

Holly Tag & Label, Inc.

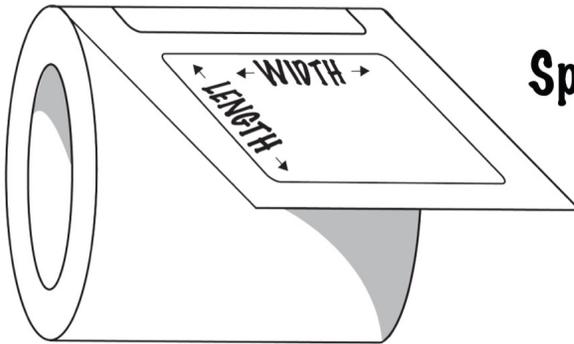
Tips on Getting Your Project Printed

☛ *You've gotten your ideas together and you know what you want your label to look like once printed. Now what? If you have never had anything printed by an industrial printer, these tips are for you. Getting exactly what you want from a printer can be a very confusing experience. What stock should be used, what process should be used, how do I get the artwork ready for print, what is bleed, what is CMYK? All those questions will be answered below in this quick guide to getting your labels printed!*

Tip 1: Know What You Need From Your Label

What will be the final use of your label? What will it be stuck to? This seems simple enough and it is a very important thing to consider. The answer to this question will determine what substrate or material your label will be printed on, as well as, what finish will need to be applied to the top of it. When requesting a quote from us, we will need to know if this label needs to be waterproof, if it will be in contact with any kind of chemicals, if it will be set outside in the sun, if it will be exposed to heat or extreme cold, if it needs to peel off a container without leaving any sticky residue...All of these kinds of factors will determine what kind of material will need to be used to ensure your label does the job it needs to do. There are a number of different materials with a variety of adhesives to choose from, as well as, several different finishing methods, but don't worry! We will take a look at what the final use of your label will be and decide on the best material and finish to use!

You'll also need to know the size of your label. When describing the size of your label, please give us the width of the label across the roll **FIRST**, and then give us the length of the label along the roll **SECOND**. Remember, it is **WIDTH x LENGTH**.



Specifying the Label Size

When specifying the label size, please give the "Width x Length" of the label according to the way that it will come off of the roll.

Be sure to check with us to see if we have a die size in house that matches what you need because that can save you money. If we don't have the size you need, we can always order the die used to cut out your labels at the size and shape you request.

Tip 2: Decide On Quantities

An important part of getting your labels printed is to know what kind of quantities will be needed. This is important in figuring out what printing process should be used. At Holly Tag & Label, we have both **flexo** and **digital** printing processes to produce your labels. There are several factors used to determine which process will be used. For smaller quantities, the digital printing process will most likely be used. For those larger quantities, the flexo printing process will be used.

Tip 3: Know the Significance of the Number of Colors Used On Your Label

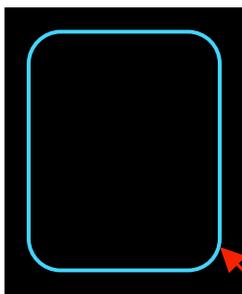
Another thing to consider when getting your labels printed is the number of colors that you use. If your labels will be printed by our flexo presses, the more colors you have, the more expensive the label will be. The reason for this is that each color that you have on your label will require a **plate**. So, if you have a 3 color label, 3 plates will be made, one plate for each color. Our flexo presses have the capability of printing up to 6-colors. If a picture is on your label, this can be done in 4-color process or CMYK. What is **CMYK**? This stands for Cyan, Magenta, Yellow, and Black. A label printed in 4-color process, or CMYK, will be made up of tiny dots of these colors. On the other

hand, if your labels are going to be printed digitally, the number of colors you have on your label doesn't matter! Your entire label will be printed in 4-color process or CMYK. Because of this, there are no plates involved when printing digitally. The picture quality of your label will also be better than the picture quality on a label printed from a flexo press. Since everything will be printed CMYK, however, your colors will be limited to the boundaries of CMYK. Some colors that can be achieved using specific, pre-made PMS color inks on our flexo presses, will appear differently on our digital press. For example, our flexo presses are capable of printing fluorescent or metallic inks, while our digital press cannot. So, as you can see, there are benefits and drawbacks to both processes.

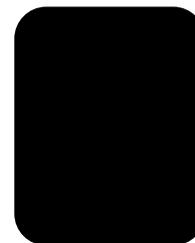
Tip 4: Have Your Artwork Ready for Print and Save Time and Money!

