CMYKhub™

LABELS

Laser Cut & Embellishment Guide

Artwork Requirements

- 300dpi images
- CMYK colour space
- Embedded fonts
- Minimum of 1.5mm bleed
- Keep important text/graphics at least 2mm from the trim edge
- Must contain a dieline (see page 2)
- Separate page for the embellishments (see page 3)
- Separate layers for the elements (see page 4)
- Trim box (final cut size) geometry must match the specifications on the order

Adobe Acrobat Trim Box Check

Demonstration Design

Synthetic Gloss Permanent Roll Label + Matt Varnish + Scodix + Metal Gold Laser Kiss-Cut to 148x120mm + Cutting - Complex Shape


Finished Result

Dielines

If you have ordered roll labels from us previously, then we may not have requested your file have a dieline.

Laser cut labels MUST have a dieline to demonstrate the shape of your cut line eg. circle, square, complex outline (pictured below).

- Dieline supplied as a spot colour
- Dieline set to the size of the trim box
- Set to overprint
- Separate layer
- Corners must be at least 0.5mm radius (no sharp edges)
- Dieline supplied on embellishment page
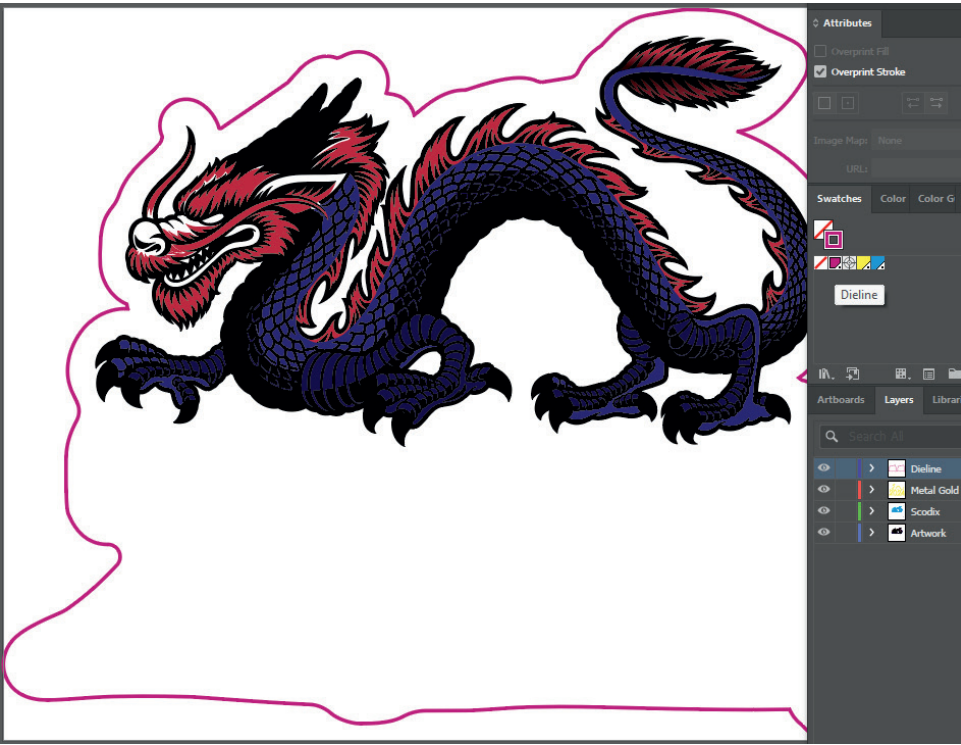
White Ink

Clear or Silver Synthetic Labels often require white ink for best printing results.
Please refer to the specialty label guide here.

The white ink is part of the printing process, so please only supply this on the CMYK artwork page.

Embellishments

Embellishment options for roll labels.
**You can select 1 of these 'Coating' options:**

- **Coating - Spot UV**
- **Coating - Scodix (raised Spot UV)**

You can also select 1 of these options from the list of Foils & Metals in addition to your selection from the Coating options or on it's own:

- **Foil - Gold**
- **Foil - Silver**
- **Foil - Rose**
- **Metal - Gold (raised foil)**
- **Metal - Silver (raised foil)**
- **Metal - Rose (raised foil)**

