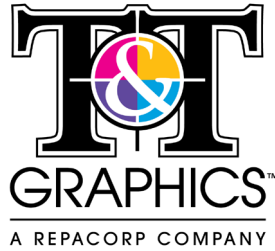


## Information Needed to Quote Shrink Sleeves

- 1) What is the slit width?** The slit width is the total width of the sleeve after slitting and before seaming (min 94 mm – max 498 mm). To calculate the slit width, measure the largest circumference of the container and add 12 mm.
- 2) What is the lay flat width?** The lay flat width is the width of the sleeve after it has been folded and seamed.
- 3) What is the cut height?** Cut height is the height of the final sleeve before shrinking. The cut height includes the gap. The gap is the clear area above and below the printed area, which is typically 4 mm (2 mm on top, plus 2 mm on the bottom), depending on the applicator applying the sleeve.
- 4) Is there a clear area, or is the color of the container being utilized in the sleeve design?** This will determine how we print the colors and if we are using white or clear slip. It will also determine if a printing plate for spot slip is needed.
- 5) Is there a supplied container?** We would like the container to make sure the sleeve is the correct size before printing. We can also provide a proof applied to the container for your customer's review.
- 6) How many versions or SKUs?** If you have multiple versions or SKUs, tell us the quantity of each version you would like printed. Multiple versions of shrink sleeves are multiple designs printed on the same material and cut to the same size.
- 7) How many total shrink sleeves are needed (quantity)?** Please provide the total number of shrink sleeves needed. Add all the versions together to provide a total quantity.
- 8) Is there variable printing?** If variable printing is required, we will need the database. If 4-color variable designs are needed, please let us know so we can help you with artwork specifications.
- 9) Do you know what material you would like?**
  - PVC – The most widely used shrink film because of its low cost and flexible shrink range of 65-70%. PVC has moderate shrink force, allowing it to be used with soft or thin plastic containers.
  - PET – More expensive but has the highest gloss, clarity and shrink percentage of 75%-80%. PET is more rigid, providing a higher shrink force and is great with more rigid containers. PET is easily recycled.
  - OPS – High shrink up to 78%, low density material with the lowest vertical shrink features. Used mostly in squeezable applications.
- 10) Is there a special finish?** Let us know if spot varnish, full varnish, or cold foil is needed.



**11) Is there a vertical, horizontal or T-perf?** A perforation can be added to shrink sleeve seals for easier opening.

**12) How are the shrink sleeves being applied?** Shrink sleeves can be supplied on a roll or individually cut for hand application. If the shrink sleeves are being applied by machine, it is important to know how the shrink sleeves need to come off the roll.

**13) Artwork.** Art resolution is a minimum of 300 dpi for all images and photos. Remember to include all images and fonts with the art file. We use PDF files and will accept Illustrator ai, eps, or pdf, or Photoshop psd, tiff, or eps. If your file is not an Illustrator or Photoshop file it must be saved as a pdf file.