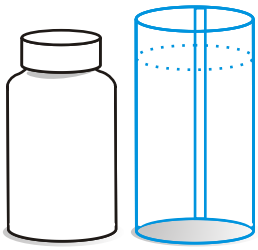
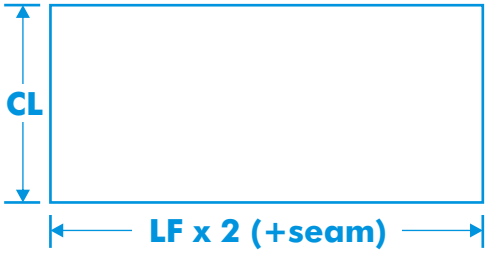
1 Seamed Shrink Labels

This booklet is designed help you successfully create shrink labels. Designing for seamed shrink labels has some notable differences that are well worth the incredible shelf appeal, protection and value not found in other labels.

The goal is to create a sleek 360º veneer of high-impact graphics and branding that will shrink exactly to the contours of your container.



"Reverse printing" utilizes the protective shrink film for high-gloss sparkle as well as shielding printed graphics from the wear-and-tear of typical handling.



STEP 1: DETERMINE THE DESIGN AREA

Specifications for full design area (see red in example below) are determined by LAY FLAT (LF), CUT LENGTH (CL) and seam.

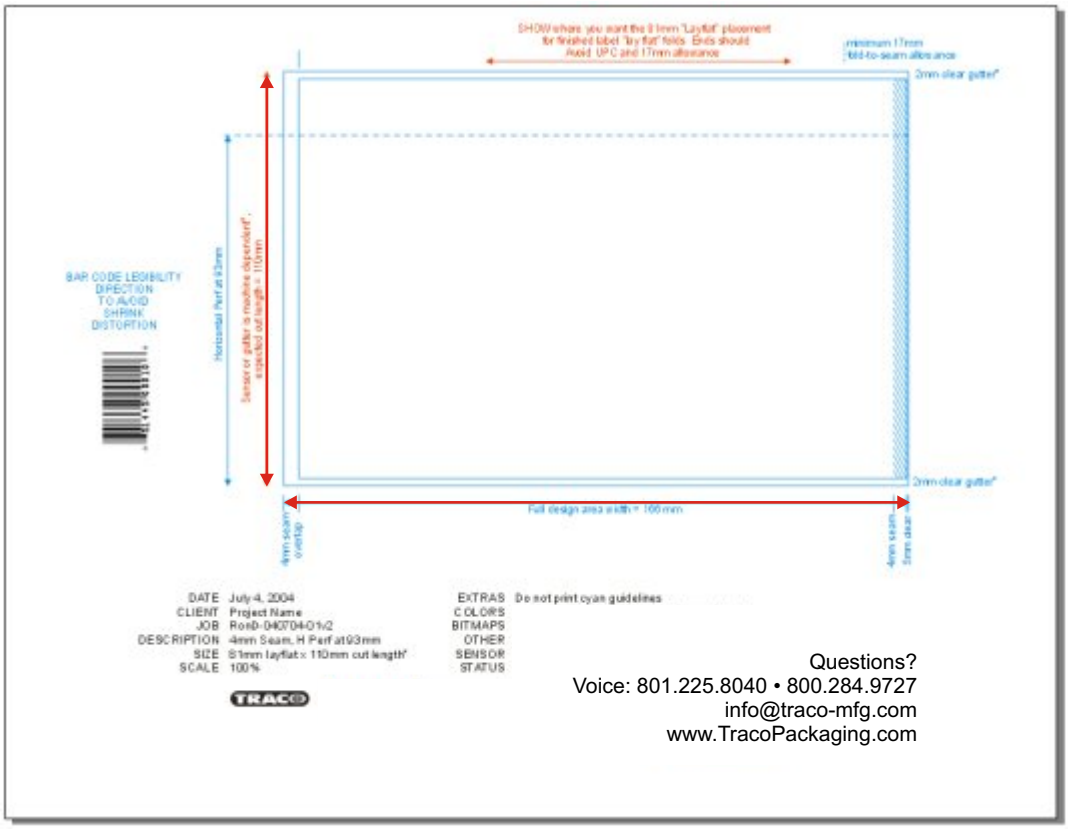
The CL runs parallel to the machine direction of the film and has a minimal shrink %. CL identifies the height of your label. CL is identified the same for labels pre-cut into "cut bands" applied by hand or labels delivered on roll for a high speed applications.

LF runs parallel to the transverse direction of the film and can shrink to 85%, depending on substrate (PVC, PETG, etc).

Seam overlap is determined by the seam width, typically 4mm. (3mm is available for very small containers. Seams up to 10mm can be specified for more strength and larger packages.)

To identify the design width in millimeters (mm) for your label, use this simple equation:

LF x 2 (+___ mm seam width)



Questions?
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For best results:
1. Make sure CL and LF measurements are verified by a Traco shrink film representative. Shrinking a clear test substrate on your container before label design begins assures specifications and avoids costly rework.*

2. Ask for your FREE label template file (your choice of .ai, .eps, .pdf, or .cdr). Your template might look like this one, and includes critical measurements to expedite the design process and minimize errors.

3. Take advantage of FREE consulting for graphic designers creating label graphics for Traco shrink film orders. (English speaking.)

*Planning for details in high-contour areas? Ask for grid studies **before** details are placed.

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