Embellishment Artwork

- Supply on 1 single additional page:
  - Page 1 - CMYK artwork with dieline (and white ink spot colour if required)
  - Page 2 - Spot Colours only of your embellishment areas with dieline
- Each embellishment to be represented by a different spot colour named as such:
  Spot UV, Scodix, Gold Foil, Silver Foil, Rose Foil, Metal Gold, Metal Silver, Metal Rose
- Spot colours must be supplied at 100%
- Each embellishment to be supplied as a separate layer (see page 4)
- Remove CMYK artwork/detail that will be covered with any Foil or Metal embellishment to avoid registration issues.
- **Embellishments must not cross the dieline - these can not bleed**
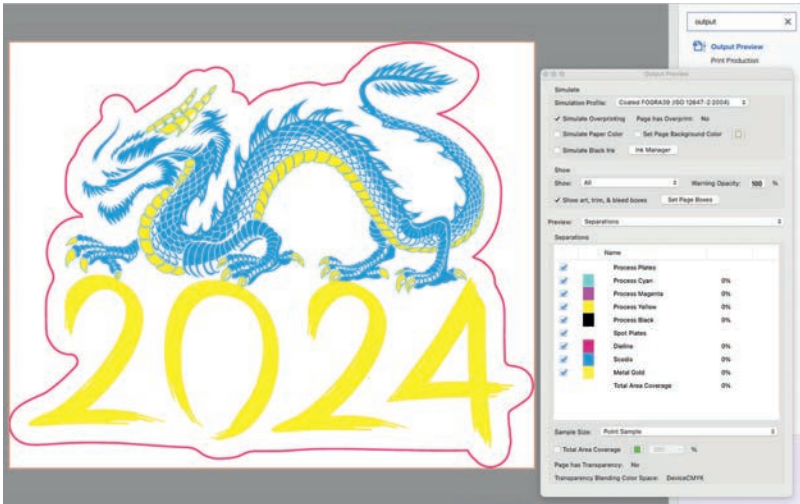

Exporting Layers

When setting up your artwork in Illustrator or Indesign, please save each element on a separate layer.
This would appear as per the example below with layers for the following elements;

- CMYK print artwork (page 1)
- White ink (not featured on this example) (page 1)
- Dieline (page 1 & 2)
- Embellishment A - Spot UV or Scodix) (page 2)
- Embellishment B - Foil or Metal (page 2)

It is critical to select the tick box in your PDF export settings to create Acrobat Layers from Top-Level Layers and save it at Acrobat 6 or higher.
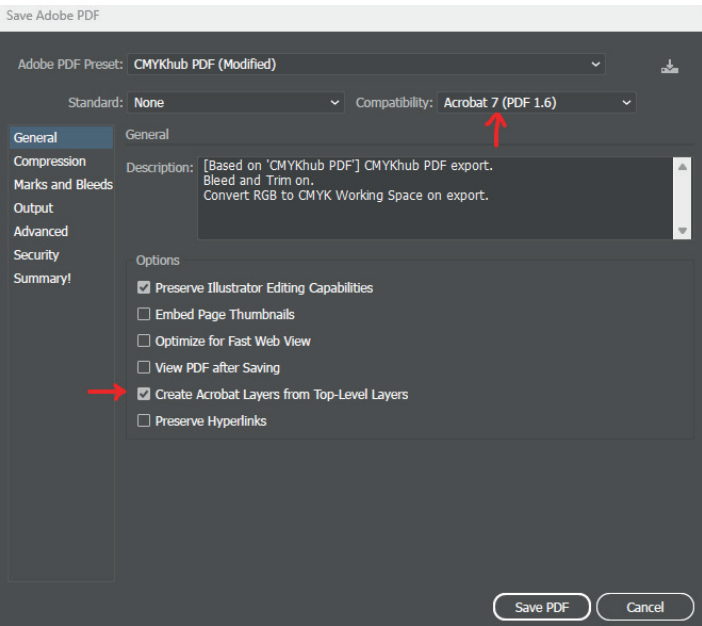
Embellishment Design

We do not recommend solid lines thinner than 0.5pt and broken/dotted lines thinner than 1pt.

We do not recommend most fonts smaller than 8pt.

Where possible we will warn you at preflight stage, but cannot provide any assurances that these visual checks will flag any potential issues.

