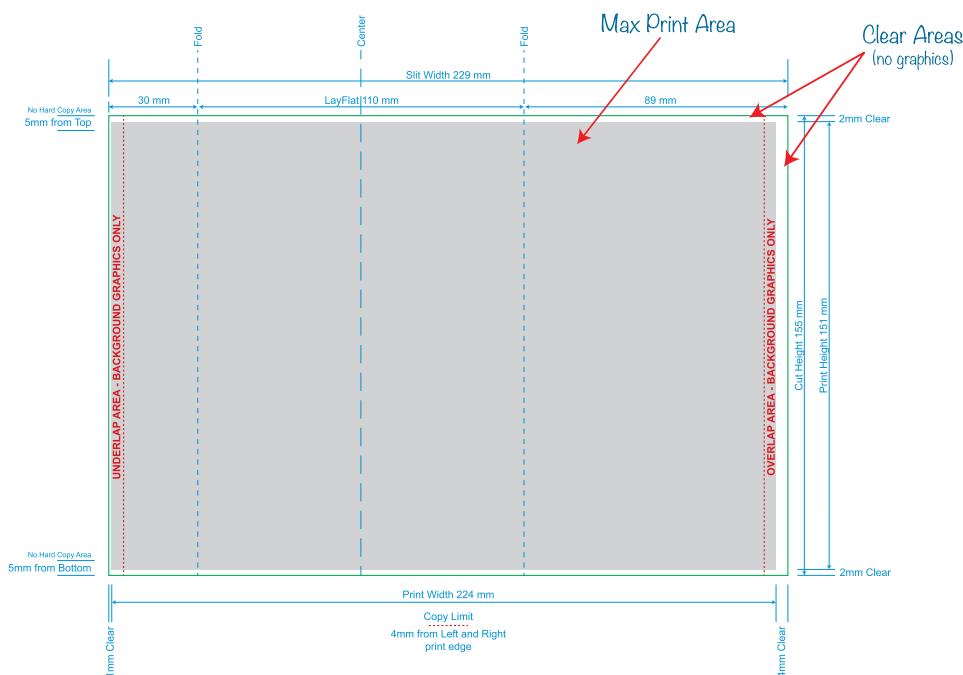


# SHRINK SLEEVE GUIDE



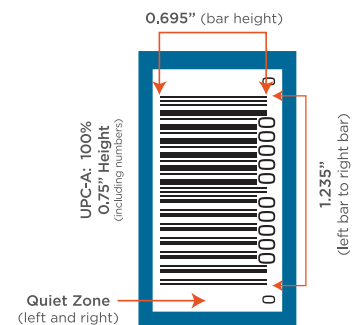
## Shrink Template Explanation

1. Request that a template be created from your Client Specialist. The ILS Art Team will customize a template specifically for your needs. Your template will be set up in Adobe Illustrator, our preferred software for incoming files.
2. In your template, you will notice a gray box. This is the max print area box. The artwork you drop into the template should fit the gray box exactly and not bleed into the clear area.
3. There are two dotted red lines on the left and right. These are copy limit lines. No text or pertinent elements should extend beyond these two lines. It is fine for background graphics to extend past this area.
4. "No Hard Copy" and "Text, No Graphics" call outs shown at the top and bottom (left side) of the template will be developed and shown according to the tapers of your container. The template below represents the taper of a can. The top call out can have text graphics as long as they do not stretch over the ridge of the can which can cause distortion. The bottom call out should have nothing more than background graphics as this taper will make all graphics in this area difficult to see.
5. The layflat represents the front panel of the folded sleeve. This can be repositioned as needed. The minimum distance from the left hand side to the first fold is 25mm. Please contact your Client Specialist if a fold below 25mm is needed.
6. Your template will have a flood white layer built into the file. In the event you do not want all your graphics backed in white, please see our white layer tutorial video (<https://www.youtube.com/watch?v=JFCKIzRR1uo>) and Guide to White Layers PDF for assistance in creating specialized white graphics. Use the "WhiteX1" swatch in the file when creating your white layer.
7. Shrink sleeve templates created for uniquely shaped containers may have special instructions and distortion requirements. Please allow time for our Innovation Team to assist.
8. Barcodes should be placed vertically to minimize distortion. Place them on a white or light colored background with dark colored bars. 80 Micron Bar Width Reduction is recommended. It's best to avoid barcodes below 70% size, but ultimately the size is dependent upon the shape of your container. Allow room for a "Quiet Zone" so the barcode scanner can distinguish between the barcode and other text or graphic elements.



### SUGGESTED BARCODE ORIENTATION AND SIZE:

Vertical Orientation (to scale)



#### TECHNICAL SWITCHES

These switches are used to show size, folds, and copy limit ONLY. **DO NOT** manipulate or use them in the design of your artwork.



#### WHITE INK SWATCH

This swatch should be used on the "White Layer" ONLY to indicate where white ink needs to print.



#### ART NOTES

- Outline all fonts and embed all images
- Downscale images to 300-450 dpi
- Rasterize complex vector
- File should be no larger than 50MB
- No critical copy should be placed outside of copy limit lines



#### TIPS:

- Avoid creating barcodes using red, light pink, orange, light brown, yellow, white, and metallic colors.
- Back all barcodes in white ink
- Must have contrast in color between UPC and background