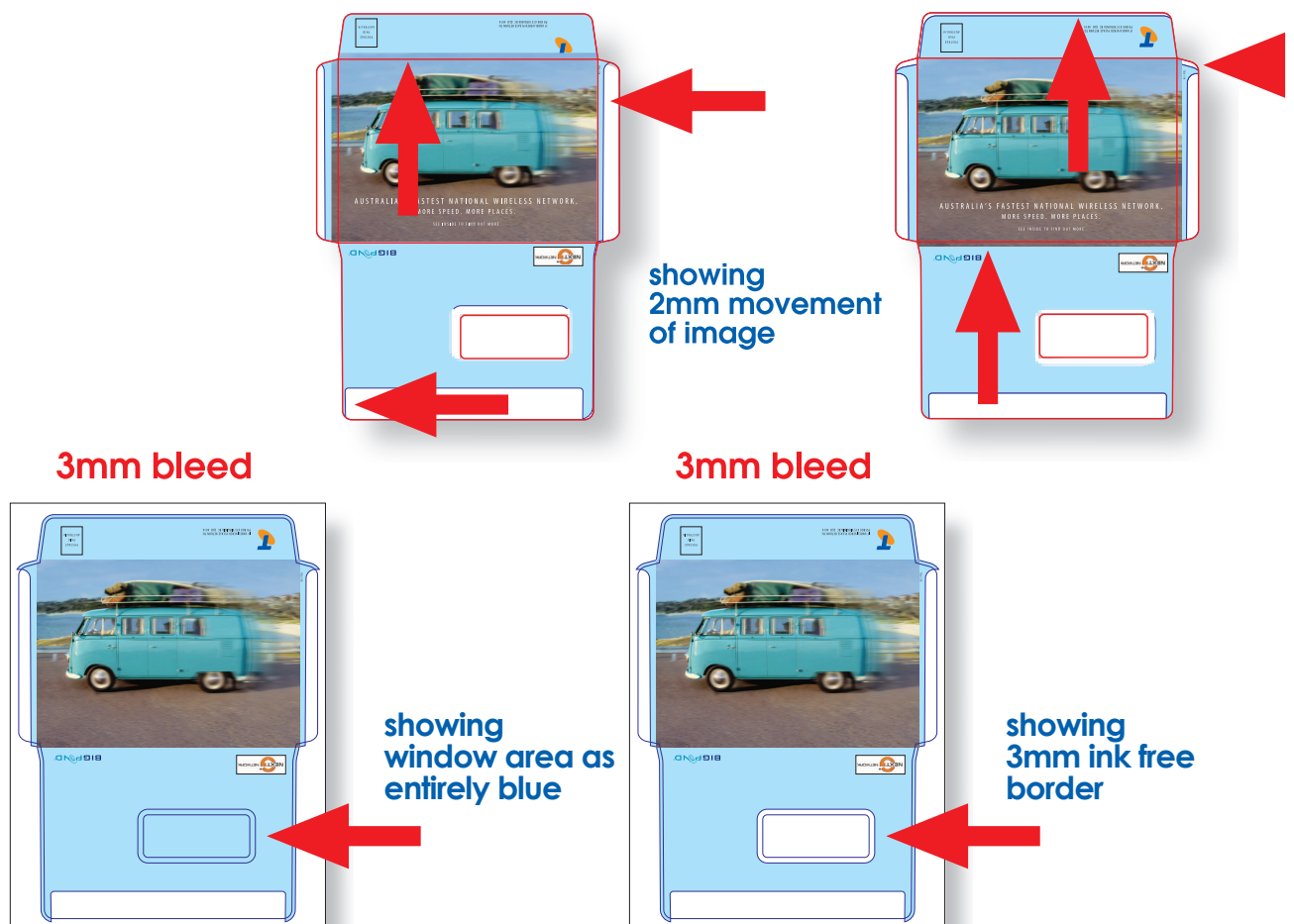


# flatsheet printing guide

## 2 - 3mm bleed

- ▶ In the manufacturing process, there can be up to 2mm variance in size (up/down/left/right).
- ▶ Therefore the print image must be supplied with a 2-3mm bleed on all edges / folds.
- ▶ Any important text / graphics must be kept at least 3mm away from edges and folds.

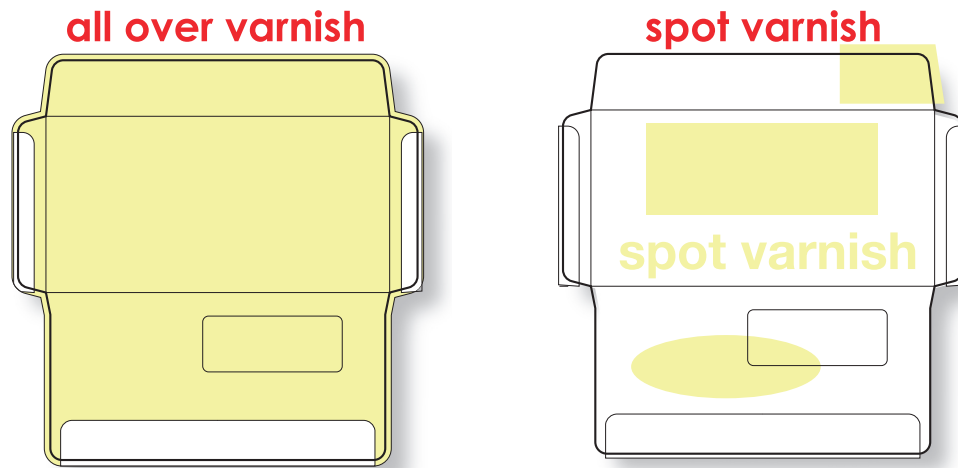


- ▶ It is recommended that you never “strip out” the print where the window is to be positioned, If you do “strip out” the print where the window is to be positioned you must allow at least a 3mm ink free border around the window edge
- ▶ If you want to highlight the window size and position on your artwork please use a separated dieline to illustrate, but do not embed into the image.

# flatsheet printing guide

## varnish

- ▶ Coated paper will always require an all over varnish.
- ▶ Uncoated paper may require either an all over or spot varnish based on the artwork supplied.
- ▶ Please advise at the time of quoting if you will be inkjetting the envelope because spot varnish **must not** be applied to the inkjet areas.



## knockout areas

- ▶ Knockout areas are places where there should be no print or varnishing.
- ▶ These are places that receive gum during the manufacturing process. (i.e., at the sides seams) and also where the flap needs to seal down during the mailing process.
- ▶ Without these areas being free of print, the gum will not adhere properly to the paper, thereby causing quality problems.

