

How to measure label sizes

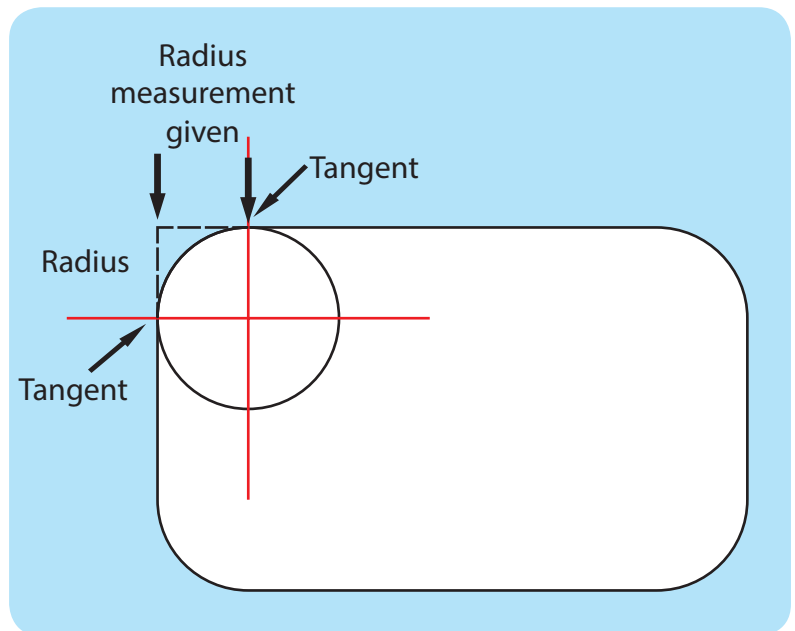
We recommend labels are measured 2 – 4 millimetres smaller than the size of the tin itself. This allows for a 1 – 2 mm gap between the edge of the tin and the label around all edges. Larger spacing can make it easier to apply the label.

When measuring a tin for a label you should take into account any raised areas or lips which will affect the labels ability to stick.

For round tins a diameter is given for sizing. The diameter is the length across the widest point of the tin.

Rectangular tins are a little more complicated. A standard rectangular label has a corner radius of just 2 mm, much smaller than what can be achieved on a tin. When providing sizes for rectangular tins for design and print, you should ensure you include both the length and width of the label and the radius of the corners.

To find out the radius, you should measure from tangent to tangent in a straight line. The tangent is the point where the corner ends and becomes straight again.



The diagram shows how to find the radius of a corner.

As with the length and width of the tin, you should allow for a gap between the edge of the tin and the label. This time instead of subtracting you will need to add to the radius measurement. The radius addition for the label will always be half as much as your label subtraction, so if you have subtracted 2 mm from your tin size for the label, then you should add 1 mm to the radius. If you have subtracted 4 mm from the tin size, then you should add 2 mm to the radius and so on.

When creating artwork for your label, you should allow for a 3 mm bleed on all edges.

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