

# 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.



## 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.

## MAILER BOX

360x260x100mm

### GENERIC FACTS:

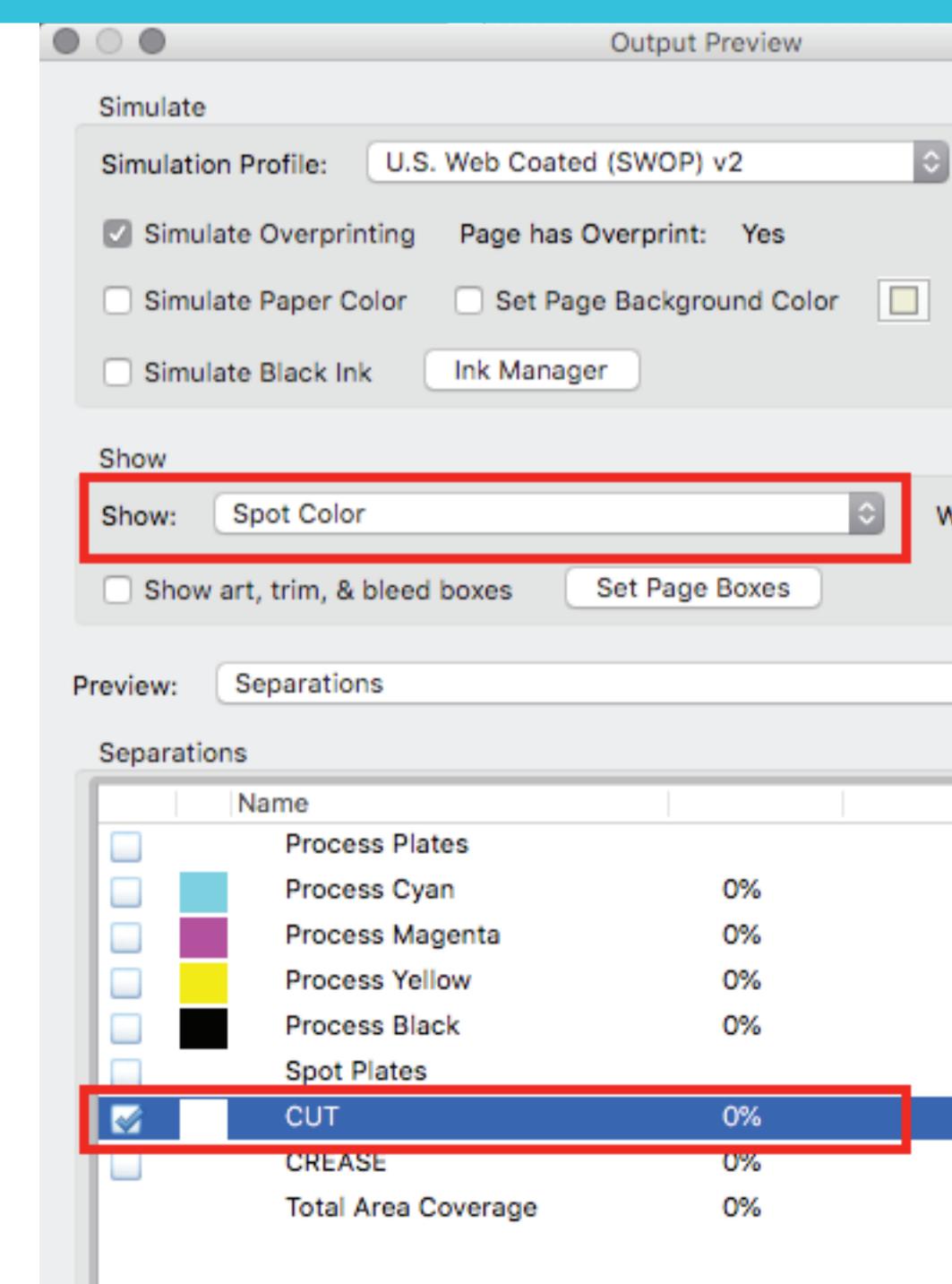
- Convert all text to outlines
- File provided in CMYK only
- Our recommended rich black break down in 40%C, 40%M, 40%Y, and 100%K
- Supplied as press ready PDF

### PRODUCT SPECIFICS:

- Artwork size:
  - External Dimensions: (L)360mmx(W)260mmx(H)100mm
  - Internal Dimensions: (L)345mmx(W)254mmx(H)97mm
- Use of vector image recommended
- Please delete layer named "Artwork Guideline" and keep in the layers named "CUT" & "SCORE" before sending back to us.
- Please create your artwork as a new top layer
- Don't modify the size or edit or remove locked layers

## HOW TO CHECK YOUR PRESS READY PDF IS SET UP CORRECTLY

- In Adobe Acrobat Pro open the Output Preview
- Change the 'Show' field from 'CMYK' to 'Spot Color'
- Turn off all layers except the 'Cut' layer



# Outside

## SAFE AREA

Place important text or image Inside this blue area to prevent trimming.

## CUT LINE

Artwork will be trimmed here.

## SCORE LINE

Artwork will be scored here

## BLEED AREA

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

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

# TOP

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

# BACK

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

# BOTTOM

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

# RIGHT

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

# LEFT

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

# FRONT

Inside

**SAFE AREA**

Place important text or image Inside this blue area to prevent trimming.

**CUT LINE**

Artwork will be trimmed here.

**SCORE LINE**

Artwork will be scored here

**BLEED AREA**

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

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

**TOP**

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

**BACK**

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

**BOTTOM**

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

**RIGHT**

Please delete layer named "**Artwork Guideline**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

**FRONT**

Please delete layer named "**CUT**" & "**SCORE**" and keep in the layers named "**CUT**" & "**SCORE**" before sending back to us.

**LEFT**