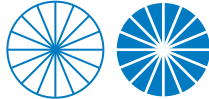


**USE THESE LINE WEIGHT WHEELS TO ENSURE YOUR ART IS PRINTABLE
DO NOT RESIZE THE WHEELS - THEY SHOULD BE 1/2" ROUND**

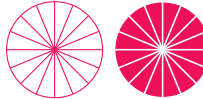
BEST PRINT RESULT
(RECOMMENDED FOR A CRISP, CLEAN PRINT)



POSITIVE LINES
(SPECIFIED LINE WEIGHT: 0.75 POINT TO 1.00 POINT)
NEED TO BE THIS THICK
0.75 point

NEGATIVE LINES
(SPECIFIED LINE WEIGHT: 0.75 POINT TO 1.00 POINT)
NEED TO BE THIS THICK
1 point

ABSOLUTE MINIMUM
(NOT RECOMMENDED - RESULTS MAY VARY)



POSITIVE LINES
(SPECIFIED LINE WEIGHT: 0.4 POINT TO 0.6 POINT)
NEED TO BE THIS THICK
0.4 point

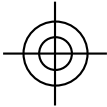
NEGATIVE LINES
(SPECIFIED LINE WEIGHT: 0.4 POINT TO 0.6 POINT)
NEED TO BE THIS THICK
0.6 point

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



POSITIVE LINES
(SPECIFIED LINE WEIGHT: 0.75 POINT TO 1.25 POINT)
NEED TO BE THIS THICK
0.75 point

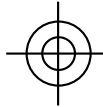
NEGATIVE LINES
(SPECIFIED LINE WEIGHT: 0.75 POINT TO 1.25 POINT)
NEED TO BE THIS THICK
1.25 point



PRODUCT:
Willi Becher
21.5oz

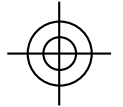
ORDER:
XXXXXX

OUTPUT:
MM/YY



ART ID:
XXXXX

INKS:
1. XXXX
2. XXXX
3. XXXX



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

STANDARD PLACEMENT: 3/4" FROM LIP

STANDARD PRINT AREA: 3"w X 4"h

STANDARD WRAP PRINT AREA: 9 1/4"w X 4"h
NO 3 COLOR WRAPS (GAP OF +/- 3/4")

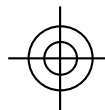
SIDE 1

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**



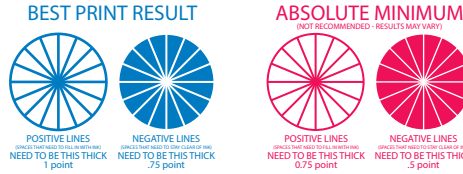
ART SPEC:
VECTOR ART PREFERRED (.AI, .EPS, .PDF)

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

**FULL COLOR
ORGANIC PRESS TEMPLATE**

PRODUCT:
Arc C3522
Willi Becher
21.5oz

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



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

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

<<< **LIPLINE** >>>

IMPRINT AREA: 254.5 x 60 mm

**FULL COLOR CMYK
ORGANIC PRESS TEMPLATE**

**THIS IS THE IMPRINT AREA
IT IS A FULL CONTACT WRAP**