

**USE THESE LINE WEIGHT WHEELS TO ENSURE YOUR ART IS PRINTABLE  
DO NOT RESIZE THE WHEELS - THEY SHOULD BE 1/2" ROUND**

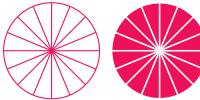
**BEST PRINT RESULT**  
(RECOMMENDED FOR A CRISP, CLEAN PRINT)



**POSITIVE LINES**  
(SHOULD BE PRINTED IN 100% CMYK)  
NEED TO BE THIS THICK  
0.75 point

**NEGATIVE LINES**  
(SHOULD BE PRINTED IN 100% CMYK)  
NEED TO BE THIS THICK  
1 point

**ABSOLUTE MINIMUM**  
(NOT RECOMMENDED - RESULTS MAY VARY)



**POSITIVE LINES**  
(SHOULD BE PRINTED IN 100% CMYK)  
NEED TO BE THIS THICK  
0.4 point

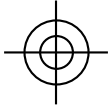
**NEGATIVE LINES**  
(SHOULD BE PRINTED IN 100% CMYK)  
NEED TO BE THIS THICK  
0.6 point

**ABSOLUTE MINIMUM**  
FOR METALLIC INKS - 872, 873, 876 & 877



**POSITIVE LINES**  
(SHOULD BE PRINTED IN 100% CMYK)  
NEED TO BE THIS THICK  
0.75 point

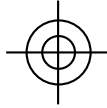
**NEGATIVE LINES**  
(SHOULD BE PRINTED IN 100% CMYK)  
NEED TO BE THIS THICK  
1.25 point



**PRODUCT:**  
**Willi Becher**  
**16oz**

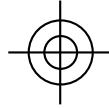
**ORDER:**  
**XXXXXX**

**OUTPUT:**  
**MM/YY**



**ART ID:**  
**XXXXX**

**INKS:**  
**1. XXXX**  
**2. XXXX**  
**3. XXXX**



<<< **LIP LINE** >>>

**STANDARD PLACEMENT: 1" FROM LIP**

**STANDARD PRINT AREA: 2 1/2"w X 3 3/4"h**

**STANDARD WRAP PRINT AREA: 8"w X 3 3/4"h**  
**NO 3 COLOR WRAPS** (GAP OF +/- 3/4")

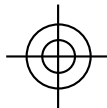
**SIDE 1**

**WRAP**

**SIDE 2**

**USE THIS FOR SPOT COLOR  
DIRECT PRINT ONLY**

**CANNOT PRINT  
3-COLOR/2-SIDED  
IN ONE SET-UP**  
**SEPARATE ART ID AND SET-UP  
REQUIRED FOR EACH SIDE**



**ART SPEC:**  
**VECTOR ART PREFERRED (.AI, .EPS, .PDF)**

**RASTER ARTWORK ACCEPTED - ARTWORK MUST BE:  
PRINT SIZE + 600 PPI CMYK (.PSD, .TIF, .JPEG, .BMP)**

**FULL COLOR  
ORGANIC PRESS TEMPLATE**

**USE THESE LINE WEIGHT WHEELS TO ENSURE YOUR ART IS PRINTABLE  
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**PRODUCT:  
Willi Becher  
16oz**

**BEST PRINT RESULT**



**POSITIVE LINES**  
(NEED TO BE THIS THICK)  
1 point

**NEGATIVE LINES**  
(NEED TO BE THIS THICK)  
15 point

**ABSOLUTE MINIMUM**  
(NOT RECOMMENDED - RESULTS MAY VARY)



**POSITIVE LINES**  
(NEED TO BE THIS THICK)  
0.5 point

**NEGATIVE LINES**  
(NEED TO BE THIS THICK)  
5 point

**ART SPEC:  
VECTOR ART PREFERRED (.AI, .EPS, .PDF)**

**RASTER ARTWORK ACCEPTED - ARTWORK MUST BE:  
PRINT SIZE + 360 PPI CMYK (.PSD, .TIF, .JPEG, .BMP)**

LIP LINE >-----< LIP LINE

**SIDE 1**  
63.5 x 55mm

**SIDE 2**  
63.5 x 55mm

**THIS IS THE STANDARD IMPRINT AREA  
FOR FULL COLOR CMYK ORGANIC PRESS**

**WRAP**  
229.3 x 55mm

LIP LINE >-----< LIP LINE

**SIDE 1**  
63.5 x 95mm

**SIDE 2**  
63.5 x 95mm

**THIS IS THE FULL IMPRINT AREA  
FOR FULL COLOR CMYK ORGANIC PRESS**

**UTILIZING THIS FULL IMPRINT AREA  
WILL INCUR AN ADDITIONAL COST**

**WRAP**  
229.3 x 95mm