

# CONVERTING GUIDELINES

## CUSTOMER STOCK SUPPLIED

We ask that you keep the following guidelines in mind when sending your stock to Arizona Envelope Company for converting:

- 1) Arizona Envelope Company must receive one of the following with your stock: a) a sample of the envelope showing finished copy & window position, or b) a “mock-up” showing finished copy & window position.
- 2) A press sheet count must be included on either the packing list or the purchase order.
- 3) Proper allowances must be made for overs/unders (see your quote sheet) and for “bleeds” if the printing covers more than the face of the envelope. A minimum of 3/16” of “bleed” is required on all sides of the envelope that the print bleeds off of.
- 4) Please check the labeled instructions on the layout carefully. They will advise you of any specific requirements (i.e. “no print” areas, die marks, etc.). Any variations from our layout may cause serious difficulties when cutting, gluing or folding your job.
- 5) Not all layouts will have die marks. If you have questions about this, please contact your sales representative.
- 6) When quoting converting jobs on unusually heavy stocks (i.e. 65# or 80# Cover), please be advised that you should anticipate having to pre-score and/or “steel rule” die cut your stock before sending it to Arizona Envelope Company for folding.
- 7) The grain direction on all envelopes is important. A catalog envelope must never be run “cross-grain”. When a job is in the quoting stage, please check with your sales representative if you have any questions about this.

These guidelines will help streamline your converting jobs and quotes so that we can meet your deadlines in a more expeditious manner. Thank you for your cooperation.

Sincerely,  
Arizona Envelope Company