

■ **BREATH LIFE  
INTO YOUR PACKAGING**

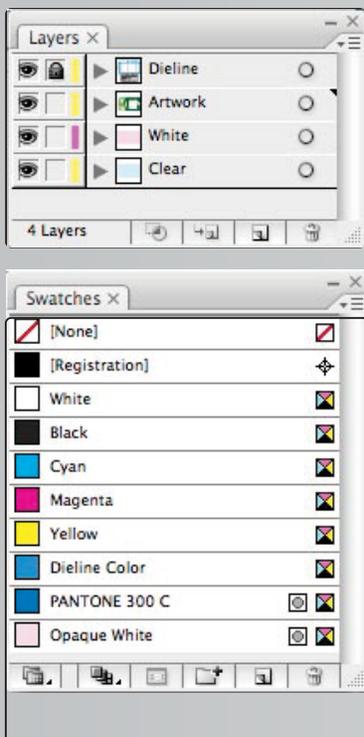
EVERYTHING YOU NEED ALL IN ONE PLACE!  
**PACKAGE UTAH!**

## THE DIELINE - YOUR KEY TO SUCCESS

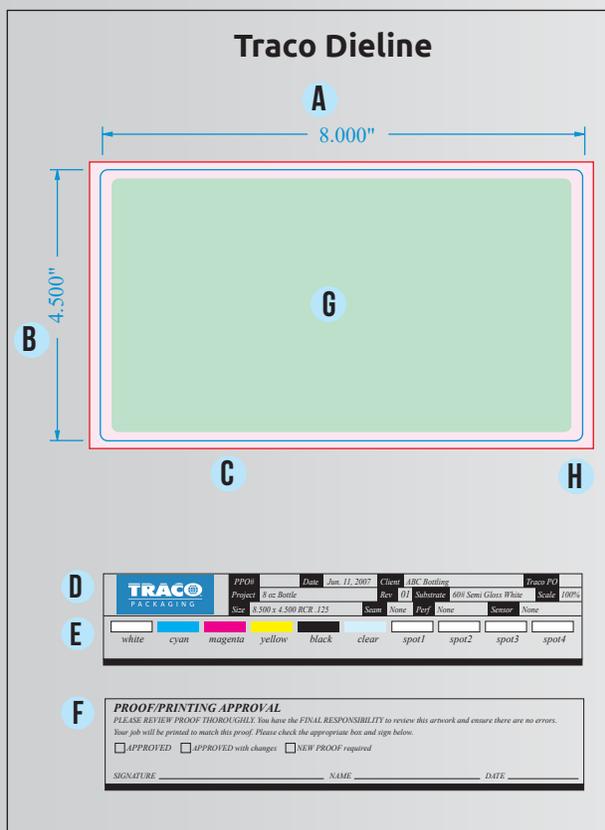
The first step to a successful PS label project is to request a die line from Traco. The die line is custom-sized to your product and will serve as the design template for your project. A sample container is required in order for Traco to produce a custom die line for your project. Your sales rep. can instruct you on submitting your container to Traco.

## HOW TO USE THE DIELINE

The die line is provided as a PDF that you can import into your design software and use as a template. This die line should be placed on a separate layer from your artwork. The die line is always provided at 100% of actual size, and should not be reduced or enlarged. The die line contains the following information:



## DIGITAL PS LABEL GUIDELINES



- A HORIZONTAL LENGTH:** This is the final width of your label after it is die cut.
- B VERTICAL LENGTH:** This is the final height of your label after it is die cut.
- C BLEED:** This is the 1/8" bleed standard for all labels.
- D PROJECT SPECS:** This area is used for listing the project specifications
- E INK SWATCHES:** All ink colors must be designated with a swatch. Add or remove colors as needed. Remember to designate all spot colors. On clear and metallic labels, opaque white ink is required to print opaque colors. Swatches for all Pantone spot colors, metallic inks, varnishes and adhesives should be included.
- F PROOF APPROVAL:** This area is used for your approval of the proof that Traco will provide prior to your label being printed. A signed copy of the proof must be returned to Traco before any printing can begin.
- G SAFE AREA:** This area (shown in **GREEN**) is the safe area for your copy. Avoid placing important copy outside of this area. Background image can extend to the bleed edges as shown by the pink area. Items should not extend beyond the red lines.
- H ROUNDED CORNERS:** Rounded corners are the preferred corner for PS labels. The rounded corners provide easy application for both mechanical and manual application. The standard corner radius is 1/8". Corners as small as 1/16" radius can be used for small labels. Square corners are typically only used for special applications.