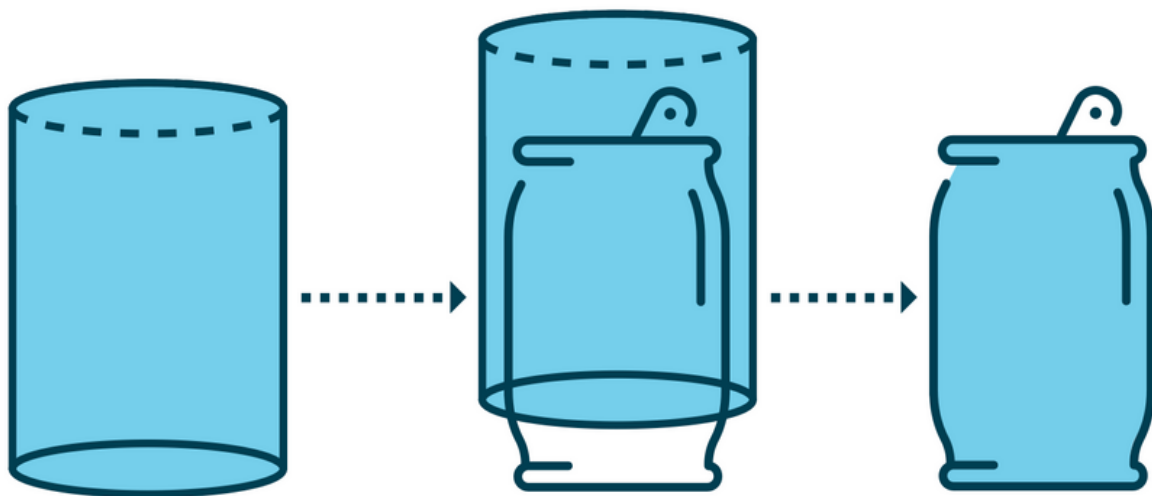# SHRINK SLEEVE DESIGN GUIDE

If you're looking for full product coverage, shrink sleeves are the way to go. Shrink sleeves allow you to add a "second skin" to your product. When the film sleeve is placed around your product and heat is applied, it conforms to that shape to create a look that's truly part of your product and ready to impress.

PREPARING ARTWORK

Outline Fonts

To ensure that fonts are printed properly, prepare your files for print by sending the fonts with your project and ensure text is turned to outlines.

Turning text to outlines essentially turns each letter into an image. While this means that text can no longer be edited, it is essential in preparing artwork because the file no longer relies on a font file to render the artwork. One recommendation is to save a separate version of your artwork with text not outlined so that you can still edit the original artwork.

How to Outline Fonts in Adobe Illustrator

- Select your text. If you have many layers and text, you can also select all objects in your artwork (CTRL+A).
- Choose Type > Create Outlines from the menu

Embed Links & Images

Ensure all placed or linked pictures are correctly embedded into your final file.

