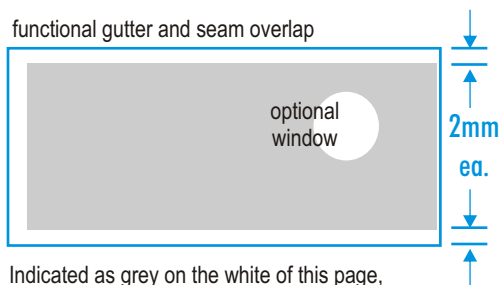


3 Clear Areas & Opacity

Shrink wrap is typically crystal clear before printing. Some areas must remain clear for label functionality. However, shrink label design is exciting because you can control opacity or incorporate full transparency, beyond clear areas for functional requirements. If the container is clear and the product is interesting, you can add visual impact or offer consumers the element of “product discovery.”



Indicated as grey on the white of this page, the label art background mask shows clear areas:

- functional 2mm top and base for machine cut
- functional seam overlap at left
- product discovery circle

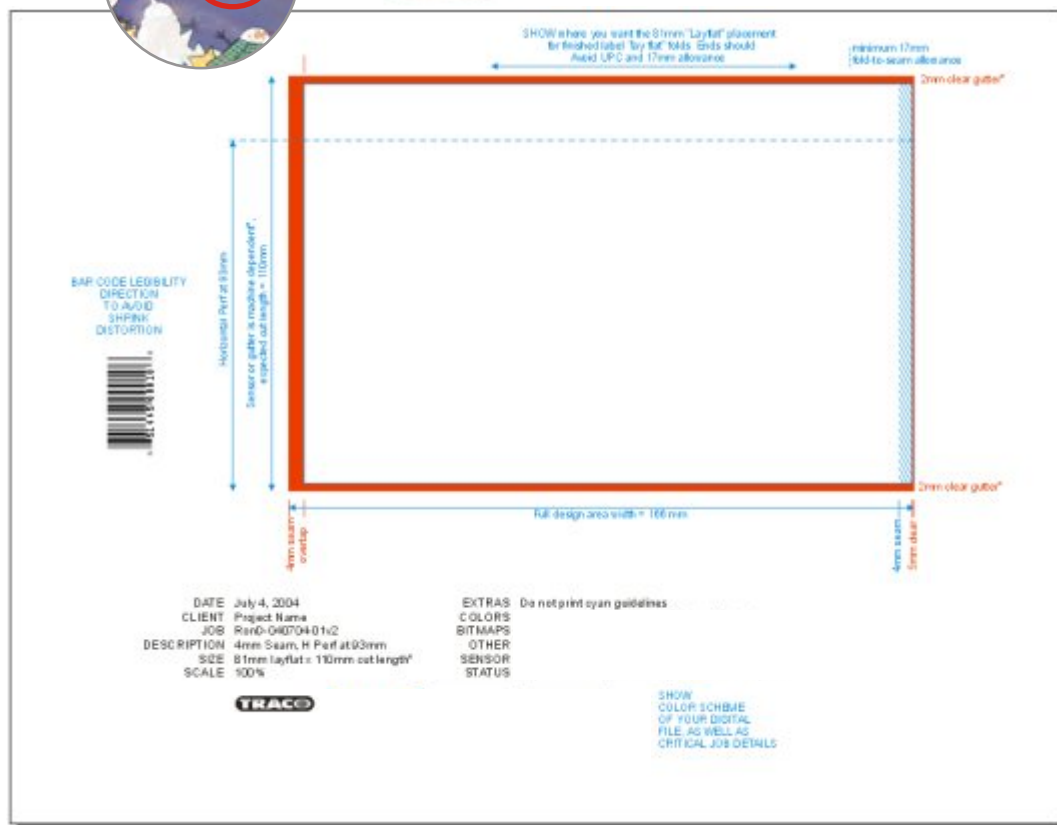
STEP 3: CLEAR AREAS

A 2mm clear area (no body copy, images or background) on both the top and bottom of the label allows for sensor cutting (cut band or roll). Predominantly clear labels may require a sensor mark to facilitate machine cuts. Take the time now to check requirements for label application machines or methods if your design has so much clear area that there is no 2mm gutter.

For many designs, the seam overlap area should be clear for seaming and to avoid a “dark seam” effect from layering background colors that are not completely opaque.

Many label backgrounds are opaque enough to obscure the contents of the container. If the container is clear and the product is interesting or colorful, then designers often leave some label areas clear for visual effects or when product discovery is required by the consumer.

SENSOR MARK



- For best results:
1. Avoid text, UPC and fine details around the functional clear areas.
 2. Ask for a mockup of your artwork on the substrate you ordered to test the visual impact of clear areas before you approve the final artwork.
 3. Take advantage of FREE consulting for graphic designers creating label graphics for Traco shrink film orders. (English speaking.)