

## **Guidelines for Articles in Bioplastics MAGAZINE**

(number of characters always means including spaces or blanks)

### **1) The content**

#### **Starting with the right questions**

Before you start, please ask yourself the following questions:

- What's the 'hot news' of my story?
- What do I want to get across to the reader?
- What makes this story interesting to readers / our customers?
- How can I make the message of the article most interesting?

#### ***First things first***

Write the most important news first in your article. Again, some questions as hints:

**Who did what, where, when, in what manner and why?**

Which new product (material, application, ...), which properties, which benefits for customers/readers?

#### ***Try to formulate short and simple sentences***

Use only one piece of information per sentence and avoid interminable sentences.

#### ***Structure your article with breaks***

Especially longer or more complicated articles should be structured by breaks in order to facilitate reading. If possible (especially for articles longer than one page): Try to find a separate headline for each part.

#### ***Only significant info in the main text***

The body text should only contain significant elements, describing and highlighting the *new* and the *special*. Additional information, such as detailed plant-descriptions, process chains or process data etc. should be extracted from the body text. This kind of info should be put in separate info-boxes. The same is true for basic information and basic knowledge. The target is that the reader can help himself to such info selectively only when he wants to read it. This enhances the reader friendliness

Please avoid all kind of advertising messages (marketing *blabla*). The article shall be rich in informative content. It shall describe the topic neutrally.

### **2) News / Application News**

The smallest articles are News and Application News (less than one page up to max one page). The length is about 800-1500 characters (max 3000) plus max. one picture

News and Application News usually don't show an author's name or details. If News are written or edited (based on press releases) by a staff member of bM, the initials of the staff member are mentioned at the end of the article.

MT= Michael Thielen,  
SB= Samuel Brangenberg

Free contributing editors are (for example)

TM= Thomas Müller

(there might be free contributing editors who want or need to be anonymous)

### 3) General

bM tries to avoid the 1<sup>st</sup> person (I, we, our). The authors shall try to use expressions such as "The company's main goal is" or "The products of the Japanese market leader are..."

bM tries to use British spelling. Authors from USA or Canada may use US-Spelling. Articles from non-native speakers will be checked for grammar and spelling by bM's native speaker in UK.

International SI-units shall be used (e.g. kg, meter, MPa, N/mm<sup>2</sup> ... **not** inch, pound, PSI etc). We use tonnes (= 1000 kg) **not** tons.

For material properties the standard for determining the data should be given where necessary (best example: Heat deflection temperature HDT. Just HDT is not enough, give HDT A or HDT B or the load under which it was determined HDT-A: 1.8 N/mm<sup>2</sup>, HDT-B: 0.45 N/mm<sup>2</sup> or an ISO, DIN, EN, ASTM standard...)

Company names, brand names, product names such as Braskem, Nativia, Ingeo, BASF etc. will not appear in headlines (except in News and Application News)

Words in capital letters are to be avoided (and printed in capitals only once per article), e.g. NATIVIA, BIOFLEX will be Nativia, Bioflex.

Exception: "real" abbreviations such as BMW, BASF, FKUR

(and bioplastics MAGAZINE is an exemption ☺).

Also a single capital letter in the middle of a word is allowed. NatureWorks, BioPreferred...

®, ™ etc. are only printed once per article, at the first appearance.

Please give a corresponding web address ([www.blablabla.com](http://www.blablabla.com) - NOT an E-Mail-Address !) for each article.

Avoid long intro-paragraphs where the basics of bioplastics (biobased vs. biodegradable, oilprice, finite resources or climate change) are explained or where the benefits of bioplastics in general are outlined. Our readers know this.

Monetary information is preferably given in € (EURO) or US\$ (US-Dollar).

## 4) Size matters

You can easily find out the maximum length of your article by multiplying the targeted number of pages by 3.000 – this is the maximum number of characters (including spaces) of your texts. You can count the characters in your article by clicking “Extras” – “Word Count”; please use the score including spaces for reference.

You may find that this number is somewhat low if you try to describe complicated technical issues. If you encounter difficulties, please consider whether scientific/technical aspects could not be expressed more easily by using headwords or an illustrating diagram.