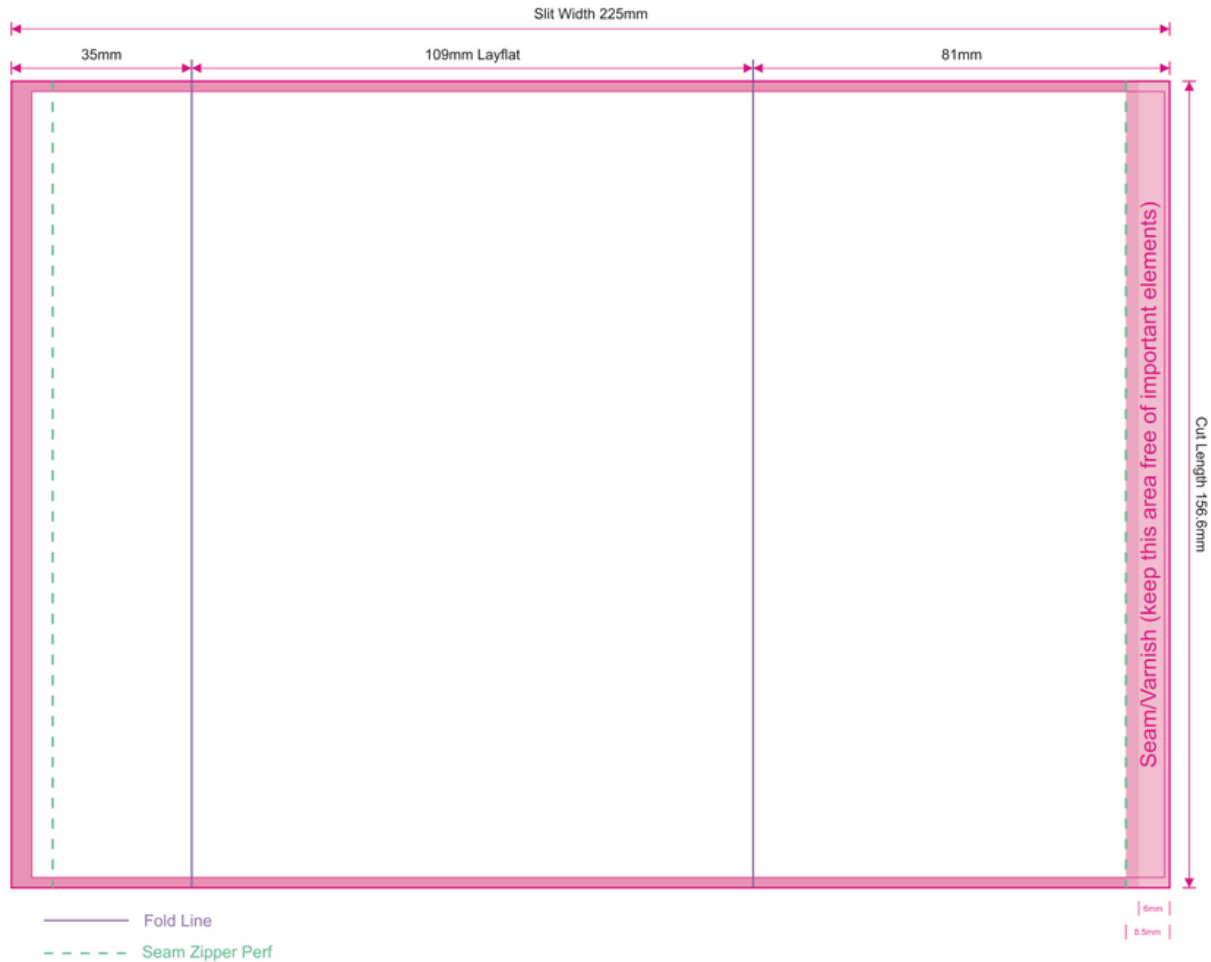### How to Embed Links & Images in Adobe Illustrator

- Choose Window > Links
- Select the links by clicking on them. Hold down CTRL to select multiple links, or SHIFT to select a series of links. In the upper righthand corner of the links palette, click the dropdown menu and choose Embed Link(s).

Clear Space

In the provided template, you'll notice a gray area labeled "CLEAR". This 2mm space on the top and bottom of the label allows for the sleeves to be cut accurately from the rolls on which they are produced. Ensure that this area is kept clear of any design elements.

TEMPLATE

Slit Width 225mm

35mm | 109mm Layflat | 81mm

Cut Length 156.6mm

Seam/Varnish (keep this area free of important elements)

6mm

8.5mm

——— Fold Line

– – – Seam Zipper Perf

Blue Label standard fold lines are at 30/70 with zipper perforations at the seam (when a perforation is requested).
The above template is for our standard fold lines and zipper perforation on a 16oz can.
Additional templates are available upon request.

Tips:
- Allow for up to 7mm of overlap.
- Pay special attention to your design where it comes together from end-to-end, near the seam. Best practice is to allow for +/- 1mm.
- If your shrink sleeve requires a zipper perforation, there needs to be, at minimum, 16mm of space between the two perforation lines.
  - Our standard is to run the zipper perforation across the seam
- Sheeted sleeves: if you need your sleeves individually sheeted, we can help!
  - Specifications: Minimum: 30mm - Maximum: 400mm

DESIGN CONSIDERATIONS

White Layer

If your design requires 100% opacity for the final product, simply leave the white layer as is in the design, as it allows us to achieve 100% opacity when printing.
*see White File Creation guide for spot application instructions.

Copy Limits

Shrink sleeves have two fold lines. You'll want to keep text and important design elements between those lines to ensure best results.
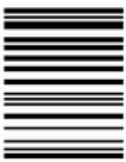*Our standard fold lines are 30/70.

CMYK

Be sure design files are saved in CMYK color mode.
(reference "Things to Know About Color" file for instructions)

Image Resolution

All images must have a minimum resolution of 300 DPI.

Barcodes

Ensure that barcodes are placed vertically to avoid scanning issues and back all barcodes in white ink.
Barcodes should be provided as live codes and not images.
*see Barcode Standards guide for more detailed guidelines.

Lay Flat

The lay flat is the area between the two vertical red lines and represents the front panel of the folded sleeve. These vertical lines must remain at least 20mm from the seam of the sleeve.
Lay Flat Specifications:
      Standard: Minimum: 40mm - Maximum: 145mm