



MAVERICK  
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*Maverick*  
*Guide to*  
*New Projects*

## Product Overview

Getting lost in the process? Don't know what capsule you need? We can help! By providing information like the bottle being used, what kind of capsule you currently use, artwork and annual quantity needed, narrowing down which capsule is the best for you can be easy!

Maverick provides a few different types of capsule that are used in the wine, distilled spirits and specialty food and beverage industries. Our substrates include Poly laminate, Almost Tin™ (a great alternative to traditional tin capsules!), PVC, PET(G) (for a more environmentally friendly option), and Champagne foil.



## Materials Needed

### *Bottle*

Even if you have what might be considered as a “common” size bottle, an actual bottle sample will ensure the best possible fit for your capsule. Bottle mold numbers are not always ring gear or finish specific.

### *Application Method*

Bottling line speed

Hot or cold filled product

Automatic vs. Hand Dispensing

**For PVC:** head head or heat tunnel

**For Poly laminate:** spinner type & manufacturer, # of heads

### *Artwork*

Artwork should be provided in a workable format for Adobe Illustrator (.ai or .pdf) with fonts outlined or font files provided. Artwork may be provided via CD or e-mailed to our Design Team (artwork@maverickcaps.com). If the capsule size and substrate have been predetermined, an illustrator template can be sent to you or your designer, if desired.

If any other packaging information (label or electronic file of the mocked up packaging) is available, please submit it to ensure that we can provide you with the best option available.

### *Colors*

Please provide us with a label, PMS color, or sample to match for color, (Maverick does not guarantee color matching to KURZ color samples unless the job specifically calls for hot stamp material) as well as the finish desired.

## Project Timeline

Below is our average lead time for new projects (this is generally 4 - 6 weeks from receipt of signed customer approvals for artwork and colors):

### *10 Business Days*

After we have received all the components necessary, it will take up to 10 business days to create approvals and draw down samples. Approvals can be sent to you via FedEx, or by e-mail for faster turn around time.

### *5 Business Days*

We ask that you send back approvals and draw down samples approved or alert us of any necessary changes within 5 business days to ensure we can meet the delivery date. (Faxed approvals are not acceptable for production - color copies via e-mail or hard copy are necessary for production.)

### *10 Business Days*

This is our estimate of the time required in order to receive the custom tooling (cylinder engravings, embossing dies or hot stamp plates) for your capsule.

### *5 - 10 Business Days*

This is our estimate for the standard production process, which includes printing material and forming capsules.

