

Machine Applied Labels

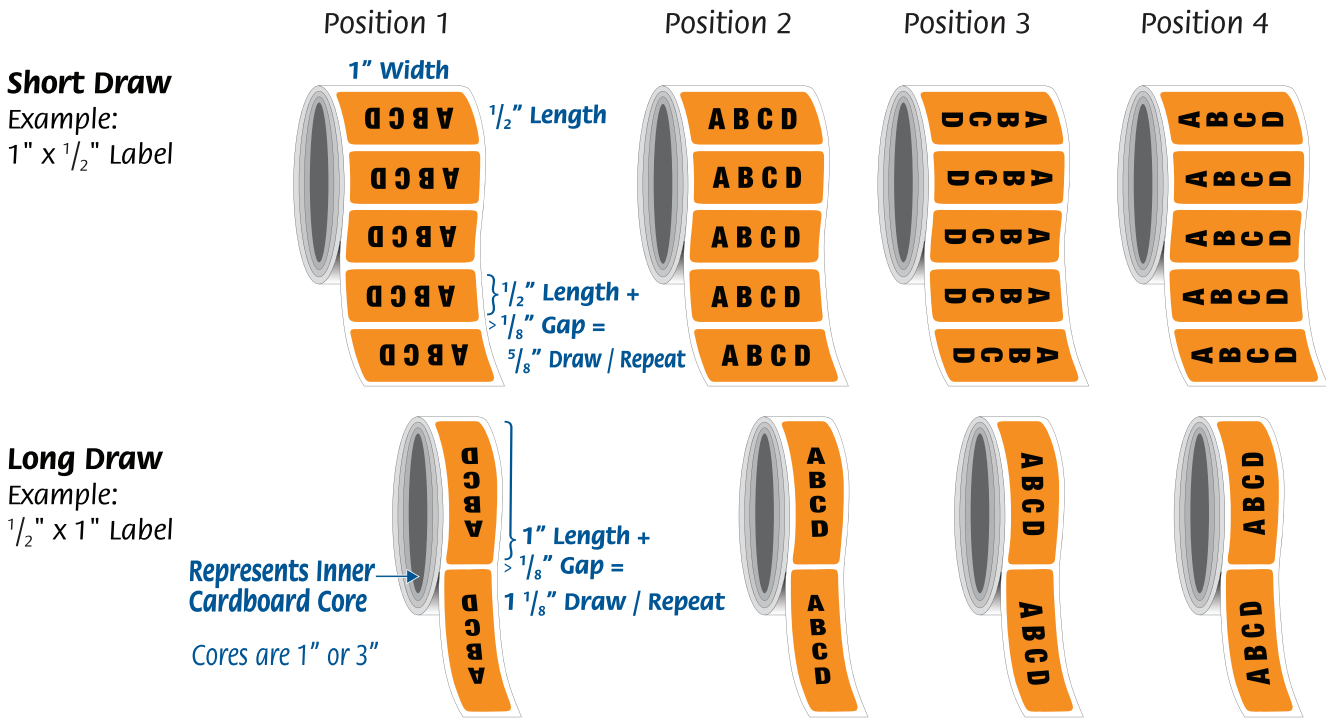
Machine applied labels save businesses time and money.

When ordering machine applied labels, here are the 4 things you need to know:

1 Draw / Repeat

The draw, or repeat, refers to the distance from the top edge of one label to the top edge of the next label. The length of the label plus the gap equals the repeat.

Length + Gap = Draw / Repeat



2 Vertical vs. Horizontal

Vertical copy refers to setting up the copy and/or artwork using the label's longer dimension at the sides and the smaller dimension at the top and bottom. See sample.

