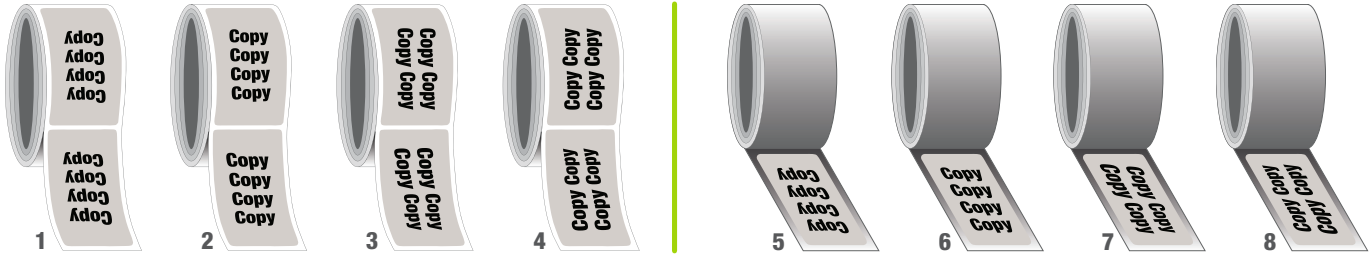


# MACHINE APPLIED LABELS

When ordering machine applied labels, here's what you need to know:

## 1. Copy Position

The copy position (or unwind) signifies which direction the copy comes off the roll; positions 5 through 8 are wound in. Please note horizontal vs. vertical.



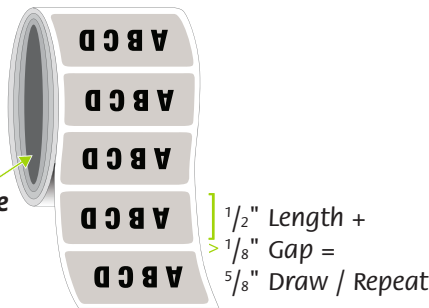
## 2. Draw / Repeat

The draw, or repeat, refers to the distance from the top edge of one label to the top edge of the next label. The length of the label plus the gap equals the repeat.

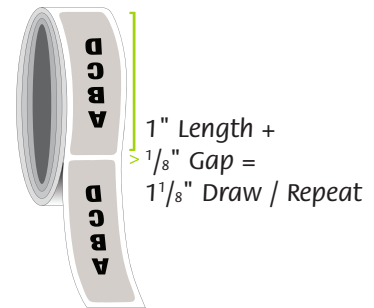
**Length + Gap = Draw / Repeat**

Represents Inner Cardboard Core

**Short Draw** Example: 1" x 1/2" Label



**Long Draw** Example: 1/2" x 1" Label

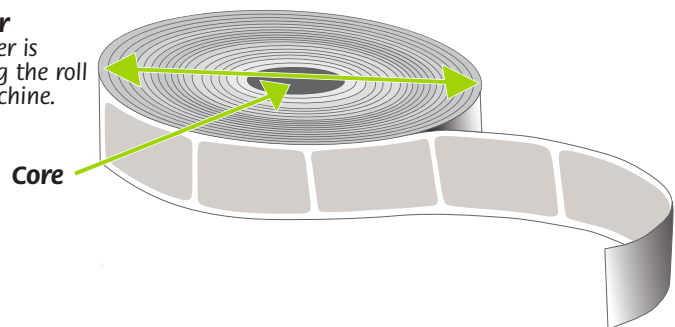


## 3. Core Information

Cores are available in two standard sizes, 1 inch and 3 inch in diameter. Cores must be flush with the edge of the roll. Please note the core size and the maximum outside diameter (OD) of the roll when ordering. Additional core sizes are available, please ask!

### Outside Diameter

The outside diameter is important for fitting the roll on the labeling machine.



## 4. High Capacity Spooler

Stop the presses! But don't stop the label application machine. We have a dandy of a new deal for you! Have us spool your labels to cut down on machine stops and restarts to change over new rolls of labels. We can splice together label rolls to create one humongous roll of non-stop label application. Consider this: would you rather have four rolls of 15,000 labels which have to be changed at the completion of each run, or one continuous roll of 60,000 labels? Hint: this is what society would call a "no-brainer." If you need this service, give us a call!