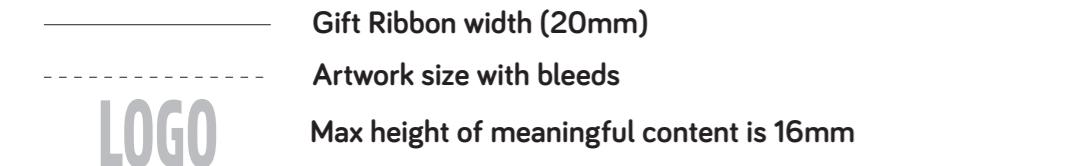


Preparing the artwork dimensions for production

Full-color Gift Ribbon use a special heat sublimation method to transfer a digitally printed design in CMYK colors from a transfer paper to the ribbon. *During the transfer process, small variations will happen in positioning that may cause the transferred image to move up to a 1,5mm sideways.* For that reason, the artwork has "bleeds." The design for a 20mm ribbon must be 25mm in height. Please ensure that any background color or pattern fills this entire area.

Gift Ribbon width (20mm)
Artwork size with bleeds
Max height of meaningful content is 16mm



Front



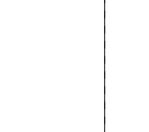
Color variation and Pantone® colors

If Pantone colors are specified in the artwork or digital proof, they are used only as a guideline for the final product. Perfect Pantone matching is impossible due to the technical limitations of full-color CMYK printing. Computer screens are not optimal for color specification, and there are always differences between each screen. Therefore, the computer screen should not be used as a reference for determining any colors used for the final product.

Logo

The reverse side is not aligned on Gift Ribbon printing

The printing of the reverse side is not position-matched. The logos will not meet on the two sides of the ribbon. We suggest to create a one-color reverse side or a pattern where the two sides don't need to align.



Back