



SMARTPRESS

# RECTANGLE ROLL LABELS

*Finished Product Size: 3"W x 2"H*

**BLEED** - Your file needs to include a 0.125" bleed necessary for production. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is not included in document setup, there is a good chance that there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. More information on bleeds can be found on our website: [smartpress.com/support/printing-basics/bleeds-borders](https://smartpress.com/support/printing-basics/bleeds-borders)

**CUT LINE (FINISHED SIZE)** - This is where your artwork will be trimmed.

**SAFE MARGIN** - Your file needs to include a 0.125" safe margin necessary for production. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. More information on Cutting Tolerance can be found on our website: [smartpress.com/support/printing-basics/cutting-tolerance](https://smartpress.com/support/printing-basics/cutting-tolerance)