

Continuous Design

(web edge)

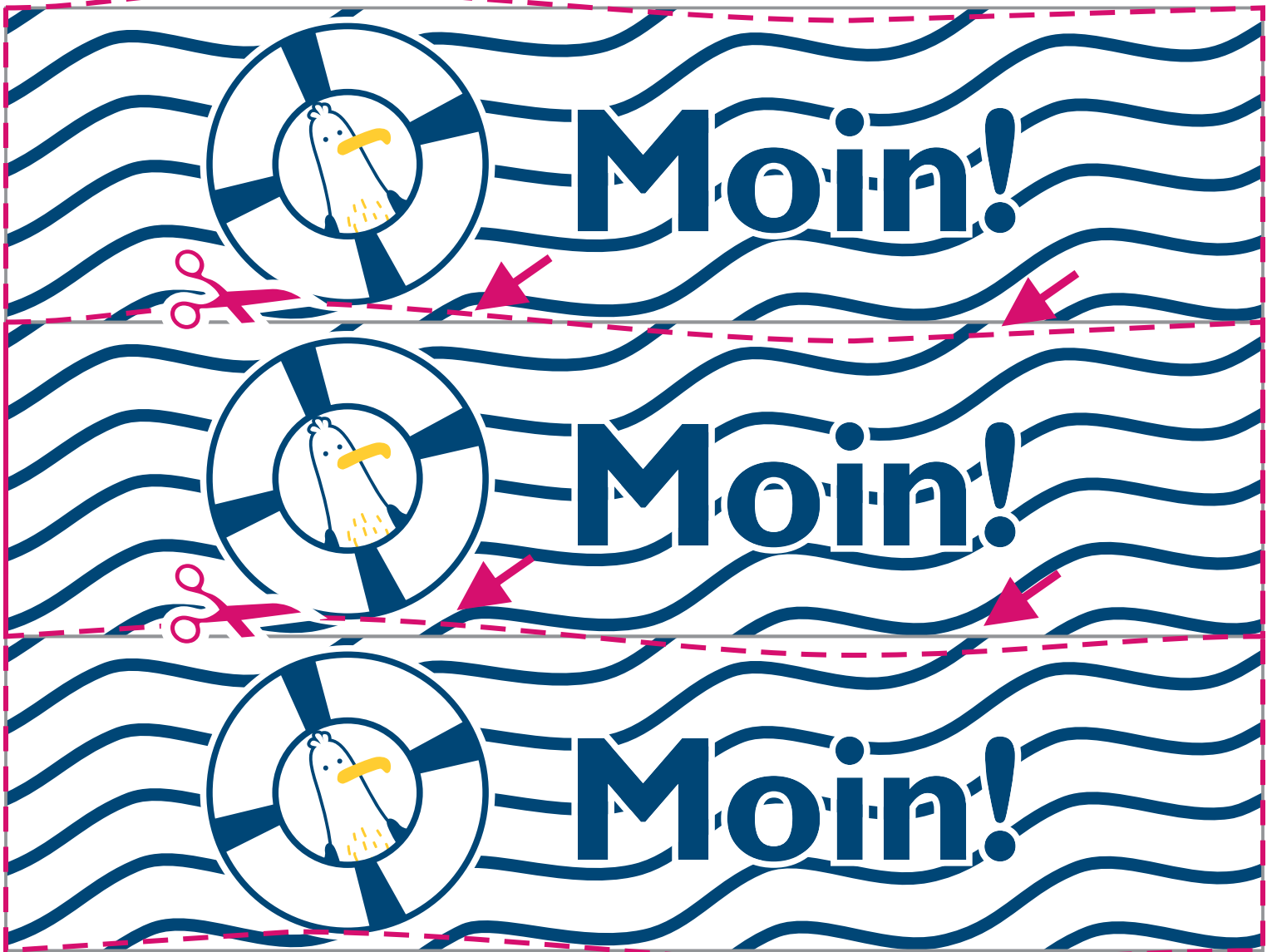
Customer request, Provided data



Continuous Design
Printing up to the web edge
(see also the "Continuous Design" guide).

