

REVO

Tips + Tricks

Artwork set up Labels on Rolls

Label Orientation - Why its important

Label orientation or unwind direction as it is also referred to, is simply the way in which the label unwinds from a roll. It is a simple thing, although it can be confusing if you are not familiar with labels. Knowing exactly what roll direction you want comes in handy when producing your artwork and ordering labels as it may affect the efficiency or the ease of machine application of your label being placed on your product.

Short edge and long edge refers to the orientation of the label template on the roll.

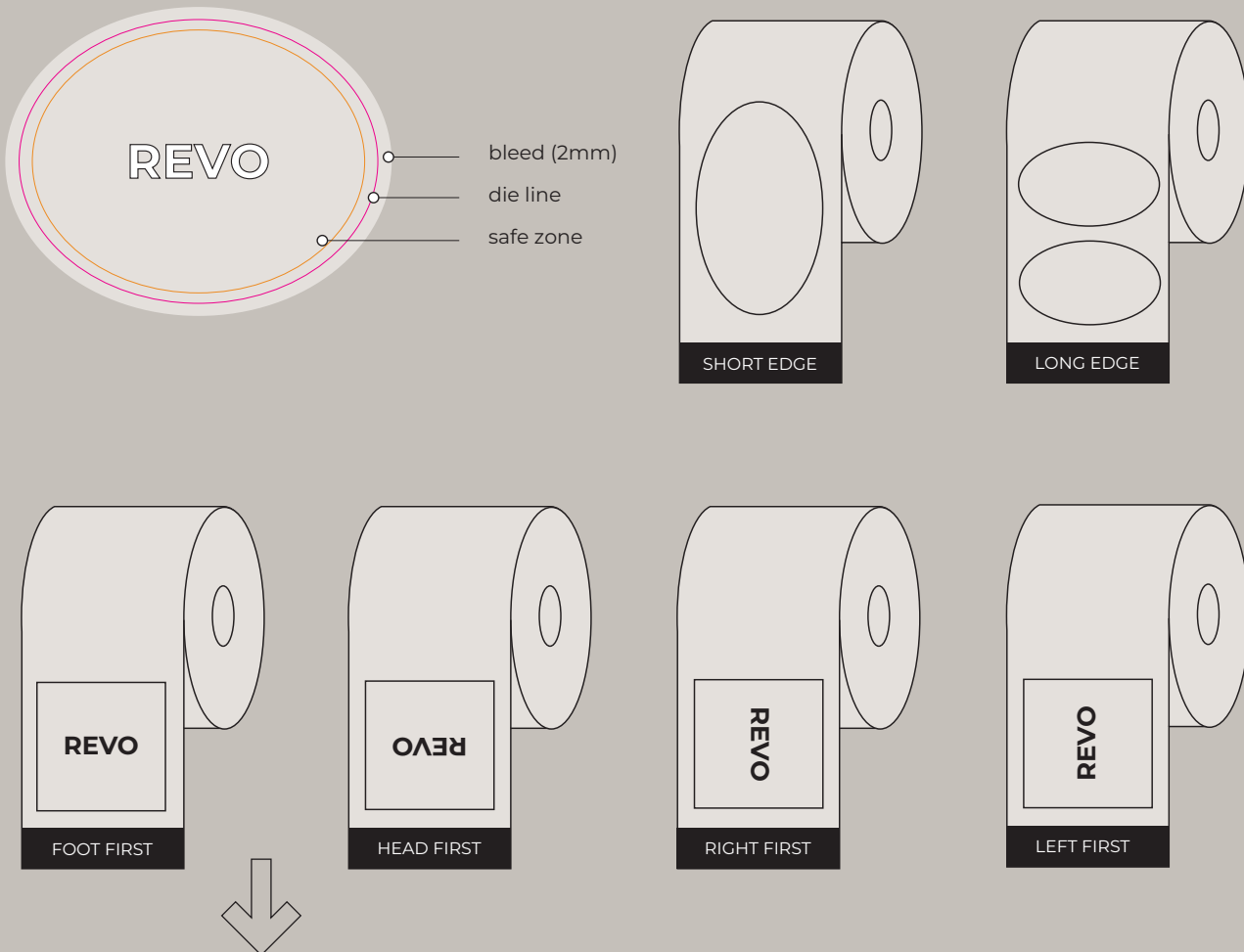
Right edge first means that the label will be dispensed with the right side of the label being shown first,

Left edge first means the left will be dispensed first.

Foot first refers to the bottom of the label being dispensed first.

Head first means the top of the label will be first dispensed.

