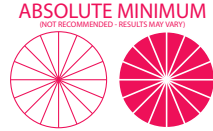


**USE THESE LINE WEIGHT WHEELS TO ENSURE YOUR ART IS PRINTABLE  
DO NOT RESIZE THE WHEELS - THEY SHOULD BE 1/2" ROUND**



**POSITIVE LINES**  
(SHOULD NOT BE LESS THAN 0.75 POINT)  
NEED TO BE THIS THICK  
0.75 point

**NEGATIVE LINES**  
(SHOULD NOT BE LESS THAN 1 POINT)  
NEED TO BE THIS THICK  
1 point



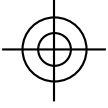
**POSITIVE LINES**  
(SHOULD NOT BE LESS THAN 0.4 POINT)  
NEED TO BE THIS THICK  
0.4 point

**NEGATIVE LINES**  
(SHOULD NOT BE LESS THAN 0.6 POINT)  
NEED TO BE THIS THICK  
0.6 point



**POSITIVE LINES**  
(SHOULD NOT BE LESS THAN 0.75 POINT)  
NEED TO BE THIS THICK  
0.75 point

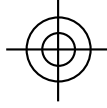
**NEGATIVE LINES**  
(SHOULD NOT BE LESS THAN 1.25 POINT)  
NEED TO BE THIS THICK  
1.25 point



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

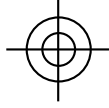
**ORDER:**  
**XXXXXX**

**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 3C WRAPS** **(GAP OF +/- 3/4")**

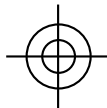
**SIDE 1**

**WRAP**

**SIDE 2**

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

**CANNOT PRINT  
3C/2S  
IN ONE SET-UP**  
**SEPARATE ART ID AND  
SET-UP REQUIRED FOR SIDE 2**



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

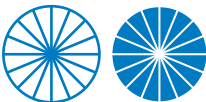
**RASTER ARTWORK ACCEPTED - ARTWORK MUST BE:  
PRINT SIZE + 600 PPI CMYK (.PSD, .TIF, .JPEG, .BMP)**

**FULL COLOR  
ORGANIC PRESS TEMPLATE**

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

**PRODUCT:**  
Willi Becher  
16oz

**BEST PRINT RESULT**



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

**NEGATIVE LINES**  
(NEED TO BE THIS THICK)  
.75 point

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



**POSITIVE LINES**  
(NEED TO BE THIS THICK)  
0.75 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** >>>

**IMPRINT AREA: 229.3 x 55 mm**

**FULL COLOR CMYK  
ORGANIC PRESS TEMPLATE**

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