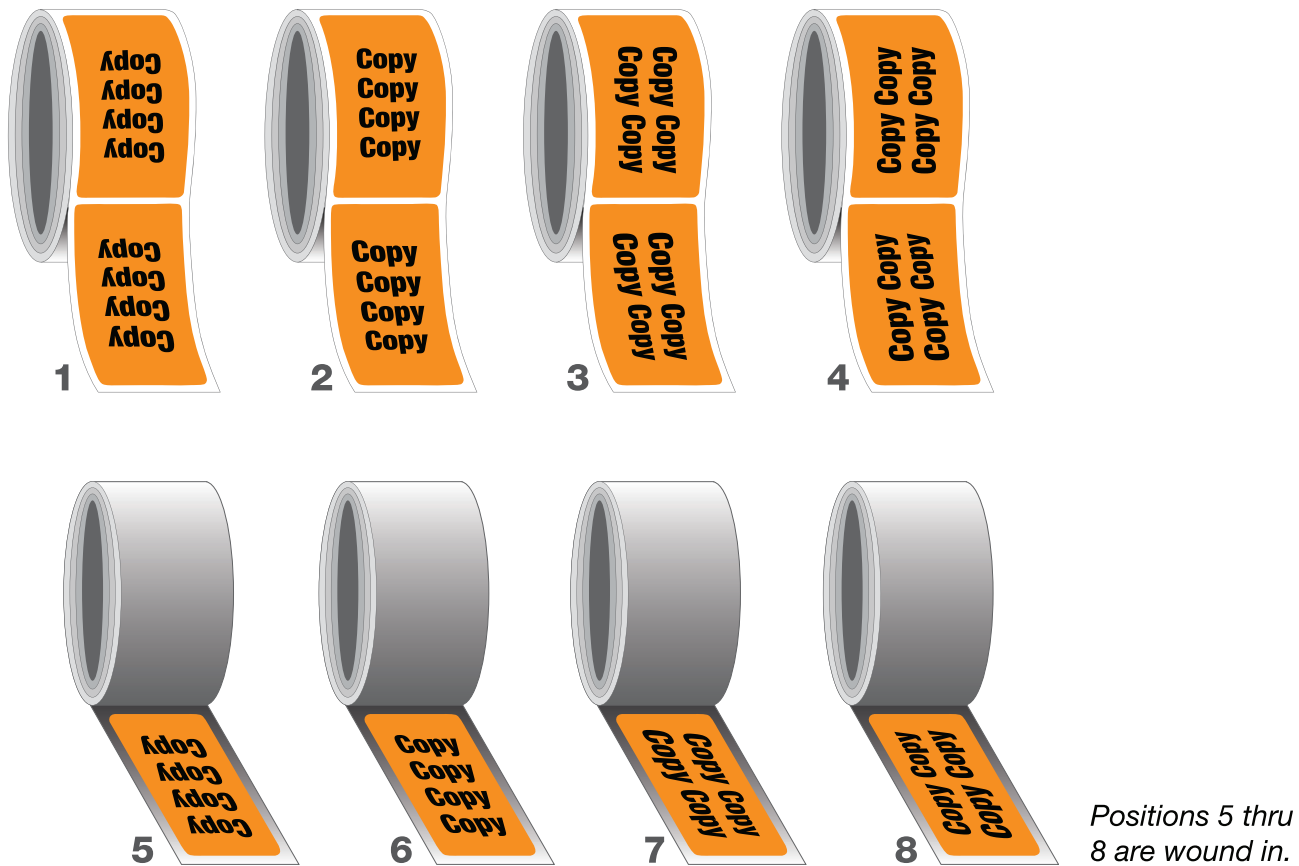


Horizontal copy refers to setting up the copy and/or artwork using the label's smaller dimension at the sides and the longer dimension at the top and bottom. See sample.

Machine Applied Labels, cont'd

3 Copy Position

The copy position (or unwind) signifies which direction the copy comes off the roll.



4 Core Information

Cores are available in two standard sizes, 1 inch and 3 inch (in diameter). Cores must be flush with the edge of the roll. Please note the core size and the maximum outside diameter (OD) of the roll when ordering. Additional core sizes are available. Call for more information.