## 5) Small Articles based on press releases

Articles of one page length (2500- max. 3000 characters plus 1-2 pictures), based on press releases usually do not show an author. The web-address of the issuing company should be enough.

## 6) Small articles, exclusively written for bM

Such articles of one page length (max) (2500-max. 3000 characters plus 1-2 pictures) may show an author but don't need to.

## 7) Longer articles

Articles longer than one page

(5000- max. 6000 characters plus 2-4 pictures) → 2 printed pages

(7500- max. 9000 characters plus 3-6 pictures) → 3 printed pages

Articles longer than 3 pages must be negotiated/agreed with the editor in chief.

These longer articles show the author with full data:

*First name, last name (no ranks – not titles)*

*Function in the company (e.g. CEO or Sales Manager)*

*Company name (type of enterprise not necessary (e.g. Inc. Ltd, GMBH)*

*Town and country (no street address, no e-mail address, no phone numbers)*

In case the author is a staff member of bM, first and last name are sufficient.

## 8) Opinion articles

Generally, all authors are responsible for the content of their articles (even if the name is not explicitly mentioned as in #6). bM cannot be held responsible for any information from those articles. In articles or press releases or News edited by a staff member (incl. free contributing

editors) the staff member /editor is responsible only for the modifications, not for the base text.

Articles expressing *strong opinions*, will be marked as *Opinion* in the *Rubric-Field*. These articles definitely express the sole opinion of the author. The author must be named with the full data as in #7). Preferably a photograph of the author should be added.

## 9) Pictures

Send all images as separate files. Do not include them into the Word file (except for low resolution versions just to indicate where the pictures should be placed and show corresponding captions for the pictures)

Photographs should be preferably in JPG-Format (or TIF or PNG), 300 dpi at printing size (as a rule of thumb, photos with less than 1000 pixels at the longer side are in most cases too small)

Graphs will generally be rebuilt by the layout-team of bM (in almost all cases). So it is best to send a pdf, ppt, ai, or other version of the graph as well as the original datafile (excel) with the data shown in the graph.

All authors must make sure that the pictures may be published and do not infringe any third parties copyright. The Author must own the copyright or must have permission for publication.

## 10) Headlines

### ***Find a good / interesting headline***

A good headline

- is short
- gives an indication of the article's content
- makes the reader curious and wanting to read on

As a hint, try the thought experiment *window call* with your headline: Imagine you open your office's window and shout the headline down into the street. A person walking down there should at once understand the meaning of and be interested to learn more about the topic. Anyhow, the editor in chief reserves the right to alter (in most cases to shorten) the headline.

No company or product names in headlines, except for News or ApplicationNews

**A "capital" idea:** The first word in the headline should be capitalized as should all names. Most headline words appear in lower-case letters. **Do not capitalize every word.** (Some publications do capitalize the first letter of every word; bioplastics MAGAZINE and most other publications do not.) In most cases, **capitalize** the first word after a colon (:). (In some cases,

when only one word follows the colon, the word would not be capitalized. Use your best judgment.) (from <http://web.ku.edu/~edit/heads.html>)

## 11) Some remarks about quotation marks

bioplastics MAGAZINE uses “double” quotation marks just for quotations of people speaking: John Miller said: “Bioplastics are the future”.

For titles of other publications such as *Engineering Biopolymers* by Prof. Endres and A. Siebert we use italics rather than quotation marks.

To indicate that a word is special in some way, it should also be printed in italics. Example Bioplastics are sometimes called *green* plastics.

Simple quotation marks are only used for words not being used for their meaning. Example: What a ‘beautiful’ day (when it’s cold and raining heavily), or for irony or disdain.

For more explanations see

<http://grammar.quickanddirtytips.com/single-quotes-versus-double-quotes.aspx>

For any questions, please ask the Publisher and Editor in Chief Michael Thielen

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### Some more useful stuff:

Clarify the difference between **program** and **programme**.

The Noun: Program or Programme?

The basic difference is between different languages:

American English always uses **program**

British English uses **programme** unless referring to computers

Source: <http://www.dailywritingtips.com/get-with-the-programme/>

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