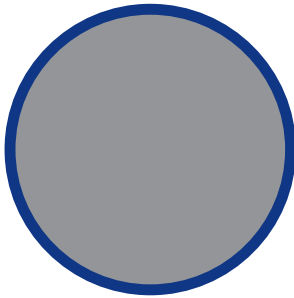


Cutting difference with thin frames

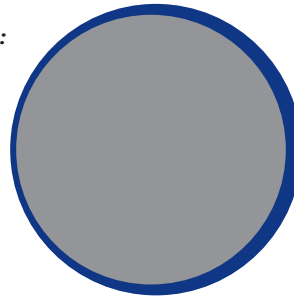
In our artwork specifications we ask for a minimum distance (5 mm) from the edge of the printed matter to the edge of the label or the packaging. By doing this we prevent that even minimal differences in the die-cutting process could lead to annoying visual deviations. In this document you can see what a possible die-cutting deviation could do at different frame thicknesses.

Printed frame

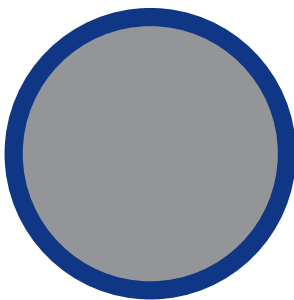
A minimal stamping difference is much more visually noticeable on a 3 mm frame than on a 5 mm frame.



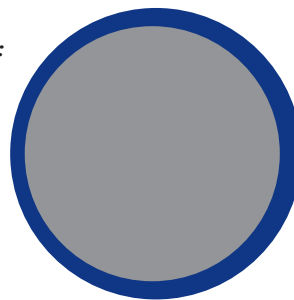
3 mm frame – perfect die-cutting:
The frame is 3 mm everywhere.



3 mm frame – 1 mm deviation in die-cutting:
The frame width is 2 mm on one side and 4 mm on the other. Visually, a difference of 1 mm in die-cutting results in a disturbing print result because one side is twice as thick as the other.



5 mm frame – perfect die-cutting:
The frame is 5 mm everywhere.



5 mm frame – 1 mm deviation in die-cutting:
The frame width is 4 mm on one side and 6 mm on the other. Visually, the same 1 mm deviation in die-cutting is much less disturbing because here one side is not twice as thick as the other.

Transparent frame

In this case the same applies, with one important difference. With a transparent lid, the visual thickness of the frame is determined by not only the thickness of the transparent frame on the label but also the distance from the label to the edge of the lid.

Label same size as the edge of the lid

Transparent frame of 3 mm.
Perfect die-cutting.

Label same size as the edge of the lid

Transparent frame of 3 mm.
1 mm deviation in die-cutting,
and therefore visually very disturbing.

Label is 2 mm from the edge of the lid

Transparent frame of 3 mm, but visually this looks
5 mm. 1 mm deviation in die-cutting,
but here visually much less disturbing.