Now that you know what printing process will be used to print your label, it's time to think about getting your artwork ready. If you have a graphic artist designing your label, be sure to give him or her a copy of Holly Tag's Artwork Submission Guidelines to make sure the label is created correctly. This will save time and headache once your artwork is submitted for print. If artwork is submitted and something is incorrect, it will most likely have to be sent back to you or your graphic artist to correct. Be sure that all type is carefully proof read! While our pressmen and prepress department proofreads your labels on press, we cannot guarantee to catch all mistakes! Have several people proofread your label before submitting it to us. You'll be happy you did! You may have also heard of something called **vector graphics**. Vector graphics is what we prefer to receive because it is of better quality. These kinds of graphics are made up of lines, curves, and points. You can edit this kind of art-resize it, change a color, or delete objects-without compromising the quality of the graphics. On the opposite end is **raster graphics**, which is made up of pixels. This artwork is not as smooth. You can resize these graphics but you will lose the quality of your image. In most cases, graphics artists will send your artwork as vector files. Pictures or photos included on your label will be made up of pixels. It is best to have these pictures saved at 300 dpi (dots per inch) or better (although, anything over 800 dpi is usually unnecessary.) Anything less than 300 dpi will be of poor quality when printed. Below are some other things to consider when submitting your artwork:

Bleed-If you want a color or image on your label to extend all the way to the edge of the label, make sure you create a bleed around it. What is **bleed**? That's when you allow the color or image on your label to spill off or over the actual size of your label. We would like to have at least 1/16" bleed around your entire label (1/8" total) to ensure that when your label is die cut, there won't be any white space left around the edge of your label where you wanted that color to extend to. Our machines, while very precise, will sometimes shift just slightly. If there is no excess color or image there, you'll get just plain white paper showing up. If there is some color or image there, you'll never even know the machine shifted slightly! Also, make sure any type or image that you don't want trimmed off is at least 1/16" away from the edge of your label. This padding will ensure that no important information is trimmed off by mistake if the machine shifts slightly!



The label will be cut here at the blue die line.
The color around that die line is called bleed.
Make sure to have at least 1/16" along all sides.



Finished Label

Fonts-If you use many creative fonts on your label and send that to us to print, chances are, we'll be missing those fonts. When fonts are missing, this means that the fonts you used on your label aren't installed on our computer to use. So instead of the nice creative font you used to make your label look nice, we get a generic replacement font when we receive your file. To make that font work, you would have to send us the font to install on our computer to use, which can be a lot of hassle. To remedy this, ask your graphic artist to outline those fonts. What is **outlining** a font? Outlining simply takes your letters and turns them into vector art or into objects. When you submit your artwork after outlining the type, fonts

won't be missing because all of the font information will not be needed. The letters are instead just objects on your label. Keep in mind that once fonts are outlined you cannot go back and edit that type! Make sure you keep a copy of your artwork with the fonts not outlined and save another copy with the fonts outlined to send to us.

These are just a few basic things to consider when getting your artwork ready for print. For a more complete list check out the Artwork Submission Guidelines located on our website!

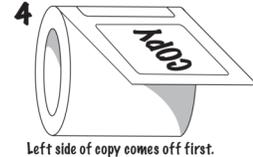
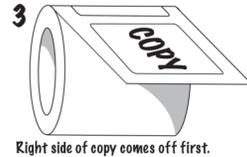
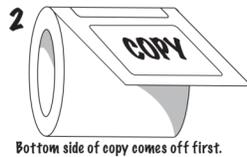
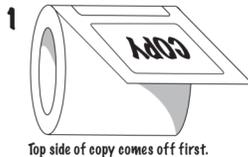
Tip 5: Know If Your Labels Need to Come in Rolls or Sheets

When you place an order for your labels, we'll need to know how the finished product will need to come to you. Will you need these labels on a roll or will you need them in sheets? This all depends on the final use of your labels. If your labels will be applied by hand, the method they are finished in really is just a matter of preference. But if your labels will be going to a plant to be added to some packaging and this plant uses a label applicator machine to apply those labels, you'll need to know what roll form those labels need to be in. **Roll form** (also referred to as Copy Position or Label Rewind) refers to which way the labels come off the roll. Check with the place where the labels will be used to find out this information. Below are the roll forms to choose from:

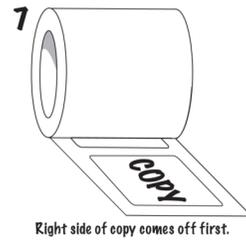
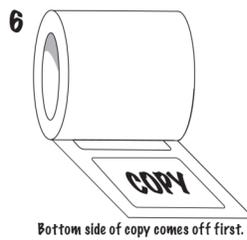
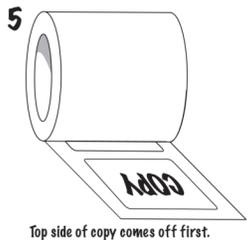
Roll Form Chart

(also referred to as Copy Position or Label Rewind)

Labels Wound Out:



Labels Wound In:



There you have it! A quick tip guide on a few printing basics. Hopefully you will now know a little more about getting your labels printed at Holly Tag & Label and that should make ordering and getting exactly what you want a little easier! If you still have questions, please be sure to contact us at (704) 827-5060 and we will be happy to assist you.