

ARTWORK SPECIFICATION

PET bottle label 500 ml

205 × 65 mm landscape | 1 wrap-around label



Examples with wrap-around label

Artwork delivery at a glance

Use the template on page 2 as your basis. The magenta line indicates the dieline and will not be printed.

TECHNICAL FILE

- Size: 205 × 65 mm finished size. Page size 208 × 68 mm, including 1.5 mm bleed on all sides.
- File: PDF, preferably PDF/X-4; one page per design and no crop or registration marks.
- Colour & images: CMYK and at least 300 dpi at final size. PMS colours only by prior agreement.
- Text: All text must be converted to outlines.

LAYOUT & POSITIONING

- Bleed: Extend backgrounds 1.5 mm beyond the magenta dieline, up to the page edge.
- Safe margin: Keep critical text and logos at least 2 mm inside the dieline.
- Overlap zone: Keep the right-hand 6 mm clear of text and logos; extend the background and remove the dotted line.
- Template page 2: Use the supplied template and keep the dieline in its separate layer.
- Fixed content: Keep the product text, barcode and other fixed information unchanged.

FINAL CHECK BEFORE SUBMISSION

- ✓ The supplied template on page 2 has been used.
- ✓ Backgrounds include 1.5 mm bleed on all sides.
- ✓ The 6 mm overlap zone is free of text; the background continues through it.
- ✓ The PDF is CMYK and images are at least 300 dpi.
- ✓ All text has been converted to outlines.
- ✓ The fixed content from the selected template is unchanged.



Content check
The submitting party remains responsible for spelling, logos, claims, trademark rights and legally required product information in the label design.

Spring water, best served chilled. Best before end: see bottleneck.

Store out of direct sunlight. Produced by: Water Concepts Benelux,
www.waterconcepts.eu. This bottle is made of recycled PET, and is
100% recyclable.

500 ml e

