



## Shrink Sleeves: Order Placement and Artwork Submission

Please send us a sample of the bottle or container you will be using the shrink material on. Be sure to include all related items, including caps or other special closures.

Indicate what form you require for your product: neck band, full sleeve, or multi-pack sleeve.

The shape of your container may determine the type of shrink material that is best suited for your product. For example, an extremely curvy bottle may require film with more aggressive shrink properties. We will recommend the type of film that is best for your product.

Indicate if and where any perforations are required.

Indicate whether the finished label is to be supplied cut single or on a roll.

The standard core size for shrink labels is 5". Please specify if you have different requirements. If you require the film to be supplied on a roll you will also need to indicate:

- the maximum outside diameter for the roll
- rewind position
- splice type (insert, butt, etc.)
- what type of tape should be used for splicing, if holes are needed at the splice
- and/or how many splices are acceptable per roll

Indicate how the finished label will be applied: by machine or hand, with dry heat or steam.

We will gladly size the container for you at no charge and will provide the specifications for your container. We will send you a layout noting any areas of concern (i.e. high shrink areas) as well as fold and seam positioning. If the specifications for your shrink sleeve project has been predetermined, simply supply us with the layout. In either case, measurements should be supplied in millimeters (shrink is always produced using mm measurements).

Once the dimensions of the label are determined artwork should be submitted as follows:

- On CD-Rom or via email to [prepress@gdinc.net](mailto:prepress@gdinc.net) (we can accept up to 50MB via email)
- According to the dimensions provided by Overnight Labels, Inc. (if applicable)
- In a program such as Quark, Illustrator, or InDesign
- With images and fonts supplied
- With colors already converted to CMYK and spot colors specified - we print up to 6 colors on shrink materials (5 colors, plus white). If you do not wish to convert the colors yourself, we can do so for you and will advise if any colors will not convert well
- In layers rather than a flattened image
- With barcodes bars running horizontally (i.e., ladder configuration)
- Any other specifications necessary for the best print job possible will be addressed by our pre-press and/or production department upon receipt of artwork
- ***Please refer to our Art Submission Requirements for Flexographic Printing guidelines for more details regarding artwork submission***

Thanks to our digital proofing system, proofs can be provided on actual shrink material. These proofs are great for mock-up purposes, since they can be shrunk onto the actual container. We can provide a paper mock-up that clearly shows seam, fold and graphic positioning as well. From digital proofs to digital plates, we're confident that you will be satisfied with the end product you receive from our facility.