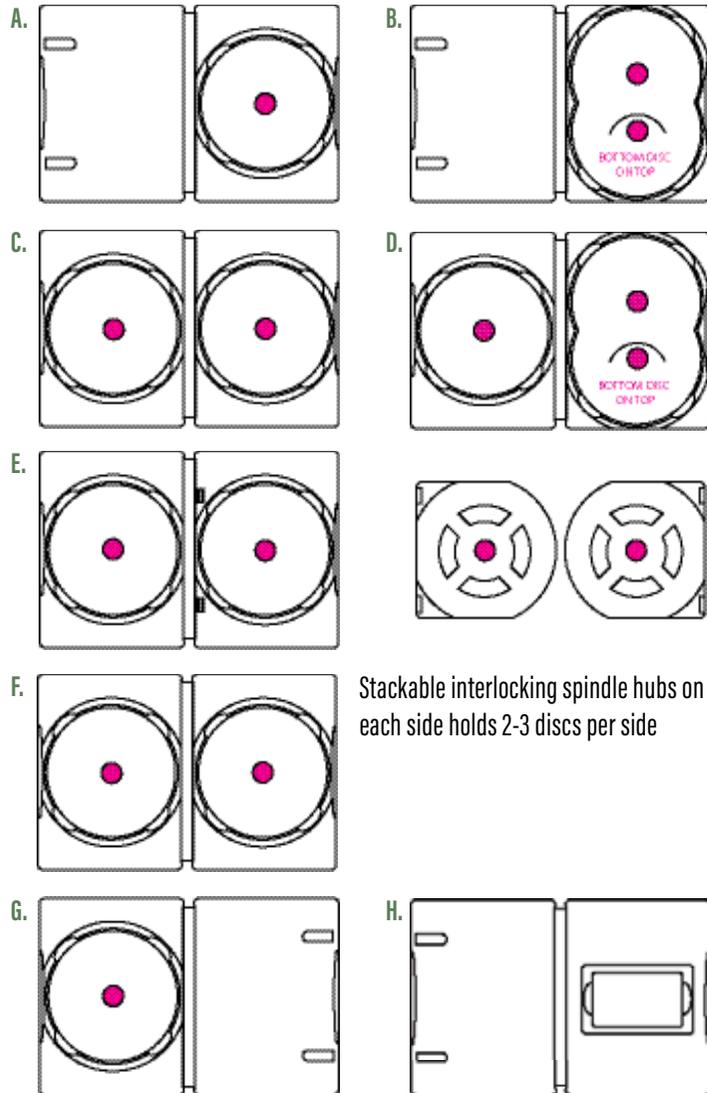
- Convert all images to CMYK and deliver in 300 DPI
- **BASE WHITE LAYER** – Submit the white layer in a separate layer/channel within the artwork files.
- **SPECIAL (SPOT) COLOUR LAYER** (or Channel)
- **CROSS-OVERS ON FRONT TO BACK** – Avoid creating lines or solid bars of colour that extend from the front across the spine to the back (due to tolerances in registration when affixing spine in the assembly process). Please include a composite psd file for cross-over images, do not attempt to separate for each panel and spine.
- **SPINE** – Be sure to study the templates for the front and back that illustrate how to supply artwork for the spine (spine is printed as a separate item). Spine artwork must be on a separate layer in layout.
- Files can be delivered as a high resolution PDF set up in the SteelBook® template.

STEELBOOK® CORRECT USE OF TEMPLATES FOR CONTINUOUS ARTWORK

If you want to set up artwork with a picture that continuous across the spine from front to back, then you can see the guide here <https://www.youtube.com/watch?v=DZcUimLMiqY&feature=youtu.be>

SteelBook® STANDARD BLU-RAY

ARTWORK SPECIFICATIONS



Case and Booklet Dimensions

	Product Name	Number of Discs	Case Dimensions (mm)			Booklet Dimensions (mm)		
			Width	Height	thickness	Width	Height	Thick
A	SINGLE BLU-RAY	1	136	171.4	15	120	162	5.0
B	2-DISC BLU-RAY	2	136	171.4	15	120	162	1.3
C	2-DISC BLU-RAY SIDE-BY-SIDE	2	136	171.4	15	120	162	1.4
D	3-DISC BLU-RAY	3	136	171.4	15	-	-	NONE
E	4-DISC BLU-RAY WITH TRAY	4	136	171.4	15	-	-	NONE
F	4-6 DISC BLU-RAY SIDE-BY-SIDE	4-6	136	171.4	15	-	-	NONE
G	XONE	1	136	171.4	15	120	162	5.0
H	CARD PACK	CARD	136	171.4	15	120	162	3.0

SteelBook® STANDARD BLU-RAY

ARTWORK SPECIFICATIONS

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