SHRINK SLEEVE TEMPLATE GUIDELINES

How to Use the Dieline

The dieline is provided as a .ai (vector file-type) that you can import into your design software and use as a template. In Adobe Illustrator, contents of this file should be placed on a separate layer from your artwork. The dieline is provided at 100% of actual size and should not be reduced or enlarged. The dieline contains the following information:

A - Cut Length: this is the height of your sleeve and includes the 2mm area of clear at the top and bottom of the sleeve.
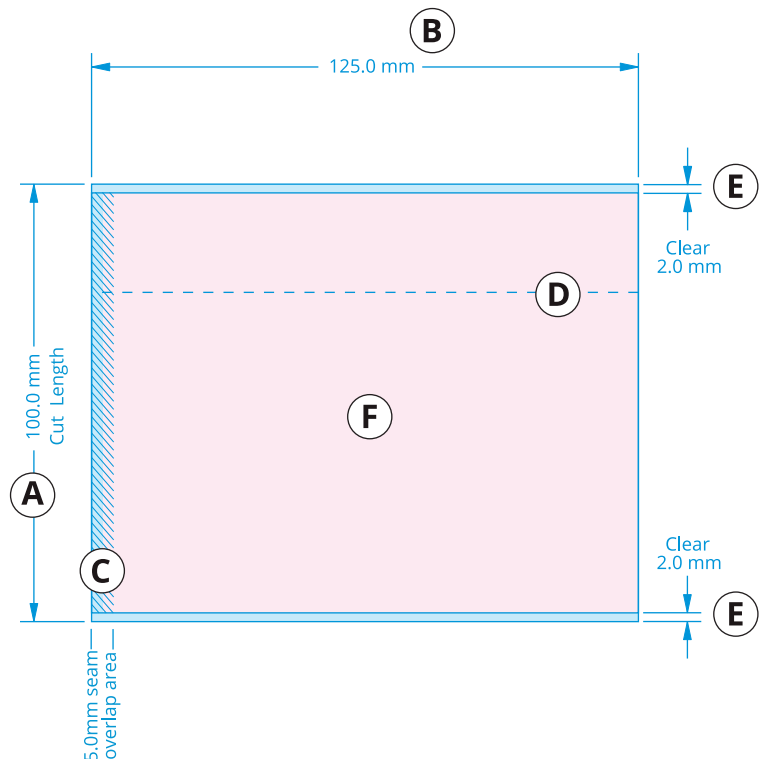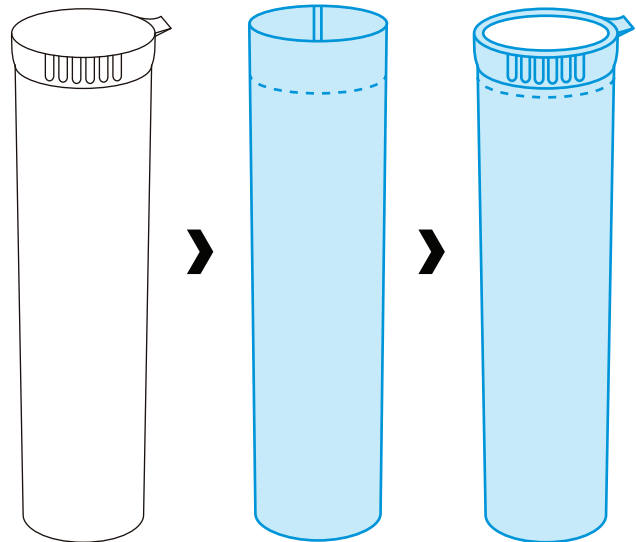
B - Web Width: the flat unseamed size of the film.

C - Seam Overlap: this area will be covered by the overlapping film from the opposite side of the sleeve. This area should include background image but should NOT include any live copy.

D - Perforation Line: This line will appear on templates where the shrink sleeve will extend over the top of the container. Be careful not to put any important copy above this line as it may suffer from shrink distortion.

E - Clear Area: in order for the sleeves to be cut from the rolls on which they are produced, there must be a 2mm area of clear at the top and bottom of the sleeve.

F - Copy Area (IMPORTANT): this area (shown in pink) is the best area for your copy. Avoid placing important copy within 2mm of the seams and clear areas. Background image should extend to the seam edges and clear areas. Also, avoid placing barcodes and important copy on the layflat folds. The folds will have the most shrink distortion. No bleeds are required - artwork should be aligned accurately to the dieline and not extend past them.

ADOBE ILLUSTRATOR (Preferred File Type)

1. OUTLINE ALL FONTS!!
2. Save as a CS6 compatible .AI or .EPS file
3. Ensure all images are embedded (CMYK)
4. Ensure document raster effects are 300 DPI

ADOBE PHOTOSHOP

Text typed out in photoshop will not print as clear as it would in Illustrator.

1. OUTLINE ALL FONTS!!
2. Ensure files are at least 300dpi (not upscaled)
3. Save as a CMYK .PSD

PDF PROOF

There is always a risk that the file you send us will look different on our computers than it did on your computers. If you are serious about keeping the look of your art the same, please provide us with a .pdf sample proof that we can use to compare it to the print-ready file.

PLEASE DO NOT SEND US: .jpg .tiff .ppt .png .gif .doc .xls

OTHER THINGS TO REMEMBER:

• Legal text no smaller than 6pt

• Very thin fonts might not print well

• Line weights should be no thinner than .5 pt

• Text should be .125" away from trim line

• Barcodes/QR codes should always be vector

• Make sure your fonts are outlined

• Raster text will print fuzzy

• We may request font files for text changes