Incorrect

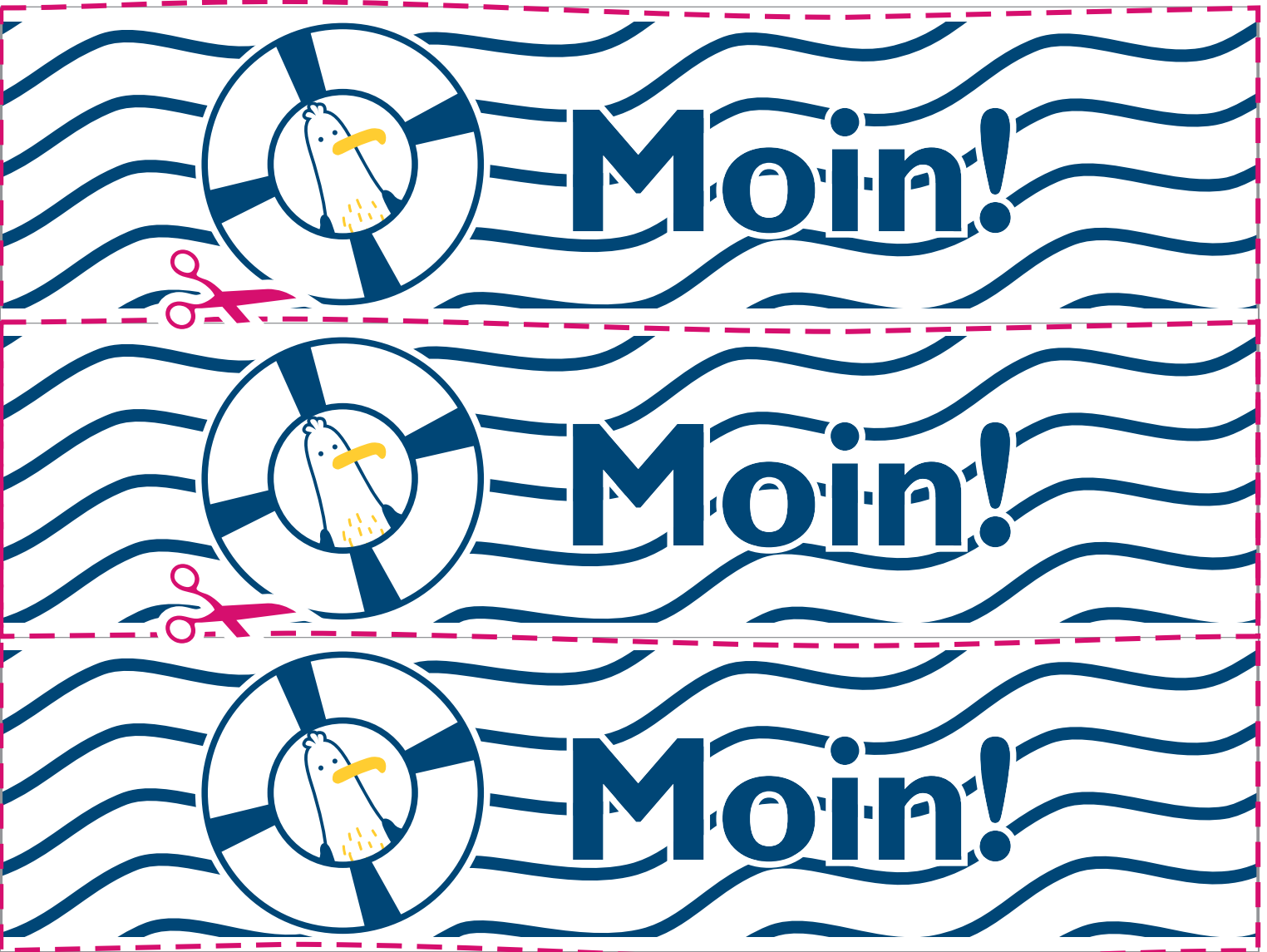
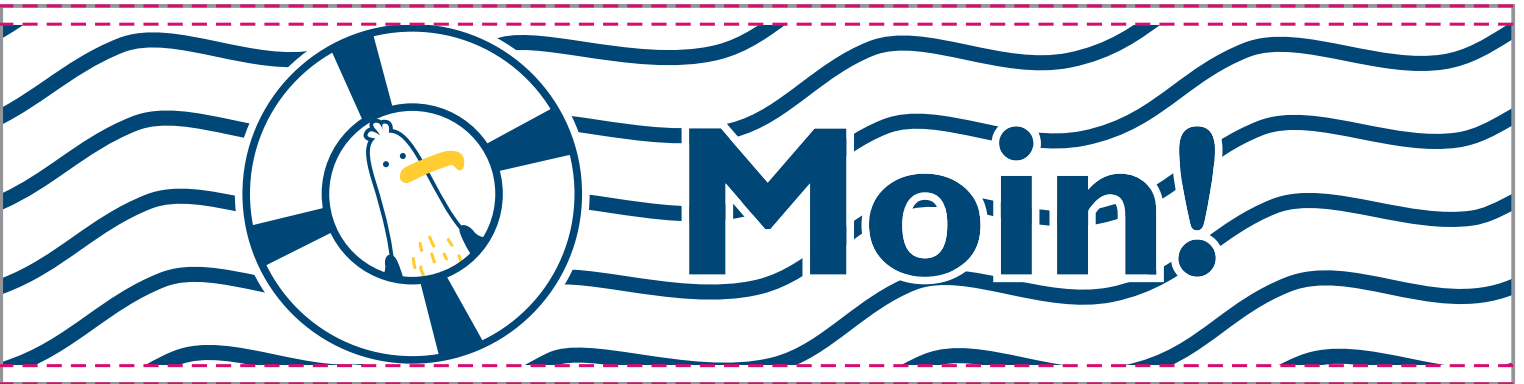
Designs constructed incorrectly up to the web edge = issues during cutting.



We work with continuous printing. Three webs are printed side by side (without bleed/trimming!) and then cut apart.
During the cutting process, slight web fluctuations can occur.
As a result, parts of one tape may appear on the other.
This illustration exaggerates the situation to demonstrate the issue more clearly.

Correct

Uniform tape edge, minimum 2 mm (in this case white, but it can also be uniformly colored).



To avoid cutting into the print design due to fluctuations during the cutting process, we work with a uniform white or colored tape edge of at least 2 mm on both sides.
This illustration exaggerates the situation to demonstrate the issue more clearly.