Please refer to our hard copy embellishment line and text sample provided with our Laser Cut & Embellishment sample pack if you are unsure about fine details in your embellishment artwork.
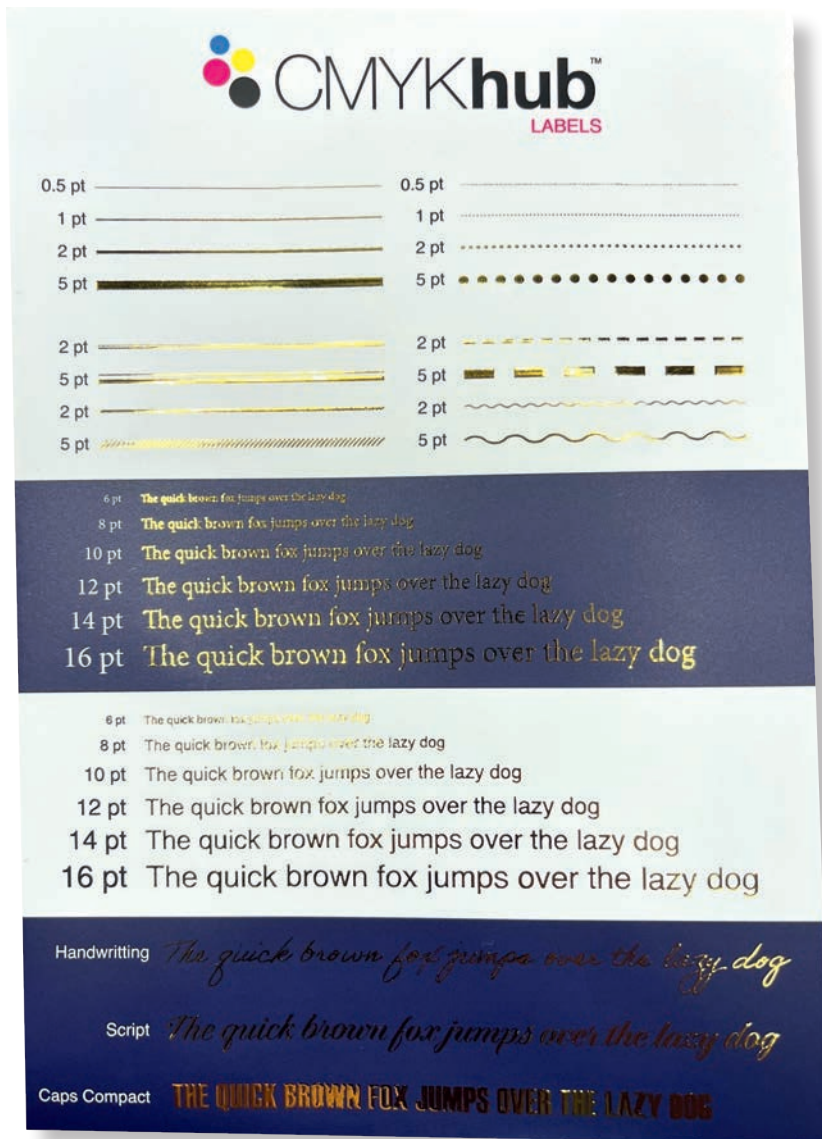
Hublink Ordering

Quoting Laser Cut Roll Labels will be a familiar process if you have experience using our Standard Product menu.

Step 1 - Select the Product (stock and varnish/laminate you need)

Step 2 - Select the closest size larger than your desired label trim size

Step 3 - Select the amount of Kinds (amount of artworks)

Step 4 - Select quantity per artwork

Step 5 - Tick custom trimming and enter the dimensions of the dieline on your artwork

Product	White Cast Gloss Paper Permanent Roll Label + Gloss Varnish
Option	Laser-Cut to 120x120mm (500 Per Roll)
Kinds	1
Quantity	500
RunOns	0
Format	Portrait
Final Trim Size	100 x 110 mm ☑ Tick to add custom trimming

Tick to add custom trimming – we can cut to any size/shape within your selected trim size (30x30mm Minimum)

CLICK HERE FOR THE ADDITIONAL OPTIONS RULES
Click HERE for Laser Cut & Embellishment Guidelines
Select artFIX in Additional Options if you need prepress assistance

Additional Options Rules

The maximum amount of embellishments we can apply to your label is TWO. Hublink will allow you to select all of the options at once, but we can't produce such a product.

This can be a coating of either **Spot UV** or **Scodix** (not both).

You can also add ONE of the **Foil** options or ONE of the **Metal** options. These can be applied on their own or in combination with one of the coating options.

Here are some examples of what is and isn't possible:

If your dieline exceeds 4 corners/edges please select Cutting - Complex Shape
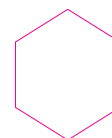
Sample Pack Content

Embellishment line & text guide

Whiskey Hub - Cast Gloss Paper Permanent Roll Label + Matt Laminate + Gold Foil + Spot UV Laser Kiss-Cut to 90x120mm

Merci Belle - Cast Gloss Paper Permanent Roll Label + Matt Laminate + Metal Gold + Laser Kiss-Cut to 50x50mm

Honey - Cast Gloss Paper Permanent Roll Label + Matt Laminate + Metal Gold + Laser Kiss-Cut to 75x75mm

Brew Hub Sydney - Silver Synthetic Foil Permanent Roll Label printed CMYK + White + Matt Laminate + Scodix, Laser Kiss-Cut to 80mm x 70mm

Brew Hub Melbourne - Silver Synthetic Foil Permanent Roll Label printed CMYK + White + Matt Laminate + Metal Rose, Laser Kiss-Cut to 80mm x 70mm

Lone Pine Wine - Cast Gloss Permanent Roll Label printed CMYK + Matt Varnish + Silver Foil + Spot UV, Laser Kiss-Cut to 80mmx100mm + Complex Cut

Family Tree Wine - Cast Gloss Permanent Roll Label printed CMYK + Matt Varnish + Gold Foil + Scodix Laser Kiss-Cut to 90mmx90mm

Mineral Water - Synthetic Clear Permanent Roll Label printed CMYK+White + Gloss Varnish + Metal Silver, Laser Kiss-Cut to 40mmx100mm + Complex Cut

If any of the artwork requirements seem too difficult in this guide, please tick the artFIX option in the quote Additional Options. We'll take care of all the prepress for you for $25+GST