



Recycled Paper Supplies

Gate Farm Fen End Kenilworth CV8 1NW Tel. 01676 530677

www.recycled-paper.co.uk

Information about production of custom printed envelope re-use labels

Supplied artwork

We can provide design and artwork from wording, graphics and/or rough layout you provide.

Alternatively, we can print from your digital artwork in most common formats, but please note the following:

- One-colour labels should be presented in black and white (greyscale), irrespective of the actual colour it is to be printed in.
- Two-colour labels must be either colour-separated (eg. EPS format) or monochrome (greyscale) where the colours do not touch. A colour visual will then assist in correct separation. Alternatively, a professional page-layout program file is acceptable (InDesign or Pagemaker preferred). Microsoft Publisher files must be converted to an alternative format.
- Artwork presented in RGB format (eg. PDF or most JPG files) for spot-colour print can result in unintended effects and should only be used with caution. We can advise on receipt of a sample file.



Graphics Resolution

For best results we require graphics to have a minimum of 300 pixels/dots per inch (118 per cm) at the final print size. This means, for example, that a logo intended to print 2 inches (5cm) across needs to measure at least 600 pixels across. Graphics elements which have been optimised for website use are normally not suitable.

Bleed designs

If the printed design 'bleeds' (ie. comes to the edge of the paper) the artwork must be at least 3mm oversize on each edge where this occurs to allow adequate tolerance when the label is trimmed to size, and to prevent a thin white line possibly appearing. This means that an A6 label which is 105 mm x 148 mm when trimmed would need artwork measuring 111 mm by 154 mm if the design bleeds on all four edges. Remember that the extra 3mm is intended to be trimmed off, so any wording must be kept well away from the edge.

Layout

Consideration should be given to the intended use of the label – for example, if it is intended to re-seal as well as re-address the envelope. If so, allow at least 1 cm at the top of the design to fold over. You might want to include a space headed 'return address' here.

If the label is intended simply to re-address larger envelopes (without re-sealing) a different layout might be more appropriate.

We recommend a minimum margin of 6mm between any wording or graphic and the edge of the label, due to trimming tolerances.

Mail processing issues

Royal Mail has requested that the line 'please ensure label covers any red mail-sorting stripes' (or similar wording) is included somewhere on the label, to prevent letters being routed back to the sender by automatic mail-sorting equipment. We also recommend that you do not include any printed address in the lower half of the label, because this could be interpreted by the automatic sorting equipment as the intended delivery address.

If you include any printed address you must make clear if it is intended to be a return mail address or not. To avoid these potential problems we recommend including only non-mail contact details, for example telephone, email or website address.

Quantities

Please note that the set-up costs mean that opting for smaller quantities may push the unit cost too high for some purposes. If the labels are intended to be a stationery item promoting your own organisation or campaign this may be acceptable.

If the label is intended as a fund-raiser, ie. to be sold in packs, we recommend a minimum quantity of 7,000 labels (equivalent to 140 packs of 50). 15,000 (300 x 50) will give a much greater return for a given selling price.

Please note that prices for custom printed items **do not include VAT** which is in addition to the prices given on the website.



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