

Safe Zone

By production standards, the die cutting process has tolerance of 1/100 inches (0.25mm). Therefore, the artwork needs a bleed and a safe zone. Safe zone - allows all important information text/logo/etc. to be safe from getting cut. The artwork needs to have all critical information within the safe zone area which is 1/16" (1.5mm) inwards of each side of the label.

Wrong artwork



Right artwork

