

# PRODUCT SETUP FACT SHEET



## WHAT IS BLEED?

When designing for print it is important to remember that it can be difficult to trim a job right on the edge of a design. In order to achieve the best result possible, you will need to extend your design past the trim lines, so the design can easily be cut down to size. The area that extends past your trim lines is called 'bleed'. In order to get the best results when designing for print, it's important to ensure your artwork always extends past the trim lines.



## Coaster

Coaster – Square

### GENERIC FACTS:

- Convert all text to outlines
- File provided in CMYK only
- Our recommended rich black break down is 40%C, 40%M, 40%Y, and 100%K
- Supplied as press ready PDF

### IMPORTANT DESIGN NOTES:

- As per industry standard colours may vary up to 5%
- For the best colour accuracy please refer to a Pantone colour guide and not your screen.

### PRODUCT SPECIFICS:

- Artwork size: Square 96mm x 96mm (WxH)
- Total size with bleed: Square 100mm x 100mm (WxH)
- Template ratio: 1:1
- Image resolutions must be 350dpi
- All images must be embedded and final artwork flattened

96 mm

100 mm

100 mm

96 mm

Please delete this layer before  
sending back to us.

**SIZE:** 96x96 mm (W x H)

**SIZE WITH BLEED:** 100x100 mm (W x H)

**SAFE AREA**

Keep all text and important  
info inside the blue area

**STITCH LINE**

Artwork will be trimmed here.

**BLEED AREA**

Extend your artwork to  
the edge of this area.  
Text and Images on this red  
shaded area will be trimmed