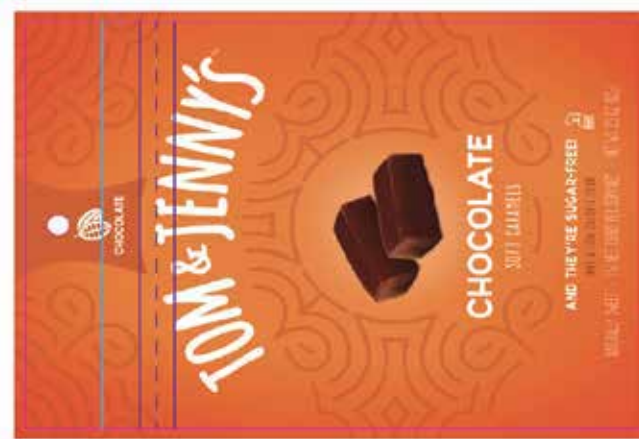


Pouchmaking equipment has a +/- 2mm (0.078") sidelay cutoff variance.

If artwork is not symmetrical on each side of the pouch, the artwork risks bleeding an unsightly 2mm "sliver" of artwork on the pouch "next door".

In order to address this, we suggest the following artwork strategies:

1. Submit artwork that is solid color or identical on each side. Utilizing this option will ensure that any variation of cutoff will not show from one pouch to another.



Symmetrical
Artwork
on each edge
of pouch. No Problem.



Non-Symmetrical
Artwork
on each edge
of pouch.

A treatment should be
applied.

2. The graphic below illustrates a treatment whereby non-symmetrical images are pulled back from the edge of the pouch.

The 2mm non-image area may be clear, white, or silver metalized.



Artwork is pulled
back from the cutoff edge
2mm (0.078")

3. Be advised non-symmetrical elements may be left in a bleeding position. We simply wish to bring this matter to your attention and share basic strategies for addressing this specific artwork topic.

As you develop your graphics, feel free to ask us to review your artwork and we will offer any guidance we can for best results!