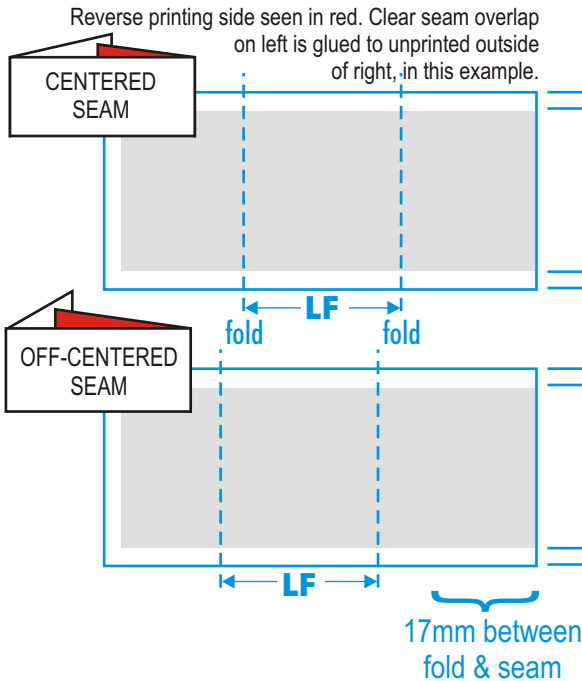


5 Layflat Folds & Bar Codes

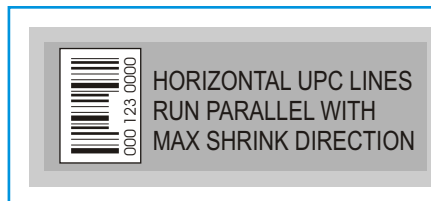
Your artwork is created and printed on a flat unbroken field, but the final label must be seamed and folded. Seams and folds are best determined while the artwork is created. Careful UPC/bar code direction and placement assures bar-code scanner success.



STEP 5: SEAM AND FOLD SPECIFICATIONS

Seams are either centered or off-center. Left (long fold) over right (short fold) indicated in example labels on this page, and example template just to simplify instructions. **Off-center folds require a minimum of 17mm between the fold and the seam.**

Folds should not run through UPC code fields. Designers may want to avoid folds in main images or body copy (text field), but human-eye perception of folds after label shrinks is rare.



To reduce shrink distortion, position UPC lines horizontally or in the direction of maximum shrink. Fold should not run through UPC horizontal lines to avoid problems with mechanical scanners.

Horizontal UPC lines to avoid shrink distortion

Horizontal fold at 17mm

Seam or gutter is machine dependent, exposed cut length = 110mm

SHOW where you want the 8mm "Layflat" placement for finished label "lay flat" folds. This should avoid UPC and 17mm allowance

minimum 17mm fold-to-seam allowance

2mm clear gutter

2mm clear gutter

2mm clear gutter

2mm seam width

2mm seam width

Full design area width = 160mm

DATE July 4, 2004
CLIENT Project Name
JOB Road-042704-01/2
DESCRIPTION 4mm Seam, H Perf at 93mm
SIZE 81mm layflat x 110mm cut length
SCALE 100%

EXTRAS Do not print cyan guidelines
COLORS CMYK + W
BITMAPS Bitmaps included
OTHER White container doesn't need White layer
SENSOR *Sensor or gutter width machine dependent
STATUS Layout Modified for customer choice of label perf

TRACOD CYN MAGENTA YELLOW K (BLACK) WHITE

SHOW COLOR SCHEME OF YOUR DIGITAL FILE, AS WELL AS CRITICAL JOB DETAILS

For best results:

1. Avoid text, UPC and fine details on the seam (indicated with diagonal strip at right) and within the 2mm "no copy" area indicated in solid red.
2. Make sure text fields do not come closer than 2mm of the clear gutters at top and base, or the clear seam overlap area at left.
3. Ask for a mockup of your artwork on the substrate you ordered. Save time and reprint costs by carefully reviewing a Mockup to verify results of dot gain + shrink with smaller fonts BEFORE it goes to press. Also check legibility of text, text issues adjacent to seam and top/bottom clear areas.
4. Take advantage of FREE consulting for graphic designers creating label graphics for Traco shrink film orders. (English speaking.)