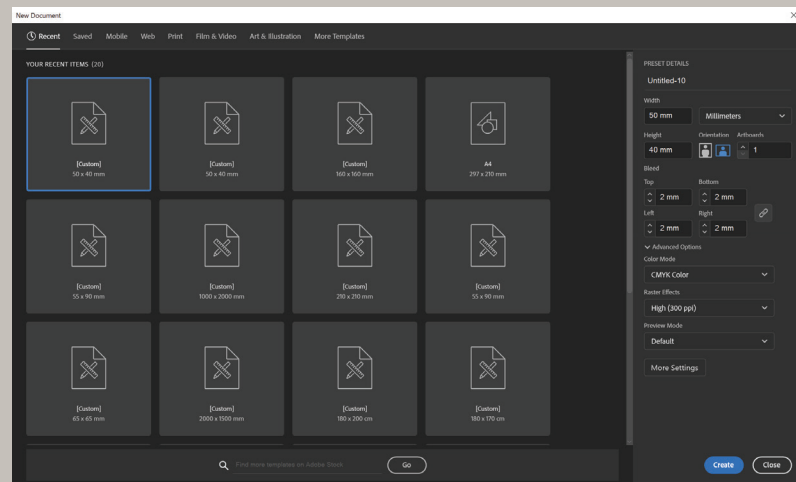
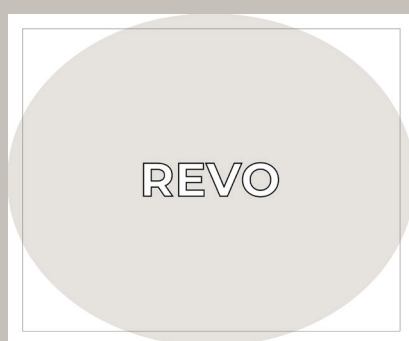
It is vital to check that the roll direction coincides with the roll direction you want. Be sure that the initial roll direction is the right one, as it is often too late to change the roll direction once the production has begun.



Let's step you through it

Setting up your artwork for labels on rolls - Setup

01. Firstly set up your artboard or document to its finished size with 2mm bleed and no trim marks.



Setting up your artwork for labels on rolls - Spot colour

02. Then you need to create your dieline swatch colour by clicking the menu icon within the Swatches palette and selecting **New Swatch**.

To set up the Die Line Spot Colour:
 Set the Swatch Name to **Die Line**
 Set the Colour Type to **Spot Colour**
 Set the Colour Mode to **CMYK**
 Set C, Y and K to **0%** and M to **100%**
 Click **OK**.

03. This colour will now appear in the swatch palette.

Add the **Die Line Spot Colour** as a stroke to what you would like to be cut out. NOTE: A dieline should be a stroke, it should not be outlined or expanded.

04. Once you have set the paths you would like to be cut to the die line, open **Attributes**, which if it is not on your panel interface can be found under the **Window** menu.

Select the path which is set to dieline and set it to **Overprint Stroke**.

Create a new Swatch Colour

Varnish
 Spot Colour
 CMYK
 C 0%
 M 100%
 Y 0%
 K 0%

02.

100% Die Line

Overprint Stroke

03.

04.

Setting up your artwork for labels on rolls - New layer

05. Next, put them on a separate layer.
 This can be done by;

Opening **Layers**, which if it is not on your panel interface can be found under the **Window** menu.

Create a new layer by clicking the + within the box. Double click the layer to rename it to **Die Line**.

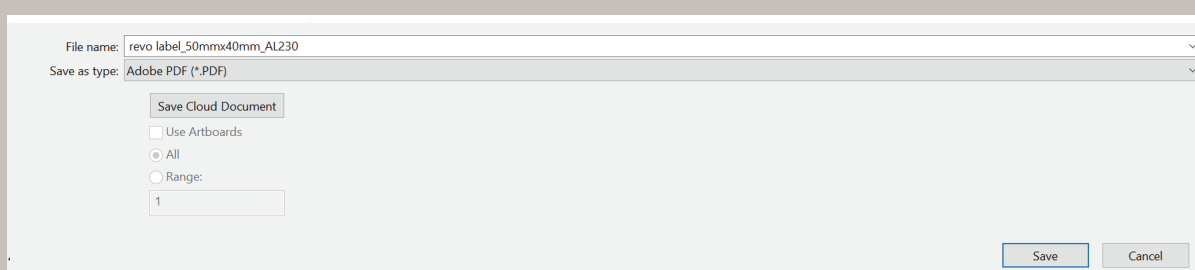
06. Select the objects/text that are set to the Die Line colour, and select the Die Line layer within the tab.

Right click the object/text, then move the mouse over **Arrange**, then click **Send to Current Layer**.

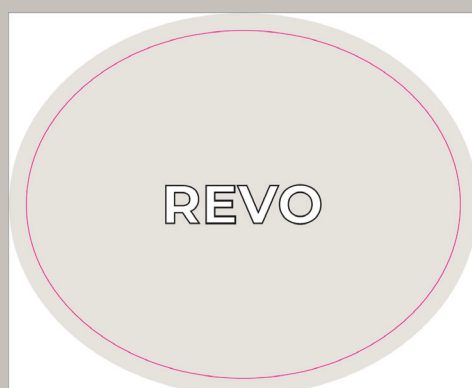
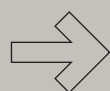
This will send the object/text to the Die Line Layer, you will notice if this has worked as the colour of the **outer ring** when the object is selected **has changed colour**.

Setting up your artwork for labels on rolls - Saving your artwork

07. Please ensure when saving your work you include **"AL230"** and the end of your file name so we know it is set up for the label press.



Your print ready artwork should look like this.



01.

02.

03.

04.

05.

06.

07.